

# Human Relations and Resources Occupations Labor Market Information Report Cabrillo College

Prepared by the San Francisco Bay Center of Excellence  
for Labor Market Research  
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## Recommendation

Based on all available data, there appears to be an undersupply of Human Relations and Resources workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, and Santa Cruz Counties). There is a projected annual gap of about 11,526 students in the Bay Region and 347 students in the SC-Monterey Sub-Region.

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

## Introduction

This report profiles Human Relations and Resources Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a proposed new program at Cabrillo College.

- **Human Resources Specialists (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 Managers (11-3121):** Plan, direct, or coordinate human resources activities and staff of an organization. Excludes managers who primarily focus on compensation and benefits (11-3111) and training and development (11-3131).  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%
- **Human Resources Assistants, Except Payroll and Timekeeping (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%
- **General and Operations Managers (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%

- **Public Relations and Fundraising Managers (11-2031):** Plan, direct, or coordinate activities designed to create or maintain a favorable public image or raise issue awareness for their organization or client; or if engaged in fundraising, plan, direct, or coordinate activities to solicit and maintain funds for special projects or nonprofit organizations.

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 10%

## Occupational Demand

**Table 1. Employment Outlook for Human Relations and Resources Occupations in Bay Region**

Occupation	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	25% Hourly Wage	Median Hourly Wage
Human Resources Specialists	23,075	24,588	1,513	7%	13,495	2,699	\$29.03	\$38.11
Human Resources Managers	8,702	9,214	512	6%	4,334	867	\$52.63	\$71.75
Human Resources Assistants, Except Payroll and Timekeeping	3,436	3,523	87	3%	2,077	415	\$17.71	\$23.10
General and Operations Managers	72,894	78,847	78,667	8%	38,986	7,797	\$40.75	\$63.57
Public Relations and Fundraising Managers	3,332	3,612	279	8%	1,759	352	\$46.94	\$61.82
<b>TOTAL</b>	<b>111,439</b>	<b>119,784</b>	<b>8,344</b>	<b>7%</b>	<b>60,651</b>	<b>12,130</b>	<b>\$38.72</b>	<b>\$57.64</b>

Source: EMSI 2020.3

**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 Relations and Resources Occupations in SC-Monterey Sub-Region**

Occupation	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	25% Hourly Wage	Median Hourly Wage
Human Resources Specialists	1,142	1,205	63	5%	661	132	\$27.40	\$34.18
Human Resources Managers	418	432	14	3%	201	40	\$42.12	\$54.79
Human Resources Assistants, Except Payroll and Timekeeping	259	261	2	1%	152	30	\$17.49	\$21.40
General and Operations Managers	3,893	4,180	287	7%	2,048	410	\$35.57	\$51.57
Public Relations and Fundraising Managers	129	140	11	8%	70	14	\$36.24	\$44.10
<b>TOTAL</b>	<b>5,841</b>	<b>6,217</b>	<b>377</b>	<b>6%</b>	<b>3,132</b>	<b>626</b>	<b>\$33.66</b>	<b>\$46.90</b>

Source: EMSI 2020.3

**SC-Monterey** Sub-Region includes Monterey, San Benito, and Santa Cruz Counties

**Job Postings in Bay Region and SC-Monterey Sub-Region**

**Table 3. Number of Job Postings by Occupation for latest 12 months (July 2019 - June 2020)**

Occupation	Bay Region	4-County Region	SC-Monterey Sub-Region
General and Operations Managers	19,701	5,638	427
Human Resources Specialists	19,665	5,608	413
Public Relations and Fundraising Managers	5,722	1,516	109
Human Resources Managers	5,140	1,401	136
Human Resources Assistants, Except Payroll and Timekeeping	1,538	418	111
<b>TOTAL</b>	<b>51,766</b>	<b>14,581</b>	<b>1,196</b>

Source: *Burning Glass*

**Table 4a. Top Job Titles for Human Relations and Resources Occupations for latest 12 months (July 2019 - June 2020) Bay Region**

Common Title	Bay	Common Title	Bay
Recruiter	2,288	Human Resources Administrator	488
Human Resources Manager	1,803	Operations Supervisor	451
Human Resources Generalist	1,660	Human Resources Analyst	443
Operations Manager	1,626	Recruiting Manager	424
Recruiting Coordinator	1,318	Community Manager	408
Communications Manager	1,211	Vice President	398
Human Resources Assistant	1,202	Director of Communications	393
Human Resources Coordinator	1,019	Director, Operations	384
Technical Recruiter	982	Business Manager	315
Director of Human Resources	784	Business Operations Manager	302
Assistant Manager	767	Manager In Training	301
General Manager	730	Area Sales Manager	291
Human Resources Specialist	696	Contract Recruiter	288
Specialist	555	Product Owner	279

**Table 4b. Top Job Titles for Human Relations and Resources Occupations for latest 12 months (July 2019 - June 2020) Santa Clara, Santa Cruz, Monterey and San Benito Counties**

Common Title	4 County	Common Title	4 County
Recruiter	561	Specialist	149
Human Resources Manager	511	Product Owner	148
Human Resources Generalist	481	Operations Supervisor	135
Technical Recruiter	375	Community Manager	127
Operations Manager	366	Human Resources Analyst	121
Communications Manager	335	Recruiting Manager	113
Human Resources Assistant	314	Operations Program Manager	112
Recruiting Coordinator	290	Staffing Coordinator	109
Human Resources Coordinator	289	Business Operations Manager	107
Director of Human Resources	230	Business Manager	102
General Manager	212	Public Relations Manager	88
Assistant Manager	203	Director of Communications	87
Human Resources Specialist	185	Operations Coordinator	86
Human Resources Administrator	151	Director, Operations	86

Source: *Burning Glass*

**Table 4c. Top Job Titles for Human Relations and Resources Occupations for latest 12 months (July 2019 - June 2020)  
SC-Monterey Sub-Region**

Common Title	SC-Monterey	Common Title	SC-Monterey
Human Resources Assistant	64	Director of Human Resources	16
Assistant Manager	63	Program Coordinator	15
Human Resources Manager	57	Specialist	12
Human Resources Generalist	47	Director of Development	12
Human Resources Coordinator	46	Communications Manager	12
Operations Manager	40	Director, Operations	10
Human Resources Administrator	33	Staffing Coordinator	9
General Manager	31	Community Relations Manager	9
Human Resources Specialist	26	Business Manager	9
Recruiter	21	Public Relations Manager	8
Human Resources Analyst	20	Operations Manager, Information And Technology Industry	8
Manager In Training	19	Amazon Workforce Staffing	8
Operations Supervisor	16	Virtual Recruiter	7
Operations Coordinator	16	Stockroom Operations Supervisor, Retail Industry	7

Source: Burning Glass

## Industry Concentration

**Table 5. Industries hiring Human Relations and Resources Workers in Bay Region**

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2019)	Jobs in Industry (2024)	% Change (2019-24)	% Occupation Group in Industry (2019)
Corporate, Subsidiary, and Regional Managing Offices (551114)	5,556	5,725	3%	5%
Internet Publishing and Broadcasting and Web Search Portals (519130)	4,255	5,427	28%	4%
Custom Computer Programming Services (541511)	4,116	5,010	22%	4%
Local Government, Excluding Education and Hospitals (903999)	3,316	3,448	4%	3%
Computer Systems Design Services (541512)	2,275	2,634	16%	2%
Temporary Help Services (561320)	2,235	2,266	1%	2%
Software Publishers (511210)	2,053	2,584	26%	2%
Services for the Elderly and Persons with Disabilities (624120)	1,717	2,121	24%	2%
Electronic Computer Manufacturing (334111)	1,604	1,718	7%	1%
Administrative Management and General Management Consulting Services (541611)	1,566	1,917	22%	1%
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) (541715)	1,475	1,561	6%	1%
Office Administrative Services (561110)	1,208	1,225	1%	1%
Data Processing, Hosting, and Related Services (518210)	1,203	1,643	37%	1%
Plumbing, Heating, and Air-Conditioning Contractors (238220)	1,075	1,214	13%	1%
Supermarkets and Other Grocery (except Convenience) Stores (445110)	1,068	1,098	3%	1%

Source: EMSI 2020.3

**Table 6. Top Employers Posting Human Relations and Resources Occupations in Bay Region and SC-Monterey Sub-Region (July 2019 - June 2020)**

Employer	Bay	Employer	4-County	Employer	SC-Monterey
Amazon	1,662	Amazon	617	UC Santa Cruz	50
Facebook	957	Google Inc.	422	University California	45
Google Inc.	586	Apple Inc.	283	Dollar Tree	35
Marriott International Inc	308	Stanford University	220	Amazon	22
UC Berkeley	302	Facebook	188	CVS Health	16
Apple Inc.	294	Intuit	158	Family Dollar Stores Inc	13
Stanford University	290	Marriott International Inc	115	California State University	12
CVS Health	288	Cisco Systems Inc	113	Employnet	11
Dollar Tree	234	Servicenow	105	Dignity Health	11
Anthem Blue Cross	226	Anthem Blue Cross	92	Bayer Corporation	11
Genentech	220	Vmware Incorporated	88	Mee Memorial Hospital	10
University California	194	Microsoft Corporation	80	Monterey Peninsula Unified	9
Salesforce	191	CVS Health	78	FedEx	9
Intuit	177	Dollar Tree	68	Dole Food Company	8
Visa	170	Linkedin Limited	67	Dole Food	8
Linkedin Limited	166	Paypal	66	Valvoline	7
Doordash	146	Servicenow, Inc	65	Sephora	7

Source: Burning Glass

## Educational Supply

There are 13 community colleges in the Bay Region issuing 180 awards on average annually (last 3 years ending 2018-19) on TOP 0506.00-Business Management. There is one college in the SC-Monterey Sub-Region issuing two (2) awards on average annually (last 3 years) on this TOP code.

There are two (2) Other Educational Institutions in the Bay Region issuing 14 awards on average annually (last 3 years ending 2016-17) on TOP 0506.00-Business Management. There is one Other Educational Institution in the SC-Monterey Sub-Region issuing 13 awards on average annually (last 3 years) on this TOP code.

There are six (6) Educational Institutions in the Bay Region issuing 410 Bachelor's Degrees on TOP 0506.00-Business Management. There is one Educational Institution in the SC-Monterey Sub-Region issuing 264 Bachelor's Degrees on this TOP code.

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

College	Sub-Region	Associates	Certificate Low Unit	Total
Chabot	East Bay	1	6	7
Contra Costa	East Bay	33	32	65
De Anza	Silicon Valley	9	22	31
Diablo Valley	East Bay		5	5
Laney	East Bay	3		3
Merritt	East Bay		4	4
Monterey	SC - Monterey		2	2
Napa	North Bay	1		1
San Jose City	Silicon Valley	3	7	10
San Mateo	Mid-Peninsula	6	8	14
Santa Rosa	North Bay	11	15	26
Solano	North Bay	4	1	5
West Valley	Silicon Valley	4	4	8
<b>Total Bay Region</b>		<b>76</b>	<b>104</b>	<b>180</b>
<b>Total SC-Monterey Sub-Region</b>		<b>0</b>	<b>2</b>	<b>2</b>

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

**Table 7b. Other Education Institutions Awards on TOP 0506.00-Business Management in Bay Region**

College	Sub-Region	Award < 1 academic yr.	Total
CET-Watsonville	SC - Monterey	13	13
Golden Gate University-San Francisco	Mid-Peninsula	1	1
<b>Total Bay Region</b>		<b>14</b>	<b>14</b>
<b>Total SC-Monterey Sub-Region</b>		<b>13</b>	<b>13</b>

Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

**Table 7c. Bachelor's Degree Awards on TOP 0506.00-Business Management in Bay Region**

College	Sub-Region	Bachelor's Degree
Cogswell College	Silicon Valley	1
FIDM-Fashion Institute of Design & Merchandising-San Francisco	Mid-Peninsula	31
Mills College	East Bay	6
Santa Clara University	Silicon Valley	32
University of California-Santa Cruz	SC - Monterey	264
University of San Francisco	Mid-Peninsula	76
<b>Total Bay Region</b>		<b>410</b>
<b>Total SC-Monterey Sub-Region</b>		<b>264</b>

Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 12,130 annual openings for the Human Relations and Resources occupational cluster and 604 annual (3-year average) awards for an annual undersupply of 11,526 students. In the SC-Monterey Sub-Region, there is also a gap with 626 annual openings and 279 annual (3-year average) awards for an annual undersupply of 347 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	Cabrillo College All CTE Programs	State (0506)	Bay (0506)	SC-Monterey (0506)	Cabrillo College (0506)
% Employed Four Quarters After Exit	74%	71%	64%	67%	57%	n/a
Median Quarterly Earnings Two Quarters After Exit	\$10,550	\$11,134	\$8,707	\$10,788	\$7,000	n/a
Median % Change in Earnings	46%	29%	27%	29%	49%	n/a
% of Students Earning a Living Wage	63%	61%	56%	50%	42%	n/a

Source: Launchboard Pipeline (version available on (9/9/20))

## Skills, Certifications and Education

**Table 9. Top Skills for Human Relations and Resources Occupations in Bay Region (July 2019 - June 2020)**

Skill	Postings	Skill	Postings	Skill	Postings
Budgeting	8,451	Talent Acquisition	3,766	Staffing	2,031
Scheduling	8,147	Human Resource Information System (HRIS)	3,685	Business Operations	2,030
Project Management	7,666	Business Development	2,655	Administrative Support	2,003

Human Relations and Resources Occupations in 12 County Bay Region and in SC-Monterey Sub-Region, 2020

Onboarding	6,822	Key Performance Indicators	2,621	Stakeholder Management	2,000
Recruiting	6,138	Process Improvement	2,619	New Hire Orientation	1,960
Customer Service	6,114	Applicant Tracking System	2,538	Business Acumen	1,931
Operations Management	5,289	Business Administration	2,423	Salesforce	1,917
Employee Relations	4,582	Change Management	2,343	Employee Engagement	1,889
Staff Management	4,325	Retail Industry Knowledge	2,264	Accounting	1,819
Performance Management	4,123	Performance Appraisals	2,249	Performance Analysis	1,801
Sales	3,837	Strategic Planning	2,222	Product Management	1,801
Social Media	3,814	Customer Contact	2,048	Conflict Management	1,795
Budgeting	8,451	Talent Acquisition	3,766	Staffing	2,031
Scheduling	8,147	Human Resource Information System (HRIS)	3,685	Business Operations	2,030
Project Management	7,666	Business Development	2,655	Administrative Support	2,003

Source: Burning Glass

**Table 10. Certifications for Human Relations and Resources Occupations in Bay Region (July 2019 - June 2020)**

Note: 87% 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	2,544	Registered Nurse	80
Professional in Human Resources	867	ServSafe	75
Senior Professional in Human Resources	650	Certified ScrumMaster (CSM)	64
Project Management Certification	583	Certified Information Systems Security Professional (CISSP)	57
SHRM Certified Professional (SHRM-CP)	429	CDL Class C	55
Project Management Professional (PMP)	301	Lean Six Sigma Certification	53
First Aid CPR AED	282	Series 7	48
Security Clearance	255	Food Handler Certification	47
SHRM Senior Certified Professional	234	Certified Information Systems Auditor (CISA)	46
Six Sigma Certification	149	Certified Fund Raising Executive (CFRE)	44
IT Infrastructure Library (ITIL) Certification	126	CDL Class B	40
Certified Public Accountant (CPA)	98	OSHA Forklift Certification	39

Source: Burning Glass

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

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	5,436	16%
Associate Degree	1,319	4%
Bachelor's Degree or Higher	24,446	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

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