



Program Endorsement Brief

BUSINESS INFORMATION PROFESSIONALS

North/Far North Center of Excellence
NOVEMBER 2020

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COVID-19 Statement: This report includes employment projection data by EMSI. EMSI’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

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Summary

The North/Far North Center of Excellence for Labor Market Research prepared this report to provide regional labor market supply and demand data related to business information professional occupations in the Far North region. This report focuses on four middle-skill occupations – Customer Service Representatives (43-4051), Receptionists and Information Clerks (43-4171), Executive Secretaries and Executive Administrative Assistants (43-6011) and Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014).¹ This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from existing community college programs.

Key findings include:

- The Far North region held 11,753 jobs for business information professionals in 2019. Jobs growth is projected to stay flat over the next five years.
- Over the next five years, business information professionals are projected to have 1,634 annual openings in the Far North region.
- Wages for business information professionals are typically above the Far North region's living wage of \$10.89 per hour, with the highest wages earned by executive secretaries and executive assistants.
- Forty-five percent of incumbent business information professionals have education consistent with community college offerings (some college or associate degrees).
- Analysis of postsecondary awards in the Far North region shows that, on average, 97 awards were issued each year between the 2017-2018 and 2019-2020 academic years.

¹ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

Introduction

The North/Far North Center of Excellence was asked to provide labor market information for a proposed program at a regional community college. This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

- Customer Service Representatives (43-4051)
- Receptionists and Information Clerks (43-4171)
- Executive Secretaries and Executive Administrative Assistants (43-6011)
- Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)

A review of related programs revealed the following program(s), and Taxonomy of Programs (TOP) code(s) are appropriate for inclusion in this report:

- Office Technology/Office Computer Applications (0514.00)
- Software Applications (0702.10)

The corresponding Classification of Instructional Programs (CIP) code(s) are:

- Administrative Assistant and Secretarial Science, General (52.0401)
- Data Entry/Microcomputer Applications, General (11.0601)

The SOC titles, SOC codes, and job descriptions from the Bureau of Labor Statistics (BLS) and O*Net OnLine are shown below.

Customer Service Representatives (43-4051)

Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.

Receptionists and Information Clerks (43-4171)

Answer inquiries and provide information to the general public, customers, visitors, and other interested parties regarding activities conducted at establishment and location of departments, offices, and employees within the organization.

Executive Secretaries and Executive Administrative Assistants (43-6011)

Provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings. May train and supervise lower-level clerical staff.

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

Perform routine clerical and administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files, or providing information to callers.

Occupational Demand

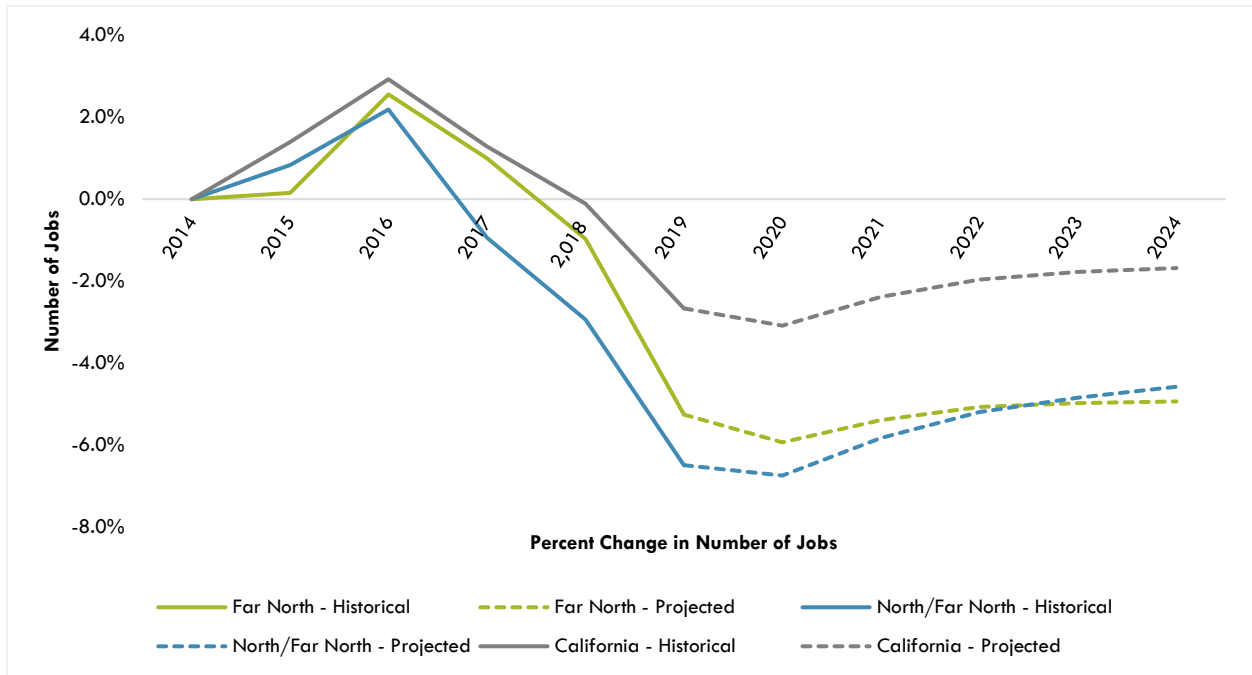
Exhibit 1 summarizes the five-year projected job growth for the selected occupations in the Far North, North/Far North, and California.

Exhibit 1. Employment and projected demand, 2019-2024

Occupation	SOC	2019 Jobs	2024 Jobs	2019-2024 Jobs Change	2019-2024 Jobs % Change	2019-2024 Annual Openings
Customer Service Representatives	43-4051	3,305	3,446	141	4.3%	512
Receptionists and Information Clerks	43-4171	2,078	2,117	40	1.9%	311
Executive Secretaries and Executive Administrative Assistants	43-6011	862	797	(65)	-7.6%	117
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	43-6014	5,508	5,433	(75)	-1.4%	695
Far North region	TOTAL	11,753	11,793	40	0.3%	1,634
Customer Service Representatives	43-4051	16,329	17,092	763	4.7%	2,438
Receptionists and Information Clerks	43-4171	8,602	9,202	600	7.0%	1,297
Executive Secretaries and Executive Administrative Assistants	43-6011	4,788	4,450	(338)	-7.1%	621
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	43-6014	22,181	22,219	38	0.2%	2,837
North/Far North region	TOTAL	51,900	52,963	1,063	2.0%	7,193
Customer Service Representatives	43-4051	209,937	214,732	4,795	2.3%	31,784
Receptionists and Information Clerks	43-4171	107,489	108,596	1,107	1.0%	102,265
Executive Secretaries and Executive Administrative Assistants	43-6011	92,688	86,749	(5,939)	-6.4%	66,830
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	43-6014	281,840	292,338	10,498	3.7%	273,376
California	TOTAL	691,954	702,415	10,461	1.5%	474,255

Exhibit 2 compares the percent change in the number of jobs between 2014 through 2019 and the projected changes through 2024. The rate of change is indexed to the total number of jobs in 2014.

Exhibit 2. Changes in employment, 2014-2024



Wages

Exhibit 3 compares the entry-level, median, and experienced wages for the selected occupations to the Far North living wage for a single adult.²

Exhibit 3. Comparison of wages by occupation, Far North region



² Living wage is defined as the level of income a single adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. The 25th-percentile and 75th-percentile hourly wages are used as proxy for entry-level and experienced-level wages.

Job Postings

This section of the report analyzes recent data from online job postings (real-time LMI). Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical data. Job postings data comes from Burning Glass Labor Insights and represents new listings posted online within the last year, from November 1, 2019, to October 31, 2020.

Occupations and Job Titles

Exhibit 4 details the number of online job postings for the selected occupations. Burning Glass identified a pool of 1,504 job postings for the selected occupations in the Far North region.

Exhibit 4. Number of job postings by occupation

Occupation	Job Postings	Share of Job Postings
Customer Service Representatives (43-4051)	835	56%
Receptionists and Information Clerks (43-4171)	180	12%
Executive Secretaries and Executive Administrative Assistants (43-6011)	37	2%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	452	30%
Total Job Postings	1,504	100%

Exhibit 5 shows the top job titles with the most job postings and the share of job postings. All 1,504 job postings included a job title.

Exhibit 5. Top jobs titles for selected occupations in the Far North region

Job Title	Job Postings	Share of Job Postings
Customer Service Representative	91	7%
Administrative Assistant	81	6%
Receptionist	81	6%
Customer Service Associate	64	5%
Patient Access Representative	22	2%
Call Center Representative	21	2%
Client Service Representative	16	1%
Executive Assistant	13	1%
Park Aide Seasonal	13	1%
Customer Service	12	1%

Employers

Exhibit 6 shows the top employers for job postings related to the selected occupations. Please note that 21% of job posting have been excluded because they did not include an employer.

Exhibit 6. Top employers for selected occupations in the Far North region

Employer	Job Postings	Share of Job Postings
Oroville Hospital	65	5%
Adventist Health	63	5%
Walgreens Boots Alliance Inc	48	4%
Dignity Health	38	3%
Enloe Medical Center	31	3%
St Joseph Health System	19	2%
Covenant Health	17	1%
Del Norte County Unified School District & Coe	15	1%
H&R Block	15	1%
U-Haul	14	1%

Skills and Certifications

Exhibit 7 shows the top specialized skills for the selected occupations. Please note that 15% of job posting have been excluded because they did not include a skill.

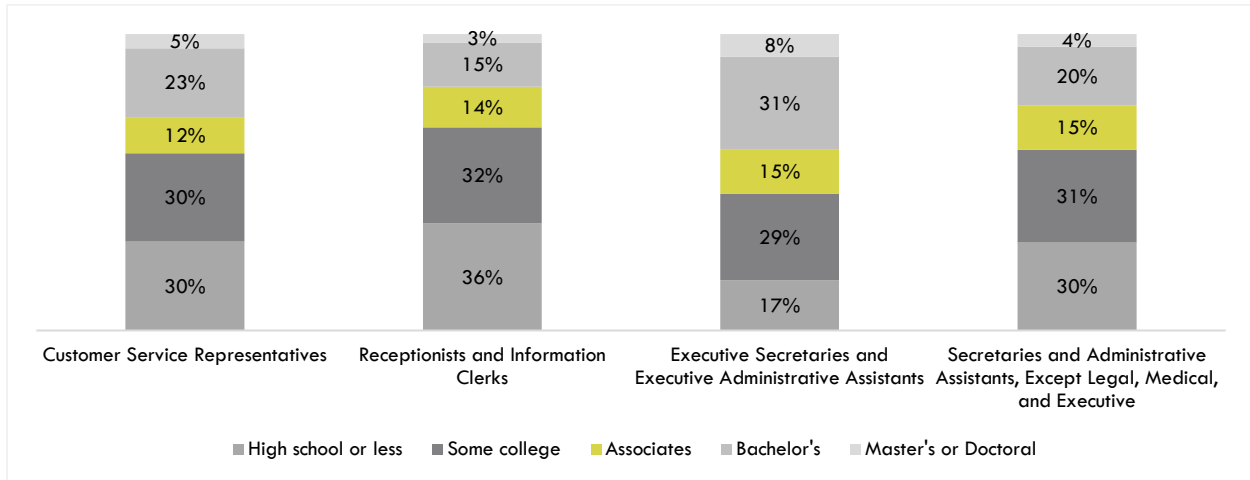
Exhibit 7. Top skills for selected occupations in the Far North region

Specialized Skill	Job Postings	Share of Job Postings
Customer Service	769	9%
Administrative Support	606	7%
Scheduling	314	4%
Appointment Setting	208	3%
Data Entry	176	2%
Customer Contact	163	2%
Retail Industry Knowledge	129	2%
Product Sales	117	1%

Education and Training Requirements

The U.S. Census Bureau and Bureau of Labor Statistics collects data on the level of education achieved by workers employed in occupations. Exhibit 8 shows the national-level educational attainment of the current workforce in the selected occupations.

Exhibit 8. Educational attainment for selected occupations, 2018



The Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which the BLS publishes projections data. Exhibit 9 shows the entry-level job requirements for the selected occupations.

Exhibit 9. Typical education, training, and work experience for selected occupations

Occupation	Typical Entry-Level Education Required	Work Experience Required	Typical On-the-job Training Required
Customer Service Representatives	High school diploma or equivalent	None	Short-term on-the-job training
Receptionists and Information Clerks	High school diploma or equivalent	None	Short-term on-the-job training
Executive Secretaries and Executive Administrative Assistants	High school diploma or equivalent	Less than 5 years	None
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	High school diploma or equivalent	None	Short-term on-the-job training

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. Exhibit 10 shows the TOP and CIP codes related to the selected occupations.

Exhibit 10. Related TOP and CIP programs and codes for the selected occupations

TOP Programs and Codes	Aligned CIP Programs and Codes
Office Technology/Office Computer Applications (0514.00)	Administrative Assistant and Secretarial Science, General (52.0401)
Software Applications (0702.10)	Data Entry/Microcomputer Applications, General (11.0601)

Community College Supply

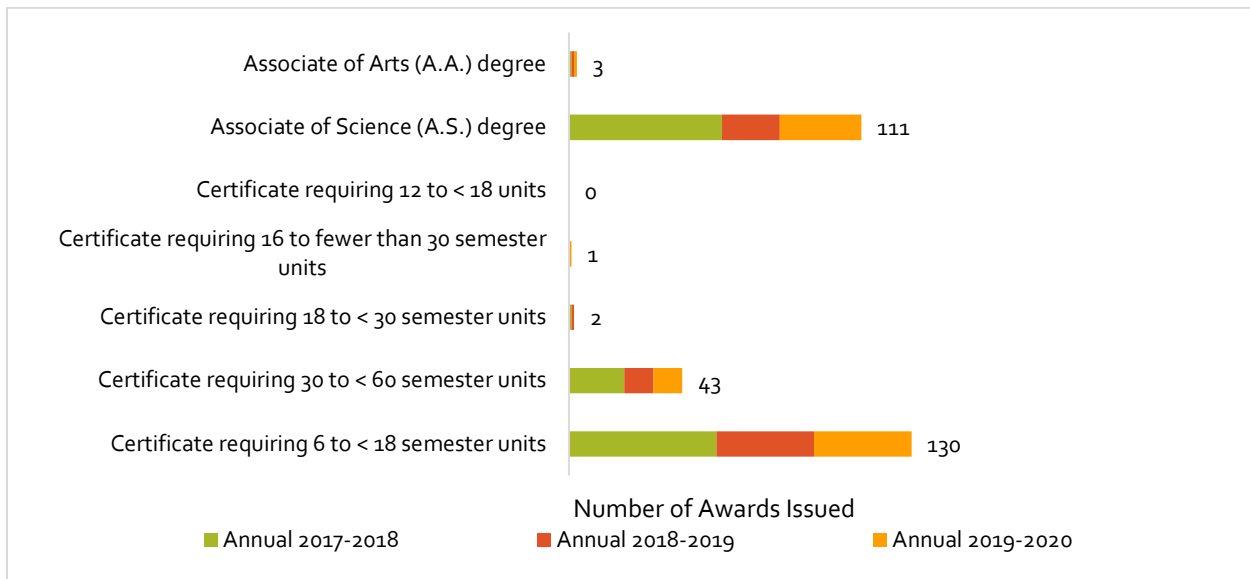
Exhibit 11 compares the average number of certificates and degrees conferred by Far North region community colleges in the selected programs over the last three academic years.

Exhibit 11. Regional community college awards (certificates and degrees), 2017-18 through 2019-20

Program	College	Annual Awards 2017-2018	Annual Awards 2018-2019	Annual Awards 2019-2020	3-Year Annual Awards Average
Office Technology/Office Computer Applications (0514.00)	Butte	81	49	45	58
	Lassen	1	1	0	1
	Mendocino	4	1	2	2
	Redwoods	4	1	1	2
	Shasta	38	18	32	29
	Siskiyou	1	1	1	1
Software Applications (0702.10)	Butte	8	1	0	3
Totals		137	72	81	97

Exhibit 12 shows the distribution of issued awards by type.

Exhibit 12. Regional community college awards by type, 2017-18 through 2019-20



Other Postsecondary Supply

It is crucial to consider the supply from non-community college institutions in the region that provides training for the selected occupations.

No other postsecondary training providers in the Far North region offers programs in Office Technology/Office Computer Applications (0514.00) or Software Applications (0702.10).

Findings

- The Far North region held 11,753 jobs for business information professionals in 2019.
- Jobs for business information professionals are projected to stay flat over the next five years.
- Over the next five years, business information professionals are projected to have 1,634 annual openings in the Far North region.
- Wage data shows that business information professionals tend to earn more than the subregion's living wage. Reported earnings for business information professionals range from a low of \$13 per hour for entry-level work to a high of \$30 per hour for experienced workers. The 2020 living wage for a single adult in the Far North region is \$10.89 per hour.
- According to real-time labor market information, there were 1,504 online job postings for business information professionals between November 1, 2019, and October 31, 2020.
- Forty-five percent of existing business information professionals have education consistent with community college offerings (some college or associate degrees).
- Analysis of postsecondary awards in the Far North region shows that, on average, 97 awards were issued each year between the 2017-2018 and 2019-2020 academic years. The most popular award conferred was a certificate requiring six to fewer than 18-semester units followed by an Associate of Science degree.

Recommendations

- Based on a three-year average of annual awards in related Far North region programs (97 certificates and degrees) and projected yearly openings (1,634 openings), the region seems to have room for new training programs related to the occupation.
- The North/Far North Center of Excellence recommends moving forward with programmatic changes.

COE Recommendation		
Move forward with the program	Program is not recommended	Additional information needed
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix A. Methodology and Sources

Occupations in this report were identified using O*Net. This report's findings were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

Sources used for data analysis purposes in this report include:

- U.S. Department of Labor/Employment and Training Administration (DOL ETA) O*NET Online
- Burning Glass, Labor Insight/Jobs
- Economic Modeling Specialists, International (EMSI)
- California Employment Development Department, Labor Market Information Division (EDD, LMID)
- Bureau of Labor Statistics, Occupational Employment Statistics (OES)
- California Community Colleges Chancellor's Office, Cal-PASS Plus LaunchBoard
- Living Insight Center for Community Economic Development, Self-Sufficiency Standard Tool for California
- California Community Colleges Chancellor's Office Management Information Systems (MIS Data Mart)
- U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS)

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