** Fashion Merchandising Occupations**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

December 2018

# Recommendation

Based on all available data, there appears to be a significant undersupply of Fashion Merchandising 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). The gap is about 18,862 students annually in the Bay region and 4,298 students annually in the Mid-Peninsula sub-region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1303.20 - Fashion Merchandising in the state and region. It is recommended that this 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 (CCSF) and in the region.

# Introduction

This report profiles Fashion Merchandising Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for the proposed revision to an existing program at City College of San Francisco. It is important to note that the Retail Salespersons occupation covers a broad range of industries in which workers are employed and only a sub-set of the total openings would be in the fashion industry, so demand is likely overstated in this report. In addition, CCSF included two occupations in the LMI request form: Customer Service Representatives and Demonstrators and Product Promoters, which were not included in this report because the report format allows for up to five occupations to be selected. However, there is no doubt that there is significant demand for the fashion merchandising occupational cluster, even without including these two occupations in the demand calculation.

|  |
| --- |
| * **Marketing Managers (SOC 11-2021):** Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services. |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 22%* |
|  |
| * **Retail Salespersons (SOC 41-2031):** Sell merchandise, such as furniture, motor vehicles, appliances, or apparel to consumers. Excludes "Cashiers" (41-2011). |
| *Entry-Level Educational Requirement: No formal educational credential* |
| *Training Requirement: Short-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%* |
|  |
| * **Merchandise Displayers and Window Trimmers (SOC 27-1026):** Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions. |
| *Entry-Level Educational Requirement: High school diploma or equivalent* |
| *Training Requirement: Short-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 29%* |
|  |
| * **Reporters and Correspondents (SOC 27-3022):** Collect and analyze facts about newsworthy events by interview, investigation, or observation. Report and write stories for newspaper, news magazine, radio, or television. Excludes "Broadcast News Analysts" (27-3021). |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%* |
|  |
| * **Buyers and Purchasing Agents (SOC** **13-1028):** Purchase machinery, equipment, tools, parts, supplies, or services necessary for the operation of an establishment. Purchase raw or semi-finished materials for manufacturing. |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: Moderate-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 0%* |

# Occupational Demand

**Table 1. Employment Outlook for Fashion Merchandising Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Marketing Managers | 16,138 | 17,457 | 1,319 | 8% | 8,239 | 1,648 | $45.28 | $79.73 |
| Retail Salespersons | 101,900 | 103,427 | 1,527 | 1% | 75,950 | 15,190 | $10.59 | $13.33 |
| Merchandise Displayers and Window Trimmers | 4,565 | 4,693 | 128 | 3% | 2,264 | 453 | $10.70 | $13.94 |
| Reporters and Correspondents | 1,130 | 1,425 | 295 | 26% | 941 | 188 | $14.26 | $21.17 |
| Buyers and Purchasing Agents | 14,864 | 14,854 | (9) | (0%) | 7,099 | 1,420 | $21.24 | $36.24 |
| **Total** | **138,596** | **141,856** | **3,260** | **2%** | **94,493** | **18,899** | **$15.81** | **$23.60** |

*Source: EMSI 2018.4*

**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 Fashion Merchandising Occupations in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Marketing Managers | 6,324 | 6,993 | 669 | 11% | 3,399 | 680 | $47.62 | $79.32 |
| Retail Salespersons | 22,007 | 21,118 | (889) | (4%) | 15,571 | 3,114 | $10.97 | $14.18 |
| Merchandise Displayers and Window Trimmers | 636 | 671 | 35 | 6% | 335 | 67 | $11.87 | $17.84 |
| Reporters and Correspondents | 488 | 663 | 175 | 36% | 450 | 90 | $13.49 | $22.59 |
| Buyers and Purchasing Agents | 3,771 | 3,882 | 111 | 3% | 1,910 | 382 | $23.66 | $39.00 |
| **TOTAL** | **33,227** | **33,328** | **101** | **0%** | **21,666** | **4,333** | **$19.44** | **$29.59** |

*Source: EMSI 2018.4*

**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 (Dec 2017 - Nov 2018)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | Mid-Peninsula |
| Marketing Managers (11-2021.00) | 31,234 | 16,815 |
| Retail Salespersons (41-2031.00) | 29,493 | 7,765 |
| Merchandise Displayers and Window Trimmers (27-1026.00) | 5,780 | 1,866 |
| Reporters and Correspondents (27-3022.00) | 370 | 228 |
| Wholesale and Retail Buyers, Except Farm Products (13-1022.00) | 202 | 102 |
| **Total** | **67,079** | **26,776** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Fashion Merchandising Occupations for latest 12 months (Dec 2017 - Nov 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | Mid-Peninsula | Common Title | Bay | Mid-Peninsula |
| Sales Associate | 8,714 | 2,629 | Store Team Member | 416 | 89 |
| Marketing Manager | 6,391 | 3,539 | Retail Sales Representative | 386 | 89 |
| Merchandiser | 3,615 | 1,002 | Shopper | 372 | 56 |
| Product Manager | 3,112 | 1,702 | Director, Product Management | 341 | 189 |
| Retail Sales Associate | 2,833 | 715 | Merchandising Specialist | 301 | 102 |
| Product Marketing Manager | 2,691 | 1,442 | Sales Professional | 300 | 96 |
| Director of Marketing | 1,871 | 991 | Marketing Operations Manager | 293 | 182 |
| Sales Consultant | 1,752 | 409 | Retail Manager | 290 | 91 |
| Senior Product Manager | 1,559 | 863 | Technical Product Manager | 289 | 139 |
| Beauty Advisor | 797 | 183 | Logistics Team Member | 284 | 38 |
| Digital Marketing Manager | 705 | 425 | Customer Service and Sales | 270 | 58 |
| Retail Associate | 540 | 181 | Operations Associate | 243 | 151 |
| Sales, Retail Industry | 509 | 120 | Marketing Associate | 242 | 129 |
| Store Associate | 443 | 67 | Vice President of Marketing | 227 | 148 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Fashion Merchandising Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2017) | Jobs in Industry (2022) | % Change (2017-22) | % in Industry (2017) |
| Family Clothing Stores (448140) | 12,555 | 12,599 | 6% | 9.1% |
| Department Stores (452210) | 5,913 | 5,876 | (23%) | 4.2% |
| Warehouse Clubs and Supercenters (452311) | 5,658 | 5,715 | 12% | 4.1% |
| Home Centers (444110) | 5,088 | 5,045 | (2%) | 3.6% |
| Shoe Stores (448210) | 4,988 | 4,933 | 6% | 3.5% |
| Electronics Stores (443142) | 4,871 | 4,818 | (14%) | 3.5% |
| New Car Dealers (441110) | 4,648 | 4,715 | 12% | 3.4% |
| Women's Clothing Stores (448120) | 3,960 | 3,951 | (11%) | 2.8% |
| Sporting Goods Stores (451110) | 3,485 | 3,520 | 8% | 2.5% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 3,244 | 3,311 | 4% | 2.4% |
| Supermarkets and Other Grocery (except Convenience) Stores (445110) | 2,719 | 2,727 | 4% | 2.0% |
| Other Clothing Stores (448190) | 2,536 | 2,553 | 6% | 1.8% |
| Cosmetics, Beauty Supplies, and Perfume Stores (446120) | 2,469 | 2,494 | 17% | 1.8% |
| Used Merchandise Stores (453310) | 2,471 | 2,482 | 12% | 1.8% |
| All Other Home Furnishings Stores (442299) | 2,423 | 2,427 | 8% | 1.7% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 2,187 | 2,250 | 41% | 1.6% |
| Hobby, Toy, and Game Stores (451120) | 2,078 | 2,077 | (0%) | 1.5% |
| Other Building Material Dealers (444190) | 2,039 | 2,061 | 4% | 1.5% |

*Source: EMSI 2018.4*

**Table 6. Top Employers Posting Fashion Merchandising Occupations in Bay Region and Mid-Peninsula Sub-Region (Dec 2017 - Nov 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Macy's | 1,880 | Verizon Communications Incorporated | 395 | Facebook | 721 |
| Target | 1,144 | Salesforce | 380 | Gap Inc. | 689 |
| Gap Inc. | 914 | Ashley Furniture | 353 | Salesforce | 376 |
| Lowe's Companies, Inc | 822 | Cisco Systems Incorporated | 320 | Macy's | 364 |
| Google Inc. | 813 | Petco | 320 | Walmart / Sam's | 325 |
| Nordstrom | 792 | Instacart | 301 | Nordstrom | 246 |
| Facebook | 777 | Amazon | 293 | Uber | 226 |
| Sears | 508 | CVS Health | 289 | Oracle | 194 |
| Best Buy | 504 | Dick's Sporting Goods Incorporated | 278 | Lowe's Companies, Inc | 178 |
| Whole Foods Market, Inc. | 499 | Office Depot | 273 | Target | 165 |
| AT&T | 454 | T Mobile Usa Incorporated | 254 | Google Inc. | 164 |
| Walmart / Sam's | 431 | Uber | 236 | Williams-Sonoma | 150 |
| Ulta Beauty Inc. | 413 | Oracle | 221 | Linkedin Limited | 147 |
| Apple Inc. | 412 | Shipt | 220 | Sephora | 125 |

*Source: Burning Glass*

# Educational Supply

There are four community colleges in the Bay Region issuing 37 awards annually on TOP 1303.20 - Fashion Merchandising. There are three colleges in the Mid-Peninsula sub-region issuing 35 of these awards annually.

**Table 7. Awards on TOP 1303.20 - Fashion Merchandising in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| **Canada** | Mid-Peninsula | 64 | 3 | 4 | 6 |
| **Monterey** | Santa Cruz & Monterey | n/a | 0 |  | 0 |
| **San Francisco** | Mid-Peninsula | 177 | 6 | 21 | 27 |
| **Santa Rosa** | North Bay | 73 | 0 | 2 | 2 |
| **Skyline** | Mid-Peninsula |  | 2 | 0 | 2 |
| **Total Bay Region** | | **314** | **11** | **27** | **37** |
| **Total Mid-Peninsula Sub-Region** | | **241** | **11** | **25** | **35** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 18,899 annual openings for the Fashion Merchandising occupational cluster and 37 annual awards for an annual undersupply of 18,862. In the Mid-Peninsula sub-region, there is also a large gap with 4,333 annual openings and 35 annual awards for an annual undersupply of 4,298.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1303.20 - Fashion Merchandising**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | City College of San Francisco (All CTE Programs) | State (1303.20) | Bay (1303.20) | Mid-Peninsula (1303.20) | City College of San Francisco (1303.20) |
| % Employed Four Quarters After Exit | 74% | 73% | 68% | 70% | 69% | 71% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,170 | $5,762 | $7,422 | $8,551 | $8,551 |
| Median % Change in Earnings | 46% | 50% | 49% | 43% | 43% | 69% |
| % of Students Earning a Living Wage | 63% | 55% | 29% | 35% | 36% | 33% |

*Source: Launchboard Pipeline (version available on 12/12/18)*

# Skills, Certifications and Education

**Table 9. Top Skills for Fashion Merchandising Occupations in Bay Region (Dec 2017 - Nov 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Sales | 26,600 | Scheduling | 5,907 | Competitive Analysis | 2,834 |
| Customer Service | 17,378 | Marketing Management | 5,017 | Basic Mathematics | 2,827 |
| Retail Industry Knowledge | 16,142 | Description and Demonstration of Products | 4,688 | Market Research | 2,627 |
| Product Management | 15,392 | Market Strategy | 4,554 | Thought Leadership | 2,345 |
| Merchandising | 11,124 | Social Media | 4,099 | SQL | 2,264 |
| Marketing | 10,243 | Software as a Service (SaaS) | 3,855 | Visual Merchandising | 2,239 |
| Retail Sales | 9,474 | Business-to-Business | 3,754 | Marketing Programs | 1,955 |
| Product Marketing | 7,789 | Key Performance Indicators (KPIs) | 3,679 | Customer Checkout | 1,932 |
| Product Sales | 7,408 | Business Development | 3,574 | Articulating Value Propositions | 1,903 |
| Project Management | 6,923 | Lifting Ability | 3,408 | Calculator | 1,857 |
| Sales Goals | 6,904 | Digital Marketing | 3,250 | Facebook | 1,832 |
| Customer Contact | 6,887 | Cleaning | 3,142 | Store Operations | 1,723 |
| Product Development | 6,704 | Salesforce | 3,098 | Client Base Retention | 1,720 |
| Budgeting | 6,313 | Store Management | 3,043 | Experiments | 1,718 |
| Product Knowledge | 6,182 | E-Commerce | 2,840 | Stakeholder Management | 1,704 |

*Source: Burning Glass*

**Table 10. Certifications for Fashion Merchandising Occupations in the Bay Region (Dec 2017 - Nov 2018)**

Note: 92% 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 | 3,466 | Certified Information Systems Security Professional (CISSP) | 33 |
| Project Management Certification | 282 | Agile Certification | 32 |
| Project Management Professional (PMP) | 169 | Certified Energy Manager | 31 |
| Cosmetology License | 151 | Food Service Certification | 31 |
| Food Handler Certification | 142 | Life and Health Insurance License | 29 |
| ServSafe | 107 | Insurance Agent Certification | 25 |
| Property and Casualty License | 92 | Computer Learning Certificate | 23 |
| Real Estate Certification | 81 | Leadership In Energy And Environmental Design (LEED) Certified | 22 |
| Forklift Operator Certification | 62 | Certified Treasury Professional (CTP) | 21 |
| Series 7 | 55 | Google AdWords Training | 21 |
| Cash Handling Certification | 53 | Certified Professional in Supply Management (CPSM) | 19 |
| Certified ScrumMaster (CSM) | 48 | Cisco Certified Internetwork Expert (CCIE) | 19 |
| IT Infrastructure Library (ITIL) Certification | 40 | Security Clearance | 19 |
| Insurance License | 34 | Six Sigma Certification | 18 |

*Source: Burning Glass*

**Table 11. Education Requirements for Fashion Merchandising Occupations in Bay Region**

Note: 47% 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 |
| High school or vocational training | 11,551 (32%) |
| Associate Degree | 1,260 (4%) |
| Bachelor’s Degree or Higher | 22,853 (64%) |

*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

For more information, please contact:

* Doreen O’Donovan, Data Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [doreen@baccc.net](mailto:doreen@baccc.net) or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544