

# Labor Market Information Report

# Public & Nonprofit Administration Occupations

# College of San Mateo

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

**April 2022**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Public & Nonprofit Administration workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco, San Mateo counties). There is a projected annual gap of about 16,013 in the Bay region and 4,742 students in the Mid-Peninsula Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 2102.00 Public Administration 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 College of San Mateo and in the region.

This report profiles Public & Nonprofit Administration Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for exploratory purposes at College of San Mateo.

* **Administrative Services and Facilities Managers (11-3011):** Plan, direct, or coordinate one or more administrative services of an organization, such as records and information management, mail distribution, facilities planning and maintenance, custodial operations, and other office support services. Medical records administrators are included in “Medical and Health Services Managers” (11-9111). Excludes “Purchasing Managers” (11-3061).  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: NA%
* **Social and Community Service Managers (11-9151):** Plan, direct, or coordinate the activities of a social service program or community outreach organization. Oversee the program or organization’s budget and policies regarding participant involvement, program requirements, and benefits. Work may involve directing social workers, counselors, or probation officers.  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 19%
* **Eligibility Interviewers, Government Programs (43-4061):** Determine eligibility of persons applying to receive assistance from government programs and agency resources, such as welfare, unemployment benefits, social security, and public housing.  
    Entry-Level Educational Requirement: High school diploma or equivalent  
    Training Requirement: Moderate-term on-the-job training  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 40%
* **Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014):** Perform routine clerical and administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files, or providing information to callers. Excludes legal, medical, and executive secretaries (43-6011 through 43-6013).  
    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: 46%
* **Office Clerks, General (43-9061):** Perform duties too varied and diverse to be classified in any specific office clerical occupation, requiring knowledge of office systems and procedures. Clerical duties may be assigned in accordance with the office procedures of individual establishments and may include a combination of answering telephones, bookkeeping, typing or word processing, stenography, office machine operation, and filing.  
    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: 44%

## Occupational Demand

**Table 1. Employment Outlook for Public & Nonprofit Administration 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Administrative Services and Facilities Managers | 12,218 | 12,714 | 495 | 4% | 5,588 | 1,118 | $41 | $55 |
| Social and Community Service Managers | 11,015 | 12,075 | 1,060 | 10% | 5,910 | 1,182 | $23 | $31 |
| Eligibility Interviewers, Government Programs | 3,857 | 4,042 | 185 | 5% | 1,943 | 389 | $27 | $33 |
| Secretaries and Administrative Assistants, Except Legal, Medical, and Executive | 50,593 | 49,362 | -1,231 | -2% | 26,945 | 5,389 | $18 | $23 |
| Office Clerks, General | 67,969 | 68,392 | 423 | 1% | 39,863 | 7,973 | $16 | $21 |
| **Total** | **145,652** | **146,586** | **934** | **1%** | **80,248** | **16,051** | **$20** | **$26** |
| 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 Public & Nonprofit Administration Occupations in Mid-Peninsula 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Administrative Services and Facilities Managers | 3,576 | 3,816 | 239 | 7% | 1,748 | 350 | $45 | $60 |
| Social and Community Service Managers | 3,844 | 4,212 | 367 | 10% | 2,054 | 411 | $23 | $32 |
| Eligibility Interviewers, Government Programs | 962 | 987 | 24 | 3% | 458 | 92 | $28 | $34 |
| Secretaries and Administrative Assistants, Except Legal, Medical, and Executive | 14,287 | 14,174 | -112 | -1% | 7,701 | 1,540 | $20 | $26 |
| Office Clerks, General | 19,402 | 19,889 | 486 | 3% | 11,753 | 2,351 | $18 | $24 |
| **Total** | **42,072** | **43,078** | **934** | **2%** | **23,714** | **4,744** | **$22** | **$29** |
| Source: EMSI 2021.4 | | | | | | | | |

**Mid-Peninsula Sub-Region includes:** San Francisco, San Mateo Counties

### Job Postings in Bay Region and Mid-Peninsula Sub-Region

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

| **Occupation** | **Bay Region** | **Mid-Peninsula** |
| --- | --- | --- |
| Secretaries and Administrative Assistants, Except Legal, Medical, and Executive | 21,170 | 5,996 |
| Office Clerks, General | 8,182 | 2,181 |
| Administrative Services Managers | 5,980 | 2,271 |
| Social and Community Service Managers | 1,935 | 560 |
| Eligibility Interviewers, Government Programs | 323 | 74 |
| Source: Burning Glass | | |

**Table 4a. Top Job Titles for Public & Nonprofit Administration Occupations for latest 12 months (Apr 2021 - Mar 2022) - Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Administrative Assistant | 6,232 | Office Clerk | 258 |
| Office Assistant | 1,305 | Personal Assistant | 258 |
| Office Administrator | 891 | Administrative Associate | 250 |
| Administrative Coordinator | 407 | Program Assistant | 232 |
| Office Coordinator | 395 | Administrative Assistant II | 216 |
| Facilities Manager | 393 | Administrative Assistant III | 197 |
| Facilities Coordinator | 389 | Scheduling Coordinator | 190 |
| Front Desk Coordinator | 340 | Project Assistant | 163 |
| Senior Administrative Assistant | 313 | Clerk | 153 |
| Source: Burning Glass | | | |

**Table 4b. Top Job Titles for Public & Nonprofit Administration Occupations for latest 12 months (Apr 2021 - Mar 2022) Mid-Peninsula Sub-Region**

| **Title** | **Mid-Peninsula** | **Title** | **Mid-Peninsula** |
| --- | --- | --- | --- |
| Administrative Assistant | 1,668 | Program Assistant | 103 |
| Office Assistant | 344 | Personal Assistant | 83 |
| Office Administrator | 227 | Administrative Associate | 75 |
| Office Coordinator | 183 | Administrative Assistant III | 72 |
| Facilities Coordinator | 179 | Office Clerk | 63 |
| Front Desk Coordinator | 146 | Administrative Assistant II | 51 |
| Administrative Coordinator | 139 | Associate Director | 50 |
| Facilities Manager | 139 | Clerk | 42 |
| Senior Administrative Assistant | 109 | Office Administrative | 40 |
| Source: Burning Glass | | | |

## Industry Concentration

**Table 5. Industries hiring Public & Nonprofit Administration 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)** |
| --- | --- | --- | --- | --- |
| Local Government, Excluding Education and Hospitals | 10,482 | 10,143 | -3% | 7% |
| Services for the Elderly and Persons with Disabilities | 6,488 | 7,437 | 15% | 4% |
| Colleges, Universities, and Professional Schools | 5,305 | 5,432 | 2% | 4% |
| Colleges, Universities, and Professional Schools (State Government) | 4,859 | 4,845 | 0% | 3% |
| State Government, Excluding Education and Hospitals | 3,591 | 3,683 | 3% | 2% |
| Religious Organizations | 3,596 | 3,436 | -4% | 2% |
| Elementary and Secondary Schools (Local Government) | 3,672 | 3,247 | -12% | 2% |
| Internet Publishing and Broadcasting and Web Search Portals | 2,908 | 3,526 | 21% | 2% |
| Temporary Help Services | 2,730 | 2,615 | -4% | 2% |
| Corporate, Subsidiary, and Regional Managing Offices | 2,718 | 2,406 | -12% | 2% |
| Source: EMSI 2021.4 | | | | |

**Table 6. Top Employers Posting Public & Nonprofit Administration Occupations in Bay Region and Mid-Peninsula Sub-Region (Apr 2021 - Mar 2022)**

| **Employer** | **Bay** | **Employer** | **Mid-Peninsula** |
| --- | --- | --- | --- |
| University Of California | 474 | University Of California | 206 |
| Stanford University | 469 | University San Francisco | 129 |
| Stanford Medicine | 254 | Gilead Sciences | 79 |
| CBRE Group | 159 | Stanford Medicine | 76 |
| Stanford Health Care | 153 | Jones Lang Lasalle Inc. | 64 |
| Alameda Health System | 141 | Stanford University | 62 |
| University San Francisco | 133 | City & County of San Francisco | 62 |
| California State University | 125 | John Stewart Company | 55 |
| Target | 107 | CBRE Group | 55 |
| Jones Lang Lasalle Incorporated | 100 | Facebook | 49 |
| Source: Burning Glass | | | |

## Educational Supply

There are no community colleges in the Bay Region issuing awards on average annually (last 3 years ending 2018-19) on TOP 2102.00 Public Administration.

There are two (2) four-year institutions in the Bay Region issuing 38 Bachelor’s degrees on average annually (last 3 years ending 2016-17) on TOP 2102.00 Public Administration. There is one (1) four-year institution in the Mid-Peninsula Sub-Region issuing two (2) Bachelor’s degrees on this TOP code.

**Table 7. Bachelor’s Degree Awards on TOP 2102.00 Public Administration in Bay Region**

| **College** | **Subregion** | **Bachelor's Degree** | **Total** |
| --- | --- | --- | --- |
| University of California-Santa Cruz | SC-Monterey | 36 | 36 |
| University of San Francisco | Mid-Peninsula | 2 | 2 |
| **Total** |  | **38** | **38** |
| 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 16,051 annual openings for the Public & Nonprofit Administration occupational cluster and 38 (3-year average) awards for an annual undersupply of 16,013 students. In the Mid-Peninsula Sub-Region, there is also a gap with 4,744 annual openings and 2 annual (3-year average) awards for an annual undersupply of 4,742 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 2102.00 Public Administration**

| **Metric Outcomes** | **Bay All CTE Programs** | **College of San Mateo All CTE Programs** | **State 2102.00** | **Bay 2102.00** | **Mid-Peninsula 2102.00** | **College of San Mateo 210200** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 74% | N/A | N/A | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | $47,419 | $55,019 | $24,949 | N/A | N/A | N/A |
| Median Change in Earnings for SWP Exiting Students | 23% | 20% | 38% | N/A | N/A | N/A |
| Exiting Students Who Attained the Living Wage | 52% | 44% | N/A | N/A | N/A | N/A |
| Source: Launchboard Strong Workforce Program Median of 2017 to 2020. | | | | | | |

## Skills, Certifications and Education

**Table 9. Top Skills for Public & Nonprofit Administration Occupations in Bay Region (Apr 2021 - Mar 2022)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Administrative Support | 17,608 | Repair | 2,721 |
| Scheduling | 11,447 | Accounting | 2,707 |
| Customer Service | 8,357 | Customer Billing | 2,613 |
| Budgeting | 6,117 | Vaccination | 2,536 |
| Data Entry | 5,701 | Record Keeping | 2,498 |
| Spreadsheets | 4,647 | Expense Reports | 2,497 |
| Appointment Setting | 4,101 | Filing | 2,369 |
| Staff Management | 4,021 | Customer Contact | 2,342 |
| Administrative Functions | 3,994 | Office Supply Ordering | 2,225 |
| Travel Arrangements | 3,352 | Onboarding | 2,190 |
| Project Management | 3,324 | Copying | 2,028 |
| General Office Duties | 3,211 | Social Media | 1,903 |
| Office Management | 3,086 | Purchasing | 1,745 |
| Mailing | 3,018 | Mail Sorting | 1,513 |
| Source: Burning Glass | | | |

**Table 10. Certifications for Public & Nonprofit Administration Occupations in Bay Region (Apr 2021 - Mar 2022)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Driver's License | 3,843 | Cdl Class C | 70 |
| First Aid Cpr Aed | 587 | Licensed Clinical Social Worker (LCSW) | 67 |
| Project Management Certification | 238 | Board Certified Behavior Analyst (BCBA) | 64 |
| Real Estate Certification | 215 | Board Certified Assistant Behavior Analyst (BCaBA) | 59 |
| Certified Facility Manager (CFM) | 176 | Basic Cardiac Life Support Certification | 58 |
| Typing Certification | 166 | Contractors License | 56 |
| Social Work License | 121 | Series 7 | 53 |
| Security Clearance | 121 | Business License | 52 |
| Project Management Professional | 106 | Food Handler Certification | 41 |
| Basic Life Saving (BLS) | 84 | Certified Medical Secretary | 40 |
| Source: Burning Glass | | | |

*Note: 84% 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 Public & Nonprofit Administration Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 12,439 | 55% |
| Associate's degree | 1,682 | 7% |
| Bachelor's degree and higher | 8,431 | 38% |
| 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

For more information, please contact:

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