

Business Information Occupations

Labor Market Analysis: San Diego County

January 2020

Summary



The brief provides labor market information about *Business Information Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Business Information Occupations* include “Data Entry Keyers,” “Executive Secretaries and Executive Administrative Assistants,” “Office Clerks, General,” “Secretaries and Administrative Assistants, Except Legal, Medical, and Executive,” and “Word Processors and Typists.” According to available labor market information, *Business Information Occupations* in San Diego County have a labor market demand of 7,068 annual job openings, and 13 educational institutions in San Diego County supply 1,255 awards for these occupations, suggesting that there is a large supply gap. While three occupations in this category provide entry-level and median wages that are above the living wage, *Data Entry Keyers* and *Office Clerks, General*, do not. According to the California Community Colleges’ outcomes data, the percentage of students who completed programs related to *Business Information Occupations* and earned a living wage is below the state average for students who complete Career Education programs in general. This brief recommends proceeding with caution when developing a program because 1) not all *Business Information Occupations* pay a living wage, 2) a high number of institutions provide training for these occupations, 3) they require an educational attainment of a high school diploma or equivalent, and 4) since 2012, the number of people employed in *Business Information Occupations* have declined in San Diego County.

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Executive Secretaries and Executive Administrative Assistants** (SOC 43-6011): Provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings. May also train and supervise lower-level clerical staff.
- **Secretaries and Administrative Assistants, Except Legal, Medical, and Executive** (SOC 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.
- **Data Entry Keyers** (SOC 43-9021): Operate data entry device, such as keyboard or photo composing perforator. Duties may include verifying data and preparing materials for printing.
- **Word Processors and Typists** (SOC 43-9022): Use word processor, computer or typewriter to type letters, reports, forms, or other material from rough draft, corrected copy, or voice recording. May perform other clerical duties as assigned.
- **Office Clerks, General** (SOC 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.

For the purpose of this report, these occupations are referred to as *Business Information Occupations*.

Projected Occupational Demand

Between 2018 and 2023, *Business Information Occupations* are projected to decrease by 523 net jobs or one percent (Exhibit 1a). Employers in San Diego County will need to hire 7,068 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

Exhibit 1a: Number of Jobs for Business Information Occupations (2008-2023)²

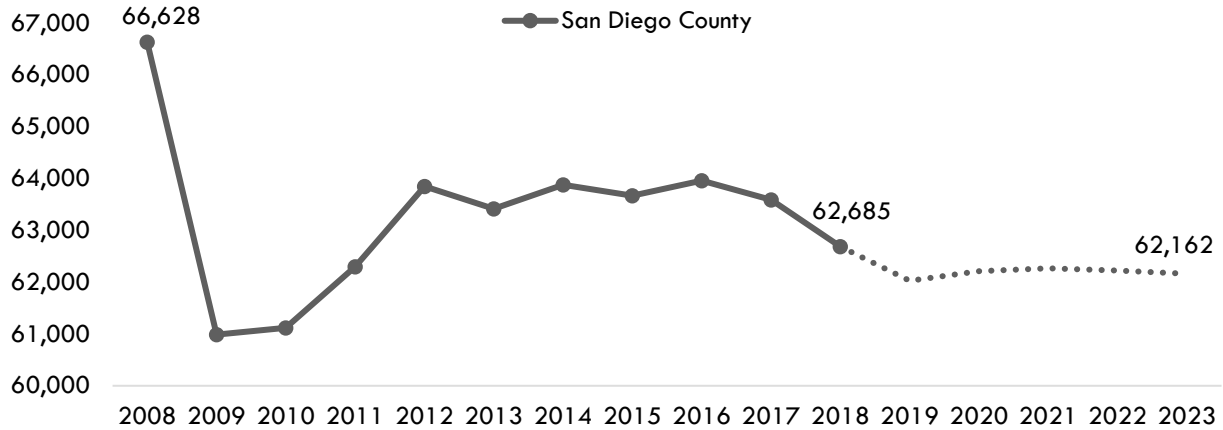


Exhibit 1b breaks down the projected number of jobs change by occupation more specifically: Labor market demand for *Office Clerks, General*, for example, is projected to increase by 337 total jobs between 2018 and 2023.

Exhibit 1b: Number of Jobs for Business Information Occupations in San Diego County (2018-2023)

Occupational Title	2018 Jobs	2023 Jobs	2018 - 2023 Net Jobs Change	2018-2023 % Net Jobs Change	Annual Openings (Demand)
Office Clerks, General	31,144	31,481	337	1%	3,732
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	23,052	22,760	(292)	(1%)	2,438
Executive Secretaries and Executive Administrative Assistants	5,660	5,309	(351)	(6%)	582
Data Entry Keyers	1,870	1,747	(123)	(7%)	213
Word Processors and Typists	959	865	(94)	(10%)	103
Total	62,685	62,162	(523)	(1%)	7,068

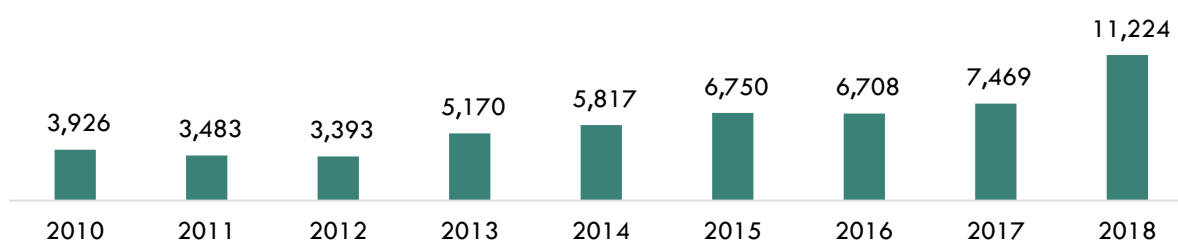
² Emsi 2019.04; QCEW, Non-QCEW, Self-Employed.

Online Job Postings

This report analyzes not only historical and projected data (traditional labor market information or LMI), but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market demand that are not captured by historical data.

Between 2010 and 2018, there was an average of **5,993** online job postings per year for *Business Information Occupations* in San Diego County (Exhibit 2).

Exhibit 2: Number of Online Job Postings for *Business Information Occupations* in San Diego County (2010-2018)³



Earnings

The median hourly earnings of *Business Information Occupations* range from **\$15.43** to **\$31.25** (Exhibit 3a). On average, the median hourly earnings for *Business Information Occupations* is **\$20.39**; this is more than the living wage for a single adult in San Diego County, which is **\$15.99** per hour (Exhibit 3b).⁴

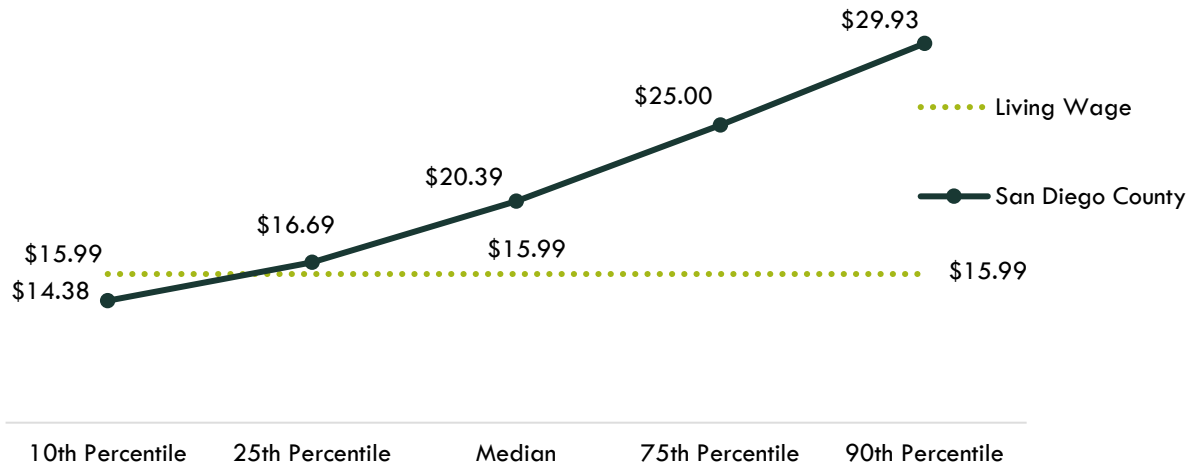
Exhibit 3a: Hourly Earnings for *Business Information Occupations* (Disaggregated) in San Diego County

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Executive Secretaries and Executive Administrative Assistants	\$25.23	\$31.25	\$37.87
Word Processors and Typists	\$16.51	\$19.92	\$23.17
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$16.10	\$19.64	\$25.02
Data Entry Keyers	\$13.48	\$15.43	\$18.86
Office Clerks, General	\$12.12	\$15.69	\$20.09

³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2018.

⁴ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

Exhibit 3b: Hourly Earnings⁵ for Business Information Occupations (Aggregated) in San Diego County⁶



Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁷ There are **two** TOP codes and **six** CIP codes related to *Business Information Occupations* (Exhibit 4).

Exhibit 4: Related TOP and CIP Codes for Business Information Occupations

<i>Business Information Occupations</i>
TOP 051400: Office Technology/Office Computer Applications
TOP 070210: Software Applications
CIP 11.0601: Data Entry/Microcomputer Applications, General
CIP 11.0602: Word Processing
CIP 11.0899: Computer Software and Media Applications, Other
CIP 52.0401: Administrative Assistant and Secretarial Science, General
CIP 52.0407: Business/Office Automation/Technology/Data Entry
CIP 52.0408: General Office Occupations and Clerical Services

⁵ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁶ Emsi 2019.04; QCEW, Non-QCEW, Self-Employed.

⁷ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

According to TOP data, nine community colleges supply the region with awards for this occupation:

Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego Continuing Education, San Diego Mesa, San Diego Miramar and Southwestern College.

According to CIP data, four non-community college supplies the region with awards: Coleman University, Platt College-San Diego, United Education Institute-Chula Vista, and United Education Institute-UEI College San Marcos (Exhibit 5).

Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2013-14 through PY2016-17 Average)

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY14-15 to PY16-17)	Other Educational Institutions 3-Yr Annual Average Awards (PY13-14 to PY15-16)	3-Yr Total Average Supply (PY13-14 to PY16-17)
051400	Office Technology/Office Computer Applications	1,143	0	1,143
	• Cuyamaca	8	0	
	• Grossmont	15	0	
	• MiraCosta	11	0	
	• Palomar	6	0	
	• San Diego City	17	0	
	• San Diego Cont Ed	1,064	0	
	• San Diego Mesa	7	0	
	• San Diego Miramar	9	0	
	• Southwestern	6	0	
070210	Software Applications	21	0	21
	• Grossmont	2	0	
	• MiraCosta	10	0	
	• San Diego City	0	0	
	• San Diego Cont Ed	6	0	
	• San Diego Miramar	2	0	
	• Southwestern	1	0	
11.0899	Computer Software and Media Applications, Other	0	19	19
	• Coleman University	0	19	

	• Platt College-San Diego	0	0	
52.0408	General Office Occupations and Clerical Services	0	72	72
	• United Education Institute-Chula Vista	0	50	
	• United Education Institute-UEI College San Marcos	0	22	
			Total	1,255

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁸ suggests that there is a **supply gap** for these occupations in San Diego County, with **7,068** annual openings and **1,255** awards. Comparatively, there are **89,461** annual openings in California and **4,424** awards, demonstrating that there is a supply gap across the state⁹ (Exhibit 6).

Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or OverSupply
San Diego	7,068	1,255	5,813
California	89,461	4,424	85,037

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

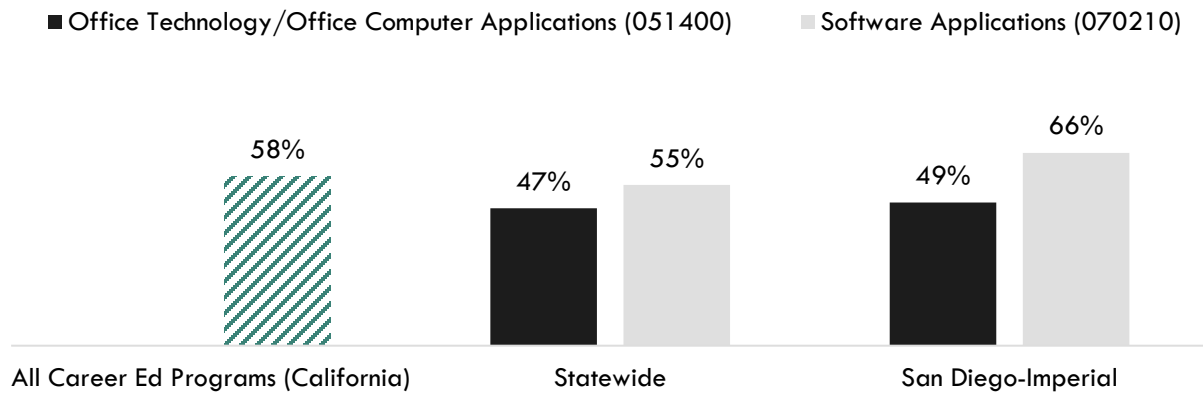
⁸ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁹ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

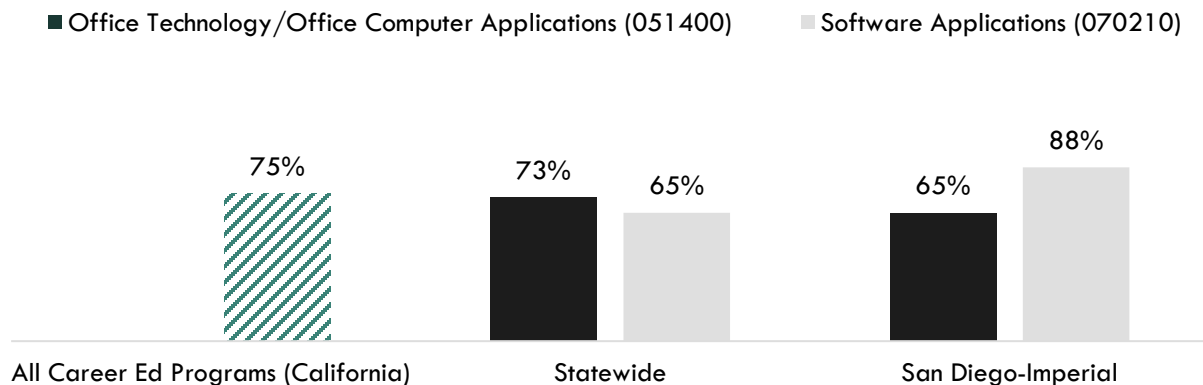
According to the California Community Colleges LaunchBoard, between 47 and 55 percent of students earned a living wage after completing programs related to *Business Information Occupations*, compared to 58 percent of students who earned a living wage in Career Education programs across the state (Exhibit 7a).

Exhibit 7a: Proportion of Students Who Earned a Living Wage, PY2015-16¹⁰



According to the California Community Colleges LaunchBoard, 65 to 88 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a related program, compared to 65 to 73 percent statewide and 75 percent of students in Career Education programs in general across the state (Exhibit 7b).

Exhibit 7b: Percentage of Students in a Job Closely Related to Field of Study, PY2014-15¹¹



¹⁰ Among completers and skills builders who exited, the proportion of students who attained a living wage.

¹¹ Most recent year with available data is Program Year 2014-15. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Top Employers and Work Locations

Between January 1, 2016 and December 31, 2018, the top five employers in San Diego County for these occupations were [University of California San Diego](#), [California State University](#), [Sharp Healthcare](#), [Ultimate Staffing](#), and [San Diego Community College District](#) (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for *Business Information Occupations*¹²

Top Employers	
<ul style="list-style-type: none"> University of California San Diego California State University Sharp Healthcare Ultimate Staffing San Diego Community College District 	<ul style="list-style-type: none"> Scripps Health San Diego State University U.S. Marine Corps U.S. Navy Marriott International Incorporated

Skills, Education, and Certifications

Business Information Occupations have a national educational requirement of a [high school diploma or equivalent](#) (Exhibit 9a).

Exhibit 9a: National Educational Attainment for *Business Information Occupations*¹³

Occupational Title	Typical Entry-Level Education
Data Entry Keyers	High school diploma or equivalent
Executive Secretaries and Executive Administrative Assistants	High school diploma or equivalent
Office Clerks, General	High school diploma or equivalent
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	High school diploma or equivalent
Word Processors and Typists	High school diploma or equivalent

Based on online job postings between January 1, 2016 and December 31, 2018 in San Diego County, the top listed educational requirement for *Business Information Occupations* is [high school or vocational training](#) (Exhibit 9b).¹⁴

¹² Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

¹³ Emsi 2019.04; QCEW, Non-QCEW, Self-Employed.

¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

Exhibit 9b: Educational Requirements for Business Information Occupations in San Diego County¹⁵

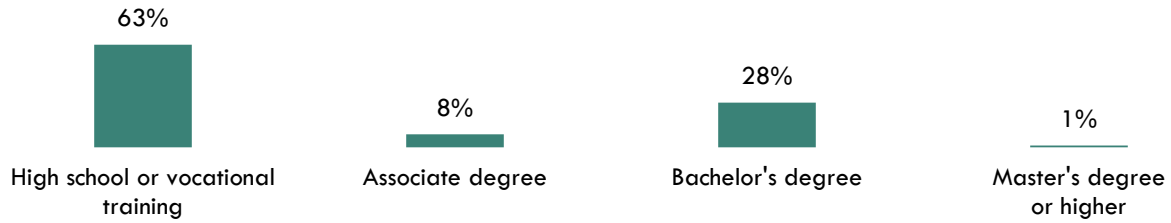


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

Exhibit 10: Top Skills for Business Information Occupations in San Diego County¹⁶

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Administrative Support • Scheduling • Data Entry • Customer Service • Spreadsheets 	<ul style="list-style-type: none"> • Communication Skills • Organizational Skills • Detail-Oriented • Multi-Tasking • Computer Literacy 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Word • Microsoft PowerPoint • Word Processing • Microsoft Outlook

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¹⁵ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified October 18, 2018. bls.gov/emp/tables/educational-attainment.htm.

¹⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.