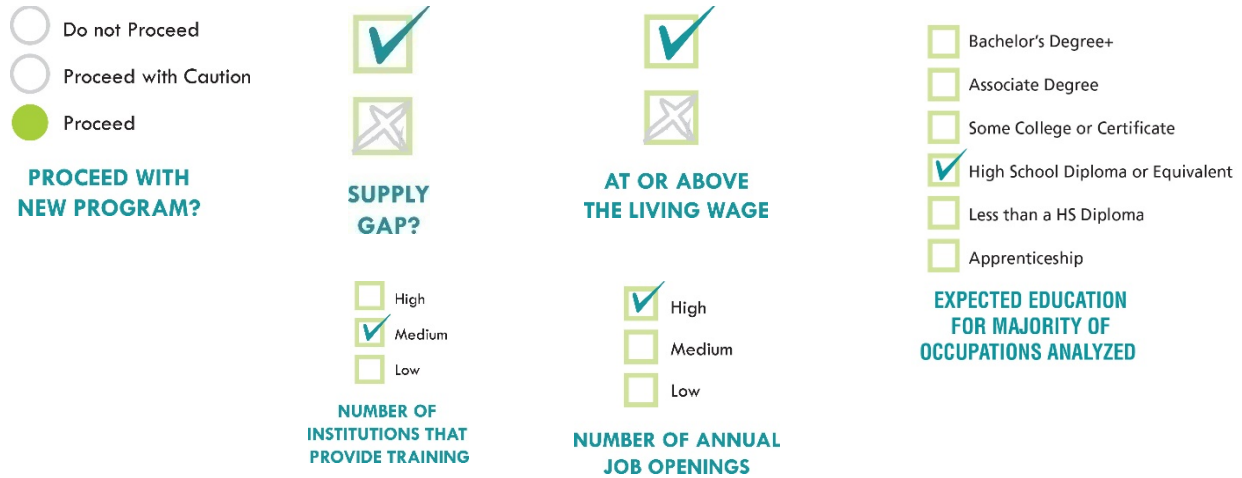


Business and Entrepreneurship Occupations

Labor Market Analysis: Imperial County

January 2021

Summary



The brief provides labor market information about *Business and Entrepreneurship Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Business and Entrepreneurship Occupations* include “Administrative Services and Facilities Managers,” “Customer Service Representatives,” “First-Line Supervisors of Office and Administrative Support Workers,” “Sales Managers,” and “Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products.” According to available labor market information, *Business and Entrepreneurship Occupations* in Imperial County have a labor market demand of 145 annual job openings (while average demand for a single occupation in Imperial County is 14 annual job openings), and one educational institution in Imperial County supplies 67 awards for these occupations, suggesting that there is a supply gap in the labor market. Entry-level wages for all occupations except “Customer Services Representatives” are above the living wage and median wages for all occupations are above the living wage. This brief recommends proceeding with developing a new program because 1) most of these occupations’ entry-level and median earnings are above the living wage; and 2) a supply gap exists for these positions. The community colleges should also note that three out of the five occupations require at least a bachelor’s degree.

Introduction

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

- **Administrative Services and Facilities Managers (SOC 11-3011):** Plan, direct, or coordinate one or more administrative services of an organization, such as records and information management, mail distribution, and other office support services.
- **Customer Service Representatives (SOC 43-4051):** Interact with customers to provide basic or scripted information in response to routine inquiries about products and services. May handle and resolve general complaints. Excludes individuals whose duties are primarily installation, sales, repair, and technical support.
- **First-Line Supervisors of Office and Administrative Support Workers (SOC 43-1011):** Directly supervise and coordinate the activities of clerical and administrative support workers.
- **Sales Managers (SOC 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.
- **Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (SOC 41-4011):** Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least 2 years of postsecondary education.

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

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).

Projected Occupational Demand

Between 2019 and 2024, *Business and Entrepreneurship Occupations* are projected to increase by 12 net jobs or one percent (Exhibit 1 a). During this period, employers in Imperial County are projected to hire 145 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1a: Number of Jobs for *Business and Entrepreneurship Occupations* (2009-2024)²

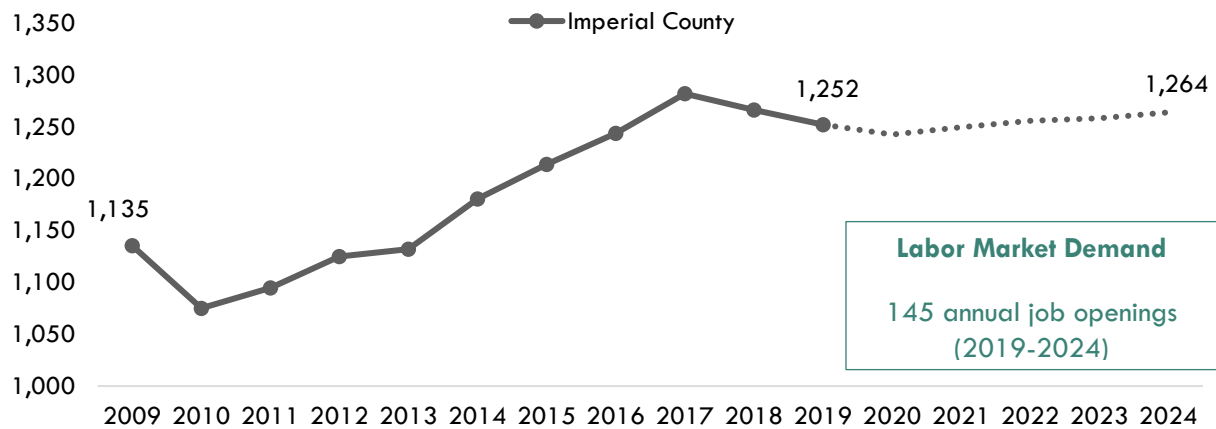


Exhibit 1b breaks down the projected number of annual job openings by occupation more specifically: *First-Line Supervisors of Office and Administrative Support Workers* are projected to have the most labor market demand between 2019 and 2024, with 63 annual job openings.

Exhibit 1b: Number of Jobs for *Business and Entrepreneurship Occupations* in Imperial County (2019-2024)³

Occupational Title	2019 Jobs	2024 Jobs	2019 - 2024 Net Jobs Change	2019- 2024 % Net Jobs Change	Annual Job Openings (Demand)
First-Line Supervisors of Office and Administrative Support Workers	593	595	2	0%	63
Customer Service Representatives	439	444	5	1%	60
Sales Managers	104	106	2	2%	10
Administrative Services and Facilities Managers	83	86	3	3%	8
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	33	33	0	0%	4
Total	1,252	1,264	12	1%	145

² EMSI 2020.04; QCEW, Non-QCEW, Self-Employed.

³ EMSI 2020.04; QCEW, Non-QCEW, Self-Employed

Earnings

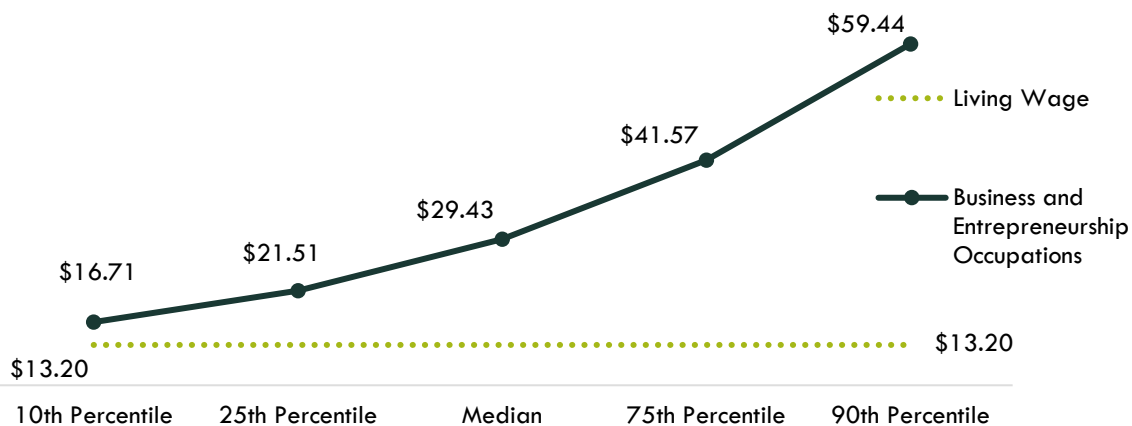
Entry-level hourly earnings for *Business and Entrepreneurship Occupations* range from \$12.75 to \$27.69 (Exhibit 2a).

Exhibit 2a: Hourly Earnings for *Business and Entrepreneurship Occupations* in Imperial County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Administrative Services and Facilities Managers	\$27.69	\$42.77	\$59.33
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	\$24.75	\$35.61	\$53.77
Sales Managers	\$23.43	\$29.61	\$39.47
First-Line Supervisors of Office and Administrative Support Workers	\$18.94	\$24.15	\$31.29
Customer Service Representatives	\$12.75	\$14.99	\$23.96

On average, entry-level hourly earnings for *Business and Entrepreneurship Occupations* are \$29.43; this is more than the living wage for a household of two adults and two school-age children in Imperial County, which is \$13.20 per hour (Exhibit 2b).⁵

Exhibit 2b: Average Hourly Earnings⁶ for *Business and Entrepreneurship Occupations* in Imperial County⁷



⁴ EMSI 2020.04; QCEW, Non-QCEW, Self-Employed

⁵ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

⁶ 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.

⁷ EMSI 2020.04; QCEW, Non-QCEW, Self-Employed.

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.⁸ There are 14 TOP codes and 17 CIP codes related to *Business and Entrepreneurship Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Business and Entrepreneurship Occupations*

<i>Business and Entrepreneurship Occupations</i>
TOP 0501.00: Business and Commerce
TOP 0505.00: Business Administration
TOP 0506.00: Business Management
TOP 0506.30: Management Development and Supervision
TOP 0506.40: Small Business and Entrepreneurship
TOP 0506.50: Retail Store Operations and Management
TOP 0508.00: International Business and Trade
TOP 0509.00: Marketing and Distribution
TOP 0509.40: Sales and Salesmanship
TOP 0509.70: E-Commerce (business emphasis)
TOP 0514.40: Office Management
TOP 0518.00: Customer Service
TOP 0606.00: Public Relations
TOP 1301.10: Consumer Services
CIP 19.0201: Business Family and Consumer Sciences/Human Sciences
CIP 19.0403: Consumer Services and Advocacy
CIP 52.0101: Business/Commerce, General
CIP 52.0201: Business Administration and Management, General
CIP 52.0204: Office Management and Supervision
CIP 52.0205: Operations Management and Supervision
CIP 52.0207: Customer Service Management
CIP 52.0208: E-Commerce/Electronic Commerce
CIP 52.0211: Project Management
CIP 52.0411: Customer Service Support/Call Center/Teleservice Operation

⁸ 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).

Business and Entrepreneurship Occupations

CIP 52.0701: Entrepreneurship/Entrepreneurial Studies

CIP 52.0703: Small Business Administration/Management

CIP 52.1001: Human Resources Management/Personnel Administration, General

CIP 52.1101: International Business/Trade/Commerce

CIP 52.1401: Marketing/Marketing Management, General

CIP 52.1801: Sales, Distribution, and Marketing Operations, General

CIP 52.1804: Selling Skills and Sales Operations

According to TOP data, **one** community college supplies the region with awards for this occupation: **Imperial Valley College**. According to CIP data, no non-community college supplies the region with awards, (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2014-15 through PY2018-19 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY16-17 to PY18-19)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY18-19)
0505.00	Business Administration	48	0	48
	• Imperial Valley	48	0	
0506.00	Business Management	17	0	17
	• Imperial Valley	17	0	
0509.00	Marketing and Distribution	1	0	1
	• Imperial Valley	1	0	
0514.40	Office Management	1	0	1
	• Imperial Valley	1	0	
			Total	67

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁹ suggests that there is a **supply gap** for these occupations in Imperial County, with **145** annual openings and **67** awards. Comparatively, there are **66,636** annual openings in California and **50,204** awards, suggesting that there is a supply gap across the state¹⁰ (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
Imperial	145	67	78
California	66,636	50,204	16,432

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.

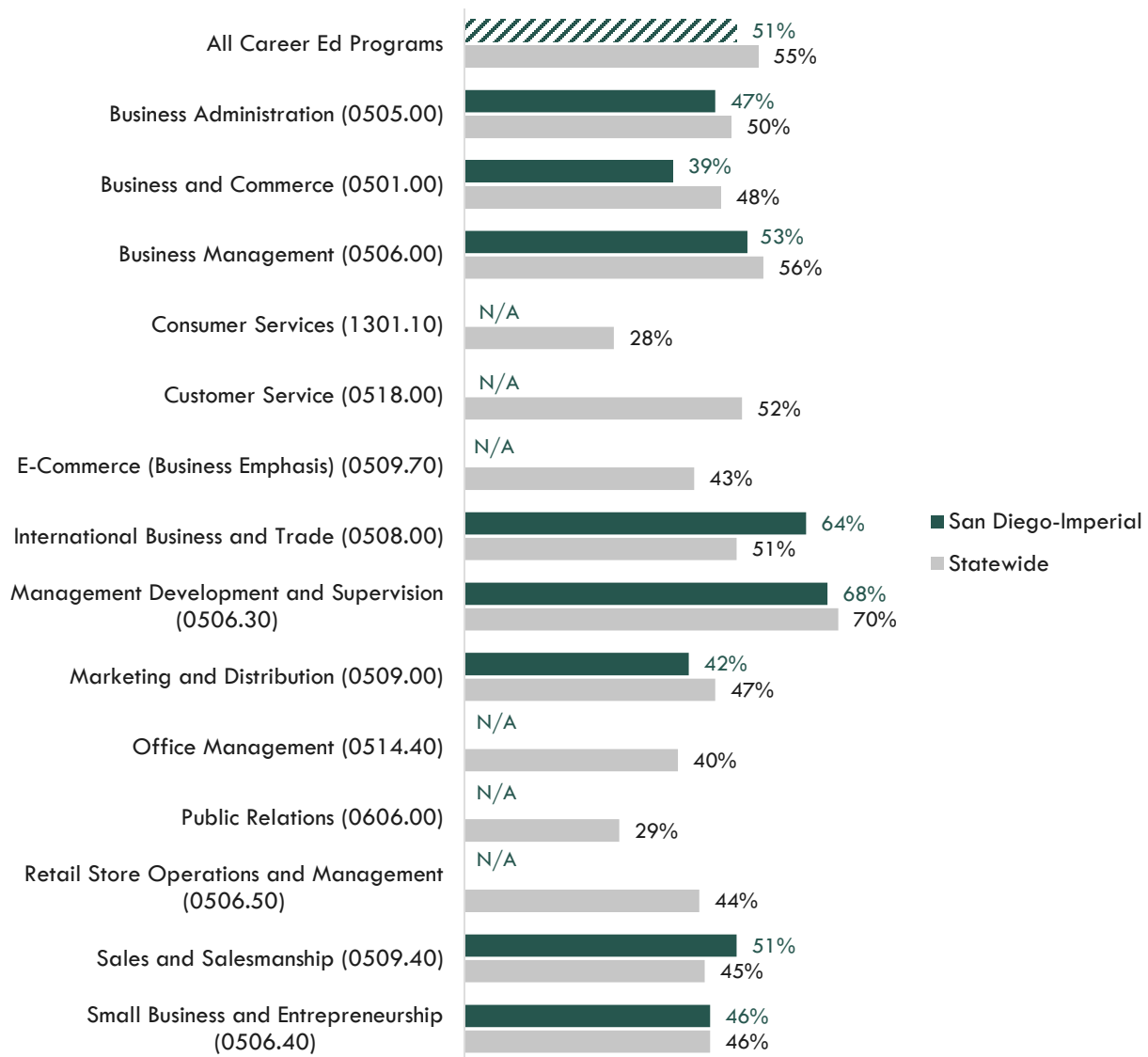
⁹ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁰ "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 39 and 68 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Business and Entrepreneurship Occupations*, compared to 28 to 70 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).

Exhibit 6a: Proportion of Students Who Earned a Living Wage, PY2017-18¹¹

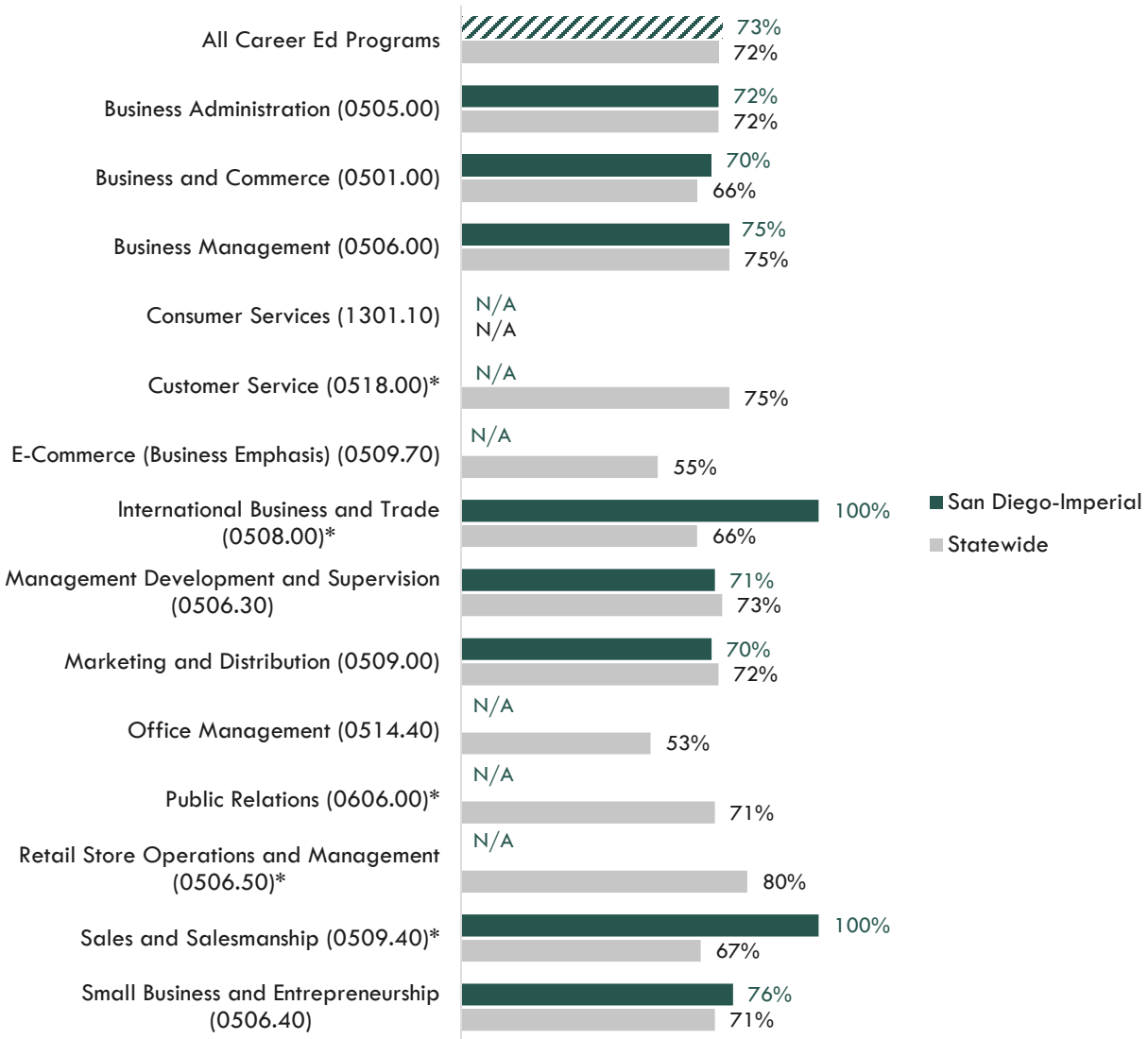


"N/A" indicates insufficient data

¹¹ Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, between 70 and 100 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 53 to 80 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study, PY2016-17¹²



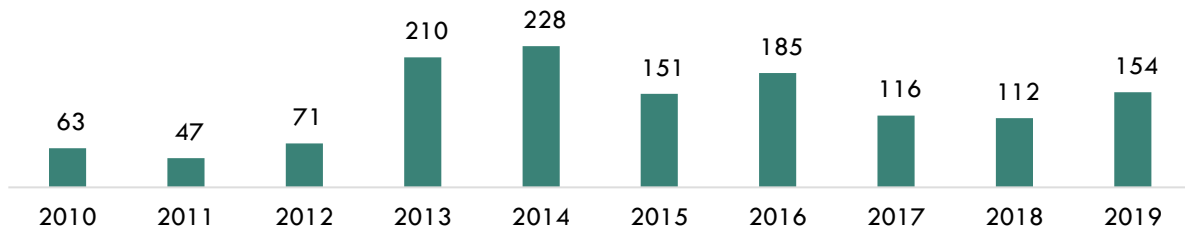
*sample size had fewer than 10 students
 "N/A" indicates insufficient data

¹² Most recent year with available data is Program Year 2016-17. 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.

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 that are not captured by historical data. Between 2010 and 2019, there was an average of 134 online job postings per year in Imperial County for *Business and Entrepreneurship Occupations* (Exhibit 7). Please note that online job postings do not equal labor market demand; demand is represented by annual job openings (see Exhibit 1b above). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

Exhibit 7: Number of Online Job Postings for *Business and Entrepreneurship Occupations* in Imperial County (2010-2019)¹³



Top Employers

Between January 1, 2017 and December 31, 2019, the top five employers in Imperial County for these occupations were [Family Dollar Stores Incorporated](#), [AmeriPlan](#), [The Home Depot Incorporated](#), [Advance America](#), and [El Centro Regional Medical Center](#) (Exhibit 8).

Exhibit 8: Top Employers in Imperial County for *Business and Entrepreneurship Occupations*¹⁴

Top Employers	
<ul style="list-style-type: none"> • Family Dollar Stores Incorporated • AmeriPlan • The Home Depot Incorporated • Advance America • El Centro Regional Medical Center 	<ul style="list-style-type: none"> • Best Buy • Aaron's • Rabobank • The GEO Group, Inc. • JCPenney

¹³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2019.

¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

Education, Skills and Certifications

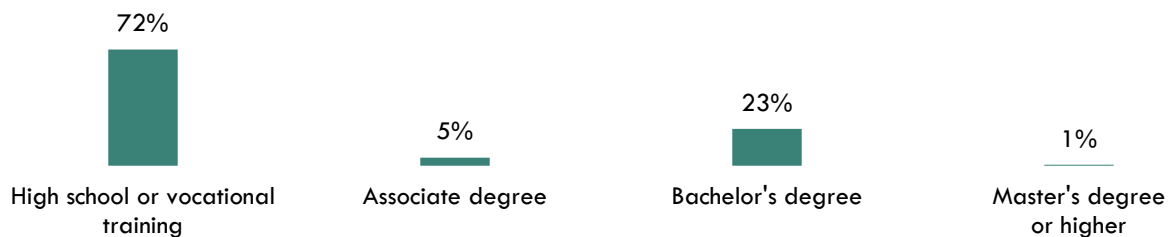
Business and Entrepreneurship Occupations have a national educational attainment ranging from a [high school diploma or equivalent](#) to a [bachelor's degree](#) (Exhibit 9a).

Exhibit 9a: National Educational Attainment for *Business and Entrepreneurship Occupations* ¹⁵

Occupational Title	Typical Entry-Level Education
Administrative Services and Facilities Managers	Bachelor's degree
Sales Managers	Bachelor's degree
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	Bachelor's degree
Customer Service Representatives	High school diploma or equivalent
First-Line Supervisors of Office and Administrative Support Workers	High school diploma or equivalent

Based on online job postings between January 1, 2017 and December 31, 2019 in Imperial County, the top listed educational requirement for *Business and Entrepreneurship Occupations* is a [high school diploma or vocational training](#) (Exhibit 9b).¹⁶

Exhibit 9b: Educational Requirements for *Business and Entrepreneurship Occupations* in Imperial County¹⁷



*May not add to 100% due to rounding

¹⁵ EMSI 2020.04; QCEW, Non-QCEW, Self-Employed.

¹⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

¹⁷ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. bls.gov/emp/tables/educational-attainment.htm.

Exhibit 10 lists the top specialized, soft and software skills that appeared in online job postings between January 1, 2017 and December 31, 2019.

Exhibit 10: Top Skills for *Business and Entrepreneurship Occupations* in Imperial County¹⁸

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Customer Service • Sales • Retail Industry Knowledge • Scheduling • Product Sales • Customer Contact • Data Entry • Store Operations • Sales Management • Cash Handling • Budgeting • Retail Operations • Point of Sale System • Prospective Clients • Repair 	<ul style="list-style-type: none"> • Communication Skills • Physical Abilities • Building Effective Relationships • Organizational Skills • Detail-Oriented • English • Problem Solving • Computer Literacy • Spanish • Bilingual • Typing • Decision Making • Research • Teamwork / Collaboration • Telephone Skills 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Word • Microsoft PowerPoint • Systems Analysis • Microsoft Operating Systems • Automation Tools • Enterprise Resource Planning • Microsoft Access • Microsoft Outlook • SAP • ADP Payroll • Active Server Pages (ASP) • Palm OS • Word Processing • Customer Relationship Management (CRM)

¹⁸ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2017 and December 31, 2019.

Exhibit 11: Top 15 Certifications for *Business and Entrepreneurship Occupations* in Imperial County¹⁹

Top Certifications in Online Job Postings

1. Security Clearance
2. Registered Nurse
3. Certified Pest Control
4. Senior Professional in Human Resources
5. Professional in Human Resources
6. Nursing Home Administrator
7. Licensed Vocational Nurse (LVN)
8. Certified Nurse Operating Room (CNOR)
9. Certified Medical Assistant
10. Certified Administrator
11. Six Sigma Certification
12. OSHA Forklift Certification
13. National Career Readiness Certificate (NCRC)
14. Massage Therapist Certification
15. Home Health Aide

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¹⁹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

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.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.