





# Fashion Merchandising

## Labor Market Analysis for San Diego Continuing Education

September 2019

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### Summary

<p><input checked="" type="radio"/> Do not Proceed</p> <p><input type="radio"/> Proceed with Caution</p> <p><input type="radio"/> Proceed</p> <p><b>PROCEED WITH NEW PROGRAM?</b></p>	<p><input checked="" type="checkbox"/> </p> <p><input type="checkbox"/> </p> <p><b>SUPPLY GAP?</b></p>	<p><input checked="" type="checkbox"/> </p> <p><input type="checkbox"/> </p> <p><b>AT OR ABOVE THE LIVING WAGE</b></p>	<p><input type="checkbox"/> Bachelor's Degree+</p> <p><input type="checkbox"/> Associate Degree</p> <p><input type="checkbox"/> Some College or Certificate</p> <p><input checked="" type="checkbox"/> High School Diploma or Equivalent</p> <p><input type="checkbox"/> Less than a HS Diploma</p> <p><input type="checkbox"/> Apprenticeship</p> <p><b>EXPECTED LEVEL OF EDUCATION</b></p>
	<p><input type="checkbox"/> High</p> <p><input type="checkbox"/> Medium</p> <p><input checked="" type="checkbox"/> Low</p> <p><b>NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING</b></p>		

This report provides labor market information for occupation(s) selected by San Diego Continuing Education for its *Fashion Merchandising* program. The training provided by this program is likely to lead to employment as *Merchandise Displayers and Window Trimmers*. According to available labor market information, this occupation has a labor market demand of 95 annual job openings, while average demand for an occupation in San Diego County is 277 annual job openings. Two community colleges supply the region with 31 for-credit awards (15 associate degrees, 9 certificates with 18 to < 30 units, and other certificates with varying numbers of units): Palomar College and San Diego Mesa College. In terms of noncredit awards, only San Diego Continuing Education has a program, but no awards have been issued. In short, the region supplies 31 for-credit and noncredit awards for 95 annual job openings, suggesting that there is a labor market supply gap. However, this brief recommends to not proceed with a new program because of the small labor market demand and because this occupation's entry-level and median wages are both below the living wage.

## Introduction

This report provides labor market information (LMI) in San Diego County for occupations related to the six-digit Taxonomy of Programs<sup>1</sup> (TOP) code, Fashion Merchandising (TOP 130320). The purpose of this brief is to assist noncredit program providers in the region, such as San Diego Continuing Education (SDCE), with program development and review. SDCE identified one occupation from the Standard Occupational Classification (SOC)<sup>2</sup> system for *Fashion Merchandising*, which will be the focus of this report:

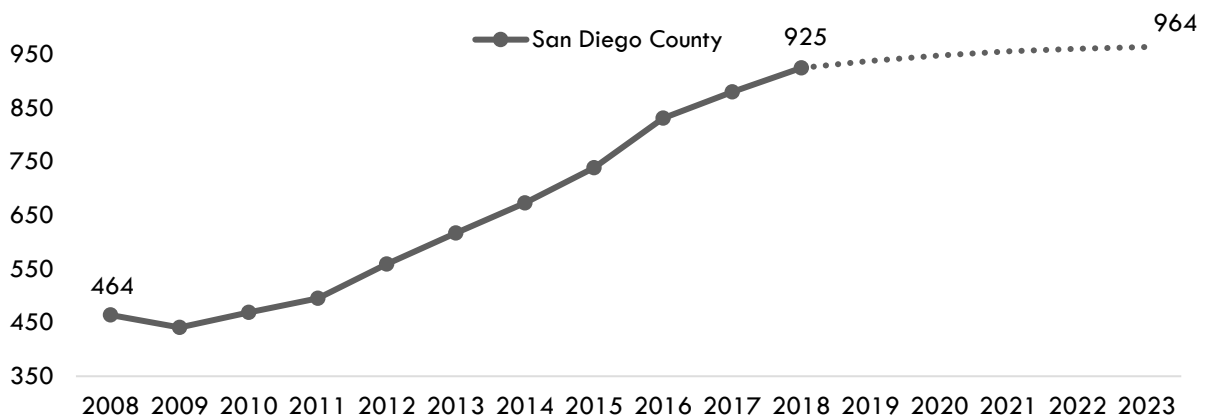
**Merchandise Displayers and Window Trimmers (SOC 27-1026):** Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions. Sample reported job titles include:

- Visual Merchandiser (VM)
- Visual Merchandising Specialist
- Merchandising Representative
- Display Specialist
- Visual Specialist
- Decorator
- Merchandising Specialist
- Merchandiser
- Display Decorator
- Visual Presentation Manager

## Projected Occupational Demand

Between 2018 and 2023, *Merchandise Displayers and Window Trimmers* is projected to increase by 39 net jobs or four percent (Exhibit 1). Employers in San Diego County will need to hire 95 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 *Merchandise Displayers and Window Trimmers* (2008-2023)<sup>3</sup>**



<sup>1</sup> Taxonomy of Programs (TOP) is a system of codes used by the California Community Colleges for the purpose of collecting, calculating, or disseminating data about similar training programs.

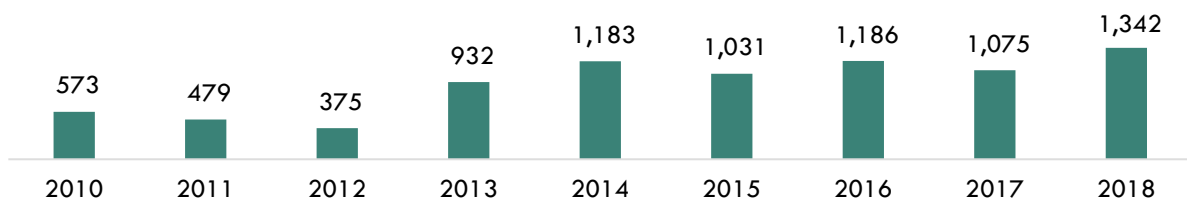
<sup>2</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

<sup>3</sup> Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

## Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, 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 908 online job postings per year for *Merchandise Displayers and Window Trimmers* in San Diego County (Exhibit 2).

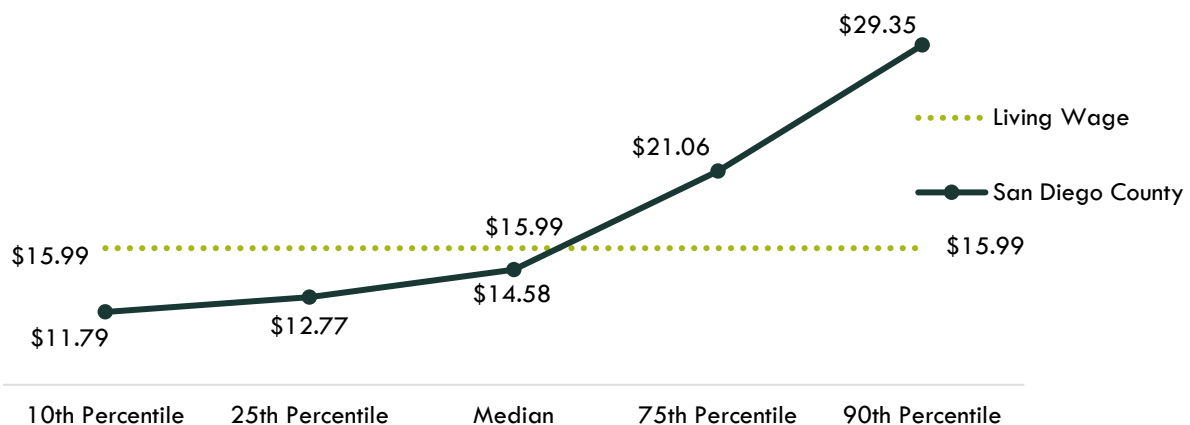
**Exhibit 2: Number of Online Job Postings for *Merchandise Displayers and Window Trimmers* in San Diego County (2010-2018)<sup>4</sup>**



## Earnings

*Merchandise Displayers and Window Trimmers* receive median hourly earnings of \$14.58; this is less than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3).<sup>5</sup>

**Exhibit 3: Hourly Earnings<sup>6</sup> for *Merchandise Displayers and Window Trimmers* in San Diego County<sup>7</sup>**



<sup>4</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2018.

<sup>5</sup> "California Family Needs Calculator." Insight Center for Community Economic Development, last updated 2018. [insightccd.org/2018-family-needs-calculator](https://insightccd.org/2018-family-needs-calculator).

<sup>6</sup> 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.

<sup>7</sup> Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

## Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards conferred by a course or program in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.<sup>8</sup> According to TOP and CIP<sup>9</sup> data, two community colleges supply the region with for-credit awards for Fashion Merchandising (TOP 130320): [Palomar College](#) and [San Diego Mesa College](#) (Exhibit 4a).

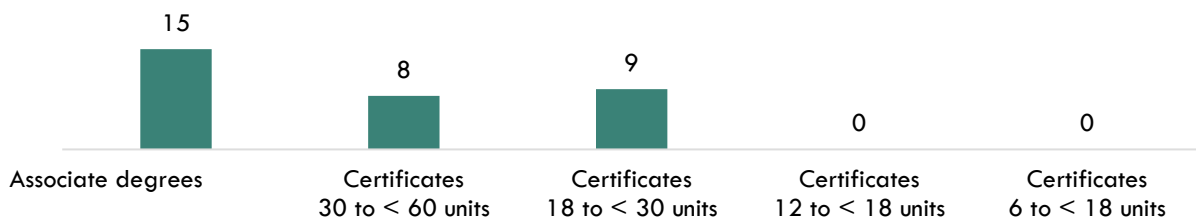
**Exhibit 4a: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions  
(Program Years 2015-16 through 2017-18)**

College	Award Type	PY 15-16	PY 16-17	PY 17-18	3-Year Avg
Palomar	Associate of Science (A.S.) degree	0	9	5	5
	Associate of Arts (A.A.) degree	11	1	0	4
	Certificate 30 to < 60 units	0	2	1	1
	Certificate 18 to < 30 units	12	9	6	9
	<b>Total</b>	<b>23</b>	<b>21</b>	<b>12</b>	<b>19</b>
San Diego Mesa	Associate of Science (A.S.) degree	0	6	11	6
	Certificate 30 to < 60 units	4	6	11	7
	<b>Total</b>	<b>4</b>	<b>12</b>	<b>22</b>	<b>13</b>
<b>Total</b>		<b>27</b>	<b>33</b>	<b>34</b>	<b>31*</b>

*Note: The numbers may not add up exactly due to rounding.*

Broken down by award type, the colleges supplied the most awards in associate degrees (15), followed by certificates with 18 to < 30 units (9), and so forth (Exhibit 4b).

**Exhibit 4b: Total Number of Awards by Type for Fashion Merchandising (TOP 130320) in San Diego County (Three-Year Average 2015-16 through 2017-18)**



<sup>8</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](http://datamart.cccco.edu)) and CIP data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](http://nces.ed.gov/ipeds/use-the-data))

<sup>9</sup> There are four CIP codes related to Fashion Merchandising (TOP 130320): Apparel and Textile Marketing Management (CIP 190905), Fashion and Fabric Consultant (CIP 190906), Fashion Merchandising (CIP 521902), and Apparel and Accessories Marketing Operations (CIP 521904).

In terms of noncredit awards, only San Diego Continuing Education provides noncredit awards for Fashion Merchandising (TOP 130320), with an average of **zero** noncredit awards between program years 2015-16 and 2017-18 (Exhibit 5).

**Exhibit 5: Number of Noncredit Awards (Certificates and Degrees) Conferred by SDCE  
(Program Years 2015-16 through 2017-18)**

Program Title	Award Type	PY 15-16	PY 16-17	PY 17-18	3-Year Avg
Fashion Retail Business	Program Award	0	0	0	0

**Demand vs. Supply**

In short, the region supplies 31 for-credit and noncredit awards for 95 annual job openings, suggesting that there is a labor market supply gap (Exhibit 6).

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

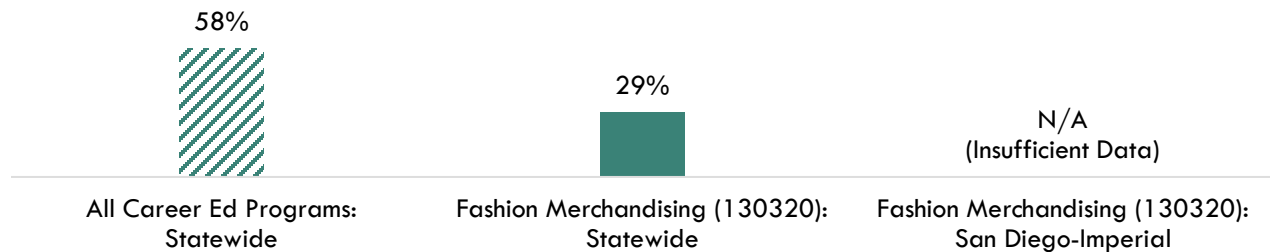
TOP6 Program	Demand (Annual Openings)	Supply (Total Annual Average Supply)		Supply Gap or <b>Oversupply</b>
		Noncredit	For-Credit	
Fashion Merchandising (TOP 130320)	95	0	31	<b>64</b>

**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.

## Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, N/A percent of students (due to insufficient data) in the San Diego-Imperial region earned a living wage after completing a Fashion Merchandising (130320) program, compared to 29 percent statewide and 58 percent of students in Career Education programs in general across the state (Exhibit 7a).

**Exhibit 7a: Proportion of Students Who Earned a Living Wage, PY2015-16<sup>10</sup>**



According to the California Community Colleges LaunchBoard, N/A percent of students (due to insufficient data) in the San Diego-Imperial region obtained a job closely related to their field of study after completing a Fashion Merchandising (130320) program, compared to 69 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, PY2014-15<sup>11</sup>**



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

<sup>11</sup> 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 this occupation were [Advantage Sales & Marketing](#), [Macy's](#), [TJX Companies](#), [Best Buy](#), and [JCPenney](#) (Exhibit 8).

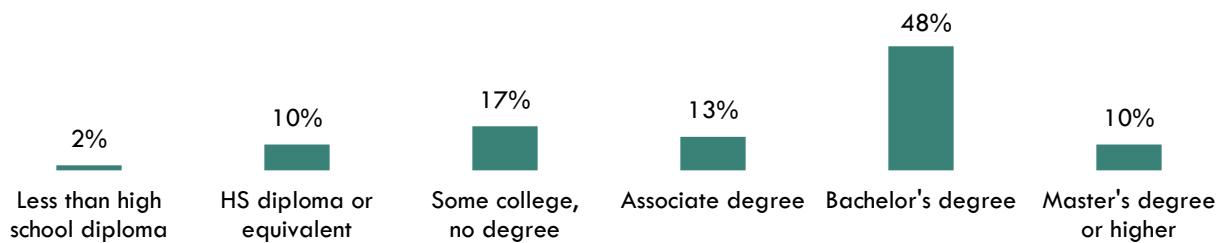
**Exhibit 8: Top Employers in San Diego County for *Merchandise Displayers and Window Trimmers***<sup>12</sup>

Top Employers	
<ul style="list-style-type: none"> <li>• Advantage Sales &amp; Marketing</li> <li>• Macy's</li> <li>• TJX Companies, Inc.</li> <li>• Best Buy</li> <li>• JCPenney</li> </ul>	<ul style="list-style-type: none"> <li>• Marshalls Incorporated</li> <li>• Toys R Us, Inc.</li> <li>• Target</li> <li>• American Greeting Corporation, Inc.</li> <li>• Sears</li> </ul>

## Skills, Education, and Certifications

Exhibit 9a indicates the educational attainment for the occupation found currently in the national labor force. The typical on-the-job training for this profession is [short-term on-the-job training](#). The typical entry-level education is [high school diploma or equivalent](#).<sup>13</sup>

**Exhibit 9a: National Educational Requirements for *Merchandise Displayers and Window Trimmers***<sup>14</sup>



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

<sup>13</sup> Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

<sup>14</sup> Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

Based on online job postings between January 1, 2016 and December 31, 2018, the top listed educational requirement for *Merchandise Displayers and Window Trimmers* was a [high school diploma or vocation training](#) (Exhibit 9b).<sup>15</sup>

**Exhibit 9b: Educational Requirements for Merchandise Displayers and Window Trimmers in San Diego County in Online Job Postings<sup>16</sup>**



\* May not total 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 Merchandise Displayers and Window Trimmers in San Diego County<sup>17</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Merchandising</li> <li>• Retail Industry Knowledge</li> <li>• Sales</li> <li>• Customer Service</li> <li>• Store Management</li> </ul>	<ul style="list-style-type: none"> <li>• Physical Abilities</li> <li>• Communication Skills</li> <li>• Organizational Skills</li> <li>• Detail-Oriented</li> <li>• Teamwork / Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> <li>• Microsoft Word</li> <li>• Adobe Acrobat</li> <li>• Microsoft PowerPoint</li> <li>• SAS</li> </ul>

<sup>15</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

<sup>16</sup> "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](https://bls.gov/emp/tables/educational-attainment.htm).

<sup>17</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.



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### **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.