** Business Occupations**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

March 2019

# Recommendation

Based on all available data, there appears to be a significant undersupply of Business 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 36,205 students in the Bay region and 8,729 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0501.00 - Business and Commerce, General 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 (CCSF) and in the region.

# Introduction

This report profiles Business Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for the review of an existing program at City College of San Francisco. Labor market information (LMI) is not available at the eight-digit SOC Code level for Stock Clerks, Sales Floor (Sales Support Specialists) (43-5081.01), therefore, the data shown in Tables 1 and 2 is for Stock Clerks and Order Fillers (at the six digit SOC level) and likely overstates demand for Stock Clerks, Sales Floor (Sales Support Specialists) (43-5081.01). Tables 3, 4, 6, 9, and 10 use job postings data from Burning Glass at the eight-digit SOC Code level for Stock Clerks, Sales Floor (Sales Support Specialists) (43-5081.01).

|  |
| --- |
| * **Customer Service Representatives (SOC 43-4051):** Interact with customers toprovide information in response to inquiries about products and services and to handle and resolve complaints. Excludes individuals whose duties are primarily installation, sales, or repair.
 |
| 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: 43% |
| * **Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (SOC 43-6014):** Perform routine clerical and administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files, or providing information to callers. Excludes legal, medical, and executive secretaries (43-6011 through 43-6013).
 |
| 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: 47*%* |
| * **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: 38*%* |
| * **Stock Clerks and Order Fillers** **(SOC 43-5081):** Receive, store, and issue sales floor merchandise, materials, equipment, and other items from stockroom, warehouse, or storage yard to fill shelves, racks, tables, or customers' orders. May mark prices on merchandise and set up sales displays. Excludes "Laborers and Freight, Stock, and Material Movers, Hand" (53-7062), and "Shipping, Receiving, and Traffic Clerks" (43-5071).
 |
| 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: 33*%* |
| * **New Accounts Clerks (SOC** **43-4141):** Interview persons desiring to open accounts in financial institutions. Explain account services available to prospective customers and assist them in preparing applications.
 |
| 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: 48*%* |

# Occupational Demand

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

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Customer Service Representatives | 50,323 | 55,756 | 5,433  | 11% | 38,548 | 7,710 | $13.52  | $20.65  |
| Secretaries and Administrative Assistants, Except Legal, Medical, and Executive | 66,468 | 67,327 | 859  | 1% | 36,802 | 7,360 | $14.41  | $21.90  |
| Retail Salespersons | 101,765 | 103,174 | 1,409  | 1% | 75,813 | 15,163 | $10.60  | $13.32  |
| Stock Clerks and Order Fillers | 47,238 | 48,338 | 1,100  | 2% | 31,285 | 6,257 | $10.63  | $13.71  |
| New Accounts Clerks | 850 | 759 | (91) |  (11%) | 422 | 84 | $15.63  | $19.21  |
| **Total** | **266,644** | **275,354** | **8,711**  | **3%** | **182,870** | **36,574** | **$12.12**  | **$16.93**  |

*Source: EMSI 2019.1*

**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 Business Occupations in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Customer Service Representatives | 14,766 | 16,967 | 2,201  | 15% | 12,075 | 2,415 | $15.49  | $23.19  |
| Secretaries and Administrative Assistants, Except Legal, Medical, and Executive | 18,038 | 18,576 | 538  | 3% | 10,333 | 2,067 | $15.83  | $23.14  |
| Retail Salespersons | 22,011 | 21,079 | (932) |  (4%) | 15,590 | 3,118 | $10.99  | $14.20  |
| Stock Clerks and Order Fillers | 9,083 | 9,214 | 131  | 1% | 5,948 | 1,190 | $11.39  | $15.52  |
| New Accounts Clerks | 83 | 83 | 1  | 1% | 46 | 9 | $16.34  | $19.48  |
| **TOTAL** | **63,982** | **65,920** | **1,938**  | **3%** | **43,992** | **8,798** | **$13.46**  | **$18.99**  |

*Source: EMSI 2019.1*

**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 (March 2018 - Feb 2019)**

| Occupation | Bay Region | Mid-Peninsula |
| --- | --- | --- |
|  Retail Salespersons (41-2031.00) | 33,181 | 8,873 |
|  Customer Service Representatives (43-4051.00) | 23,394 | 6,920 |
|  Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014.00) | 22,708 | 8,153 |
|  Stock Clerks, Sales Floor (43-5081.01) | 5,170 | 1,325 |
|  Patient Representatives (43-4051.03) | 2,281 | 709 |
|  Order Fillers, Wholesale and Retail Sales (43-5081.04) | 390 | 96 |
|  New Accounts Clerk (43-4141.00) | 38 | 5 |
|  Marketing Clerks (43-5081.02) | 27 | 5 |
| **Total** |  **87,189**  |  **26,086**  |

*Source: Burning Glass*

**Table 4. Top Job Titles for Business Occupations for latest 12 months (March 2018 - Feb 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | Mid-Peninsula | Common Title | By | Mid-Peninsula |
| Administrative Assistant | 12,814 | 4,769 | Retail Associate | 632 | 210 |
| Sales Associate | 10,207 | 3,042 | Client Service Representative | 606 | 167 |
| Customer Service Representative | 7,345 | 1,946 | Service Cashier | 592 | 143 |
| Retail Sales Associate | 3,062 | 797 | Customer Service Agent | 586 | 297 |
| Customer Service Associate | 1,848 | 513 | Stocker | 550 | 137 |
| Sales Consultant | 1,756 | 415 | Sales, Retail Industry | 529 | 127 |
| Customer Service Specialist | 1,418 | 490 | Store Associate | 478 | 78 |
| Stock Associate | 1,266 | 374 | Secretary | 463 | 108 |
| Beauty Advisor | 935 | 242 | Service Representative | 449 | 99 |
| Administrative Coordinator | 918 | 315 | Administrative Specialist | 441 | 100 |
| Patient Service Representative | 853 | 221 | Logistics Team Member | 429 | 64 |
| Front Desk Coordinator | 796 | 401 | Store Team Member | 426 | 115 |
| Office Coordinator | 760 | 397 | Customer Service and Sales | 409 | 91 |
| Customer Service | 664 | 138 | Administrative Associate | 406 | 128 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Business 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) |
| Supermarkets and Other Grocery (except Convenience) Stores (445110) | 15,635 | 15,626 | 3% | 5.8% |
| Family Clothing Stores (448140) | 13,165 | 13,192 | 6% | 4.9% |
| Warehouse Clubs and Supercenters (452311) | 9,956 | 10,156 | 14% | 3.8% |
| Department Stores (452210) | 10,393 | 10,146 |  (26%) | 3.8% |
| Home Centers (444110) | 6,887 | 6,774 |  (3%) | 2.5% |
| Colleges, Universities, and Professional Schools (611310) | 5,387 | 5,460 | 5% | 2.0% |
| Electronics Stores (443142) | 5,534 | 5,459 |  (14%) | 2.0% |
| New Car Dealers (441110) | 5,334 | 5,426 | 13% | 2.0% |
| Colleges, Universities, and Professional Schools (State Government) (902612) | 5,108 | 5,277 | 8% | 2.0% |
| Shoe Stores (448210) | 5,135 | 5,029 | 5% | 1.9% |
| Local Government, Excluding Education and Hospitals (903999) | 4,520 | 4,489 |  (0%) | 1.7% |
| Women's Clothing Stores (448120) | 4,156 | 4,144 |  (11%) | 1.5% |
| Temporary Help Services (561320) | 3,935 | 3,906 | 4% | 1.5% |
| Electronic Shopping and Mail-Order Houses (454110) | 3,768 | 3,897 | 23% | 1.5% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 3,623 | 3,843 | 46% | 1.4% |
| Sporting Goods Stores (451110) | 3,757 | 3,826 | 10% | 1.4% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 3,331 | 3,557 | 10% | 1.3% |
| All Other General Merchandise Stores (452319) | 3,056 | 3,147 | 20% | 1.2% |
| Elementary and Secondary Schools (Local Government) (903611) | 2,923 | 2,882 |  (0%) | 1.1% |
| Other Building Material Dealers (444190) | 2,750 | 2,825 | 7% | 1.1% |
| Used Merchandise Stores (453310) | 2,789 | 2,823 | 14% | 1.1% |
| All Other Home Furnishings Stores (442299) | 2,810 | 2,814 | 8% | 1.1% |
| Cosmetics, Beauty Supplies, and Perfume Stores (446120) | 2,751 | 2,783 | 16% | 1.0% |
| Religious Organizations (813110) | 2,722 | 2,713 |  (3%) | 1.0% |
| Other Clothing Stores (448190) | 2,664 | 2,651 | 4% | 1.0% |

*Source: EMSI 2019.1*

**Table 6. Top Employers Posting Business Occupations in Bay Region and Mid-Peninsula Sub-Region (March 2018 - Feb 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Macy's | 2,171 | Shipt | 314 | Macy's | 386 |
| Target | 1,365 | T Mobile Usa Incorporated | 308 | Gap Inc. | 384 |
| Whole Foods Market, Inc. | 960 | CVS Health | 304 | Nordstrom | 246 |
| Lowe's Companies, Inc | 805 | Crossmark | 288 | Whole Foods Market, Inc. | 213 |
| Nordstrom | 795 | Verizon Communications Inc | 283 | Target | 206 |
| Gap Inc. | 661 | Walgreens Boots Alliance Inc | 283 | Lowe's Companies, Inc | 164 |
| Best Buy | 574 | Apple Inc. | 240 | Best Buy | 117 |
| Sears | 550 | Marriott International Inc | 240 | Goodwill | 114 |
| State Farm Insurance | 471 | Bank of America | 232 | Marriott International Incorporated | 114 |
| Ulta Beauty Inc. | 442 | Public Storage Incorporated | 231 | Sutter Health | 110 |
| 24 Hour Fitness | 437 | Bed Bath & Beyond | 213 | AT&T | 87 |
| AT&T | 436 | Office Depot | 208 | Bloomingdale's | 85 |
| Ashley Furniture | 405 | Sherwin Williams | 207 | State Farm Insurance Companies | 85 |
| Dick's Sporting Goods Inc | 405 | Staples | 206 | 24 Hour Fitness | 80 |
| FedEx | 386 | Comcast | 190 | Sears | 78 |
| Petco | 381 | Goodwill | 190 | FedEx | 75 |
| Sprouts Farmers Markets | 331 | Chevron | 188 | Petco | 73 |
| Sutter Health | 318 | Sutter Health Sacramento Sierra Region | 183 | UC San Francisco Medical Center | 73 |

*Source: Burning Glass*

# Educational Supply

There are 17 community colleges in the Bay Region issuing 369 awards on average annually (last 3 years) on TOP 0501.00 - Business and Commerce, General. There are two colleges in the Mid-Peninsula Sub-Region issuing 69 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 0501.00 - Business and Commerce, General in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| Berkeley City College  | East Bay |  504  | 5 | 7 | 12 |
| Cabrillo College  | Santa Cruz - Monterey |  997  | 36 | 8 | 44 |
| Cañada College  | Mid Peninsula |  609  |  |  |  |
| Chabot College  | East Bay |  550  |  | 19 | 19 |
| City College of San Francisco  | Mid Peninsula |  382  | 30 | 11 | 41 |
| College of Alameda  | East Bay |  510  |  |  |  |
| College of Marin  | North Bay |  202  | 1 | 0 | 1 |
| College of San Mateo  | Mid Peninsula |  539  | 28 |  | 28 |
| Diablo Valley College  | East Bay |  850  | 39 | 23 | 62 |
| Evergreen Valley College  | Silicon Valley |  718  |  |  |  |
| Gavilan College  | Santa Cruz - Monterey |  426  | 23 | 5 | 28 |
| Hartnell College  | Santa Cruz - Monterey |  553  |  |  |  |
| Laney College  | East Bay |  743  |  |  |  |
| Las Positas College  | East Bay |  1,171  | 12 |  | 12 |
| Los Medanos College  | East Bay |  754  |  | 12 | 12 |
| Merritt College  | East Bay |  512  | 5 |  | 5 |
| Mission College  | Silicon Valley |  686  | 7 |  | 7 |
| Monterey Peninsula College  | Santa Cruz - Monterey |  46  | 5 | 1 | 6 |
| Napa Valley College  | North Bay |  472  | 5 |  | 5 |
| Ohlone College  | East Bay |  n/a  | 84 |  | 84 |
| San Jose City College  | Silicon Valley |  608  | 1 |  | 1 |
| Santa Rosa Junior College  | North Bay |  2,404  |  |  |  |
| Skyline College  | Mid Peninsula |  1,008  |  |  |  |
| Solano College  | North Bay |  906  |  |  |  |
| West Valley College | Silicon Valley |  659  |  | 4 | 4 |
| **Total Bay Region** |  **16,809**  |  **279**  |  **90**  |  **369**  |
| **Total Mid-Peninsula Sub-Region** |  **2,538**  |  **58**  |  **11**  |  **69**  |

# *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 36,574 annual openings for the Business occupational cluster and 369 annual (3-year average) awards for an annual undersupply of 36,205 students. In the Mid-Peninsula Sub-Region, there is also a large gap with 8,798 annual openings and 69 annual (3-year average) awards for an annual undersupply of 8,729 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0501.00 - Business and Commerce, General**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | City College of San Francisco (All CTE Programs) | State (0501.00) | Bay (0501.00) | Mid-Peninsula (0501.00) | City College of San Francisco (0501.00) |
| % Employed Four Quarters After Exit | 74% | 72% | 64% | 70% | 80% | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,170 | $7,885 | $9,047 | $9,841 | n/a |
| Median % Change in Earnings | 46% | 31% | 49% | 52% | 186% | n/a |
| % of Students Earning a Living Wage | 63% | 65% | 63% | 58% | 50% | n/a |

*Source: Launchboard Pipeline (version available on 3/20/19)*

# Skills and Education

**Table 9. Top Skills for Business Occupations in Bay Region (March 2018 - Feb 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Customer Service | 43,245 | Basic Mathematics | 4,280 | Staff Management | 2,419 |
| Sales | 31,919 | Customer Checkout | 3,911 | Project Management | 2,350 |
| Retail Industry Knowledge | 18,397 | Customer Billing | 3,903 | Inventory Management | 2,328 |
| Administrative Support | 18,215 | Spreadsheets | 3,758 | Inventory Control | 2,290 |
| Scheduling | 15,831 | Travel Arrangements | 3,728 | Record Keeping | 2,281 |
| Customer Contact | 12,576 | Cash Handling | 3,698 | Store Operations | 2,273 |
| Retail Sales | 10,988 | Budgeting | 3,559 | Prospective Clients | 2,253 |
| Merchandising | 8,511 | Administrative Functions | 3,441 | Onboarding | 2,222 |
| Sales Goals | 8,483 | Description and Demonstration of Products | 3,436 | Copying | 2,210 |
| Product Knowledge | 7,569 | Expense Reports | 3,396 | Client Base Retention | 1,953 |
| Data Entry | 6,921 | Store Management | 3,220 | Accounting | 1,891 |
| Product Sales | 6,844 | Mailing | 2,848 | Point of Sale System | 1,860 |
| Appointment Setting | 5,598 | Repair | 2,807 | Salesforce | 1,813 |
| Cleaning | 5,367 | Calculator | 2,778 | Office Management | 1,806 |
| Lifting Ability | 4,649 | General Office Duties | 2,622 | Refunds Exchanges and Adjustments | 1,790 |

*Source: Burning Glass*

**Table 10. Education Requirements for Business Occupations in Bay Region**

Note: 54% 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 | 27,397 (69%) |
| Associate Degree | 2,776 (7%) |
| Bachelor’s Degree or Higher | 9,547 (24%) |

*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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