

# Labor Market Information Report

# Stylist Occupations

# West Valley College

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

**May 2022**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Stylist workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara counties). There is a projected annual gap of about 1,034 students in the Bay region and 395 students in the Silicon Valley Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1303.10 Fashion Design 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 West Valley College and in the region.

This report profiles Stylist Occupations in the 12 county Bay region and in the Silicon Valley sub-region for exploratory purposes at West Valley College.

* **Buyers and Purchasing Agents (13-1028):** Buy merchandise or commodities, other than farm products, for resale to consumers at the wholesale or retail level, including both durable and nondurable goods. Analyze past buying trends, sales records, price, and quality of merchandise to determine value and yield. Select, order, and authorize payment for merchandise according to contractual agreements. May conduct meetings with sales personnel and introduce new products. May negotiate contracts. Includes assistant wholesale and retail buyers of nonfarm products.
  Entry-Level Educational Requirement: Bachelor’s degree
  Training Requirement: Moderate-term on-the-job training
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 57%
* **Merchandise Displayers and Window Trimmers (27-1026):** Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions.
  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: 40%
* **Desktop Publishers (43-9031):** Format typescript and graphic elements using computer software to produce publication-ready material.
  Entry-Level Educational Requirement: Associate’s degree
  Training Requirement: Short-term on-the-job training
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%

## Occupational Demand

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

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Buyers and Purchasing Agents | 12,348 | 12,143 | -204 | -2% | 5,910 | 1,182 | $29 | $37 |
| Merchandise Displayers and Window Trimmers | 3,919 | 3,715 | -203 | -5% | 1,739 | 348 | $17 | $21 |
| Desktop Publishers | 188 | 189 | 1 | 0% | 113 | 23 | $21 | $29 |
| **Total** | **16,454** | **16,048** | **-406** | **-2%** | **7,761** | **1,553** |  |  |
| Source: EMSI 2021.4 |

**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 Stylist Occupations in Silicon Valley Sub-region**

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Buyers and Purchasing Agents | 3,930 | 3,832 | -98 | -2.0% | 1,861 | 372 | $31 | $41 |
| Merchandise Displayers and Window Trimmers | 583 | 522 | -61 | -11.0% | 249 | 50 | $16 | $20 |
| Desktop Publishers | 33 | 37 | 4 | 13.0% | 25 | 5 | $22 | $39 |
| **Total** | **4,546** | **4,391** | **-155** | **-3%** | **2,135** | **427** |  |  |
| Source: EMSI 2021.4 |

**Silicon Valley Sub-Region includes:** Santa Clara Counties

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

**Table 3. Number of Job Postings by Occupation for latest 12 months**

| **Occupation** | **Bay Region** | **Silicon Valley** |
| --- | --- | --- |
| Merchandise Displayers and Window Trimmers | 10,317 | 1,978 |
| Wholesale and Retail Buyers, Except Farm Products | 391 | 85 |
| Desktop Publishers | 39 | 24 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Stylist Occupations for latest 12 months - Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Merchandiser | 1,419 | Retail Merchandising Specialist | 117 |
| Retail Merchandiser | 1,398 | Chain Sales Merchandiser | 76 |
| Sas Merchandiser | 309 | Merchandiser - At Sign-On | 68 |
| Operations Associate | 270 | Retail Service Merchandiser | 67 |
| Retail Sales Merchandiser | 197 | Entry Level Regional Grocery Merchandiser | 66 |
| Retail Project Merchandiser | 177 | Merchandise Associate | 63 |
| Retail Project Merchandiser Ym | 157 | Retail Merchandising Representative | 63 |
| Retail Merchandiser/Resets | 146 | Regional Retail Merchandiser | 62 |
| Visual Merchandiser | 138 | Sourcing Specialist | 62 |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Stylist Occupations for latest 12 months - Silicon Valley Sub-Region**

| **Title** | **Silicon Valley** | **Title** | **Silicon Valley** |
| --- | --- | --- | --- |
| Retail Merchandiser | 241 | Retail Merchandising Specialist | 22 |
| Merchandiser | 238 | Sourcing Specialist | 22 |
| Sas Merchandiser | 50 | Retail Service Merchandiser | 21 |
| Retail Sales Merchandiser | 42 | Merchandise Associate | 16 |
| Retail Project Merchandiser | 41 | Retail Merchandising Representative | 16 |
| Operations Associate | 34 | Chain Sales Merchandiser | 15 |
| Retail Merchandiser/Resets | 30 | Floral Merchandiser | 14 |
| Visual Merchandiser | 27 | Inventory/Merchandising/Product Flow Specialist | 11 |
| Retail Project Merchandiser Ym | 24 | Retail Merchandising Associate | 11 |
| Source: Burning Glass |

## Industry Concentration

**Table 5. Industries hiring Stylist Workers in Bay Region**

| **Industry - 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2020)** | **Jobs in Industry (2025)** | **% Change (2020-25)** | **% Occupation Group in Industry (2020)** |
| --- | --- | --- | --- | --- |
| Corporate, Subsidiary, and Regional Managing Offices | 1,028 | -112 | 6% | 1% |
| Electronic Computer Manufacturing | 719 | 49 | 4% | 1% |
| Federal Government, Civilian, Excluding Postal Service | 505 | -22 | 3% | 1% |
| Advertising Agencies | 476 | 6 | 3% | 7% |
| Custom Computer Programming Services | 417 | 59 | 3% | 0% |
| Internet Publishing and Broadcasting and Web Search Portals | 330 | 71 | 2% | 0% |
| Electronic Shopping and Mail-Order Houses | 332 | 23 | 2% | 2% |
| Wineries | 345 | 0 | 2% | 2% |
| Local Government, Excluding Education and Hospitals | 342 | -8 | 2% | 0% |
| Semiconductor and Related Device Manufacturing | 354 | -43 | 2% | 1% |
| Source: EMSI 2021.4 |

**Table 6. Top Employers Posting Stylist Occupations in Bay Region and Silicon Valley Sub-Region**

| **Employer** | **Bay** | **Employer** | **Silicon Valley** |
| --- | --- | --- | --- |
| Sas Retail Services | 956 | Sas Retail Services | 209 |
| Crossmark | 301 | Macy's | 64 |
| Macy's | 277 | Crossmark | 62 |
| Premium Retail Services | 231 | Anderson Merchandisers | 50 |
| Anderson Merchandisers | 225 | Premium Retail Services | 47 |
| Spar Incorporated | 191 | Apple Inc. | 31 |
| Spar Marketing Force Inc. | 180 | BDS Marketing | 29 |
| American Greetings Corporation, Inc. | 170 | American Greetings Corporation, Inc. | 25 |
| Reyes Beer Division | 153 | Spar Incorporated | 24 |
| Gap Inc. | 141 | Sasr Workforce Solutions | 24 |
| Source: Burning Glass |

## Educational Supply

There are five (5) community colleges in the Bay Region issuing 85 awards on average annually (last 3 years ending 2018-19) on TOP 1303.10 Fashion Design. In the Silicon Valley Sub-Region, there is a one (1) community college that issued 26 awards on average annually (last 3 years) on this TOP code.

There are six (6) other CTE educational institutions in the Bay Region issuing 434 awards on average annually (last 3 years ending 2016-17) on TOP 1303.10 Fashion Design. There is one (1) other CTE educational institution in the Silicon Valley Sub-Region issuing six (6) awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 1303.10 Fashion Design in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate 18+ Units** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- | --- |
| Alameda | East Bay | 0 | 0 | 18 | 18 |
| Canada | Mid-Peninsula | 4 | 0 | 6 | 10 |
| San Francisco | Mid-Peninsula | 3 | 0 | 18 | 21 |
| Santa Rosa | North Bay | 3 | 0 | 7 | 10 |
| West Valley | Silicon Valley | 5 | 1 | 20 | 26 |
| **Total** |  | **15** | **1** | **69** | **85** |
| Source: Data Mart |

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

**Table 7b. Other CTE Institutions Awards on TOP 1303.10 Fashion Design in Bay Region**

| **College** | **Subregion** | **Associate Degree** | **Bachelor's Degree** | **Total** |
| --- | --- | --- | --- | --- |
| Academy of Art University | Mid-Peninsula | 44 | 176 | 220 |
| Argosy University-The Art Institute of California-San Francisco | Mid-Peninsula | 11 | 25 | 36 |
| Argosy University-The Art Institute of California-Silicon Valley | Silicon Valley | 0 | 6 | 6 |
| California College of the Arts | Mid-Peninsula | 0 | 18 | 18 |
| FIDM-Fashion Institute of Design & Merchandising-San Francisco | Mid-Peninsula | 97 | 0 | 97 |
| San Francisco State University | Mid-Peninsula | 0 | 57 | 57 |
| **Total** |  | **152** | **282** | **434** |

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

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 1,553 annual openings for the Stylist occupational cluster and 519 annual (3-year average) awards for an annual undersupply of 1,034 students. In the Silicon Valley Sub-Region, there is also a gap with 427 annual openings and 32 annual (3-year average) awards for an annual undersupply of 395 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1303.10 Fashion Design**

| **Metric Outcomes** | **Bay All CTE Programs** | **West Valley All CTE Programs** | **State 1303.10** | **Bay 1303.10** | **Silicon Valley 1303.10** | **West Valley 1303.10** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 86% | 62% | 63% | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | $47,419 | $43,060 | $32,192 | $43,842 | $27,796 | $27,796 |
| Median Change in Earnings for SWP Exiting Students | 23% | 28% | 18% | 10% | 14% | 14% |
| Exiting Students Who Attained the Living Wage | 52% | 38% | 39% | 42% | N/A | N/A |
| Source: Launchboard Strong Workforce Program Median of 2017 to 2020. |

## Skills, Certifications and Education

**Table 9. Top Skills for Stylist Occupations in Bay Region**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Merchandising | 9,610 | Expense Reports | 752 |
| Retail Industry Knowledge | 4,146 | Visual Merchandising | 636 |
| Customer Service | 2,421 | Customer Contact | 612 |
| Lifting Ability | 2,291 | Inventory Management | 581 |
| Sales | 2,223 | Product Knowledge | 482 |
| Scheduling | 1,523 | Screwdrivers | 457 |
| Store Management | 1,288 | Display Set-Up | 430 |
| Retail Sales | 1,238 | Power Tools | 424 |
| Schematic Diagrams | 1,228 | Inventory Control | 401 |
| SAS | 1,149 | Hammering | 399 |
| Retail Accounts | 1,121 | Sales Goals | 398 |
| Cleaning | 1,038 | Description and Demonstration of Products | 378 |
| Product Sales | 876 | Promotional Materials | 317 |
| Cooking | 811 | Packaging | 295 |
| Source: Burning Glass |

**Table 10. Certifications for Stylist Occupations in the Bay Region**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Driver's License | 3,228 | Hazardous Materials Certification | 4 |
| First Aid Cpr Aed | 17 | Certified in Production and Inventory Management (CPIM) | 4 |
| Cdl Class C | 15 | Psychologist License | 3 |
| Occupational Safety and Health Administration Certification | 8 | IT Infrastructure Library (ITIL) Certification | 3 |
| Investment Advisor | 8 | Computer Learning Certificate | 3 |
| Food Handler Certification | 8 | Chartered Alternative Investment Analyst (CAIA) | 3 |
| Food Service Certification | 7 | Certified Supply Chain Professional (CSCP) | 3 |
| Certified Fraud Examiner (CFE) | 7 | Certified Professional in Supply Management (CPSM) | 3 |
| OSHA Forklift Certification | 6 | Certified Career Development Facilitator | 3 |
| American Production and Inventory Control Society (APICS) Certification | 5 | Alliance of Information and Referral Systems (AIRS) Certification | 3 |
| Source: Burning Glass |

*Note: 69% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.*

**Table 11. Education Requirements for Stylist Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 4,089 | 80% |
| Associate's degree | 88 | 2% |
| Bachelor's degree and higher | 963 | 18% |
| Source: Burning Glass |

*Note: 52% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.*

## 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/
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:

• Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), leila@baccc.net

• John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544