

Management Occupations

Labor Market Analysis: San Diego County

September 2019

Summary



**SUPPLY
GAP?**



**AT OR ABOVE
THE LIVING WAGE**



**NUMBER OF
INSTITUTIONS THAT
PROVIDE TRAINING**



High

Medium

Low



**EXPECTED LEVEL
OF EDUCATION**

Bachelor's Degree+

Associate Degree

Some College or Certificate

High School Diploma or Equivalent

Less than a HS Diploma

Apprenticeship

The brief provides labor market information about *Management Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development, strategic planning, etc. According to available labor market information, there is an oversupply for occupations that could be trained by a *Management* program. *Management Occupations* include “Administrative Services Managers,” “General and Operations Managers,” “Management Analysts,” and “Managers, All Other.” *Management Occupations* in San Diego County have a labor market demand of 4,870 annual job openings, and 25 educational institutions in San Diego County supply 6,032 awards for these occupations, suggesting that there is an oversupply. This occupation’s entry-level and median wages are above the living wage, suggesting that students who successfully complete a program and obtain employment in a related field may earn a living wage. According to the California Community Colleges’ outcomes data, with the exception of Business and Commerce (050100), the percentage of students who complete programs related to *Management Occupations* and earn a living wage are at or above the state average for students who complete Career Education programs in general. Workers in this occupation typically have an educational requirement of a bachelor’s degree. Similarly, according to online job postings, the top listed educational requirement for *Management Occupations* is a bachelor’s degree.

Introduction

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

- **General and Operations Managers** (SOC 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.
- **Administrative Services Managers** (SOC 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.
- **Managers, All Other** (SOC 11-9199): All managers not listed separately. "All Other" titles represent occupations with a wide range of characteristics which do not fit into one of the detailed SOC occupations. For this report, some sample occupations for Managers, All Other include:
 - **Regulatory Affairs Managers** (11-9199.01): Plan, direct, or coordinate production activities of an organization to ensure compliance with regulations and standard operating procedures.
 - **Supply Chain Managers** (11-9199.04): Direct or coordinate production, purchasing, warehousing, distribution, or financial forecasting services or activities to limit costs and improve accuracy, customer service, or safety. Examine existing procedures or opportunities for streamlining activities to meet product distribution needs. Direct the movement, storage, or processing of inventory.
 - **Security Managers** (11-9199.07): Direct an organization's security functions, including physical security and safety of employees, facilities, and assets.
- **Management Analysts** (SOC 13-1111): Conduct organizational studies and evaluations, design systems and procedures, conduct work simplification and measurement studies, and prepare operations and procedures manuals to assist management in operating more efficiently and effectively. Includes program analysts and management consultants.

For the purpose of this report, these occupations are referred to as *Management 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 2018 and 2023, *Management Occupations* are projected to increase by 3,385 net jobs or seven percent (Exhibit 1). Employers in San Diego County will need to hire 4,869 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for Management Occupations (2008-2023)²

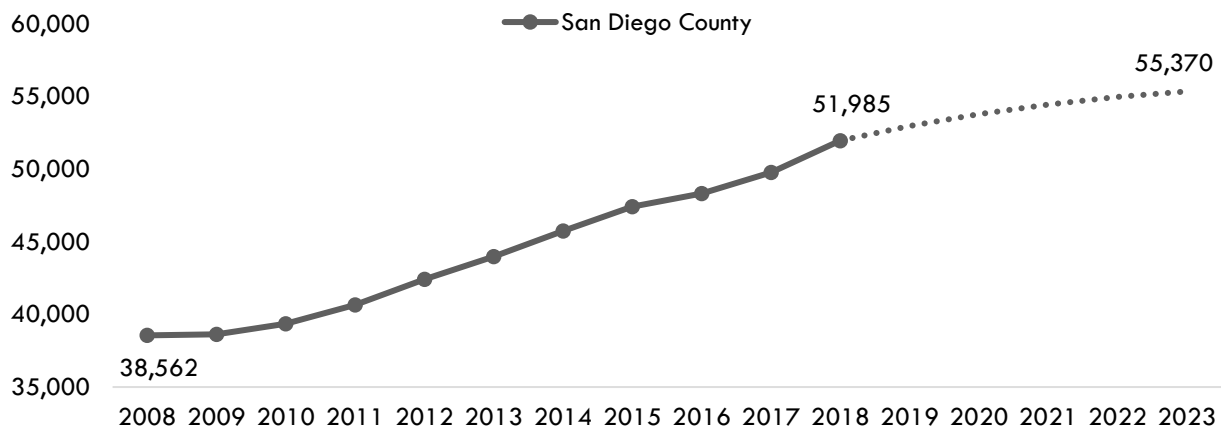


Exhibit 1b breaks down the projected number of jobs change by occupation more specifically. As Exhibit 1b shows, labor market demand for *General and Operations Managers* is projected to increase by 1,425 total jobs between 2018 and 2023.

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

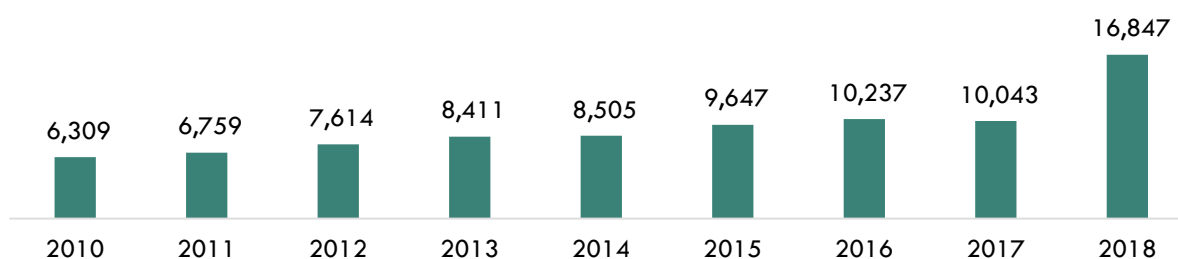
Occupational Title	2018 Jobs	2023 Jobs	2018 - 2023 Net Jobs Change	2018-2023 % Net jobs Change	Annual Openings (Demand)
General and Operations Managers	22,255	23,680	1,425	6%	2,125
Managers, All Other	13,994	14,800	806	6%	1,162
Management Analysts	12,073	13,040	967	8%	1,248
Administrative Services Managers	3,662	3,850	188	5%	335
Total	51,984	55,370	3,385	7%	4,870

² Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

Online Job Postings

This report analyzes not only historical and projected data (traditional labor market information), 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 9,375 online job postings per year for *Management Occupations* in San Diego County (Exhibit 2).

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



Earnings

The median hourly earnings of *Management Occupations* range from \$39.13 to \$53.67 (Exhibit 3a). On average, the median hourly earnings for *Management Occupations* is \$47.04; this is more than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3b).⁴

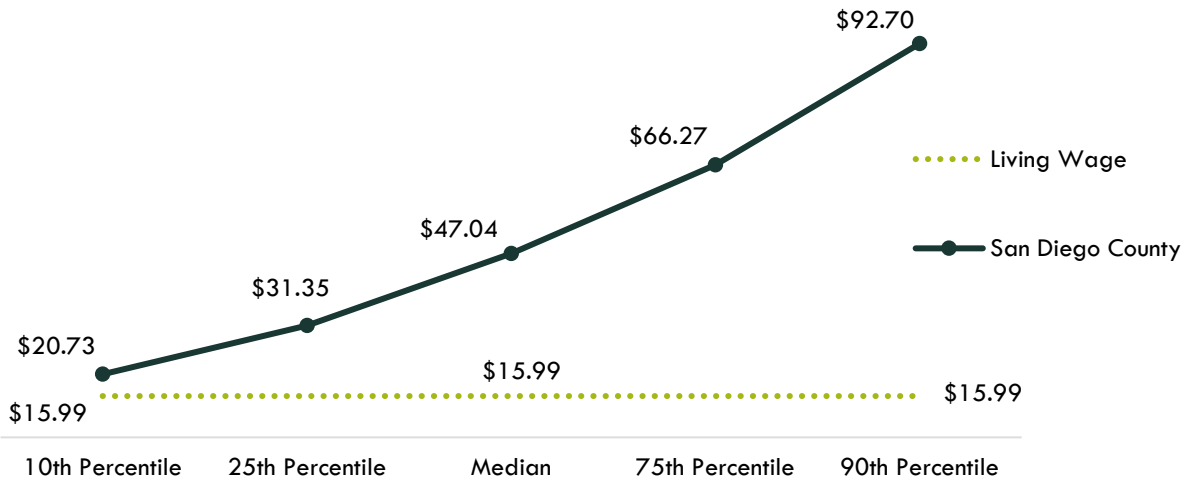
Exhibit 3a: Hourly Earnings for Management Occupations in San Diego County

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
General and Operations Managers	\$34.99	\$53.67	\$81.93
Administrative Services Managers	\$34.38	\$45.87	\$60.87
Management Analysts	\$28.43	\$39.13	\$52.36
Managers, All Other	\$27.58	\$49.50	\$69.91

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. insightcced.org/2018-self-sufficiency-standard.

Exhibit 3b: Hourly Earnings⁵ for Management Occupations 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 **eight** TOP codes and **11** CIP codes related to *Management Occupations* (Exhibit 4).

Exhibit 4: Related TOP and CIP Codes for Management Occupations

<i>Management Occupations</i>
TOP 050100: Business and Commerce, General
TOP 050500: Business Administration
TOP 050600: Business Management
TOP 050630: Management Development and Supervision
TOP 050640: Small Business and Entrepreneurship
TOP 050650: Retail Store Operations and Management
TOP 050800: International Business and Trade
TOP 051440: Office Management
CIP 52.0101: Business/Commerce, General

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 2019.03; 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).

<i>Management Occupations</i>
CIP 52.0201: Business Administration and Management, General
CIP 52.0204: Office Management and Supervision
CIP 52.0205: Operations Management and Supervision
CIP 52.0211: Project Management
CIP 52.0212: Retail Management
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 52.1803: Retailing and Retail Operations

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 College, San Diego Miramar College, and Southwestern College. According to CIP data, *16* non-community college supplies the region with awards: Alliant International University-San Diego, Argosy University-San Diego, Ashford University, California College San Diego, California International Business University, California Miramar University, California State University-San Marcos, John Paul the Great Catholic University, National University, Northcentral University, Point Loma Nazarene University, San Diego Christian College, San Diego State University, United Education Institute-Chula Vista, United States University, and University of San Diego (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)
050100	Business and Commerce, General	340	0	340
	• Cuyamaca	2	0	
	• Grossmont	13	0	
	• MiraCosta	2	0	
	• Palomar	65	0	

	• San Diego Cont. Ed.	220	0	
	• San Diego Mesa	38	0	
050500	Business Administration	1,253	0	1,253
	• Cuyamaca	84	0	
	• Grossmont	336	0	
	• MiraCosta	115	0	
	• Palomar	86	0	
	• San Diego City	67	0	
	• San Diego Mesa	325	0	
	• San Diego Miramar	122	0	
	• Southwestern	118	0	
050600	Business Management	622	0	622
	• Cuyamaca	4	0	
	• Grossmont	17	0	
	• MiraCosta	21	0	
	• Palomar	14	0	
	• San Diego City	68	0	
	• San Diego Cont. Ed.	470	0	
	• San Diego Mesa	7	0	
	• San Diego Miramar	6	0	
	• Southwestern	15	0	
050630	Management Development and Supervision	3	0	3
	• Southwestern	3	0	
050640	Small Business and Entrepreneurship	91	0	91
	• Cuyamaca	4	0	
	• MiraCosta	15	0	
	• San Diego Cont. Ed.	61	0	
	• San Diego City	10	0	
	• Southwestern	1	0	
050650	Retail Store Operations and Management	5	0	5
	• Grossmont	2	0	

	• MiraCosta	2	0	
	• Palomar	0	0	
	• San Diego City	1	0	
050800	International Business and Trade	6	0	6
	• Grossmont	3	0	
	• Palomar	2	0	
	• Southwestern	1	0	
051440	Office Management	2	0	2
	• MiraCosta	1	0	
	• San Diego City	1	0	
	• San Diego Mesa	0	0	
52.0101	Business/Commerce, General	0	8	8
	• Argosy University-San Diego	0	8	
52.0201	Business Administration and Management, General	0	3,561	3,561
	• Alliant International University-San Diego	0	41	
	• Argosy University-San Diego	0	2	
	• Ashford University	0	1,246	
	• California College San Diego	0	68	
	• California International Business University	0	11	
	• California Miramar University	0	4	
	• California State University-San Marcos	0	424	
	• National University	0	328	
	• Northcentral University	0	28	
	• Point Loma Nazarene University	0	40	
	• San Diego Christian College	0	25	
	• San Diego State University	0	1,203	
	• United Education Institute-Chula Vista	0	2	
	• United States University	0	4	

	<ul style="list-style-type: none"> University of San Diego 	0	135	
52.0205	Operations Management and Supervision	0	50	50
	<ul style="list-style-type: none"> Ashford University 	0	50	
52.0701	Entrepreneurship/Entrepreneurial Studies	0	91	91
	<ul style="list-style-type: none"> Ashford University 	0	75	
	<ul style="list-style-type: none"> John Paul the Great Catholic University 	0	7	
	<ul style="list-style-type: none"> Point Loma Nazarene University 	0	9	
			Total	6,032

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁸ suggests that there is an **oversupply** for these occupations in San Diego County, with 4,870 annual openings and 6,032 awards. Comparatively, there are 54,440 annual openings in California and 44,233 awards, demonstrating that there is a potential 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	4,870	6,032	1,162
California	54,440	44,233	10,217

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.

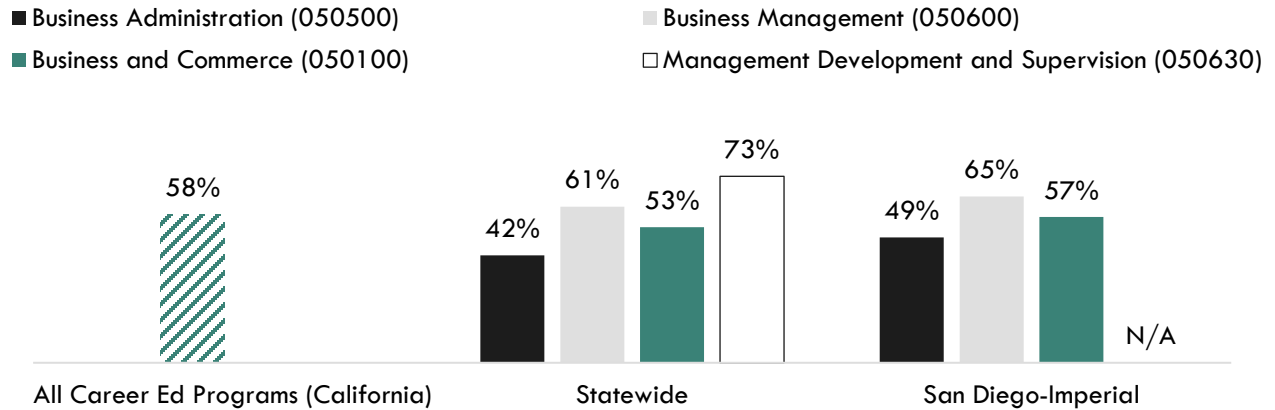
⁸ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

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

Student Outcomes and Regional Comparisons

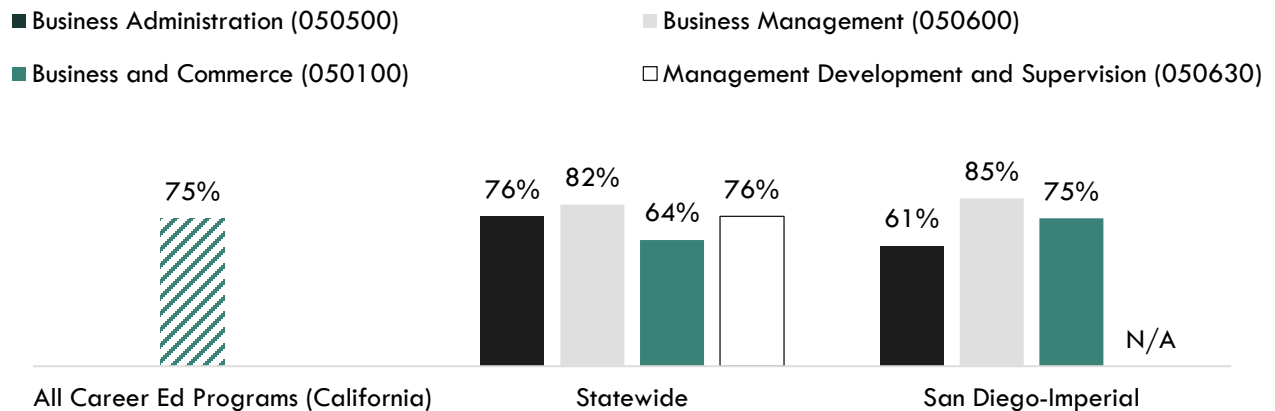
According to the California Community Colleges LaunchBoard, between 42 and 73 percent of students earned a living wage in programs related to *Management Occupations*, compared to 58 percent of students who earned a living wage in Career Education programs across the state (Exhibit 7a).

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



According to the California Community Colleges LaunchBoard, 75 percent of students in Career Education statewide obtained a job closely related to their field of study compared to 76 percent of students from Business Administration (050500), 82 percent from Business Management (050600), 64 percent from Business and Commerce (050100), and 76 percent from Management Development and Supervision (050630) 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 [General Atomics](#); [Northrop Grumman](#); [Accenture](#); [University of California, San Diego](#); and [Booz Allen Hamilton](#) (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for Management Occupations¹²

Top Employers	
<ul style="list-style-type: none">• General Atomics• Northrop Grumman• Accenture• University of California, San Diego• Booz Allen Hamilton, Inc.	<ul style="list-style-type: none">• Becton Dickinson• Union Bank• Illumina Incorporated• Mitsubishi• Anthem Blue Cross

Skills, Education, and Certifications

Management Occupations have a national educational requirement of a [bachelor's degree](#) (Exhibit 9a).

Exhibit 9a: National Educational Attainment for Management Occupations¹³

Occupational Title	Typical Entry-Level Education
General and Operations Managers	Bachelor's degree
Administrative Services Managers	Bachelor's degree
Management Analysts	Bachelor's degree
Managers, All Other	Bachelor's degree

Based on online job postings between January 1, 2016 and December 31, 2018, in San Diego County, the top listed educational requirement for *Management Occupations* is a [bachelor's degree](#) (Exhibit 9b).¹⁴

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

¹³ Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

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

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



*May not add to 100% due to rounding.

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 Management Occupations in San Diego County¹⁶

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Project Management • Budgeting • Scheduling • Staff Management • Customer Service 	<ul style="list-style-type: none"> • Communication Skills • Planning • Teamwork / Collaboration • Problem Solving • Organizational Skills 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft PowerPoint • Microsoft Word • Microsoft Project • SQL

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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.