C·O·E CENTERS OF EXCELLENCE
Inform Connect Advance

Meeting, Convention and Event Planners
Labor Market Analysis: San Diego County

January 2018

Summary

The following list summarizes findings from the labor market analysis below for *Meeting, Convention and Event Planners*:

- Between 2016 and 2021, *Meeting, Convention and Event Planners* are projected to increase by 124 jobs (or eight percent) in San Diego County.
- Employers in San Diego County will need to hire 197 workers annually to fill new jobs and to backfill jobs due to attrition such as retirement or turnover.
- Between 2010 and 2017, there was an average of 363 online job postings per year *for Meeting, Convention and Event Planners* in San Diego County.
- *Meeting, Convention and Event Planners* earn median hourly earnings of $23.02, more than the self-sufficiency wage ($13.09 per hour) for a single adult in San Diego County.
- According to the California Community Colleges Chancellor's Office Management Information System (MIS) Data Mart, three community colleges supply the region with an annual average of 25 awards for this occupation: Grossmont College, MiraCosta College and Southwestern College.
- Comparing labor demand with labor supply, there is a supply gap for this occupation in San Diego County, with 197 annual openings and 25 awards. Comparatively, there are 2,175 annual openings in California and 37 completions.
- Between January 1, 2015 and December 31, 2017, the top five employers in San Diego County for this occupation were Panera Bread, Hilton Hotel Corporation, University of California, Marriott International Incorporated and Dave & Buster's.
- The typical entry-level education for this occupation is a bachelor's degree.

Introduction

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

Meeting, Convention and Event Planners (SOC 13-1121): Coordinate activities of staff, convention personnel or clients to make arrangements for group meetings, events or conventions. Sample reported job titles include:

- Meeting Planner
- Special Events Director
- Convention Services Manager (CSM)
- Conference Services Director
- Special Events Coordinator

- Conference Planner
- Events Planner
- Conference Services Manager
- Conference Planning Manager
- Events Director

Projected Occupational Demand

Between 2016 and 2021, *Meeting, Convention and Event Planners* are projected to increase by 124 jobs (or eight percent) in San Diego County (Exhibit 1a and Exhibit 1b).[2]

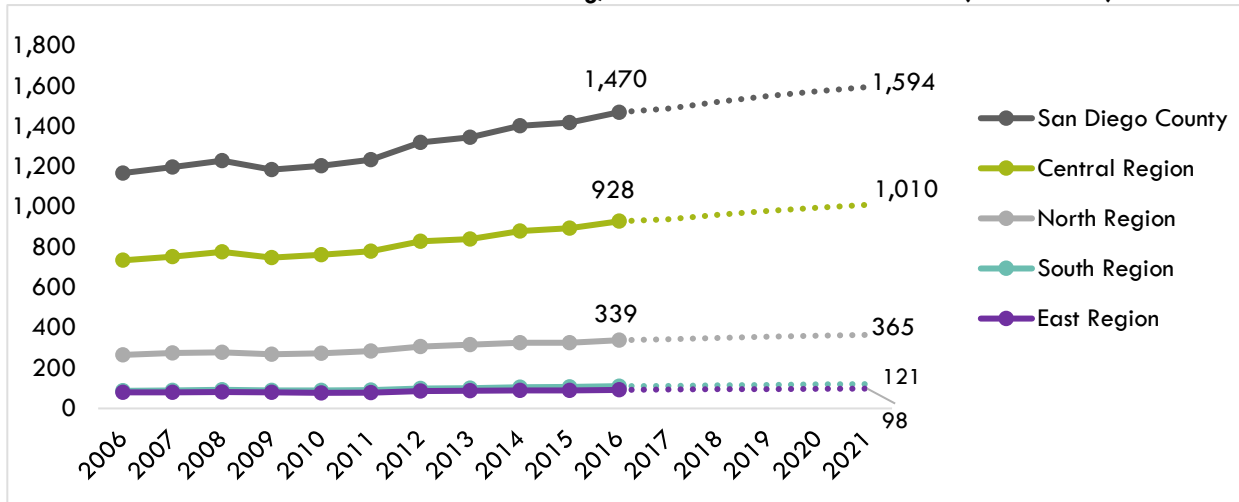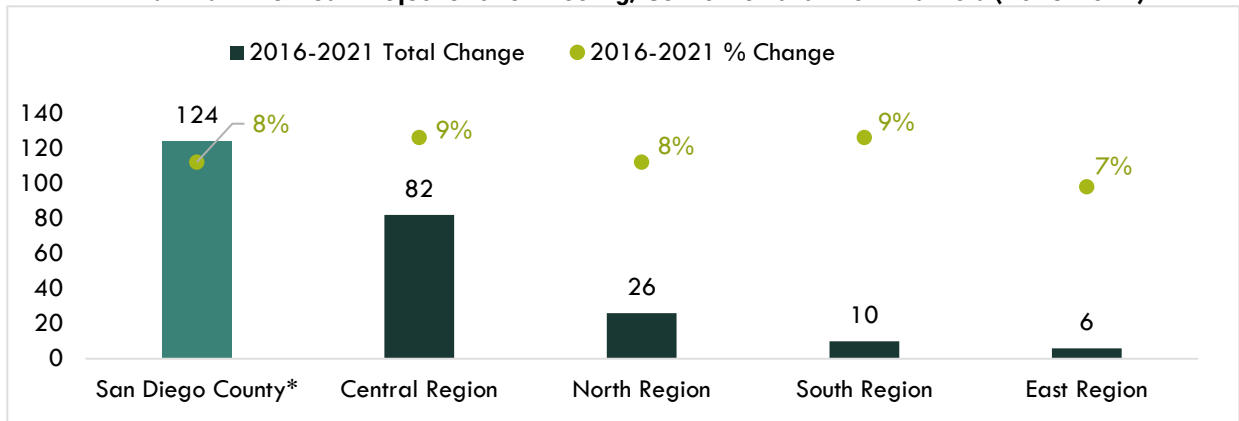**Exhibit 1a: Number of Jobs for *Meeting, Convention and Event Planners* (2006-2021)[3]**

Exhibit 1b: Five-Year Projections for *Meeting, Convention and Event Planners* (2016-2021)[4]
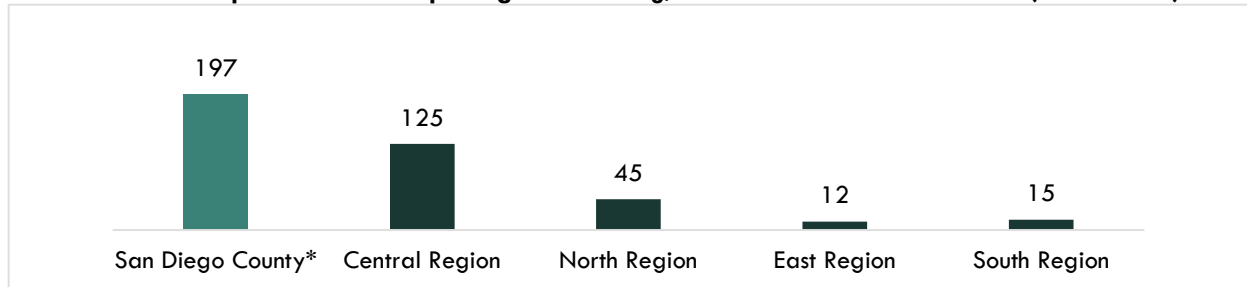

---

[2] South, East, Central and North Regions' ZIP codes in this report are defined by the local Workforce Development Board, the San Diego Workforce Partnership.
[3] Economic Modeling Specialists, Int'l. (EMSI). San Diego County (6073). 2017.03 Class of Worker. QCEW + Non-QCEW+ Self-Employed. 2006-2021.
[4] EMSI. San Diego County (6073). 2017.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2016-2021.

Employers in San Diego County will need to hire 197 workers annually to fill new jobs and backfill jobs due to attrition such as retirement or turnover (Exhibit 2).

Exhibit 2: Projected Annual Openings for *Meeting, Convention and Event Planners* (2016-2021)[5]
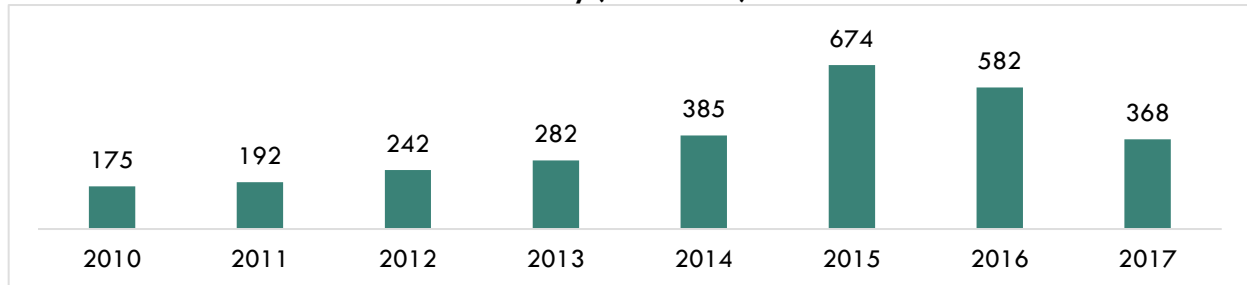

*Total annual openings for the subregions in San Diego County may not add up exactly due to rounding.

Online Job Postings

Between 2010 and 2017, there was an average of 363 online job postings per year for *Meeting, Convention and Event Planners* in San Diego County (Exhibit 3).

Exhibit 3: Number of Online Job Postings for *Meeting, Convention and Event Planners* in San Diego County (2010-2017)[6]
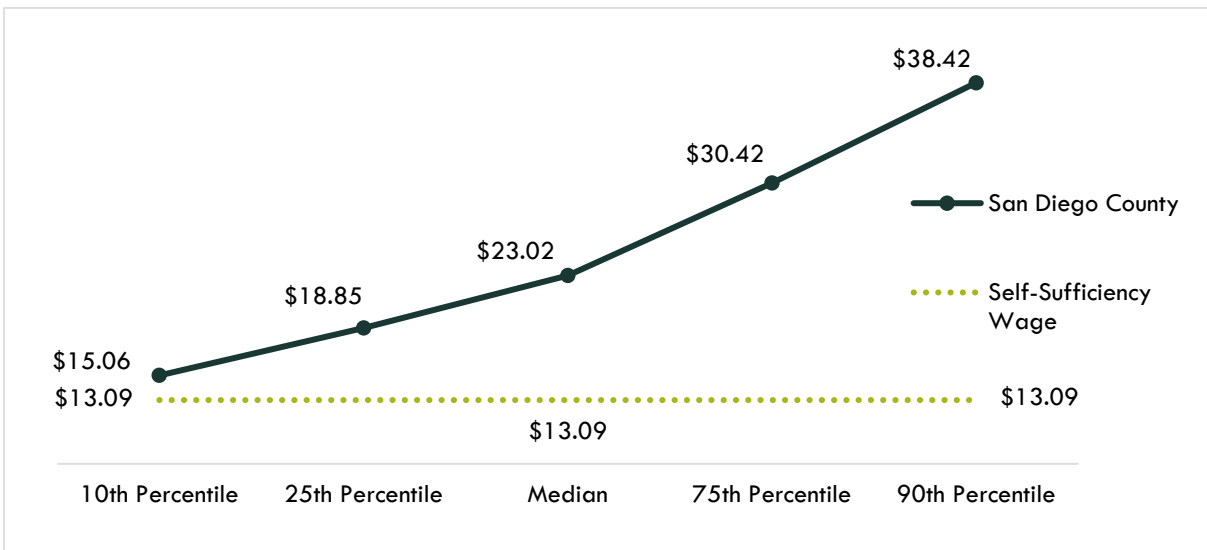

Earnings

Meeting, Convention and Event Planners earn median hourly earnings of $23.02, more than the self-sufficiency wage ($13.09 per hour)[7] for a single adult in San Diego County (Exhibit 4).

---

[5] EMSI. San Diego County (6073). 2017.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2016-2021.
[6] Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2010-2017.
[7] The self-sufficiency wage in San Diego for one adult is $13.09 (insightcced.org/tools-metrics/self-sufficiency-standard-tool-for-california).

Exhibit 4: Hourly Earnings for *Meeting, Convention and Event Planners* in San Diego County[8]

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of related program completers/graduates/awards in San Diego County. To determine what programs are available, Exhibit 5 lists the Taxonomy of Programs (TOP) code(s) related to the SOC code analyzed.

Exhibit 5: Related TOP Codes in San Diego County

SOC 11-9081: Meeting, Convention and Event Planners
TOP 130700: Hospitality
TOP 130730: Resort and Club Management

According to the California Community Colleges Chancellor's Office Management Information System (MIS) Data Mart, three community colleges supply the region with an annual average of 25 awards for this occupation: Grossmont College, MiraCosta College and Southwestern College (Exhibit 6). However, according to Classification of Instructional Programs (CIP) code data there are four completions in San Diego County related to this occupation.[9]

Exhibit 6 shows the annual average regional community college awards (associate degrees and certificates) conferred during the three academic years between 2013 and 2016, as well as other awards granted outside the California Community Colleges from 2012 to 2015 with the relevant TOP code.

Exhibit 6: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions by Occupation (Program Year 2012-13 through PY2015-16 Average)

TOP06	TOP06 Title	3-Yr Annual Average Supply (PY13-14 to PY15-16)	3-Yr Annual Average CC Awards (PY13-14 to PY15-16)	Other Educational Institutions 3-Yr Annual Average Awards (PY12-13 to PY14-15)
130700	Hospitality	**25**	**25**	
	• Grossmont College		7	
	• MiraCosta College		16	
	• Southwestern College		1	
130730	Resort and Club Management	**0**	**0**	**0**
	TOTAL	**25***	**25**	**0**

*Total number of awards may not add up exactly due to rounding.

Demand vs. Supply

Comparing the labor demand (annual openings) with labor supply[10] from the region's colleges, there is a supply gap for this occupation in San Diego County, with 197 annual openings and 25 awards. Comparatively, there are 2,175 annual openings in California and 37 completions.[11]

Exhibit 7: Labor Demand (Annual Openings) Compared to 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 County	197	25	**172**
California	2,175	37	**1,060**

---

[10] 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.
[11] EMSI. San Diego County (6073). 2017.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2016-2021.

Student Outcomes

Based on the information available in the CTE LaunchBoard,[12] students who took courses in the related TOP codes exhibited the following outcomes (Exhibit 8).

Exhibit 8: Strong Workforce Program Metrics for
***TOP 130700: Hospitality* vs. All Programs in San Diego-Imperial Region (PY2014-15)**

Metric	TOP 130700	All Programs
Number of course enrollments[13]	1,091	1,009,712
Number of students who got a degree or certificate[14]	16	17,536
Number of students who transferred[15]	12	6,269
Employed in the second fiscal quarter after exit[16]	69%	66%
Employed in the fourth fiscal quarter after exit[17]	69%	65%
Job closely related to field of study[18]	N/A	N/A[19]
Median earnings in the second fiscal quarter after exit[20]	$6,481	$9,134
Median change in earnings[21]	33%	31%
Attained a living wage[22]	41%	50%

Top Employers and Work Locations

Between January 1, 2015 and December 31, 2017, the top five employers in San Diego County for this occupation were Panera Bread, Hilton Hotel Corporation, University of California, Marriott International Incorporated and Dave & Buster's (Exhibit 9).

---

[12] calpassplus.org/LaunchBoard/SWP.aspx.

[13] The number of enrollments in courses assigned to the TOP code in the selected year.

[14] The number of unduplicated students who earned a locally-issued certificate, Chancellor's Office approved certificate, associate degree, and/or California Community Colleges bachelor's degree in the selected TOP code.

[15] Students who took non-introductory courses or completed a California Community Colleges Chancellor's Office award in the selected TOP code in selected year who subsequently enrolled for the first time in a four-year institution the following year.

[16] Among all exiters with a valid SSN, the percentage who were employed two quarters after exiting California Community Colleges.

[17] Among exiting students with a valid SSN, the percentage who were employed four quarters after exiting California Community Colleges.

[18] Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

[19] Data for this metric has not been released for PY2014-15; however, in PY2013-14, the result was 81%.

[20] Among exiting students, the median second-quarter earnings one year after the year in which they exited California Community Colleges.

[21] Among exiting students with a valid SSN, the percentage change in earnings one year before and one year after exiting the California Community Colleges.

[22] Among completers and skills-builders who exited, the proportion of students who attained a living wage.

Exhibit 9: Top Employers in San Diego County for *Meeting, Convention and Event Planners*

Top Employers

- Panera Bread
- Hilton Hotel Corporation
- University of California (UCSD Health System, UCSD, UCSD Extension)
- Marriott International Incorporated
- Dave & Buster's

- Scripps Institution of Oceanography
- Destination Hotels & Resorts
- Hyatt

Skills, Education and Certifications

Exhibit 10 indicates the educational attainment for the occupation found currently in the national labor force. The typical entry-level education for this occupation is a bachelor's degree.[23]

Exhibit 10: National Educational Attainment of *Meeting, Convention and Event Planners*

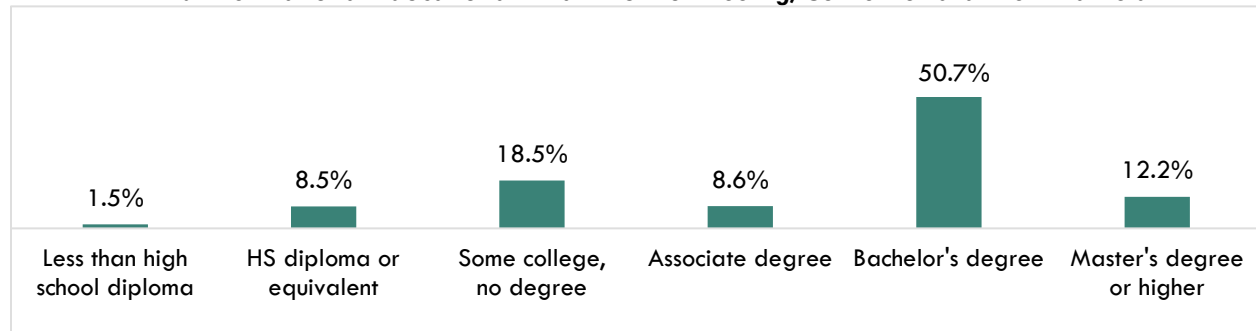| Less than high school diploma	HS diploma or equivalent	Some college, no degree	Associate degree	Bachelor's degree	Master's degree or higher
1.5%	8.5%	18.5%	8.6%	50.7%	12.2%

Exhibit 11 lists the top specialized, soft and software skills that appeared in online job postings between January 1, 2015 and December 31, 2017.

Exhibit 11: Top Skills for *Meeting, Convention and Event Planners* in San Diego County[24]

Specialized Skills	Soft Skills	Software Skills
- Electrical Work - Repair - Electrical Systems - Wiring - Hand Tools	- Troubleshooting - Physical Demand - Communication Skills - Writing - Mathematics	- Microsoft Vista - Microsoft Office - Microsoft Excel - Adobe Acrobat - Adobe Creative Suite

---

[23] EMSI. San Diego County (6073). 2017.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2016-2021.
[24] Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2015-2017.

Tina Ngo Bartel, Director
Center of Excellence, San Diego-Imperial Region
tngobartel@miracosta.edu