** Small Business Occupations**

**Labor Market Information Report**

**West Valley College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

June 2019

# Recommendation

Based on all available data, there appears to be a significant undersupply of Small Business 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 5,364 students in the Bay region and 1,231 students in the Silicon Valley 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 West Valley College and in the region.

# Introduction

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

|  |
| --- |
| * **Property, Real Estate, and Community Association Managers (SOC 11-9141):** Plan, direct, or coordinate the selling, buying, leasing, or governance activities of commercial, industrial, or residential real estate properties. Includes managers of homeowner and condominium associations, rented or leased housing units, buildings, or land (including rights-of-way).
 |
| Entry-Level Educational Requirement: High school *diploma or equivalent* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 34% |
|  |
| * **First-Line Supervisors of Non-Retail Sales Workers (SOC 41-1012):** Directly supervise and coordinate activities of sales workers other than retail sales workers. May perform duties, such as budgeting, accounting, and personnel work, in addition to supervisory duties.
 |
| *Entry-Level Educational Requirement: High school diploma or equivalent* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 30%* |
|  |
| * **First-Line Supervisors of Retail Sales** **Workers (SOC 41-1011):** Directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.
 |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 38*%* |

# Occupational Demand

**Table 1. Employment Outlook for Small 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 |
| Property, Real Estate, and Community Association Managers | 10,697 | 11,223 | 526  | 5% | 4,662 | 932 | $17.63  | $27.15  |
| First-Line Supervisors of Non-Retail Sales Workers | 9,978 | 10,331 | 353  | 4% | 4,963 | 993 | $16.00  | $26.43  |
| First-Line Supervisors of Retail Sales Workers | 32,300 | 32,229 | (71) |  (0%) | 17,513 | 3,503 | $12.22  | $17.97  |
| **Total** | **52,975** | **53,783** | **808**  | **2%** | **27,138** | **5,428** | **$14.03**  | **$21.42**  |

*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 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 |
| Property, Real Estate, and Community Association Managers | 3,208 | 3,379 | 171  | 5% | 1,439 | 290 | $18.01  | $36.63  |
| First-Line Supervisors of Non-Retail Sales Workers | 2,689 | 2,865 | 177  | 7% | 1,434 | 295 | $16.18  | $28.13  |
| First-Line Supervisors of Retail Sales Workers | 6,404 | 6,168 | (236) |  (4%) | 3,316 | 656 | $12.13  | $17.87  |
| **TOTAL** | **12,300** | **12,412** | **112**  | **1%** | **6,190** | **1,241** | **$14.55**  | **$25.01**  |

*Source: EMSI 2019.2*

**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 (June 2018 - May 2019)**

| Occupation | Bay Region | Silicon Valley |
| --- | --- | --- |
|  First-Line Supervisors of Retail Sales Workers | 23,478 | 6,521 |
|  Property, Real Estate, and Community Association Managers | 4,483 | 1,211 |
|  First-Line Supervisors of Non-Retail Sales Workers | 2,362 | 743 |
|  **Total** | **30,323** | **8,475** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Small Business Occupations for latest 12 months (June 2018 - May 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Store Manager | 3,106 | Sales Lead | 304 |
| Assistant Store Manager | 3,014 | Retail Sales Manager | 304 |
| Assistant Manager | 1,793 | Department Manager | 228 |
| Community Manager | 1,173 | Shift Supervisor | 216 |
| Key Holder | 1,160 | Retail Supervisor | 207 |
| Property Manager | 988 | Area Supervisor | 204 |
| Assistant Property Manager | 582 | Management Trainee | 201 |
| Sales Manager | 571 | Assistant Retail Store Manager | 197 |
| Retail Store Manager | 552 | Manager In Training | 193 |
| Retail Manager | 527 | Trainee Shift Supervisor, Management | 188 |
| Manager | 513 | Shift Lead | 186 |
| Sales Supervisor | 444 | Store Assistant Manager | 179 |
| Supervisor | 419 | Retail Key Holder | 168 |
| General Manager | 334 | Supervisor, Information And Technology Industry | 164 |

**Table 4b. Top Job Titles for Small Business Occupations for latest 12 months (June 2018 - May 2019)**

**Silicon Valley Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Silicon Valley | Common Title | Silicon Valley |
| Store Manager | 870 | Inside Sales Manager | 71 |
| Assistant Store Manager | 860 | Retail Sales Manager | 66 |
| Assistant Manager | 476 | Retail Supervisor | 61 |
| Community Manager | 374 | General Manager | 56 |
| Key Holder | 355 | Retail Key Holder | 55 |
| Property Manager | 243 | Supervisor, Information And Technology Industry | 49 |
| Sales Manager | 212 | Stock Associate | 49 |
| Assistant Property Manager | 178 | Manager In Training | 49 |
| Retail Store Manager | 144 | Department Manager | 49 |
| Manager | 139 | Store Assistant Manager | 45 |
| Retail Manager | 138 | Shift Lead | 44 |
| Sales Supervisor | 125 | Catering Sales Manager | 44 |
| Supervisor | 110 | Shift Supervisor | 42 |
| Sales Lead | 76 | Assistant Retail Manager | 42 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Small Business 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) |
| Supermarkets and Other Grocery (except Convenience) Stores (445110) | 3,547 | 3,550 | 0.1% | 6.7% |
| Offices of Real Estate Agents and Brokers (531210) | 2,478 | 2,446 |  (1.3%) | 4.7% |
| Family Clothing Stores (448140) | 2,083 | 2,198 | 5.5% | 3.9% |
| Residential Property Managers (531311) | 2,069 | 2,313 | 11.8% | 3.9% |
| Warehouse Clubs and Supercenters (452311) | 1,751 | 2,004 | 14.4% | 3.3% |
| Department Stores (452210) | 1,653 | 1,240 |  (25.0%) | 3.1% |
| Lessors of Residential Buildings and Dwellings (531110) | 1,607 | 1,589 |  (1.1%) | 3.0% |
| Electronics Stores (443142) | 1,287 | 1,089 |  (15.4%) | 2.4% |
| Home Centers (444110) | 1,111 | 1,080 |  (2.8%) | 2.1% |
| Shoe Stores (448210) | 981 | 1,036 | 5.6% | 1.9% |
| Other Activities Related to Real Estate (531390) | 966 | 1,022 | 5.8% | 1.8% |
| Gasoline Stations with Convenience Stores (447110) | 903 | 956 | 5.9% | 1.7% |
| New Car Dealers (441110) | 838 | 924 | 10.3% | 1.6% |
| Used Merchandise Stores (453310) | 835 | 870 | 4.2% | 1.6% |
| Electronic Shopping and Mail-Order Houses (454110) | 787 | 885 | 12.5% | 1.5% |
| Women's Clothing Stores (448120) | 772 | 707 |  (8.4%) | 1.5% |
| Lessors of Nonresidential Buildings (except Miniwarehouses) (531120) | 770 | 775 | 0.6% | 1.5% |
| Gift, Novelty, and Souvenir Stores (453220) | 759 | 781 | 2.9% | 1.4% |
| Nonresidential Property Managers (531312) | 687 | 781 | 13.7% | 1.3% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 650 | 858 | 32.0% | 1.2% |
| Beer, Wine, and Liquor Stores (445310) | 649 | 638 |  (1.7%) | 1.2% |
| Sporting Goods Stores (451110) | 643 | 669 | 4.0% | 1.2% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Small Business Occupations in Bay Region and Silicon Valley Sub-Region (June 2018 - May 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Silicon Valley |
| Gap Inc. | 593 | Au Energy | 162 | Applied Materials | 163 |
| Macy's | 513 | Ulta Beauty Inc. | 161 | Whole Foods Market, Inc. | 130 |
| Whole Foods Market, Inc. | 443 | Amazon | 161 | Sprouts Farmers Markets | 125 |
| Target | 378 | Nordstrom | 160 | VF Corporation | 109 |
| VF Corporation | 339 | Best Buy | 155 | Macy's | 109 |
| Sprouts Farmers Markets | 318 | L Brands | 154 | Amazon | 82 |
| CVS Health | 298 | GameStop Inc | 145 | Vintners Limited | 79 |
| Vintners Limited | 279 | T Mobile Usa Inc | 142 | Walmart / Sam's | 74 |
| Rite Aid Corporation | 278 | Hertz Corporation | 140 | Au Energy | 71 |
| Walmart / Sam's | 268 | Goodwill | 138 | Gap Inc. | 69 |
| Williams-Sonoma | 252 | Extra Space Storage | 135 | Target | 67 |
| Walgreens Boots Alliance Inc | 251 | Eden Housing Inc | 129 | Walgreens Boots Alliance Inc | 54 |
| Sephora | 206 | PetSmart | 119 | CVS Health | 52 |
| Ross Stores | 193 | Enterprise Rent-A-Car | 116 | Rite Aid Corporation | 51 |
| AutoZone Auto Parts | 175 | John Stewart Co | 113 | Intel Corporation | 49 |
| Ross Dress for Less | 164 | Forever 21 | 110 | Forever 21 | 44 |
| Applied Materials | 163 | Bevmo Holdings LLC | 109 | eBay | 41 |

*Source: Burning Glass*

# Educational Supply

There are 15 community colleges in the Bay Region issuing 64 awards on average annually (last 3 years) on TOP 0506.40 - Small Business and Entrepreneurship. There are three colleges in the Silicon Valley Sub-Region issuing 10 awards on average annually (last 3 years) on this TOP code.

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| Alameda | East Bay |  |  2  |  |  2  |
| Canada | Mid-Peninsula |  1  |  1  |  |  2  |
| Chabot Hayward | East Bay |  6  |  3  |  |  9  |
| De Anza | Silicon Valley |  |  4  |  |  4  |
| Diablo Valley | East Bay |  |  5  |  |  5  |
| Las Positas | East Bay |  4  |  1  |  |  5  |
| Los Medanos | East Bay |  4  |  2  |  |  6  |
| Merritt | East Bay |  |  4  |  |  4  |
| Monterey | Santa Cruz & Monterey |  1  |  |  |  1  |
| San Francisco Ctrs | Mid-Peninsula |  |  |  6  |  6  |
| San Jose City | Silicon Valley |  2  |  3  |  |  5  |
| Santa Rosa | North Bay |  |  12  |  |  12  |
| Skyline | Mid-Peninsula |  |  1  |  |  1  |
| Solano | North Bay |  1  |  |  |  1  |
| West Valley | Silicon Valley |  |  1  |  |  1  |
| Alameda | East Bay |  |  2  |  |  2  |
| Canada | Mid-Peninsula |  1  |  1  |  |  2  |
| Chabot | East Bay |  6  |  3  |  |  9  |
| **Total Bay Region** |  **19**  |  **38**  |  **6**  |  **64**  |
| **Total Silicon Valley Sub-Region** |  **2**  |  **8**  |  **-**  |  **10**  |

# *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 5,428 annual openings for the Small Business occupational cluster and 64 annual (3-year average) awards for an annual undersupply of 5,364 students. In the Silicon Valley Sub-Region, there is also a large gap with 1,241 annual openings and 10 annual (3-year average) awards for an annual undersupply of 1,231 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) | West Valley College (All CTE Programs) | State (0506.40) | Bay (0506.40) | Silicon Valley (0506.40) | West Valley College (0506.40) |
| % Employed Four Quarters After Exit | 74% | 68% | 57% | 65% | 67% | 67% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $9,771 | $7,378 | $9,880 | $10,581 | $7,450 |
| Median % Change in Earnings | 46% | 41% | 45% | 51% | 89% | n/a |
| % of Students Earning a Living Wage | 63% | 57% | 53% | 64% | 73% | n/a |

*Source: Launchboard Pipeline (version available on 6/12/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Small Business Occupations in Bay Region (June 2018 - May 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Retail Industry Knowledge | 12,367 | Customer Contact | 2,565 | Accounting | 1,327 |
| Sales | 9,897 | Property Management | 2,499 | Performance Management | 1,321 |
| Store Management | 9,850 | Visual Merchandising | 2,374 | Sales Planning | 1,221 |
| Merchandising | 7,938 | Lifting Ability | 2,161 | Teaching | 1,207 |
| Customer Service | 7,884 | Product Sales | 2,076 | Asset Protection | 1,092 |
| Scheduling | 7,370 | Inventory Management | 2,022 | Point of Sale System | 1,089 |
| Budgeting | 5,471 | Cleaning | 1,883 | Loss Control / Prevention | 1,063 |
| Sales Goals | 5,345 | Key Performance Indicators (KPIs) | 1,846 | Yardi Software | 1,061 |
| Product Knowledge | 4,174 | Inventory Control | 1,794 | Performance Analysis | 1,061 |
| Store Operations | 3,910 | Repair | 1,757 | Basic Mathematics | 983 |
| Staff Management | 3,821 | Description and Demonstration of Products | 1,634 | Conflict Management | 934 |
| Retail Management | 3,800 | Cash Handling | 1,492 | Business Planning | 918 |
| Retail Sales | 2,966 | Business Acumen | 1,462 | Financial Reporting | 887 |
| Supervisory Skills | 2,877 | Onboarding | 1,394 | Quality Management | 839 |
| Sales Management | 2,705 | Project Management | 1,371 | Guest Services | 838 |

*Source: Burning Glass*

**Table 10. Certifications for Small Business Occupations in Bay Region (June 2018 - May 2019)**

Note: 85% 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 | 2,836 | Cosmetology License | 61 |
| Real Estate Certification | 322 | Leadership In Energy And Environmental Design (LEED) Certified | 59 |
| Food Handler Certification | 253 | Forklift Operator Certification | 59 |
| Pharmacy Technician Certification Board (PTCB) | 249 | Optician | 32 |
| Certified Property Manager | 166 | Basic Life Saving (BLS) | 32 |
| Automotive Service Excellence (ASE) Certification | 125 | Project Management Professional (PMP) | 28 |
| ServSafe | 107 | Licensed Professional Engineer | 24 |
| Food Service Certification | 98 | Certified Tax Credit Specialist | 24 |
| Certified Occupancy Specialist | 97 | Cash Handling Certification | 22 |
| Property Manager Certification | 83 | Certified Manager of Community Associations (CMCA) | 20 |
| First Aid CPR AED | 73 | Paralegal Certification | 18 |
| Project Management Certification | 65 | Life Insurance License | 18 |

*Source: Burning Glass*

**Table 11. Education Requirements for Small Business 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 | Percent 12 Mos. Postings |
| High school or vocational training | 8,187 | 51% |
| Associate Degree | 797 | 5% |
| Bachelor’s Degree or Higher | 6,374 | 44% |

*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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