

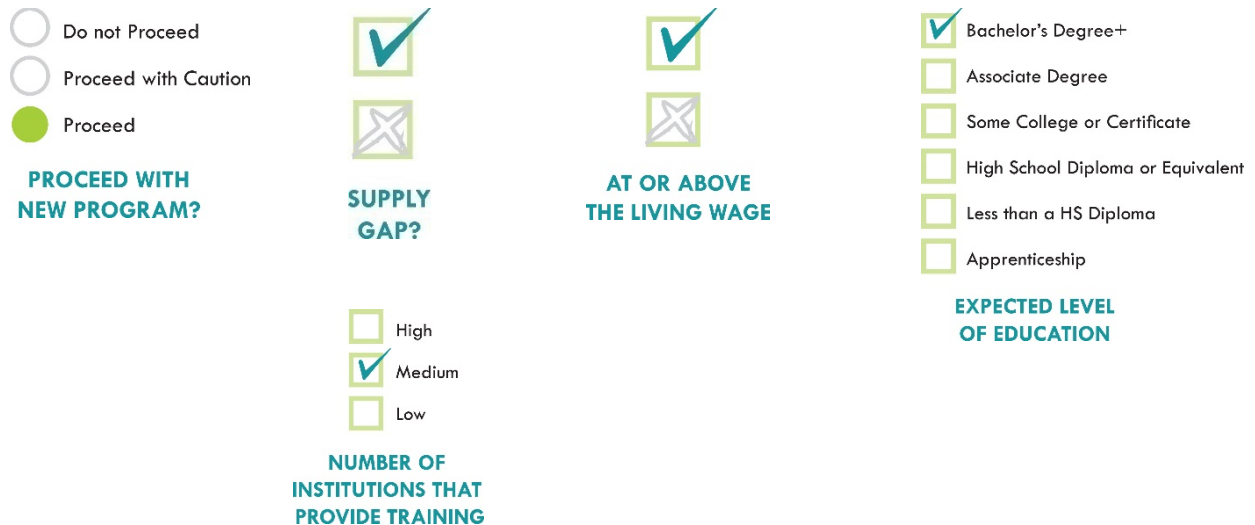
# Small Business and Entrepreneurship

## Labor Market Analysis for San Diego Continuing Education

September 2019

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### Summary



This report provides labor market information for occupation(s) selected by San Diego Continuing Education for its *Small Business and Entrepreneurship* program. The training provided by this program is likely to lead to employment as *Business Operations Specialists, All Other*. According to available labor market information, this occupation has a labor market demand of 1,949 annual job openings, while average demand for an occupation in San Diego County is 277 annual job openings. Four community colleges supply the region with 27 for-credit awards (12 associate degrees, 10 certificates with 18 to < 30 units, and other certificates with varying numbers of units): Cuyamaca College, MiraCosta College, San Diego City College, and Southwestern College. Only San Diego Continuing Education supplies noncredit awards for this occupation, which averaged 115 awards over the past three program years. In short, the region supplies 142 for-credit and noncredit awards for 1,949 annual job openings, suggesting that there is a labor market supply gap. However, this brief recommends proceeding with caution in developing a new program because this occupational title includes a variety of jobs (e.g., customs brokers, energy auditors) that might not be specific to *Small Business and Entrepreneurship*, which affects the accuracy of the labor market demand and supply analysis. Additionally, expected level of education for this occupation is a bachelor's degree.

## 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, Small Business and Entrepreneurship (TOP 050640). 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 *Small Business and Entrepreneurship*, which will be the focus of this report:

**Business Operations Specialists, All Other** (SOC 13-1199): All business operations specialists not listed separately. "All Other" titles represent occupations with a wide range of characteristics which do not fit into one of the detailed O\*NET-SOC occupations. (O\*NET OnLine is an application developed by the U.S. Department of Labor to provide the general public access to labor market information.) O\*NET data is not available for this type of title. For more detailed occupations under this title, see below:

- 13-1199.01 Energy Auditors
- 13-1199.02 Security Management Specialists
- 13-1199.03 Customs Brokers
- 13-1199.04 Business Continuity Planners
- 13-1199.05 Sustainability Specialists
- 13-1199.06 Online Merchants

## Projected Occupational Demand

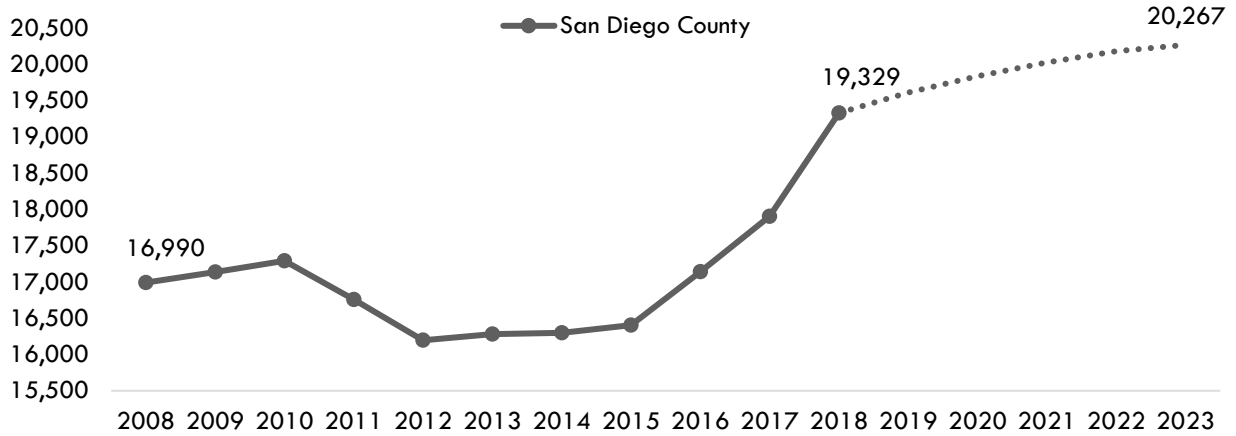
Between 2018 and 2023, *Business Operations Specialists, All Other* are projected to increase by 938 net jobs or five percent (Exhibit 1). Employers in San Diego County will need to hire 1,949 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

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<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).

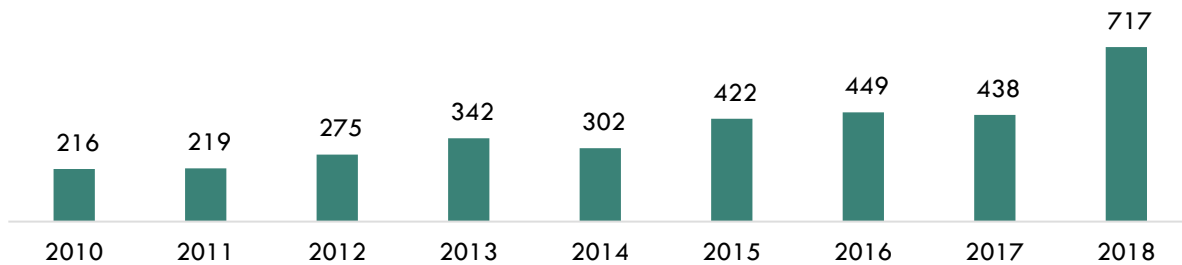
**Exhibit 1: Number of Jobs for *Business Operations Specialists, All Other* (2008-2023)<sup>3</sup>**



## 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 **376** online job postings per year for *Business Operations Specialists, All Other* in San Diego County (Exhibit 2).

**Exhibit 2: Number of Online Job Postings for *Business Operations Specialists, All Other* in San Diego County (2010-2018)<sup>4</sup>**



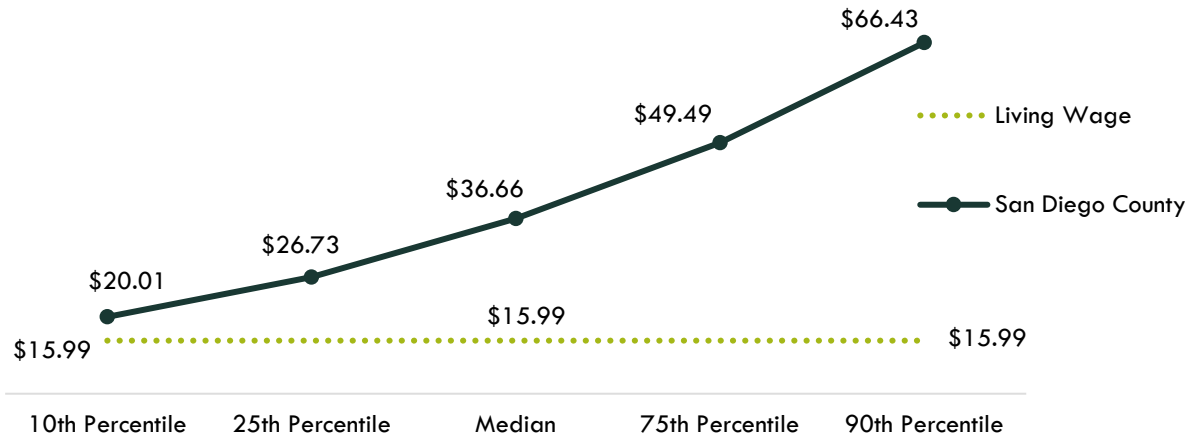
<sup>3</sup> Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

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

## Earnings

*Business Operations Specialists, All Other* receive median hourly earnings of **\$36.66**; this is more 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 *Business Operations Specialists, All Other* in San Diego County<sup>7</sup>**



## 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, **four** community colleges supply the region with for-credit awards for Small Business and Entrepreneurship (TOP 050640): **Cuyamaca College, MiraCosta College, San Diego City College, and Southwestern College** (Exhibit 4a).

<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.

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

<sup>9</sup> There are two CIP codes related to Small Business and Entrepreneurship (TOP 050640): Entrepreneurship/Entrepreneurial Studies (CIP 520701) and Small Business Administration/Management (CIP 520703).

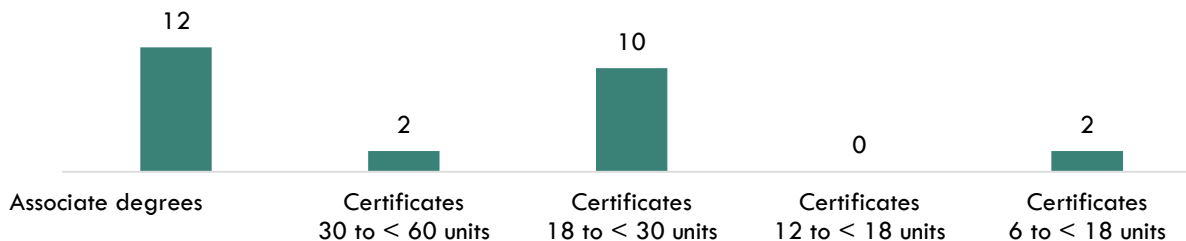
**Exhibit 4a: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions  
(Program Years 2015-16 through 2017-18)**

College	Award Type	PY 15-16	PY 16-17	PY 17-18	3-Year Avg
Cuyamaca	Associate of Science (A.S.) degree	4	2	4	3
	Certificate 18 to < 30 units	1	0	1	1
	<b>Total</b>	<b>5</b>	<b>2</b>	<b>5</b>	<b>4</b>
MiraCosta	Associate of Arts (A.A.) degree	6	2	6	5
	Certificate 18 to < 30 units	11	7	10	9
	Certificate 6 to < 18 units	3	1	1	2
	<b>Total</b>	<b>20</b>	<b>10</b>	<b>17</b>	<b>16*</b>
San Diego City	Associate of Science (A.S.) degree	5	5	1	4
	Certificate 30 to < 60 units	5	1	1	2
	<b>Total</b>	<b>10</b>	<b>6</b>	<b>2</b>	<b>6</b>
Southwestern	Associate of Science (A.S.) degree	0	1	0	0
	Certificate 30 to < 60 units	1	0	0	0
	Certificate 6 to < 18 units	0	0	1	0
	<b>Total</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1*</b>
<b>Total</b>		<b>36</b>	<b>19</b>	<b>25</b>	<b>27</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 (12), followed by certificates with 18 to < 30 units (10), and so forth (Exhibit 4b).

**Exhibit 4b: Total Number of Awards by Type for Small Business and Entrepreneurship (TOP 050640)  
San Diego County (Three-Year Average 2015-16 through 2017-18)**



In terms of noncredit awards, only San Diego Continuing Education provides noncredit awards for Small Business and Entrepreneurship (TOP 050640), with an average of 115 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
Small Business Growth; Small Business Planning	Program Award	60	112	172	115

## Demand vs. Supply

In short, the region supplies 142 for-credit and noncredit awards for 1,949 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)**

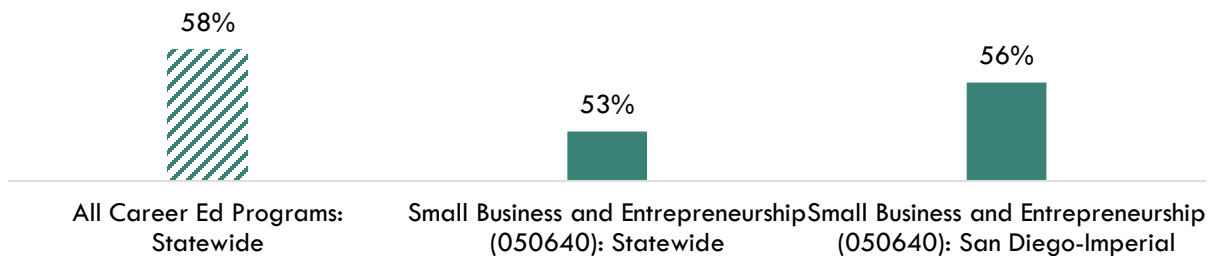
TOP6 Program	Demand (Annual Openings)	Supply (Total Annual Average Supply)		Supply Gap or <b>Oversupply</b>
		Noncredit	For-Credit	
Small Business and Entrepreneurship (TOP 050640)	1,949	115	27	<b>1,807</b>

**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

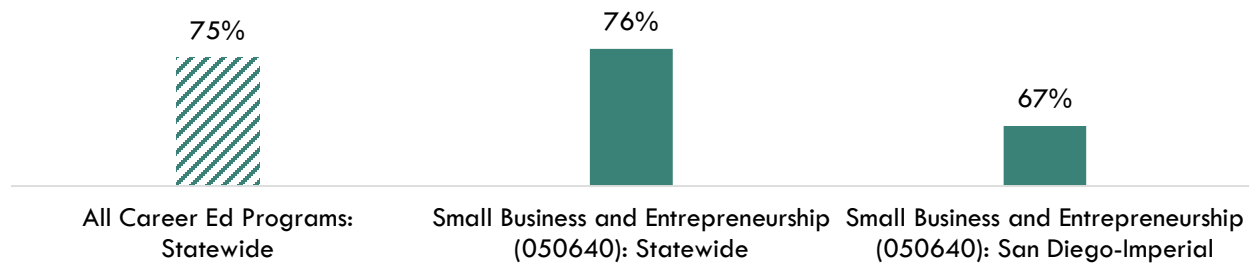
According to the California Community Colleges LaunchBoard, 56 percent of students in the San Diego-Imperial region earned a living wage after completing a Small Business and Entrepreneurship (050640) program, compared to 53 percent statewide and 58 percent of students in Career Education programs in 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, 67 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a Small Business and Entrepreneurship (050640) program, compared to 76 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 [General Atomics](#), [Sprouts Farmers Markets](#), [San Diego Community College District](#), [Scripps Health](#), and [University of California, San Diego](#) (Exhibit 8).

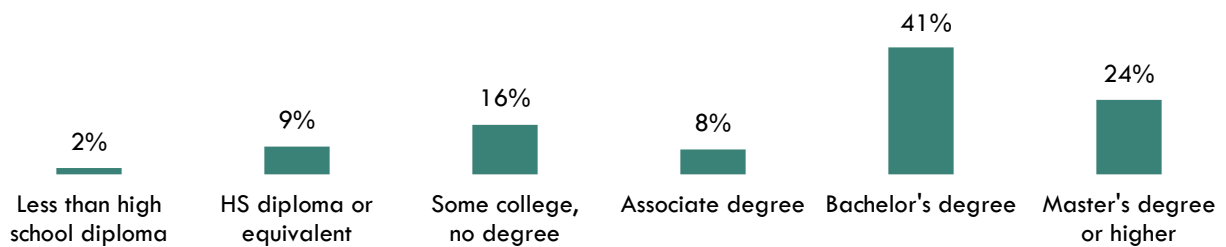
**Exhibit 8: Top Employers in San Diego County for *Business Operations Specialists, All Other*<sup>12</sup>**

Top Employers	
• General Atomics	• Redline Resources
• Sprouts Farmers Markets	• U.S. Navy
• San Diego Community College District	• Suna Solutions
• Scripps Health	• Hilton Hotel Corporation
• University of California, San Diego	• Marriott International Incorporated

## Skills, Education, and Certifications

Exhibit 9a indicates the educational attainment for the occupation found currently in the national labor force. There is no typical on-the-job training for this occupation. The typical entry-level education is a [bachelor's degree](#).<sup>13</sup>

**Exhibit 9a: National Educational Requirements for *Business Operations Specialists, All Other*<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 *Business Operations Specialists, All Other* is a **bachelor's degree** (Exhibit 9b).<sup>15</sup>

**Exhibit 9b: Educational Requirements for *Business Operations Specialists, All Other* in San Diego County in Online Job Postings<sup>16</sup>**

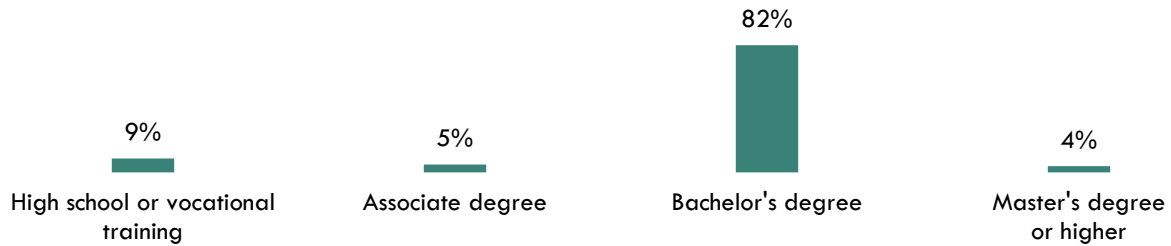


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

**Exhibit 10: Top Skills for *Business Operations Specialists, All Other* in San Diego County<sup>17</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• E-Commerce</li> <li>• Project Management</li> <li>• Customer Service</li> <li>• Scheduling</li> <li>• Budgeting</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Planning</li> <li>• Writing</li> <li>• Organizational Skills</li> <li>• Teamwork / Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> <li>• Microsoft PowerPoint</li> <li>• Microsoft Word</li> <li>• SAP</li> <li>• Vulnerability Assessment</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.