

# Labor Market Analysis for Program Recommendation

# Leadership Occupations

# College of San Mateo

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

**July 2022**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Leadership 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 16,780 students in the Bay region and 5,171 students in the Mid-Peninsula Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 0506.00 Business Management 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 Leadership Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at College of San Mateo.

* **General and Operations Managers (11-1021):** Plan, direct, or coordinate the operations of public or private sector organizations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Excludes First-Line Supervisors.
  Entry-Level Educational Requirement: Bachelor’s degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 35%
* **Sales Managers (11-2022):** Plan, direct, or coordinate the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.
  Entry-Level Educational Requirement: Bachelor’s degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 29%
* **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%
* **Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other (11-9198):** All managers not listed separately.
  Entry-Level Educational Requirement: Bachelor’s degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%
* **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%

## Occupational Demand

**Table 1. Employment Outlook for Leadership 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| General and Operations Managers | 72,584 | 74,873 | 2,289 | 3% | 32,830 | 6,566 | $43 | $67 |
| Sales Managers | 24,325 | 24,353 | 28 | 0% | 10,633 | 2,127 | $54 | $79 |
| Administrative Services and Facilities Managers | 12,205 | 12,550 | 345 | 3% | 5,493 | 1,099 | $41 | $55 |
| Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other | 41,774 | 43,224 | 1,450 | 3% | 17,014 | 3,403 | $32 | $61 |
| First-Line Supervisors of Office and Administrative Support Workers | 37,462 | 37,431 | -31 | -0% | 18,829 | 3,766 | $26 | $32 |
| **Total** | **188,350** | **192,431** | **4,081** | **2%** | **84,799** | **16,961** |  |  |
| Source: EMSI 2022.1 |

**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 Leadership 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| General and Operations Managers | 21,562 | 22,248 | 686 | 3% | 9,976 | 1,995 | $47 | $73 |
| Sales Managers | 7,352 | 7,621 | 269 | 4% | 3,499 | 700 | $59 | $82 |
| Administrative Services and Facilities Managers | 3,572 | 3,698 | 127 | 4% | 1,650 | 330 | $45 | $60 |
| Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other | 12,340 | 12,761 | 421 | 3% | 5,084 | 1,017 | $42 | $71 |
| First-Line Supervisors of Office and Administrative Support Workers | 11,210 | 11,285 | 75 | 1% | 5,715 | 1,143 | $29 | $37 |
| **Total** | **56,036** | **57,613** | **1,577** | **3%** | **25,924** | **5,185** |  |  |
| Source: EMSI 2022.1 |

**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 (July 2021 - June 2022)**

| **Occupation** | **Bay Region** | **Mid-Peninsula** |
| --- | --- | --- |
| Managers, All Other | 62,214 | 23,870 |
| General and Operations Managers | 28,003 | 12,109 |
| Sales Managers | 20,989 | 9,487 |
| First-Line Supervisors of Office and Administrative Support Workers | 12,850 | 5,430 |
| Administrative Services Managers | 6,631 | 2,450 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Leadership Occupations for latest 12 months (July 2021 - June 2022) - Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Project Manager | 3,144 | Senior Project Manager | 658 |
| Program Manager | 2,113 | Technical Program Manager | 658 |
| Office Manager | 1,785 | Territory Manager | 507 |
| Operations Manager | 1,561 | Operations Supervisor | 489 |
| Project Coordinator | 1,203 | Facilities Coordinator | 465 |
| General Manager | 937 | Program Manager III | 460 |
| Business Development Manager | 787 | Program Coordinator | 456 |
| Customer Success Manager | 778 | Facilities Manager | 419 |
| Sales Manager | 763 | Program Manager II | 393 |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Leadership Occupations for latest 12 months (July 2021 - June 2022) Mid-Peninsula Sub-Region**

| **Title** | **Mid-Peninsula** | **Title** | **Mid-Peninsula** |
| --- | --- | --- | --- |
| Project Manager | 1,065 | General Manager | 255 |
| Program Manager | 728 | Facilities Coordinator | 224 |
| Office Manager | 640 | Chief Of Staff | 219 |
| Customer Success Manager | 475 | Technical Program Manager | 214 |
| Operations Manager | 451 | Territory Manager | 204 |
| Project Coordinator | 388 | Program Manager III | 186 |
| Senior Project Manager | 315 | Regional Sales Manager | 172 |
| Business Development Manager | 302 | Program Coordinator | 171 |
| Sales Manager | 258 | Payroll Manager | 140 |
| Source: Burning Glass |

## Industry Concentration

**Table 5. Industries hiring Leadership 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 | 214,007 | 218,512 | 2% | 4% |
| Local Government, Excluding Education and Hospitals | 191,319 | 193,606 | 1% | 3% |
| Federal Government, Civilian, Excluding Postal Service | 125,557 | 125,729 | 0% | 2% |
| Commercial Banking | 114,367 | 109,567 | -4% | 2% |
| State Government, Excluding Education and Hospitals | 97,315 | 95,283 | -2% | 2% |
| Offices of Physicians (except Mental Health Specialists) | 92,209 | 96,987 | 5% | 2% |
| Supermarkets and Other Grocery (except Convenience) Stores | 76,484 | 74,473 | -3% | 1% |
| Administrative Management and General Management Consulting Services | 70,376 | 83,532 | 19% | 1% |
| Insurance Agencies and Brokerages | 66,023 | 73,855 | 12% | 1% |
| Office Administrative Services | 66,404 | 75,454 | 14% | 1% |
| Source: EMSI 2022.1 |

**Table 6. Top Employers Posting Leadership Occupations in Bay Region and Mid-Peninsula Sub-Region (July 2021 - June 2022)**

| **Employer** | **Bay** | **Employer** | **Mid-Peninsula** |
| --- | --- | --- | --- |
| Google Inc. | 1,956 | Facebook | 1,265 |
| Facebook | 1,845 | Salesforce | 666 |
| Amazon | 1,168 | PricewaterhouseCoopers | 573 |
| Deloitte | 1,147 | Google Inc. | 546 |
| Apple Inc. | 1,061 | University Of California | 490 |
| University Of California | 1,017 | Amazon | 478 |
| Lucid Motors Inc | 907 | Doordash | 466 |
| PricewaterhouseCoopers | 858 | Visa | 438 |
| Anthem Blue Cross | 830 | Walmart / Sam's | 419 |
| Stanford University | 807 | Splunk | 288 |
| Source: Burning Glass |

## Educational Supply

There are 13 community colleges in the Bay Region issuing 181 awards on average annually (last 3 years ending 2018-19) on TOP 0506.00 Business Management. In the Mid-Peninsula Sub-Region, there is one (1) community college that issued 14 awards on average annually (last 3 years) on this TOP code.

**Table 7. Community College Awards on TOP 0506.00 Business Management in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- |
| Chabot  | East Bay | 1 | 6 | 7 |
| Contra Costa | East Bay | 33 | 32 | 65 |
| De Anza | Silicon Valley | 9 | 22 | 31 |
| Diablo Valley | East Bay | 0 | 5 | 5 |
| Laney | East Bay | 3 | 0 | 3 |
| Merritt | East Bay | 0 | 4 | 4 |
| Monterey | SC-Monterey | 0 | 2 | 2 |
| Napa | North Bay | 1 | 0 | 1 |
| San Jose City | Silicon Valley | 3 | 7 | 10 |
| San Mateo | Mid-Peninsula | 6 | 8 | 14 |
| Santa Rosa | North Bay | 11 | 15 | 26 |
| Solano | North Bay | 4 | 1 | 5 |
| West Valley | Silicon Valley | 4 | 4 | 8 |
| **Total** |  | **75** | **106** | **181** |
| 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 16,961 annual openings for the Leadership occupational cluster and 181 annual (3-year average) awards for an annual undersupply of 16,780 students. In the Mid-Peninsula Sub-Region, there is also a gap with 5,185 annual openings and 14 annual (3-year average) awards for an annual undersupply of 5,171 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0506.00 Business Management**

| **Metric Outcomes** | **Bay All CTE Programs** | **College of San Mateo All CTE Programs** | **State 0506.00** | **Bay 0506.00** | **Mid-Peninsula 0506.00** | **College of San Mateo 0506.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 74% | 73% | 76% | 83% | 90% |
| Median Annual Earnings for SWP Exiting Students | $47,419 | $55,019 | $36,134 | $44,660 | $52,432 | $54,406 |
| Median Change in Earnings for SWP Exiting Students | 23% | 20% | 17% | 19% | 14% | 8% |
| Exiting Students Who Attained the Living Wage | 52% | 44% | 53% | 53% | 41% | 44% |
| Source: Launchboard Strong Workforce Program Median of 2017 to 2020. |

## Skills, Certifications and Education

**Table 9. Top Skills for Leadership Occupations in Bay Region (July 2021 - June 2022)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Project Management | 41,968 | Vaccination | 9,156 |
| Budgeting | 34,792 | Salesforce | 8,823 |
| Scheduling | 26,535 | Quality Assurance and Control | 7,729 |
| Customer Service | 20,200 | Product Management | 7,689 |
| Sales | 19,566 | Process Improvement | 7,634 |
| Program Management | 18,487 | Software as a Service (SaaS) | 7,240 |
| Staff Management | 14,425 | Sales Management | 7,225 |
| Business Development | 13,447 | Accounting | 7,129 |
| Project Planning and Development Skills | 9,814 | Business Process | 6,501 |
| Operations Management | 9,753 | Change Management | 6,483 |
| Customer Contact | 9,662 | Product Development | 6,459 |
| Key Performance Indicators (KPIs) | 9,490 | Business Administration | 6,309 |
| Onboarding | 9,429 | Quality Management | 6,294 |
| Stakeholder Management | 9,257 | Strategic Planning | 6,224 |
| Source: Burning Glass |

**Table 10. Certifications for Leadership Occupations in the Bay Region (July 2021 - June 2022)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Driver's License | 9,909 | Certified Information Systems Security Professional (CISSP) | 335 |
| Project Management Certification | 8,106 | Social Work License | 323 |
| Project Management Professional (PMP) | 5,613 | Licensed Professional Engineer | 314 |
| First Aid Cpr Aed | 1,058 | ServSafe | 309 |
| Registered Nurse | 772 | Lean Six Sigma Certification | 276 |
| IT Infrastructure Library (ITIL) Certification | 587 | Certified Facility Manager (CFM) | 270 |
| Six Sigma Certification | 560 | Certified Payroll Professional (CPP) | 258 |
| Certified ScrumMaster (CSM) | 502 | Leadership In Energy And Environmental Design (LEED) Certified | 256 |
| Security Clearance | 471 | Certified Information Systems Auditor (CISA) | 242 |
| Series 7 | 352 | Cdl Class C | 210 |
| Source: Burning Glass |

*Note: 79% 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 Leadership Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 14,615 | 17% |
| Associate's degree | 3,023 | 3% |
| Bachelor's degree and higher | 70,475 | 80% |
| 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
Chancellorâ™s Office MIS system

## Contacts

For more information, please contact:

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