**Small Business and Entrepreneurship Occupations**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

September 2019

# Recommendation

Based on all available data, there appears to be a significant undersupply of Small Business and Entrepreneurship workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties.) There is a projected annual gap of about 16,035 students in the Bay region and 5,131 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0506.40 - Small Business and Entrepreneurship in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at City College of San Francisco and in the region.

# Introduction

This report profiles Small Business and Entrepreneurship Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at City College of San Francisco.

|  |
| --- |
| * **General and Operations Managers (SOC 11-1021):** Plan, direct, or coordinate the operations of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Excludes First-Line Supervisors.
 |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 34%* |
|  |
| * **Market Research Analysts and Marketing Specialists (SOC 13-1161):** Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.
 |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 14%* |
|  |
| * **Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (SOC 41-4012):** Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.
 |
| *Entry-Level Educational Requirement: High school diploma or equivalent* |
| *Training Requirement: Moderate-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 31%* |

# Occupational Demand

**Table 1. Employment Outlook for Small Business and Entrepreneurship Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Market Research Analysts and Marketing Specialists | 40,541 | 46,756 | 6,215 | 15% | 26,889 | 5,378 | $18.67 | $40.02 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 34,393 | 35,009 | 617 | 2% | 18,388 | 3,678 | $16.89 | $32.76 |
| General and Operations Managers | 69,328 | 75,505 | 6,178 | 9% | 35,160 | 7,032 | $29.08 | $63.05 |
| **Total** | **144,261** | **157,270** | **13,009** | **9%** | **80,437** | **16,087** | **$23.25** | **$49.36** |

*Source: EMSI 2019.2*

**Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Small Business and Entrepreneurship Occupations in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Market Research Analysts and Marketing Specialists |  14,509  |  17,346  | 2,837 | 20% |  10,373  |  2,075  | $22.60 | $42.15 |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products |  7,249  |  7,637  | 388 | 5% |  4,167  |  833  | $19.36 | $37.36 |
| General and Operations Managers |  20,635  |  23,044  | 2,410 | 12% |  11,145  |  2,229  | $33.12 | $71.23 |
| **TOTAL** |  **42,393**  |  **48,028**  | **5,635** | **13%** |  **25,684**  |  **5,137**  | **$27.17** | **$55.49** |

*Source: EMSI 2019.2*

**Mid-Peninsula Sub-Region** includes San Francisco and San Mateo Counties

### Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Sept. 2018 - August 2019)**

| Occupation | Bay Region | Mid-Peninsula |
| --- | --- | --- |
|  Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 46,903 | 19,640 |
|  General and Operations Managers | 19,781 | 9,418 |
|  Market Research Analysts and Marketing Specialists | 14,002 | 7,201 |
|  **Total** | **80,686** | **36,259** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Small Business and Entrepreneurship Occupations for latest 12 months (Sept. 2018 - August 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Account Manager | 8,317 | Enterprise Account Manager | 859 |
| Sales Representative | 6,045 | Marketing Analyst | 706 |
| Account Executive | 2,126 | Business to Business Sales Representative | 699 |
| Operations Manager | 1,847 | Account Representative | 699 |
| Marketing Specialist | 1,793 | Social Media Manager | 666 |
| Outside Sales Representative | 1,785 | Marketing Assistant | 656 |
| Sales Specialist | 1,726 | Sales Development Representative | 635 |
| Marketing Coordinator | 1,481 | Operations Supervisor | 502 |
| Sales Consultant | 1,387 | Assistant Manager | 486 |
| Marketing Associate | 1,380 | Sales Account Manager | 482 |
| Inside Sales Representative | 1,238 | Senior Account Manager | 466 |
| Sales | 978 | Sales Coordinator | 459 |
| Sales Executive | 953 | Account Director | 412 |
| General Manager | 888 | Business Operations Manager | 404 |

**Table 4b. Top Job Titles for Small Business and Entrepreneurship Occupations for latest 12 months (Sept. 2018 - August 2019) Mid-Peninsula Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Mid-Peninsula | Common Title | Mid-Peninsula |
| Account Manager | 4,076 | Sales Development Representative | 351 |
| Sales Representative | 1,920 | Account Director | 314 |
| Account Executive | 1,290 | Senior Account Manager | 310 |
| Operations Manager | 805 | General Manager | 307 |
| Marketing Associate | 751 | Inside Sales Representative | 285 |
| Marketing Coordinator | 720 | Vice President | 249 |
| Sales Specialist | 679 | Sales | 249 |
| Marketing Specialist | 665 | Marketing Assistant | 229 |
| Enterprise Account Manager | 663 | Account Representative | 220 |
| Outside Sales Representative | 480 | Sales Manager | 208 |
| Marketing Analyst | 428 | Business Operations Manager | 208 |
| Social Media Manager | 420 | Business to Business Sales Representative | 200 |
| Sales Consultant | 391 | Technical Sourcer | 173 |
| Sales Executive | 390 | Director, Operations | 162 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Small Business and Entrepreneurship Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 7,000 | 9,877 | 41% | 5% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 5,967 | 6,579 | 10% | 4% |
| Custom Computer Programming Services (541511) | 4,870 | 5,731 | 18% | 3% |
| Software Publishers (511210) | 3,551 | 4,390 | 24% | 3% |
| Electronic Computer Manufacturing (334111) | 3,005 | 3,262 | 9% | 2% |
| Computer Systems Design Services (541512) | 2,805 | 3,205 | 14% | 2% |
| Administrative Management and General Management Consulting Services (541611) | 2,763 | 3,470 | 26% | 2% |
| Wholesale Trade Agents and Brokers (425120) | 2,267 | 1,512 | -33% | 2% |
| Local Government, Excluding Education and Hospitals (903999) | 2,030 | 2,150 | 6% | 1% |
| Other Scientific and Technical Consulting Services (541690) | 2,013 | 1,865 | -7% | 1% |
| Computer and Computer Peripheral Equipment and Software Merchant Wholesalers (423430) | 1,907 | 1,727 | -9% | 1% |
| Wineries (312130) | 1,659 | 1,757 | 6% | 1% |
| Other Electronic Parts and Equipment Merchant Wholesalers (423690) | 1,637 | 1,325 | -19% | 1% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Small Business and Entrepreneurship Occupations in Bay Region and Mid-Peninsula Sub-Region (Sept. 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Facebook | 584 | Gap Inc. | 196 | Facebook | 430 |
| Google Inc. | 444 | CVS Health | 195 | Salesforce | 361 |
| Salesforce | 376 | AT&T | 191 | Uber | 240 |
| Cisco Systems Incorporated | 307 | State Farm Insurance Companies | 184 | Walmart / Sam's | 220 |
| Sears | 301 | Sentext Solutions | 166 | Amazon | 150 |
| Amazon | 284 | Stanford University | 162 | Oracle | 147 |
| Macy's | 270 | Oracle | 156 | Google Inc. | 141 |
| 24 Hour Fitness | 261 | Adobe Systems | 150 | Gap Inc. | 138 |
| O'Reilly Automotive Inc | 254 | Comcast | 149 | Visa | 127 |
| Walmart / Sam's | 252 | Anthem Blue Cross | 149 | Twilio | 108 |
| Uber | 246 | Best Buy | 144 | Allied Universal Corporation | 90 |
| Apple Inc. | 237 | IBM | 143 | Marriott International Incorporated | 87 |
| Best Version Media | 228 | Nordstrom | 140 | Cisco Systems Incorporated | 87 |
| Marriott International Incorporated | 225 | Kaiser Permanente | 133 | Macy's | 86 |
| Dell | 216 | Sephora | 131 | Yelp | 85 |
| Kelly Moore Paint Company | 215 | Avon | 131 | Genentech | 84 |
| Allied Universal Corporation | 202 | Visa | 130 | Twitter | 81 |

*Source: Burning Glass*

# Educational Supply

There are 13 community colleges in the Bay Region issuing 52 awards on average annually (last 3 years) on TOP 0506.40 - Small Business and Entrepreneurship. There are three colleges in the Mid-Peninsula Sub-Region issuing 6 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 0506.40 - Small Business and Entrepreneurship in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificates | Noncredit | Total |
| Cañada College  |  Mid-Peninsula  | 2 | 2 | 1 | 5 |
| Chabot College  |  East Bay  | 2 | 1 | - | 3 |
| De Anza College  |  Silicon Valley  | 6 | 2 | - | 8 |
| Diablo Valley College  |  East Bay  | - | - | - | - |
| Las Positas College  |  East Bay  | - | 5 | - | 5 |
| Los Medanos College  |  East Bay  | 2 | 2 | - | 4 |
| Merritt College  |  East Bay  | 6 | 4 | - | 10 |
| Monterey Peninsula College  |  Santa Cruz - Monterey  | - | - | - | - |
| San Francisco Ctrs  |  Mid-Peninsula  | 1 | - | - | 1 |
| San Jose City College  |  Silicon Valley  | - | - | 9 | 9 |
| Santa Rosa Junior College  |  North Bay  | 2 | 3 | - | 5 |
| Skyline College  |  Mid-Peninsula  | - | - | - | - |
| Solano College  |  North Bay  | - | 2 | - | 2 |
| **Total Bay Region** |  **21**  |  **21**  |  **10**  |  **52**  |
| **Total Mid-Peninsula Sub-Region** | **3** | **2** | **1** | **6** |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 16,087 annual openings for the Small Business and Entrepreneurship occupational cluster and 52 annual (3-year average) awards for an annual undersupply of 16,035 students. In the Mid-Peninsula Sub-Region, there is also a gap with 5,137 annual openings and 6 annual (3-year average) awards for an annual undersupply of 5,131 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0506.40 - Small Business and Entrepreneurship**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | City College of San Francisco (All CTE Programs) | State (0506.40) | Bay (0506.40) | Mid-Peninsula (0506.40) | City College of San Francisco (0506.40) |
| % Employed Four Quarters After Exit | 74% | 72% | 57% | 65% | n/a | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,170 | $7,378 | $9,880 | n/a | n/a |
| Median % Change in Earnings | 46% | 31% | 45% | 51% | n/a | n/a |
| % of Students Earning a Living Wage | 63% | 65% | 53% | 64% | n/a | n/a |

*Source: Launchboard Pipeline (version available on 9/11/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Small Business and Entrepreneurship Occupations in Bay Region (Sept. 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Sales | 38,788 | Business-to-Business | 5,976 | Business Planning | 3,089 |
| Customer Service | 15,128 | Operations Management | 5,579 | Cold Calling | 2,926 |
| Budgeting | 10,013 | Software as a Service (SaaS) | 5,304 | Product Management | 2,893 |
| Salesforce | 9,704 | Retail Industry Knowledge | 4,843 | Customer Relationship Management (CRM) | 2,822 |
| Business Development | 9,052 | Inside Sales | 4,514 | Digital Marketing | 2,821 |
| Project Management | 8,870 | Key Performance Indicators (KPIs) | 4,002 | Facebook | 2,816 |
| Marketing | 8,723 | Client Base Retention | 3,990 | Business Acumen | 2,774 |
| Customer Contact | 8,373 | Onboarding | 3,834 | Appointment Setting | 2,764 |
| Sales Goals | 7,699 | Sales Management | 3,822 | Market Strategy | 2,757 |
| Product Sales | 7,539 | Product Knowledge | 3,596 | SQL | 2,695 |
| Scheduling | 7,492 | Staff Management | 3,475 | Customer Billing | 2,548 |
| Prospective Clients | 6,716 | Sales Cycle | 3,438 | Articulating Value Propositions | 2,535 |
| Account Management | 6,655 | Description and Demonstration of Products | 3,291 | Sales Strategy | 2,483 |
| Outside Sales | 6,416 | Merchandising | 3,232 | Business Operations | 2,436 |
| Social Media | 6,390 | Negotiation Skills | 3,096 | Complex Sales | 2,418 |

*Source: Burning Glass*

**Table 10. Certifications for Small Business and Entrepreneurship Occupations in Bay Region (August 2018 - July 2019)**

Note: 86% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Driver's License | 7,417 | Certified Public Accountant (CPA) | 122 |
| Project Management Certification | 514 | Six Sigma Certification | 117 |
| Insurance License | 351 | Food Handler Certification | 93 |
| Insurance Agent Certification | 295 | ServSafe | 88 |
| Property and Casualty License | 269 | Chartered Property Casualty Underwriter (CPCU) | 84 |
| Project Management Professional (PMP) | 259 | Registered Nurse | 83 |
| Real Estate Certification | 249 | Security Clearance | 82 |
| First Aid CPR AED | 220 | ITIL Certification | 79 |
| IT Infrastructure Library (ITIL) Certification | 201 | Accident Health and Life (Insurance) | 79 |
| Series 7 | 197 | Automotive Service Excellence (ASE) Certification | 70 |
| Life and Health Insurance License | 177 | Contractor’s License | 65 |
| Life Insurance License | 128 | CDL Class B | 65 |

*Source: Burning Glass*

**Table 11. Education Requirements for Small Business and Entrepreneurship Occupations in Bay Region**

Note: 49% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
| High school or vocational training | 7,772 | 17% |
| Associate Degree | 1,525 | 3% |
| Bachelor’s Degree or Higher | 34,719 | 80% |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

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