** Human Resources Occupations**

**Labor Market Information Report**

**West Valley College**

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 Human Resources workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara County.) There is a projected annual gap of about 2,549 students in the Bay region and 695 students in the Silicon Valley Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0506.00 - Business Management 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 West Valley College and in the region.

# Introduction

This report profiles Human Resources Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new program at West Valley College.

|  |
| --- |
| * **Human Resources Specialists (SOC 13-1071):** Perform activities in the human resource area. Includes employment specialists who screen, recruit, interview, and place workers. Excludes “Compensation, Benefits, and Job Analysis Specialists” (13-1141) and “Training and Development Specialists” (13-1151). |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 27% |
|  |
| * **Human Resources Assistants, Except Payroll and Timekeeping (SOC 43-4161):** Compile and keep personnel records. Record data for each employee, such as address, weekly earnings, absences, amount of sales or production, supervisory reports, and date of and reason for termination. May prepare reports for employment records, file employment records, or search employee files and furnish information to authorized persons. |
| Entry-Level Educational Requirement: Associate's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 46*%* |

# Occupational Demand

**Table 1. Employment Outlook for Human Resources 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 |
| Human Resources Specialists | 19,704 | 21,118 | 1,415 | 7% | 11,153 | 2,231 | $23.00 | $37.13 |
| Human Resources Assistants, Except Payroll and Timekeeping | 4,225 | 4,379 | 154 | 4% | 2,503 | 501 | $14.03 | $22.51 |
| **Total** | **23,929** | **25,498** | **1,569** | **7%** | **13,656** | **2,731** | **$21.42** | **$34.54** |

*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 Human Resources Occupations in Silicon Valley 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 |
| Human Resources Specialists | 5,116 | 5,564 | 448 | 9% | 2,987 | 597 | $22.57 | $36.56 |
| Human Resources Assistants, Except Payroll and Timekeeping | 1,196 | 1,250 | 54 | 5% | 719 | 144 | $12.41 | $20.95 |
| **TOTAL** | **6,312** | **6,814** | **503** | **8%** | **3,706** | **741** | **$20.65** | **$33.60** |

*Source: EMSI 2019.1*

**Silicon Valley Sub-Region** includes Santa Clara County

### Job Postings in Bay Region and Silicon Valley Sub-Region

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

| Occupation | Bay Region | Silicon Valley |
| --- | --- | --- |
| Human Resources Specialists | 22,493 | 6,218 |
| Human Resources Assistants, Except Payroll and Timekeeping | 1,716 | 398 |
| **Total** | **24,209** | **6,616** |

*Source: Burning Glass*

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | Silicon Valley | Common Title | Bay | Silicon Valley |
| Recruiter | 3,213 | 771 | Human Resources Representative | 220 | 67 |
| Technical Recruiter | 1,783 | 624 | Program Coordinator | 218 | 56 |
| Human Resources Generalist | 1,764 | 424 | Talent Acquisition Specialist | 214 | 53 |
| Recruiting Coordinator | 1,688 | 435 | Human Resources Associate | 208 | 44 |
| Human Resources Assistant | 1,273 | 305 | Talent Acquisition Coordinator | 181 | 76 |
| Human Resources Coordinator | 1,241 | 293 | Human Resources Administrator | 169 | 38 |
| Human Resources Specialist | 827 | 230 | Sales Recruiter | 169 | 45 |
| Specialist | 483 | 157 | Healthcare Recruiter | 151 | 39 |
| Human Resources Analyst | 456 | 102 | Human Resources Business Partner | 145 | 35 |
| Contract Recruiter | 434 | 141 | Executive Recruiter | 129 | 29 |
| Human Resources Consultant | 313 | 79 | Hris Analyst | 128 | 44 |
| Corporate Recruiter | 258 | 82 | Human Resources Recruiter | 123 | 18 |
| Recruiting Specialist | 249 | 63 | Staffing Specialist | 117 | 27 |
| Staffing Coordinator | 242 | 109 | Director of Human Resources | 110 | 45 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Human Resources 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) |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 822 | 874 | 11% | 6.4% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 692 | 727 | 38% | 5.3% |
| Custom Computer Programming Services (541511) | 636 | 658 | 22% | 4.8% |
| Local Government, Excluding Education and Hospitals (903999) | 514 | 515 | 4% | 3.8% |
| Computer Systems Design Services (541512) | 390 | 393 | 17% | 2.9% |
| Software Publishers (511210) | 351 | 370 | 25% | 2.7% |
| Colleges, Universities, and Professional Schools (State Government) (902612) | 287 | 293 | 4% | 2.2% |
| General Medical and Surgical Hospitals (622110) | 259 | 257 | (3%) | 1.9% |
| Electronic Computer Manufacturing (334111) | 249 | 255 | 5% | 1.9% |
| Temporary Help Services (561320) | 250 | 249 | 4% | 1.8% |
| Administrative Management and General Management Consulting Services (541611) | 221 | 232 | 29% | 1.7% |
| Colleges, Universities, and Professional Schools (611310) | 208 | 211 | 7% | 1.5% |
| Services for the Elderly and Persons with Disabilities (624120) | 195 | 199 | 25% | 1.5% |
| Data Processing, Hosting, and Related Services (518210) | 174 | 191 | 45% | 1.4% |
| Other Scientific and Technical Consulting Services (541690) | 191 | 186 | (5%) | 1.4% |
| State Government, Excluding Education and Hospitals (902999) | 176 | 179 | 3% | 1.3% |
| Federal Government, Military (901200) | 179 | 176 | (5%) | 1.3% |
| Federal Government, Civilian, Excluding Postal Service (901199) | 171 | 168 | (6%) | 1.2% |
| Elementary and Secondary Schools (Local Government) (903611) | 161 | 160 | 3% | 1.2% |
| Electronic Shopping and Mail-Order Houses (454110) | 151 | 155 | 23% | 1.1% |
| Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) (541715) | 148 | 155 | (1%) | 1.1% |
| Office Administrative Services (561110) | 168 | 151 | (11%) | 1.1% |

*Source: EMSI 2019.1*

**Table 6. Top Employers Posting Human Resources Occupations in Bay Region and Silicon Valley Sub-Region (March 2018 - Feb 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Silicon Valley |
| Facebook | 204 | Gap Inc. | 61 | Google Inc. | 99 |
| University California | 153 | Tesla Motors | 60 | Apple Inc. | 78 |
| Google Inc. | 115 | Uc San Diego | 60 | IBM | 61 |
| IBM | 110 | Servicenow | 59 | Stanford University | 60 |
| University Of California Berkeley | 105 | US Army | 55 | Servicenow | 56 |
| Linkedin Limited | 97 | Walmart / Sam's | 55 | Cisco Systems Incorporated | 55 |
| Apple Inc. | 86 | Marriott International Incorporated | 53 | Stanford Health Care | 50 |
| Uber | 85 | Securitas | 52 | Search Wizards Incorporated | 40 |
| Cisco Systems Incorporated | 84 | Stanford Health Care | 50 | Intuit | 36 |
| Kaiser Permanente | 81 | Workday, Inc | 49 | Amazon | 35 |
| Salesforce | 81 | Tesla | 47 | Western Digital | 33 |
| Amazon | 78 | Intellipro Incorporated | 46 | Intellipro Incorporated | 31 |
| Deloitte | 71 | Milestone Technologies Incorporated | 44 | Linkedin Limited | 31 |
| Search Wizards Incorporated | 71 | Williams-Sonoma | 42 | Palo Alto Networks | 26 |
| Stanford University | 67 | Accenture | 41 | KLA-Tencor | 25 |
| Twitter | 62 | Intuit | 41 | Applied Materials | 24 |

*Source: Burning Glass*

# Educational Supply

There are 12 community colleges in the Bay Region issuing 182 awards on average annually (last 3 years) on TOP 0506.00 - Business Management. There are three colleges in the Silicon Valley Sub-Region issuing 46 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 0506.00 - Business Management in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| Berkeley City College | East Bay | 26 |  |  |  |
| Cañada College | Mid Peninsula | 1,992 |  |  |  |
| Chabot College | East Bay | n/a |  | 8 | 8 |
| City College of San Francisco | Mid Peninsula | 171 |  |  |  |
| College of Marin | North Bay | n/a | 1 | 1 | 2 |
| College of San Mateo | Mid Peninsula | 157 | 5 | 10 | 15 |
| Contra Costa College | East Bay | 54 | 34 | 34 | 68 |
| De Anza College | Silicon Valley | 304 | 7 | 20 | 27 |
| Diablo Valley College | East Bay | 306 |  | 3 | 3 |
| Foothill College | Silicon Valley | 43 |  |  |  |
| Hartnell College | Santa Cruz - Monterey | 19 |  |  |  |
| Laney College | East Bay | 24 |  |  |  |
| Los Medanos College | East Bay | 174 |  |  |  |
| Merritt College | East Bay | 150 |  | 2 | 2 |
| Mission College | Silicon Valley | 31 |  |  |  |
| Monterey Peninsula College | Santa Cruz - Monterey | 306 |  |  |  |
| Napa Valley College | North Bay | 14 | 6 |  | 6 |
| San Jose City College | Silicon Valley | 38 | 4 | 5 | 9 |
| Santa Rosa Junior College | North Bay | 378 | 12 | 14 | 26 |
| Skyline College | Mid Peninsula | 130 |  |  |  |
| Solano College | North Bay | 255 | 4 | 2 | 6 |
| West Valley College | Silicon Valley | n/a | 4 | 6 | 10 |
| **Total Bay Region** | | **4,572** | **77** | **105** | **182** |
| **Total Silicon Valley Sub-Region** | | **416** | **15** | **31** | **46** |

# *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 2,731 annual openings for the Human Resources occupational cluster and 182 annual (3-year average) awards for an annual undersupply of 2,549 students. In the Silicon Valley Sub-Region, there is also a gap with 741 annual openings and 46 annual (3-year average) awards for an annual undersupply of 695 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0506.00 - Business Management**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | West Valley College (All CTE Programs) | State (0506.00) | Bay (0506.00) | Silicon Valley (0506.00) | West Valley College (0506.00) |
| % Employed Four Quarters After Exit | 74% | 68% | 68% | 75% | 83% | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $9,771 | $8,816 | $10,575 | $16,452 | n/a |
| Median % Change in Earnings | 46% | 41% | 40% | 41% | 38% | n/a |
| % of Students Earning a Living Wage | 63% | 57% | 61% | 68% | 87% | n/a |

*Source: Launchboard Pipeline (version available on 3/21/19)*

# Skills, Certifications and Education

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Recruiting | 7,827 | Data Entry | 1,354 | Business Acumen | 764 |
| Onboarding | 4,639 | Sales | 1,315 | Organizational Development | 746 |
| Scheduling | 4,474 | Budgeting | 1,117 | Record Keeping | 743 |
| Applicant Tracking System | 3,426 | Workers' Compensation | 1,088 | Customer Contact | 739 |
| Talent Acquisition | 3,088 | Staff Management | 985 | Employee Engagement | 723 |
| Human Resource Information System (HRIS) | 3,036 | Payroll Processing | 984 | LinkedIn | 712 |
| Customer Service | 2,849 | Benefits Administration / Management | 974 | Talent Management | 710 |
| Employee Relations | 2,626 | Staffing | 961 | Change Management | 708 |
| Technical Recruiting | 2,396 | Spreadsheets | 958 | Conflict Management | 695 |
| Social Media | 2,212 | Process Improvement | 941 | Business Development | 685 |
| Project Management | 2,204 | Business Administration | 904 | Phone Screens | 672 |
| Full-life Cycle Recruiting | 1,741 | HR Policies | 865 | Performance Analysis | 660 |
| Performance Management | 1,738 | Performance Appraisals | 853 | Travel Arrangements | 640 |
| Administrative Support | 1,715 | Candidate Sourcing | 852 | Negotiation Skills | 626 |
| New Hire Orientation | 1,535 | Administrative Functions | 821 | Corporate Recruiting | 625 |

*Source: Burning Glass*

**Table 10. Certifications for Human Resources Occupations in the Bay Region (March 2018 - Feb 2019)**

Note: 91% 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 | 883 | IT Infrastructure Library (ITIL) Certification | 11 |
| Professional in Human Resources | 638 | Social Work License | 11 |
| Senior Professional in Human Resources | 366 | American Heart Association Certification | 10 |
| SHRM Certified Professional (SHRM-CP) | 246 | Certified Information Systems Security Professional (CISSP) | 10 |
| SHRM Senior Certified Professional | 107 | Health Care Administration | 10 |
| First Aid CPR AED | 97 | Typing Certification | 10 |
| Project Management Certification | 74 | Administrative Services Credential | 9 |
| Security Clearance | 67 | Certified Hr Professional | 9 |
| Certified Public Accountant (CPA) | 57 | Certified Staffing Professional | 9 |
| Project Management Professional (PMP) | 36 | Certified Employee Benefit Specialist | 8 |
| Alliance of Information and Referral Systems (AIRS) | 31 | Microsoft Certified Professional (MCP) | 8 |
| Global Professional in Human Resources | 26 | PMI Certified Associate in Project Mmgt | 8 |
| Six Sigma Certification | 21 | Regulatory Affairs Certification | 8 |
| CDL Class C | 16 | Security Guard Certification | 8 |
| National Institute of Standards and Technology | 15 | Series 7 | 8 |
| Cosmetology License | 14 | CDL Class B | 7 |
| Phlebotomy Certification | 14 | Forklift Operator Certification | 7 |
| Associate Professional in Human Resources (aPHR) | 13 | Home Care Certificate | 7 |
| Chartered Institute of Personnel and Development | 13 | Real Estate Certification | 7 |
| Contractors License | 13 | Registered Behavior Technician | 7 |
| Basic Life Saving (BLS) | 12 | Certified Compensation Professional (CCP) | 6 |

*Source: Burning Glass*

**Table 11. Education Requirements for Human Resources Occupations in Bay Region**

Note: 40% 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 | 2,347 (16%) |
| Associate Degree | 993 (7%) |
| Bachelor’s Degree or Higher | 11,278 (77%) |

*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