

**Program Endorsement Brief: 0835.60/Coaching
Sports Management Certificate**
Orange County Center of Excellence, April 2022

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Living Wage: (Entry-Level, 25th)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
Education:	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/> (see comments below)	
Emerging Occupation(s)			
Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>	

The Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to the below middle-skill occupation *umpires, referees, and other sports officials* (27-2023) and the above middle-skill occupation *coaches and scouts* (27-2022). Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree.¹

While COE labor market analyses for program recommendation typically focus on middle-skill occupations, these are the two occupations that align with the knowledge, skills, and abilities (KSAs) and employment opportunities that students can obtain through completion of the proposed program and are therefore included and analyzed in this report. To understand the job opportunities for community college completers, this report also includes an extensive analysis of online job postings which show that these occupations include a variety of job titles ranging from coaches and sports officials at places such as YMCAs and other recreational institutions to professional coaches. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data there appears to be a supply gap for these sports management occupations in the region. Though the majority (94%) of annual openings for the occupations in this report typically require a bachelor’s degree and less than one-third of workers in the field have completed some college or an associate degree as their highest level of education, nearly 75% of online job postings request high school or vocational training or an associate degree. However, these postings are largely for part-time, low-paying positions at recreational facilities and youth sports leagues. Furthermore, entry-level wages are lower than the living wage in both Los Angeles and Orange counties and California’s current minimum wage. **Therefore, due to some of the**

¹ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor’s degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

criteria being met, the COE endorses this proposed program *but notes that the opportunities available for community college completers are primarily part-time positions within recreational facilities and youth sports leagues*. Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **1,612 jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 61 awards conferred annually** by educational institutions in the region.
 - However, the *coaches and scouts* (27-2022) SOC code includes coaches working at a variety of skill and wage levels ranging from part-time youth and recreational coaches to professional sports organization coaches and may include workers employed in educational institutions that hold teaching credentials. Therefore, ***the number of annual job openings that are available to students that have completed a community college certificate or degree is likely significantly lower than the number of total annual openings for this occupation.***
 - Over the past 12 months, there were **3,467 online job postings related to these sports management occupations that required less than a bachelor's degree**. The highest number of job postings were for coaches, fitness coaches, youth soccer coaches, gymnastics coaches, and soccer coaches.
 - However, ***there are significant differences in the types of employers, skills, job types, and wages for postings that request an associate degree or less versus those that request a bachelor's degree.***
 - Postings that request an ***associate degree or less are largely related to part-time positions at recreational facilities and youth sports leagues*** while bachelor's degree or above postings are largely related to positions at higher education institutions with competitive athletics programs.
- **Living Wage Criteria** –Within Orange County, **all annual job openings** for these sports management occupations have ***entry-level wages below the county's living wage*** (\$20.63/hour)² and ***California's current minimum wage*** (\$14.00/hour for employers with 25 employers or less; \$15.00/hour for employers with 26 or more employees).³
- **Educational Criteria** –Within the LA/OC region, **94% of the annual job openings** for occupations related to sports management ***typically require a bachelor's degree.***
 - Furthermore, the national-level educational attainment data indicates ***between 22.9% and 32.7% of workers in the field have completed some college or an associate degree*** as their highest level of education.
 - However, of the 63% of sports management job postings listing a minimum education requirement in Los Angeles/Orange County, **69.6% (2,340)**

² Living wage data was pulled from California Family Needs Calculator on 4/03/2022. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/family-needs-calculator/>.

³Wage data is based on data collected over the previous three years. This historical data is a “point-in-time” estimate and does not reflect recent changes in minimum wage laws. https://www.dir.ca.gov/dlse/FAQ_MinimumWage.htm

requested high school or vocational training, 4.8% (162) requested an associate degree, and 25.5% (861) requested a bachelor's degree or higher.

Supply:

- There are **nine community colleges** in the LA/OC region that issue awards related to Sports Management, conferring an average of **32 awards annually** between 2017 and 2020.
- Between 2016 and 2019, there was an average of **29 awards conferred annually** in related training programs by non-community college institutions, all of which were generated by **two individual non-community college institutions throughout** the region.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these sports management occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 1% through 2025. However, there will be more than 1,600 job openings per year through 2025 due to retirements and workers leaving the field.

Additionally, the *coaches and scouts* (27-2022) SOC code includes coaches working at a variety of skill and wage levels ranging from part-time youth and recreational coaches to professional sports organization coaches. Furthermore, though middle and high school coaches whose primary source of income is from teaching should be categorized under the appropriate teaching SOC code, the *coaches and scouts* SOC code may include workers employed in educational institutions that hold teaching credentials. Therefore, the number of annual job openings for these sports management occupations is overstated.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties⁴

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	8,528	8,316	(211)	(2%)	1,174
Orange	2,912	3,055	144	5%	438
Total	11,439	11,372	(68)	(1%)	1,612

Wages

The labor market endorsement in this report considers the entry-level hourly wages for these sports management occupations in Orange County as they relate to the county's living wage. Los Angeles County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Orange County: All annual openings for these sports management occupations have entry-level wages below the living wage for one adult (\$20.63 in Orange County) and California's current minimum wage (\$14.00/hour for employers with 25 employees or less; \$15.00/hour for

⁴ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

employers with 26 or more employees). Typical entry-level hourly wages are in a range between \$12.07 and \$13.16. Experienced workers can expect to earn wages between \$25.94 and \$29.20, which are higher than the living wage estimate. Orange County's average wages are above the average statewide wage of \$25.78 for these occupations.

Los Angeles County: All annual openings for these sports management occupations have entry-level wages below the living wage for one adult (\$18.10 in Los Angeles County) and California's current minimum wage (\$14.00/hour for employers with 25 employees or less; \$15.00/hour for employers with 26 or more employees). Typical entry-level hourly wages are in a range between \$13.51 and \$14.57. Experienced workers can expect to earn wages between \$28.31 and \$29.67, which are higher than the living wage estimate. Los Angeles County's average wages are below the average statewide wage of \$25.78 for these occupations.

Job Postings

There were 5,338 online job postings related to sports management listed in the past 12 months. The highest number of job postings were for coaches, fitness coaches, group X coaches, gymnastic coaches, and soccer coaches. The top skills were teaching, cardiopulmonary resuscitation (CPR), scheduling, soccer, and customer service. The top three employers, by number of job postings, in the region were 24 Hour Fitness, YMCA, and Orange County.

The SOC code *coaches and scouts* (27-2022) encompasses coaches working in a wide variety of skill and wage levels, ranging from coaches and coaching assistants in youth sports leagues to coaches and coaching assistants in collegiate and professional sports. Additionally, while workers who hold a teaching credential should be classified under the relevant teaching occupation, it is possible that some of these workers are classified as *coaches and scouts* by Emsi Burning Glass's online job postings algorithm.

To better understand the coaching employment opportunities that are available to community college certificate and degree holders, the COE performed an enhanced job postings analysis using the following criteria: *coaches and scouts* job postings with a minimum advertised education level that is less than a bachelor's degree and that do not contain the keywords "teaching credential", "teaching staff", or "teacher". There were 3,467 of these online job postings listed in the past 12 months, 48% of which did not specify a minimum education level. The highest number of job postings were for coaches, fitness coaches, youth soccer coaches, gymnastics coaches, and soccer coaches. The top skills were cardiopulmonary resuscitation (CPR), teaching, scheduling, soccer, and customer service. The top three employers, by number of job postings, in the region were Skyhawks Sports Academy, 24 Hour Fitness, and Orange County.

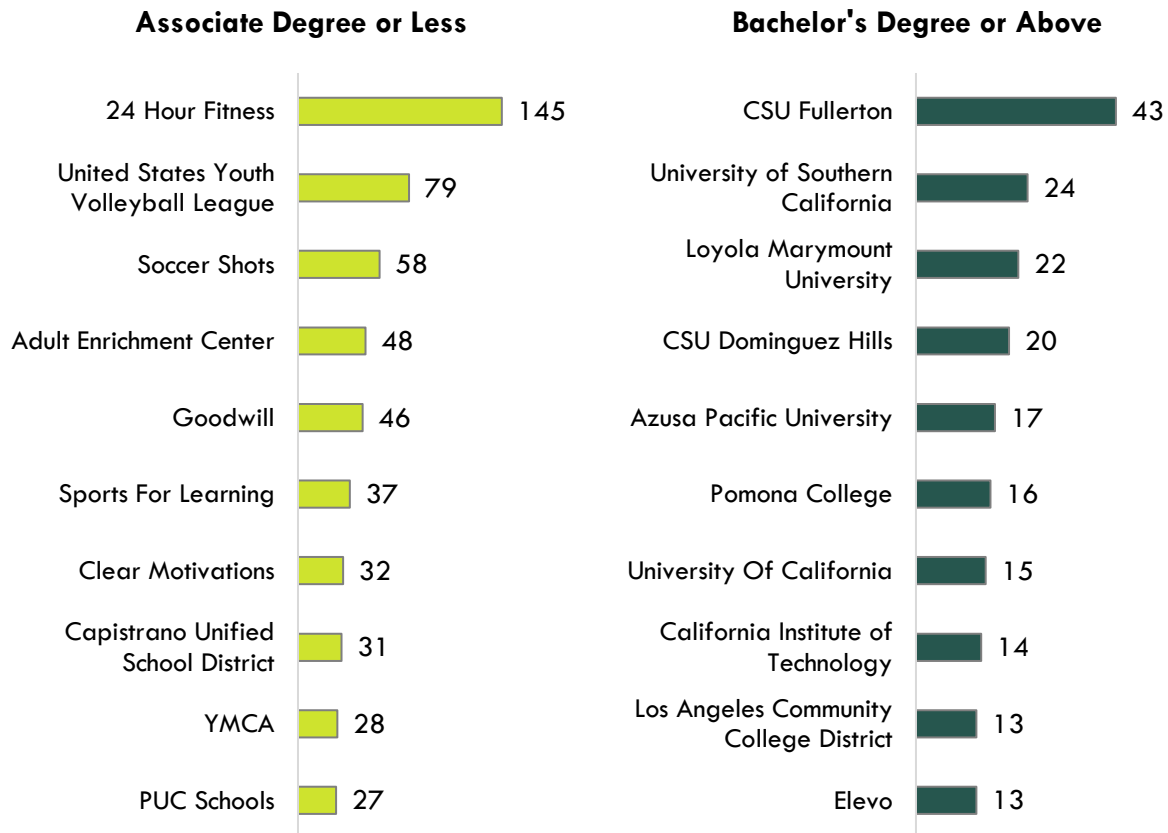
To further analyze the types of jobs that are most available to community college certificate and degree holders, the following sections examine the differences in employers, skills, job type, and advertised wages by education level. These findings suggest that the job opportunities available to community college certificate and degree holders are primarily part-time positions within recreational facilities and youth sports leagues with low wages.

Employers by Education Level

The top employers for the sports management occupations included in this report vary based on education level. Online job postings that request an associate degree or less are primarily for recreational facilities such as 24 Hour Fitness and the YMCA and youth sports leagues such as

those organized by United States Youth Volleyball League and Soccer Shots. Postings that request a bachelor’s degree or above are primarily higher education institutions seeking head and assistant coaches for competitive athletics programs that participate in the National Collegiate Athletic Association (NCAA) or California Community College Athletic Association. In addition to a four-year degree, these roles typically require extensive experience and knowledge of the related sport. Exhibit 2 shows the top 10 employers throughout Los Angeles and Orange for these sports management occupations by education level.

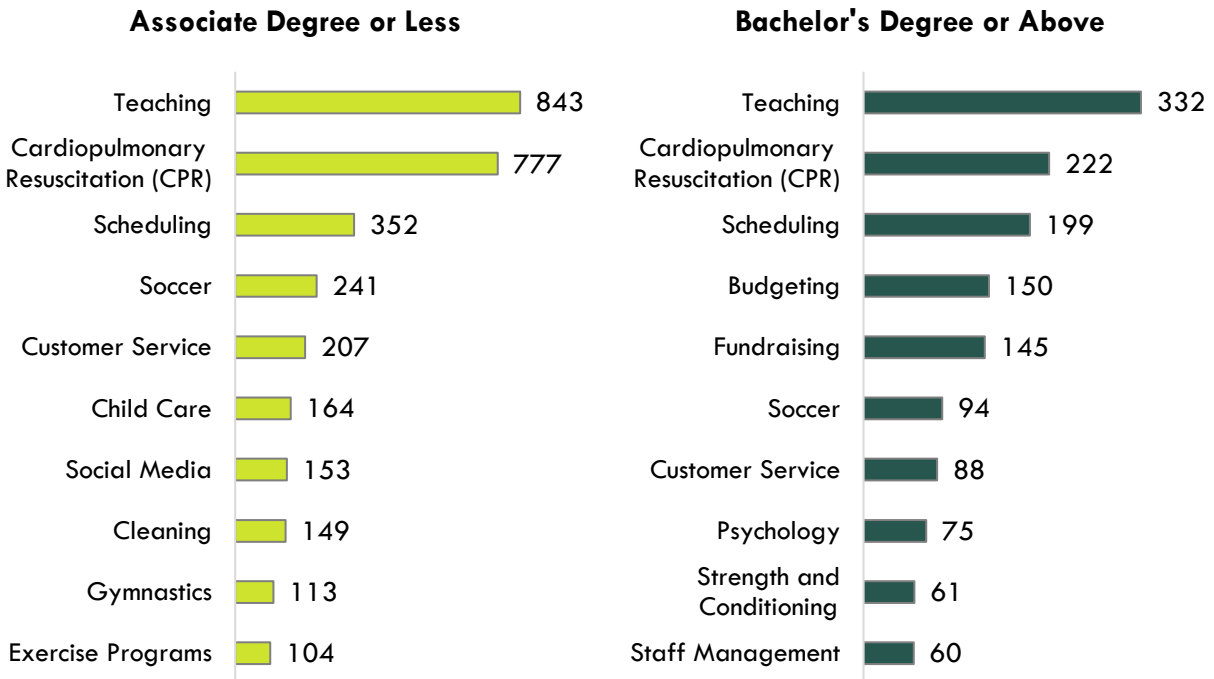
Exhibit 2: Sports Management Employers by Education Level



Skills by Education Level

Though there is a significant difference in the types of employers by education level, some skills such as teaching, CPR, scheduling, and customer service are requested regardless of education level. However, postings that request an associate degree or less request skills related to child care and general exercise programs, suggesting that these positions are more closely related to youth sports programs. Conversely, postings that request a bachelor’s degree or above request skills related to budgeting and fundraising as well as staff management, suggesting that these positions require considerable managerial experience. Exhibit 3 shows the top 10 skills requested throughout Los Angeles and Orange Counties for these sports management occupations by education level.

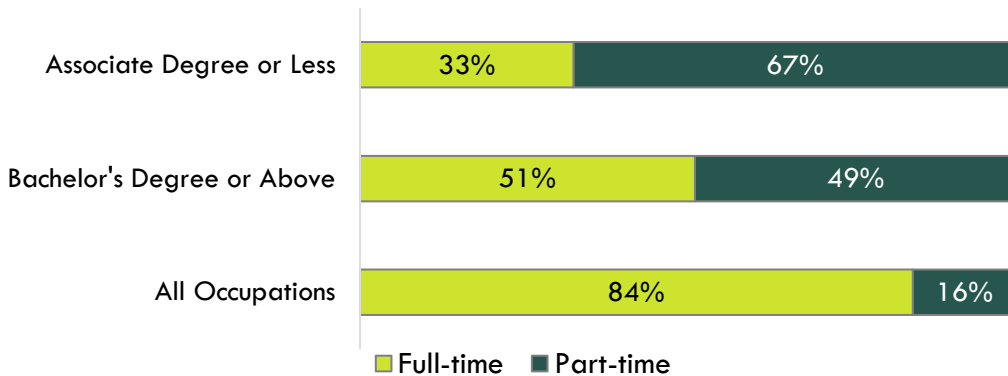
Exhibit 3: Sports Management Skills by Education Level



Job Type by Education Level

Across job postings for all occupations in Los Angeles and Orange counties over the past 12 months, 84% were for full-time work and 16% were for part-time work. However, a significant number of postings for these sports management occupations are for part-time work. For postings that request an associate degree or less, 67% of positions were for part-time work compared to 49% for postings requesting a bachelor's degree or above. Due to the high percentage of part-time job postings, job seekers with an associate degree or less may need to hold multiple jobs in order to support themselves. Exhibit 4 shows the percentage of postings for part-time versus full-time work based on requested educational attainment level, throughout Los Angeles and Orange counties for these sports management occupations.

Exhibit 4: Sports Management Job Type by Education

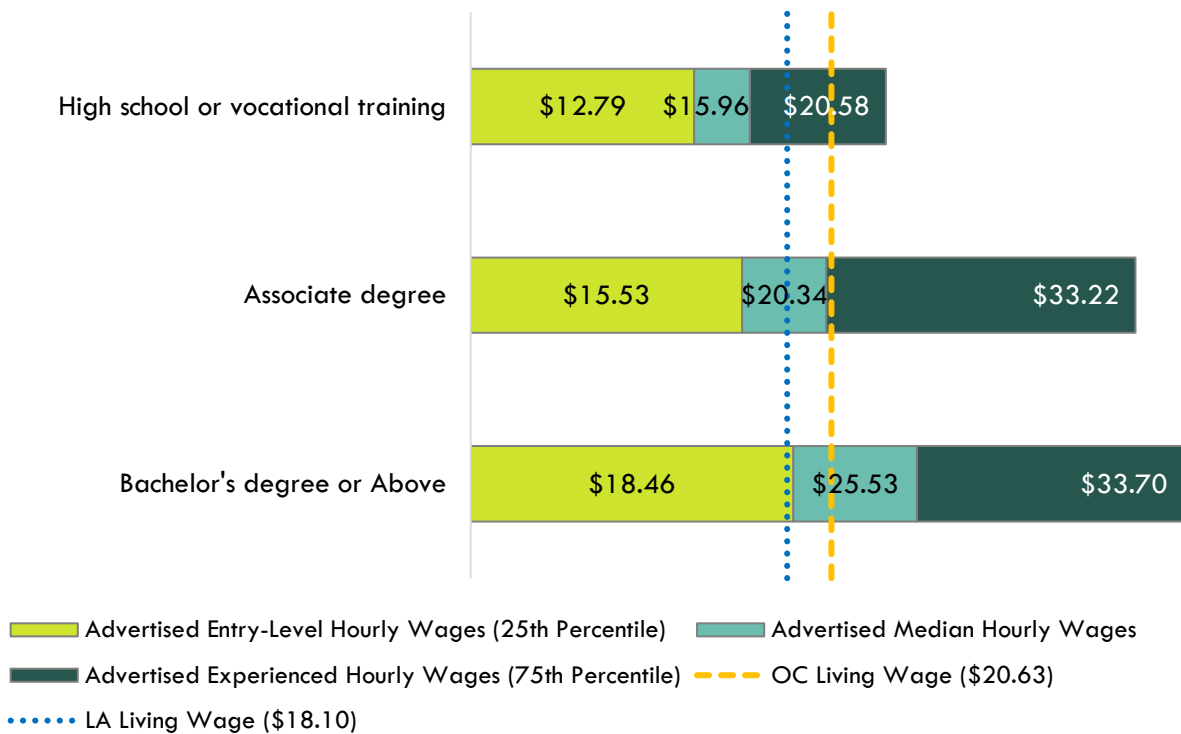


Advertised Wages by Education Level

To better understand the potential wages by education level, this section utilizes Emsi Burning Glass’s Market Salary tool, which provides an estimate of the average salary for online job postings based on a variety of factors including location, education, skills, and experience. Burning Glass’s full definition and methodology is listed in Appendix B.

These “market salary” estimates suggest that wages increase with additional education. However, jobs postings that request an associate degree or less are estimated to have entry-level and median wages that are below the living wage of \$20.63 in Orange County while experienced wages are above it. Additionally, advertised entry-level wages for postings that request a bachelor’s degree are below the living wage, but median and experienced wages are above it. Exhibit 5 shows the advertised wages in online job postings by education level.

Exhibit 5: Sports Management Advertised Wages in Online Job Postings by Education



Educational Attainment

The Bureau of Labor Statistics (BLS) lists a bachelor’s degree as the typical entry-level education for *coaches and scouts* and a high school diploma or equivalent as the typical entry-level education for *umpires, referees, and other sports officials*. In the LA/OC region, the majority of annual job openings (94%) typically require a bachelor’s degree. Furthermore, the national-level educational attainment data indicates between 22.9% and 32.7% of workers in the field have completed some college or an associate degree as their highest level of education. Of the 63% of sports management job postings listing a minimum education requirement in Los Angeles/Orange County, 69.6% (2,340) requested high school or vocational training, 4.8% (162) requested an associate degree, and 25.5% (861) requested a bachelor’s degree or higher.

Educational Supply

Community College Supply—Exhibit 2 shows the three-year average number of awards conferred by community colleges in the related TOP codes: Coaching (0835.60) and Athletic Training and Sports Medicine (1228.00). The colleges with the most completions in the region are: Mt. San Antonio and Santa Monica. Over the past 12 months, there was one other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	College	2017-2018 Awards	2018-2019 Awards	2019-2020 Awards	3-Year Award Average
0835.60	Coaching	Citrus	3	8	-	4
		Rio Hondo	-	1	-	0
		Santa Monica	7	14	9	10
		LA Subtotal	10	23	9	14
		Cypress	3	1	2	2
		Fullerton	-	3	1	1
		Irvine	-	1	-	0
		Saddleback	1	-	-	0
		OC Subtotal	4	5	3	4
Supply Subtotal/Average			14	28	12	18
1228.00	Athletic Training and Sports Medicine	Cerritos	-	-	2	1
		Citrus	2	-	-	1
		Mt San Antonio	7	11	17	12
		LA Subtotal	9	11	19	13
		Saddleback	3	1	-	1
		OC Subtotal	3	1	0	1
Supply Subtotal/Average			12	12	19	14
Supply Total/Average			26	40	31	32

Non-Community College Supply—For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for sports management. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Code: Sports and Fitness Administration/ Management. Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 32 awards annually in related training programs.

Exhibit 3: Regional non-community college awards, 2016-2019

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
31.0504	Sports and Fitness Administration/Management	Pepperdine University	21	9	25	18
		University of Antelope Valley	2	6	23	10
Supply Total/Average			23	15	48	29

Appendix A: Occupational demand and wage data by county

Exhibit 4. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Coaches and Scouts (27-2022)	2,736	2,901	165	6%	415	\$13.16	\$18.39	\$25.94
Umpires, Referees, and Other Sports Officials (27-2023)	176	155	(21)	(12%)	23	\$12.07	\$15.60	\$29.20
Total	2,912	3,055	144	5%	438			

Exhibit 5. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Coaches and Scouts (27-2022)	7,989	7,835	(155)	(2%)	1,104	\$14.57	\$20.13	\$28.31
Umpires, Referees, and Other Sports Officials (27-2023)	538	481	(57)	(11%)	70	\$13.51	\$15.52	\$29.67
Total	8,528	8,316	(211)	(2%)	1,174			

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings
Coaches and Scouts (27-2022)	10,725	10,736	11	0%	1,519
Umpires, Referees, and Other Sports Officials (27-2023)	714	636	(78)	(11%)	93
Total	11,439	11,372	(68)	(1%)	1,612

Appendix B: Burning Glass Market Salary Explanation

Burning Glass’s definition and methodology for Market Salary calculations are included below. This definition was pulled from Burning Glass’s data dictionary on February 27, 2020:

What is this? This is Burning Glass’s estimate of the average salary for job postings in this occupation and geography. Actual compensation may vary based on individual employer salary practices and experience.

How is it calculated? Market Salary is calculated using a machine learning model built off of millions of job postings every year; and accounting for adjustments based on 1) locations 2) industry 3) skills and experience and 4) education requirements (among other variables). To develop the Market Salary model, we first built a training set of 5 million postings from the last two years which have advertised salaries from employers. Then we use those data to train a neural network machine learning model which can predict the salaries for the remaining job postings. The model uses the following inputs to predict a salary: job title; occupation; location; employer; industry; education level; skills and experience. To evaluate the performance of the model we tested it against a set of job postings which have advertised salaries but were not part of the training set. The average error or difference between the advertised salary of a job and the predicted base salary for each posting was \$3.8K per year. This model meets or exceeds the performance of similar models published by other job data providers including LinkedIn; Payscale; and Adzuna.

How is it helpful? Market Salary provides insight into the likely salary workers within a specific occupation; as well as further detail on the impact on salary of additional skills.

Appendix C: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

For more information, please contact:

Jesse Crete, Ed. D., Director
Center of Excellence, Orange County
crete_jesse@rsccd.edu

April 2022

