

# Labor Market Analysis for Program Recommendation

# First-line Supervisor Occupations

# Hartnell 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 First-line Supervisor workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, Santa Cruz counties). There is a projected annual gap of about 13,281 students in the Bay region and 1,701 students in the SC-Monterey Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 0506.30 Management Development and Supervision 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 Hartnell College and in the region.

This report profiles First-line Supervisor Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a proposed new program at Hartnell College.

* **First-Line Supervisors of Food Preparation and Serving Workers (35-1012):** Directly supervise and coordinate activities of workers engaged in preparing and serving food.
  Entry-Level Educational Requirement: High school diploma or equivalent
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 38%
* **First-Line Supervisors of Retail Sales Workers (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%
* **First-Line Supervisors of Office and Administrative Support Workers (43-1011):** Directly supervise and coordinate the activities of clerical and administrative support workers.
  Entry-Level Educational Requirement: High school diploma or equivalent
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 40%
* **First-Line Supervisors of Farming, Fishing, and Forestry Workers (45-1011):** Directly supervise and coordinate the activities of agricultural, forestry, aquacultural, and related workers. Excludes “First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers” (37-1012).
  Entry-Level Educational Requirement: High school diploma or equivalent
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 20%
* **First-Line Supervisors of Construction Trades and Extraction Workers (47-1011):** Directly supervise and coordinate activities of construction or extraction workers.
  Entry-Level Educational Requirement: High school diploma or equivalent
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 32%

## Occupational Demand

**Table 1. Employment Outlook for First-line Supervisor 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| First-Line Supervisors of Food Preparation and Serving Workers | 18,942 | 18,941 | -1 | -0% | 15,909 | 3,182 | $16 | $44 |
| First-Line Supervisors of Retail Sales Workers | 29,850 | 28,150 | -1,700 | -6% | 16,845 | 3,369 | $ 16 | $43 |
| First-Line Supervisors of Office and Administrative Support Workers | 38,020 | 38,382 | 362 | 1% | 22,076 | 4,415 | $30 | $59 |
| First-Line Supervisors of Farming, Fishing, and Forestry Workers | 2,787 | 2,938 | 151 | 5% | 2,464 | 493 | $18 | $45 |
| First-Line Supervisors of Construction Trades and Extraction Workers | 15,528 | 16,104 | 575 | 4% | 9,504 | 1,901 | $36 | $70 |
| **Total** | **105,127** | **104,515** | **-612** | **-1%** | **66,798** | **13,360** |  |  |
| Source: EMSI 2021.3 |

**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 First-line Supervisor Occupations in SC-Monterey 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| First-Line Supervisors of Food Preparation and Serving Workers | 2,468 | 2,457 | -10 | -0% | 2,046 | 409 | $16 | $43 |
| First-Line Supervisors of Retail Sales Workers | 3,795 | 3,541 | -254 | -7% | 2,131 | 426 | $18 | $44 |
| First-Line Supervisors of Office and Administrative Support Workers | 4,842 | 4,947 | 104 | 2% | 2,877 | 575 | $31 | $61 |
| First-Line Supervisors of Farming, Fishing, and Forestry Workers | 337 | 345 | 7 | 2% | 285 | 57 | $19 | $46 |
| First-Line Supervisors of Construction Trades and Extraction Workers | 1,935 | 1,989 | 54 | 3% | 1,171 | 234 | $32 | $69 |
| **Total** | **13,377** | **13,279** | **-98** | **-1%** | **8,510** | **1,701** |  |  |
| Source: EMSI 2021.3 |

**SC-Monterey Sub-Region includes:** Monterey, San Benito, 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 (Mar 2021 - Feb 2022)**

| **Occupation** | **Bay Region** | **SC-Monterey** |
| --- | --- | --- |
| First-Line Supervisors of Retail Sales Workers | 28,553 | 1,520 |
| First-Line Supervisors of Office and Administrative Support Workers | 11,442 | 404 |
| First-Line Supervisors of Food Preparation and Serving Workers | 9,096 | 622 |
| First-Line Supervisors of Construction Trades and Extraction Workers | 1,545 | 80 |
| Solar Energy Installation Managers | 120 | 5 |
| First-Line Supervisors of Agricultural Crop and Horticultural Workers | 72 | 12 |
| First-Line Supervisors of Animal Husbandry and Animal Care Workers | 26 | 6 |
| First-Line Supervisors of Aquacultural Workers | 7 | 3 |
| First-Line Supervisors of Logging Workers | 4 | 0 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for First-line Supervisor Occupations for latest 12 months (Mar 2021 - Feb 2022) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Store Manager | 1,856 | General Manager | 407 |
| Assistant Store Manager | 1,834 | Shift Supervisor | 378 |
| Office Manager | 1,564 | Team Leader | 334 |
| Shift Leader | 759 | Payroll Manager | 298 |
| Customer Success Manager | 683 | Front Office Manager | 229 |
| Shift Lead | 589 | Supervisor | 212 |
| Key Holder | 561 | Customer Service Manager | 193 |
| Assistant Manager | 488 | Work With Children | 184 |
| Retail Store Manager | 448 | Management Trainee | 182 |
| Source: Burning Glass |

**Table 4b. Top Job Titles for First-line Supervisor Occupations for latest 12 months (Mar 2021 - Feb 2022) SC-Monterey Sub-Region**

| **Title** | **SC-Monterey** | **Title** | **SC-Monterey** |
| --- | --- | --- | --- |
| Assistant Store Manager | 144 | Front Office Supervisor | 22 |
| Store Manager | 112 | Shift Supervisor, Management Trainee | 19 |
| Office Manager | 62 | Front Office Manager | 18 |
| Shift Supervisor | 51 | Banquet Captain | 17 |
| Shift Lead | 43 | General Manager | 16 |
| Assistant Manager | 37 | Crew Leader | 15 |
| Retail Store Manager | 30 | Retail Management | 15 |
| Shift Leader | 27 | Store Support | 15 |
| Key Holder | 25 | Supervisor | 15 |
| Source: Burning Glass |

## Industry Concentration

**Table 5. Industries hiring First-line Supervisor 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)** |
| --- | --- | --- | --- | --- |
| Limited-Service Restaurants | 6,804 | 6,748 | -1% | 7% |
| Supermarkets and Other Grocery (except Convenience) Stores | 5,258 | 5,176 | -2% | 5% |
| Full-Service Restaurants | 3,230 | 2,407 | -25% | 3% |
| Local Government, Excluding Education and Hospitals | 2,859 | 2,820 | -1% | 3% |
| Snack and Nonalcoholic Beverage Bars | 2,439 | 2,493 | 2% | 2% |
| Commercial and Institutional Building Construction | 1,941 | 1,963 | 1% | 2% |
| Residential Remodelers | 1,818 | 1,974 | 9% | 2% |
| Electrical Contractors and Other Wiring Installation Contractors | 1,738 | 1,906 | 10% | 2% |
| Warehouse Clubs and Supercenters | 1,770 | 1,431 | -19% | 2% |
| Internet Publishing and Broadcasting and Web Search Portals | 1,649 | 1,978 | 20% | 2% |
| Source: EMSI 2021.3 |

**Table 6. Top Employers Posting First-line Supervisor Occupations in Bay Region and SC-Monterey Sub-Region (Mar 2021 - Feb 2022)**

| **Employer** | **Bay** | **Employer** | **SC-Monterey** |
| --- | --- | --- | --- |
| Starbucks Coffee Company | 1,574 | Starbucks Coffee Company | 150 |
| West Coast Convenience Llc | 940 | Target | 81 |
| Whole Foods Market, Inc. | 836 | Whole Foods Market, Inc. | 54 |
| Walmart / Sam's | 766 | Walgreens Boots Alliance Inc | 46 |
| Target | 731 | CVS Health | 45 |
| Gap Inc. | 554 | Rite Aid Corporation | 42 |
| Walgreens Boots Alliance Inc | 506 | VF Corporation | 33 |
| The Home Depot Incorporated | 367 | AutoZone Auto Parts | 32 |
| VF Corporation | 320 | University Of California | 31 |
| CVS Health | 309 | The Home Depot Incorporated | 31 |
| Source: Burning Glass |

## Educational Supply

There are seven (7) community colleges in the Bay Region issuing 79 awards on average annually (last 3 years ending 2018-19) on TOP 0506.30 Management Development and Supervision. In the SC-Monterey Sub-Region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

**Table 7. Community College Awards on TOP 0506.30 Management Development and Supervision in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- |
| Chabot  | East Bay | 7 | 20 | 27 |
| Laney | East Bay | 0 | 16 | 16 |
| Las Positas | East Bay | 0 | 1 | 1 |
| Los Medanos | East Bay | 4 | 3 | 7 |
| Ohlone | East Bay | 3 | 3 | 6 |
| San Francisco | Mid-Peninsula | 0 | 16 | 16 |
| Santa Rosa | North Bay | 0 | 6 | 6 |
| **Total** |  | **14** | **65** | **79** |
| Source: Data Mart |

*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 13,360 annual openings for the First-line Supervisor occupational cluster and 79 annual (3-year average) awards for an annual undersupply of 13,281 students. In the SC-Monterey Sub-Region, there is also a gap with 1,701 annual openings and no annual (3-year average) awards for an annual undersupply of 1,701 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0506.30 Management Development and Supervision**

| **Metric Outcomes** | **Bay All CTE Programs** | **Hartnell All CTE Programs** | **State 0506.30** | **Bay 0506.30** | **SC-Monterey 0506.30** | **Hartnell 0506.30** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 66% | 68% | 84% | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | $47,419 | $92,128 | $46,305 | $52,561 | N/A | N/A |
| Median Change in Earnings for SWP Exiting Students | 23% | 5% | 8% | 16% | N/A | N/A |
| Exiting Students Who Attained the Living Wage | 52% | 73% | 68% | 62% | N/A | N/A |
| Source: Launchboard Strong Workforce Program Median of 2017 to 2020. |

## Skills, Certifications and Education

**Table 9. Top Skills for First-line Supervisor Occupations in Bay Region (Mar 2021 - Feb 2022)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Retail Industry Knowledge | 16,187 | Retail Management | 3,997 |
| Customer Service | 15,532 | Supervisory Skills | 3,958 |
| Store Management | 12,150 | Onboarding | 3,930 |
| Scheduling | 12,075 | Project Management | 3,267 |
| Sales | 10,797 | Inventory Management | 3,217 |
| Merchandising | 9,748 | Key Performance Indicators (KPIs) | 3,210 |
| Budgeting | 6,939 | Lifting Ability | 3,197 |
| Sales Goals | 6,323 | Food Safety | 2,794 |
| Staff Management | 5,895 | Office Management | 2,693 |
| Store Operations | 5,532 | Guest Services | 2,654 |
| Cash Handling | 5,480 | Retail Sales | 2,589 |
| Customer Contact | 4,873 | Visual Merchandising | 2,547 |
| Product Knowledge | 4,719 | Inventory Control | 2,542 |
| Cleaning | 4,506 | Repair | 2,509 |
| Source: Burning Glass |

**Table 10. Certifications for First-line Supervisor Occupations in Bay Region (Mar 2021 - Feb 2022)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Driver's License | 3,895 | Cosmetology License | 193 |
| Food Handler Certification | 933 | Certified Payroll Professional (CPP) | 191 |
| ServSafe | 779 | Certified Protection Professional (CPP) | 148 |
| Food Service Certification | 521 | Project Management Professional (PMP) | 132 |
| Pharmacy Technician Certification Board (PTCB) | 443 | OSHA Forklift Certification | 87 |
| Registered Behavior Technician | 375 | Certified Pharmacy Technician | 82 |
| First Aid Cpr Aed | 298 | Certified ScrumMaster (CSM) | 59 |
| Automotive Service Excellence (ASE) Certification | 269 | IT Infrastructure Library (ITIL) Certification | 54 |
| Certified Barista | 239 | Real Estate Certification | 52 |
| Project Management Certification | 222 | Certified Dietary Manager | 52 |
| Source: Burning Glass |

*Note: 83% 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 First-line Supervisor Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 15,367 | 57% |
| Associate's degree | 1,245 | 5% |
| Bachelor's degree and higher | 10,440 | 38% |
| Source: Burning Glass |

*Note: 47% 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

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