

# Labor Market Analysis for Program Recommendation

# Human Resources Occupations

# Solano 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 Human Resources workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 684 students in the Bay region and 50 students in the North Bay 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 Solano College and in the region.

This report profiles Human Resources Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Solano College.

* **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: 25%

## Occupational Demand

**Table 1. Employment Outlook for Human Resources 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Human Resources Managers | 8,763 | 9,036 | 272 | 3% | 3,816 | 763 | $54 | $76 |
| **Total** | **8,763** | **9,036** | **273** | **3%** | **3,816** | **763** | **$54** | **$76** |
| 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 Human Resources Occupations in North Bay 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Human Resources Managers | 683 | 687 | 4 | 1% | 281 | 56 | $45 | $62 |
| **Total** | **683** | **687** | **273** | **1%** | **281** | **56** | **$45** | **$62** |
| Source: EMSI 2021.4 |

**North Bay Sub-Region includes:** Marin, Napa, Solano, Sonoma Counties

### Job Postings in Bay Region and North Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Apr 2021 - Mar 2022)**

| **Occupation** | **Bay Region** | **North Bay** |
| --- | --- | --- |
| Human Resources Managers | 6,947 | 467 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Human Resources Occupations for latest 12 months (Apr 2021 - Mar 2022) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Human Resources Manager | 999 | Talent Manager | 64 |
| Human Resources Director | 268 | Manager, Talent Acquisition | 50 |
| Director of Human Resources | 279 | Senior Human Resources Manager | 49 |
| Human Resources Administrator | 166 | Head Of Talent Acquisition | 45 |
| Recruiting Manager | 138 | Employee Relations Manager | 42 |
| Talent Acquisition Manager | 122 | Director Of Talent Acquisition | 81 |
| Director, Human Resources | 104 | Head Of Talent | 40 |
| Staffing Manager | 81 |  |  |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Human Resources Occupations for latest 12 months (Apr 2021 - Mar 2022) North Bay Sub-Region**

| **Title** | **North Bay** | **Title** | **North Bay** |
| --- | --- | --- | --- |
| Human Resources Manager | 105 | Regional Human Resources Manager | 5 |
| Director of Human Resources | 47 | Cds Shift Supervisor - Usd/Human Resources | 4 |
| Human Resources Director | 35 | Executive Team Leader Human Resources Assistant Manager  | 4 |
| Staffing Manager | 12 | Talent Acquisition Manager | 4 |
| Recruiting Manager | 10 | Vice President Of Human Resources | 4 |
| Human Resources Administrator | 6 | Assistant Manager/Customer Service - Human Resources Area | 3 |
| Manager, Human Resources | 6 | Business Office Manager/Human Resources | 3 |
| Source: Burning Glass |

## Industry Concentration

**Table 5. Industries hiring Human Resources Managers 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 | 932 | -87 | 11% | 1% |
| Internet Publishing and Broadcasting and Web Search Portals | 478 | 110 | 5% | 0% |
| Custom Computer Programming Services | 425 | 65 | 5% | 0% |
| Local Government, Excluding Education and Hospitals | 406 | 15 | 5% | 0% |
| Software Publishers | 238 | 40 | 3% | 0% |
| Electronic Computer Manufacturing | 256 | 21 | 3% | 0% |
| Computer Systems Design Services | 228 | 19 | 3% | 0% |
| Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology) | 226 | 11 | 3% | 0% |
| Data Processing, Hosting, and Related Services | 169 | 28 | 2% | 0% |
| Federal Government, Military | 186 | -3 | 2% | 1% |
| Source: EMSI 2021.4 |

**Table 6. Top Employers Posting Human Resources Occupations in Bay Region and North Bay Sub-Region (Apr 2021 - Mar 2022)**

| **Employer** | **Bay** | **Employer** | **North Bay** |
| --- | --- | --- | --- |
| Stanford University | 115 | Storagepro | 10 |
| Facebook | 113 | Target | 8 |
| Deloitte | 76 | Bausch & Lomb | 8 |
| Microsoft Corporation | 58 | Hyatt | 7 |
| Accenture | 56 | Moss Adams Llp | 5 |
| Gap Inc. | 51 | Jericho Hr Group | 5 |
| University Of California | 49 | Cds | 5 |
| PricewaterhouseCoopers | 44 | Aya Healthcare | 5 |
| Marriott International Incorporated | 39 | Amcor Limited | 5 |
| KPMG | 39 | Self Help Services | 4 |
| 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 North Bay Sub-Region, there is a one (1) community college (SRJC) that issued six (6) 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 763 annual openings for the Human Resources occupational cluster and 79 annual (3-year average) awards for an annual undersupply of 684 students. In the North Bay Sub-Region, there is also a gap with 56 annual openings and 6 annual (3-year average) awards for an annual undersupply of 50 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** | **Solano All CTE Programs** | **State 0506.30** | **Bay 0506.30** | **North Bay 0506.30** | **Solano 0506.30** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 63% | 68% | 84% | 75% | N/A |
| Median Annual Earnings for SWP Exiting Students | $47,419 | $32,967 | $46,305 | $52,561 | $62,467 | N/A |
| Median Change in Earnings for SWP Exiting Students | 23% | 27% | 8% | 16% | 17% | N/A |
| Exiting Students Who Attained the Living Wage | 52% | 51% | 68% | 62% | 83% | N/A |
| Source: Launchboard Strong Workforce Program Median of 2017 to 2020. |

## Skills, Certifications and Education

**Table 9. Top Skills for Human Resources Occupations in Bay Region (Apr 2021 - Mar 2022)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Employee Relations | 2,211 | Scheduling | 719 |
| Onboarding | 1,915 | Change Management | 700 |
| Talent Acquisition | 1,788 | Business Administration | 657 |
| Performance Management | 1,613 | Labor Relations | 613 |
| Human Resource Management | 1,424 | Organizational Development | 605 |
| Human Resource Information System (HRIS) | 1,281 | HR Policies | 602 |
| Budgeting | 1,040 | Customer Service | 587 |
| Project Management | 1,036 | Succession Planning | 582 |
| Talent Management | 996 | Conflict Management | 557 |
| Staff Management | 975 | New Hire Orientation | 550 |
| Workers' Compensation | 910 | Payroll Processing | 546 |
| Recruiting | 871 | Sales | 533 |
| Performance Appraisals | 794 | Performance Analysis | 510 |
| Employee Engagement | 778 | Legal Compliance | 492 |
| Source: Burning Glass |

**Table 10. Certifications for Human Resources Occupations in Bay Region (Apr 2021 - Mar 2022)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Professional in Human Resources | 553 | Certified Benefits Professional | 13 |
| Senior Professional in Human Resources | 429 | Certified Public Accountant (CPA) | 12 |
| SHRM Certified Professional (SHRM-CP) | 391 | Certified Information Systems Auditor (CISA) | 12 |
| SHRM Senior Certified Professional | 269 | Licensed Attorney | 10 |
| Driver's License | 264 | Certified Protection Professional (CPP) | 10 |
| Project Management Certification | 73 | Certified Payroll Professional (CPP) | 10 |
| Project Management Professional (PMP) | 48 | Administrative Services Credential | 10 |
| First Aid Cpr Aed | 38 | Chartered Institute of Personnel and Development (CIPD) | 9 |
| Certified Compensation Professional (CCP) | 24 | Certified Employee Benefit Specialist (CEBS) | 8 |
| Global Professional in Human Resources | 18 | Six Sigma Certification | 7 |
| Source: Burning Glass |

*Note: 79% 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.*

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

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 387 | 8% |
| Associate's degree | 261 | 5% |
| Bachelor's degree and higher | 4,130 | 87% |
| 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/
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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