







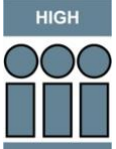


Office Technology-Office Computer Applications

Labor Market Analysis for San Diego College of Continuing Education

September 2021

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 <p>Proceed with Caution</p>	 	 	<input type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input checked="" type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	<p>MEDIUM</p> 	<p>HIGH</p> 	

This report provides labor market information for an occupation selected by San Diego College of Continuing Education for its *Office Technology-Office Computer Applications* program. The training provided by this program is likely to lead to employment as *Secretaries and Administrative Assistants, Except Legal, Medical, and Executive*. According to available labor market information, *Secretaries and Administrative Assistants, Except Legal, Medical, and Executive* in San Diego County have a labor market demand of 1,872 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings). On average, eight institutions supply 89 for-credit awards and one institution supplies 84 noncredit awards in San Diego County for this occupation. In short, the region supplies 173 for-credit and noncredit awards for 1,872 annual job openings, suggesting that there is a supply gap in the labor market. Entry-level wages are below the living wage and median wages for this occupation are above the living wage. This brief recommends proceeding with caution when developing a new program but supports a program modification because entry-level wages are below the living wage while 1) a high number of annual job openings exist and 2) a supply gap exists for this occupation. The college should note that the percentage of students who obtained a living wage after completing a related program is **below** the statewide percentage of students who complete Career Education programs in general.

Introduction

This report provides labor market information in San Diego County for an occupation related to the six-digit Taxonomy of Programs (TOP)¹ code, Office Technology-Office Computer Applications (TOP 0514.00). The purpose of this brief is to assist noncredit program providers in the region, such as San Diego College of Continuing Education (SDCCE), with program development and review. SDCCE identified one occupation from the Standard Occupational Classification (SOC)² system for *Office Technology-Office Computer Applications*, which will be the focus of this report:

Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (SOC 43-6014):

Perform routine administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files, or providing information to callers. Sample reported job titles include:

- Office Assistant
- School Attendance Secretary
- Office Secretary
- Department Secretary
- Administrative Specialist
- Administrative Coordinator
- Administrative Associate
- Staff Assistant

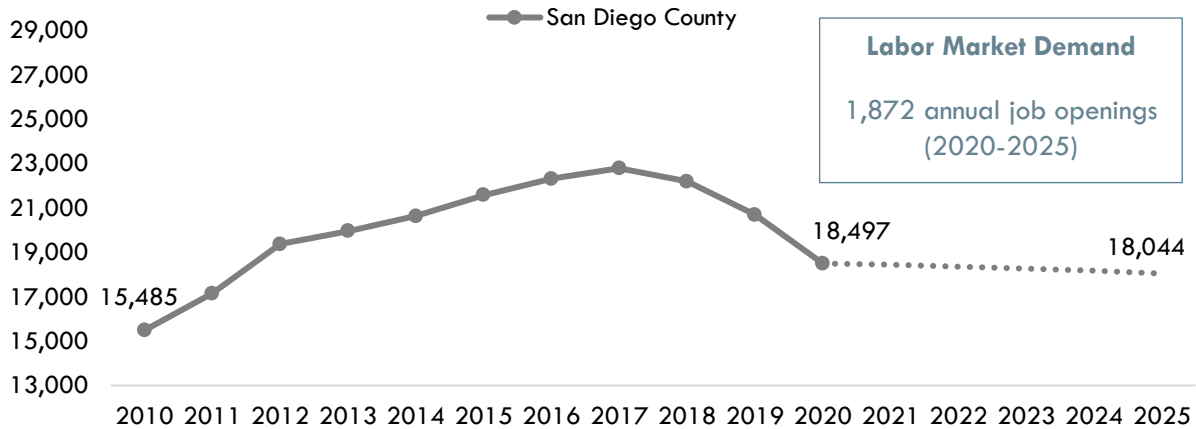
¹ Taxonomy of Programs (TOP) is a system of codes used by the California Community Colleges for the purpose of collecting, calculating, or disseminating data about similar training programs.

² 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 2020 and 2025, *Secretaries and Administrative Assistants, Except Legal, Medical, and Executive* is projected to decrease by 453 net jobs or two percent (Exhibit 1). Employers in San Diego County will need to hire 1,872 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 Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (2010-2025)³

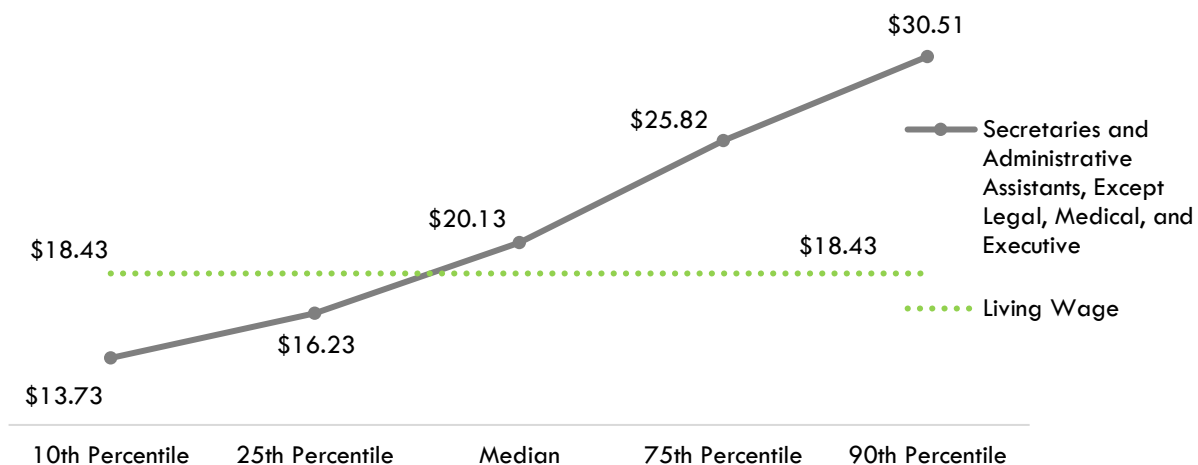


³ EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

Earnings

Secretaries and Administrative Assistants, Except Legal, Medical, and Executive receive entry-level hourly earnings of \$16.23; this is less than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2).⁴

Exhibit 2: Hourly Earnings⁵ for Secretaries and Administrative Assistants, Except Legal, Medical, and Executive 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 According to TOP and CIP⁸ data, eight community colleges supply the region with for-credit awards for Office Technology-Office Computer Applications (TOP 0514.00): Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego Mesa College, San Diego Miramar College and Southwestern College (Exhibit 3a).

⁴ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator/.

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 2021.2; 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).

⁸ There are three CIP codes related to Office Technology/Office Computer Applications (TOP 0514.00): Administrative Assistant and Secretarial Science, General (CIP 52.0401), Business/Office Automation/Technology/Data Entry (CIP 52.0407), and General Office Occupations and Clerical Services (CIP 52.0408).

Exhibit 3a: Number of For-Credit Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Years 2017-18 through 2019-20)

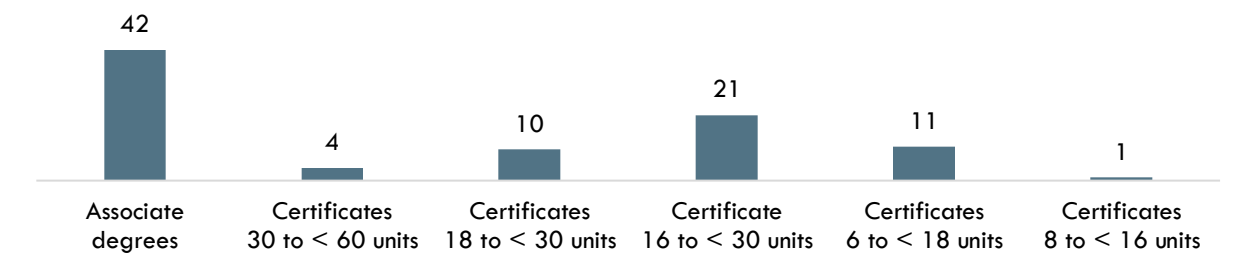
College	Award Type	PY 17-18	PY 18-19	PY 19-20	3-Yr Total Average
Cuyamaca	Associate Degree	6	22	14	14
	Certificate 16 to < 30 units	4	6	8	6
	Certificate 8 to < 16 units	1	0	1	1
	Certificate 6 to < 18 units	1	1	0	1
	Total	12	29	23	21*
Grossmont	Associate Degree	10	12	5	9
	Certificate 30 to < 60 units	1	0	1	1
	Certificate 16 to < 30 units	10	12	6	9
	Total	21	24	12	19
MiraCosta	Associate Degree	3	4	5	4
	Certificate 30 to < 60 units	0	2	1	1
	Certificate 18 to < 30 units	5	7	0	4
	Certificate 16 to < 30 units	0	0	5	2
	Certificate 6 to < 18 units	4	6	8	6
	Total	12	19	19	17
Palomar	Associate Degree	2	0	0	1
	Certificate 30 to < 60 units	2	0	0	1
	Certificate 6 to < 18 units	1	0	1	1
	Total	5	0	1	2*
San Diego City	Associate Degree	2	4	2	3
	Certificate 18 to < 30 units	1	4	0	2
	Certificate 16 to < 30 units	0	0	2	1
	Certificate 6 to < 18 units	1	0	0	0
	Total	4	8	4	5*
San Diego Mesa	Associate Degree	3	2	3	3
	Certificate 18 to < 30 units	4	2	0	2
	Certificate 16 to < 30 units	0	0	1	0
	Certificate 8 to < 16 units	0	0	2	1
	Certificate 6 to < 18 units	2	0	0	1
	Total	9	4	6	6*

College	Award Type	PY 17-18	PY 18-19	PY 19-20	3-Yr Total Average
San Diego Miramar	Associate Degree	4	6	3	4
	Certificate 30 to < 60 units	0	1	0	0
	Certificate 18 to < 30 units	2	2	0	1
	Certificate 16 to < 30 units	0	0	4	1
	Total	6	9	7	7*
Southwestern	Associate Degree	2	6	5	4
	Certificate 30 to < 60 units	3	1	0	1
	Certificate 18 to < 30 units	2	0	0	1
	Certificate 16 to < 30 units	0	2	4	2
	Certificate 6 to < 18 units	4	1	2	2
	Total	11	10	11	11*
Total		80	103	83	89

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

By award type, the colleges supplied the most awards for **associate degrees** based on the three-year average (program years 2017-18 through 2019-20) (Exhibit 3b).

Exhibit 3b: Total Number of For-credit Awards by Type for Office Technology-Office Computer Applications (TOP 0514.00) in San Diego County (3-Yr Average)



In terms of noncredit awards, only San Diego College of Continuing Education provides noncredit awards for Office Technology-Office Computer Applications (TOP 0514.00), with a three-year average of 88 noncredit awards (program years 2017-18 through 2019-20) (Exhibit 4).

**Exhibit 4: Number of Noncredit Awards Conferred by SDCCE
(Program Years 2017-18 through 2019-20)**

Program Title	Award Type	PY 17-18	PY 18-19	PY 19-20	3-Yr Total Average
Administrative Assistant	Noncredit	3	5	2	3
Business Information Worker: Communication Skills	Noncredit	30	36	16	27
Business Information Worker: Entry Skills	Noncredit	27	39	40	35
Business Information Worker: Technical Skills	Noncredit	13	15	8	12
Front Desk/Office Assistant	Noncredit	2	3	0	2
Office Assistant 1	Noncredit	10	2	0	4
Total		85	100	66	84

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁹ suggests that there is a supply gap in San Diego County, with 1,872 annual openings and 173 for-credit and noncredit awards supplied by the region (Exhibit 5).

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

TOP6 Program	Demand (Annual Openings)	Supply (Total Annual Average Supply)		Supply Gap or Oversupply
		Noncredit	For-Credit	
Office Technology-Office Computer Applications (TOP 0514.00)	1,872	84	89	1,699

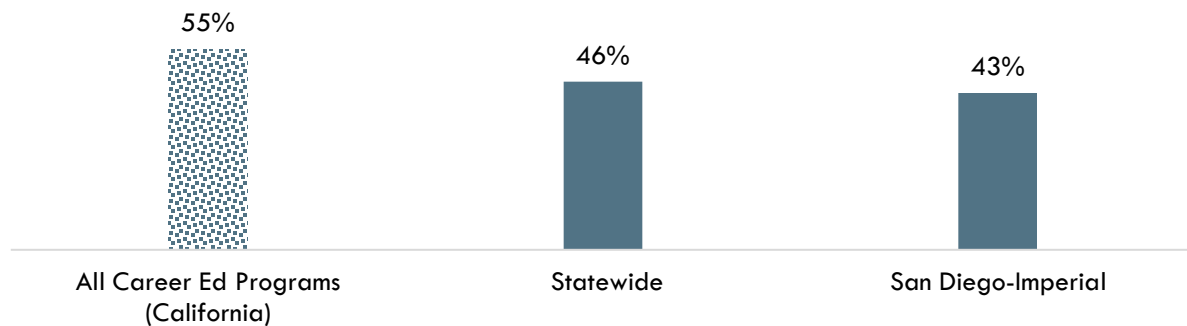
Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; 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.

Student Outcomes and Regional Comparisons

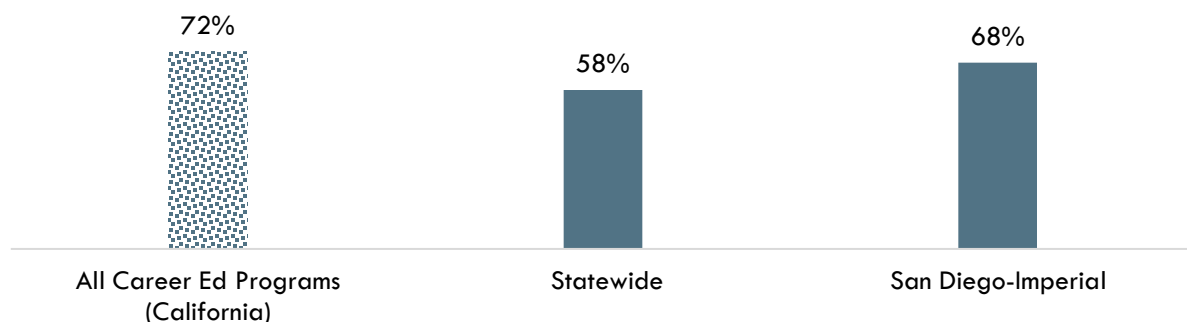
According to the California Community Colleges LaunchBoard, 43 percent of students in the San Diego-Imperial region earned a living wage after completing an Office Technology-Office Computer Applications (0514.00) program, compared to 46 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).¹⁰

**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program
(Office Technology-Office Computer Applications, PY 2017-18)¹¹**



According to the California Community Colleges LaunchBoard, 68 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing an Office Technology-Office Computer Applications (0514.00) program, compared to 58 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹²

**Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program
(Office Technology-Office Computer Applications, PY 2016-17)¹³**



¹⁰ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

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

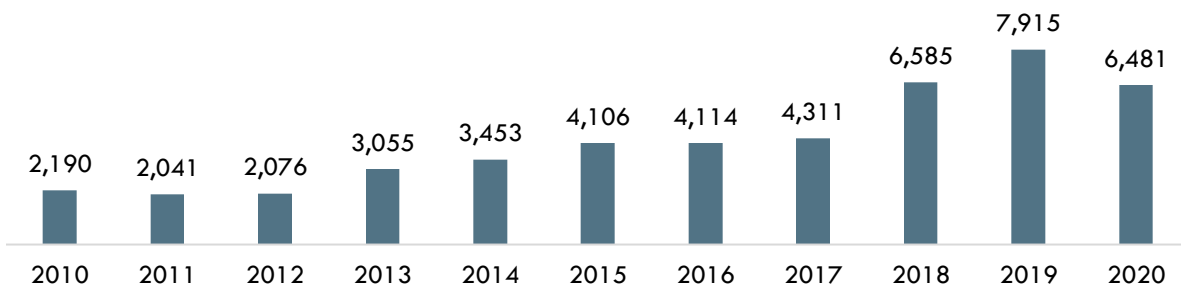
¹² "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹³ 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 (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 that are not captured by historical data. Between 2010 and 2020, there was an average of 4,212 online job postings per year for *Secretaries and Administrative Assistants, Except Legal, Medical, and Executive* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). 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 Secretaries and Administrative Assistants, Except Legal, Medical, and Executive in San Diego County (2010-2020)¹⁴



Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for this occupation were [University of California San Diego](#), [Scripps Health](#), [Sharp Healthcare](#), [Marriott International](#), and [San Diego State University](#) based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for Secretaries and Administrative Assistants, Except Legal, Medical, and Executive in San Diego County¹⁵

Top Employers	
• University of California San Diego	• California State University
• Scripps Health	• U.S. Government
• Sharp Healthcare	• Ultimate
• Marriott International Incorporated	• General Atomics
• San Diego State University	• Anthem Blue Cross

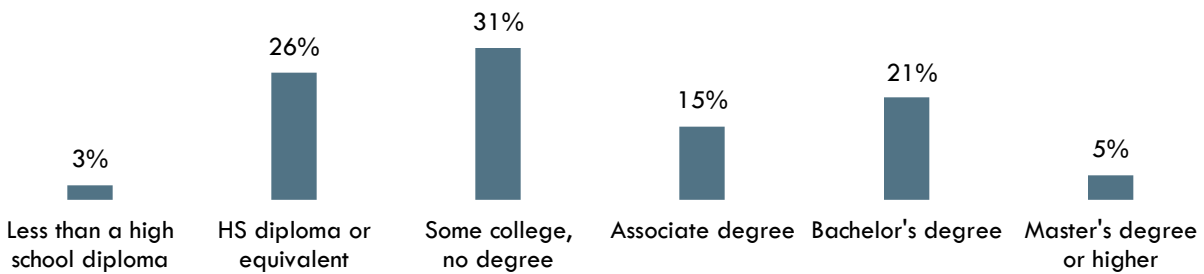
¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

¹⁵ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Education, Skills, and Certifications

Exhibit 9 indicates the educational attainment for this occupation found currently in the national labor force. The typical entry-level education is [high school diploma or equivalent](#).¹⁶

Exhibit 9: National Educational Attainment of Secretaries and Administrative Assistants, Except Legal, Medical, and Executive¹⁷



*may not total 100 percent due to rounding

¹⁶ EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

¹⁷ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 4, 2021. 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, 2018 and December 31, 2020.

Exhibit 10: Top Skills for Secretaries and Administrative Assistants, Except Legal, Medical, and Executive in San Diego County¹⁸

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Administrative Support • Scheduling • Customer Service • Data Entry • Spreadsheets • Appointment Setting • Administrative Functions • Travel Arrangements • Mailing • Budgeting • General Office Duties • Expense Reports • Customer Contact • Record Keeping • Staff Management 	<ul style="list-style-type: none"> • Communication Skills • Organizational Skills • Detail-Oriented • Multi-Tasking • Computer Literacy • Writing • Typing • Telephone Skills • Problem Solving • Research • Written Communication • Teamwork / Collaboration • Time Management • English • Planning 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Word • Microsoft PowerPoint • Word Processing • Microsoft Outlook • QuickBooks • Microsoft Access • Pivot Tables • Adobe Acrobat • Microsoft SharePoint • Salesforce • Customer Relationship Management • SAP • Microsoft Windows • Adobe Photoshop

¹⁸ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 11: Top Certifications for Secretaries and Administrative Assistants, Except Legal, Medical, and Executive in San Diego County¹⁹

Top Certifications in Online Job Postings

1. Security Clearance
2. Typing Certification
3. First Aid CPR AED
4. Real Estate Certification
5. Basic Life Saving (BLS)
6. Basic Cardiac Life Support Certification
7. Series 7
8. Food Handler Certification
9. CDL Class C
10. Project Management Certification
11. IT Infrastructure Library (ITIL) Certification
12. Property and Casualty License
13. CompTIA Security+
14. Advanced Cardiac Life Support (ACLS) Certification
15. Certified Professional Coder

¹⁹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

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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.

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.