

February 2021

# Labor Market Analysis

## Winery Event Coordinators



Prepared by the Central Valley/Mother Lode Center of Excellence

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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

Please note the COVID-19 statement on page 2 when considering this report's findings.

This study conducted by the Central Valley/Mother Lode Center of Excellence examines labor market demand, wages, skills, and postsecondary supply for winery event coordinators. Six occupations related to winery event coordinators were identified for San Joaquin Delta College:

- 11-9013, Farmers, Ranchers, and Other Agricultural Managers
- 41-4012, Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
- 45-1011, First-Line Supervisors of Farming, Fishing, and Forestry Workers
- 13-1028, Buyers and Purchasing Agents
- 19-4011, Agricultural and Food Science Technicians
- 13-1121, Meeting, Convention, and Event Planners

## Key findings:

- **Occupational demand** — More than 15,600 workers were employed in jobs related to winery event coordinators in 2019 in the North Central Valley/North Mother Lode (NCV/NML) subregion. The largest occupation is farmers, ranchers, and other agricultural managers with 7,228 workers in 2019, a projected decline in employment of 5% over the next five years, and 679 annual openings.
- **Wages** — Buyers and purchasing agents earn the highest entry-level wage, \$21.50/hour in the subregion and \$21/hour in the region.
- **Employers** — Employers with the most job postings in the subregion are Ej Gallo Winery, Gallo Glass Company, and Ej Gallo.
- **Occupational titles** — The most common occupational title in job postings in the subregion is managers (all other). The most common job title is tasting room associate.
- **Skills and certifications** — The top baseline skill is communication, the top specialized skill is project management, and the top software skill is Microsoft Excel. The most in-demand certification is a driver's license.
- **Education** — A high school diploma or equivalent is the typical entry-level education required for three of the six occupations. An associate degree is typically required for agricultural and food science technicians.
- **Supply** — Analysis of postsecondary completions in the region shows that on average 155 awards were conferred in the Central Valley/Mother Lode region each year.

Based on a comparison of occupational demand and supply, there is an undersupply of 1,508 trained workers in the subregion and 4,375 workers in the region. The Center of Excellence recommends that San Joaquin Delta College work with the Agriculture, Water and Environmental Technologies Regional Director, the college's advisory board, and local industry in the development of programs to address the shortage of winery event coordinator workers in the region.

# Introduction

The Central Valley/Mother Lode Center of Excellence was asked by San Joaquin Delta College to provide labor market information for winery event coordinators. The geographical focus for this report is the North Central Valley/North Mother Lode (NCV/NML) subregion, but regional demand and supply data has been included for broader applicability and use.

The average living wage for a single adult in the North Central Valley/Northern Mother Lode (NCV/NML) subregion is \$10.27/hour.<sup>1</sup>

Analysis of the program and occupational data related to winery event coordinators resulted in the identification of six applicable occupations. The Standard Occupational Classification (SOC) System codes and titles used in this report are:

- 11-9013, Farmers, Ranchers, and Other Agricultural Managers
- 41-4012, Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
- 45-1011, First-Line Supervisors of Farming, Fishing, and Forestry Workers
- 13-1028, Buyers and Purchasing Agents
- 19-4011, Agricultural and Food Science Technicians
- 13-1121, Meeting, Convention, and Event Planners

The occupational titles, job descriptions, sample job titles, and knowledge and skills from the Bureau of Labor Statistics and O\*NET OnLine are shown below. O\*NET data was not available for buyers and purchasing agents, and agricultural and food science technicians.

## **Farmers, Ranchers, and Other Agricultural Managers**

**Job Description:** Plan, direct, or coordinate the management or operation of farms, ranches, greenhouses, aquacultural operations, nurseries, timber tracts, or other agricultural establishments. May hire, train, and supervise farm workers or contract for services to carry out the day-to-day activities of the managed operation. May engage in or supervise planting, cultivating, harvesting, and financial and marketing activities.

**Knowledge:** Administration and Management, Production and Processing, Biology, Mathematics, English Language

**Skills:** Critical Thinking, Speaking, Monitoring, Judgement and Decision Making, Time Management

## **Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products**

**Job Description:** Sell goods for wholesalers or manufacturers to businesses or groups of individuals. Work requires substantial knowledge of items sold.

**Knowledge:** Sales and Marketing, Customer and Personal Service, English Language, Mathematics, Transportation

**Skills:** Active Listening, Speaking, Negotiation, Persuasion, Social Perceptiveness

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<sup>1</sup> The term “living wage” in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center’s California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

### **First-Line Supervisors of Farming, Fishing, and Forestry Workers**

**Job Description:** Directly supervise and coordinate the activities of agricultural, forestry, aquacultural, and related workers.

**Knowledge:** Administration and Management, Production and Processing, Mechanical, Education and Training, English Language

**Skills:** Active Listening, Judgement and Decision Making, Monitoring, Critical Thinking, Management and Personnel Resources

### **Meeting, Convention, and Event Planners**

**Job Description:** Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.

**Knowledge:** Customer and Personal Service, English Language, Communications and Media, Clerical, Administration and Management

**Skills:** Active Listening, Reading Comprehension, Speaking, Coordination, Critical Thinking

## Occupational Demand

The North Central Valley/North Mother Lode subregion employed 15,612 workers in related winery event coordinator occupations in 2019 (Exhibit 1). The largest occupation is farmers, ranchers, and other agricultural managers with 7,228 workers in 2019. This occupation is projected to decline by 5% over the next five years but has the greatest number of projected annual openings, 679.

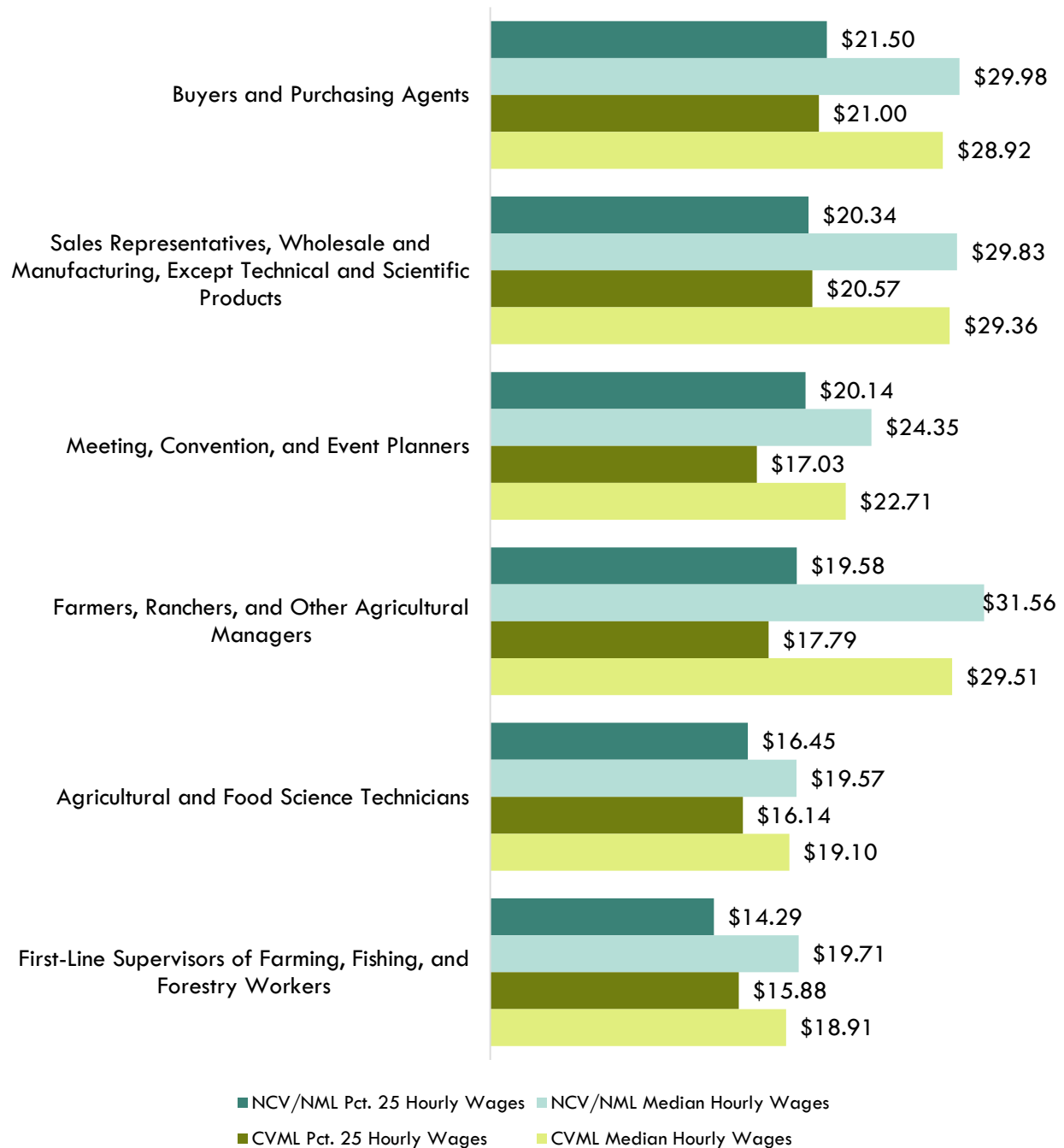
**Exhibit 1. Winery event coordinator employment and occupational projections in the NCV/NML subregion**

| Occupation   | 2019<br>Jobs  | 2024<br>Jobs  | 5-Year<br>Change | 5-Year<br>%<br>Change | Annual<br>Openings |
|--|---------------|---------------|------------------|-----------------------|--------------------|
| Farmers, Ranchers, and Other Agricultural Managers   | 7,228         | 6,848         | (381)            | (5%)                  | 679                |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 4,807         | 4,816         | 9                | 0%                    | 449                |
| First-Line Supervisors of Farming, Fishing, and Forestry Workers                             | 1,464         | 1,506         | 42               | 3%                    | 206                |
| Buyers and Purchasing Agents   | 1,227         | 1,208         | (19)             | (2%)                  | 111                |
| Agricultural and Food Science Technicians  | 595           | 593           | (1)              | (0%)                  | 68                 |
| Meeting, Convention, and Event Planners  | 291           | 301           | 10               | 3%                    | 33                 |
| <b>TOTAL</b>   | <b>15,612</b> | <b>15,271</b> | <b>(340)</b>     | <b>(2%)</b>           | <b>1,546</b>       |

# Wages

Exhibit 2 compares the entry-level and experienced wages of the winery event coordinator occupations. Buyers and purchasing agents earn the highest entry-level wage, \$21.50/hour in the subregion and \$21/hour in the region.

**Exhibit 2. Entry-level and experienced wage comparison in the NCV/NML subregion and region**



# Job Postings

There were 224 job postings for the six occupations in the NCV/NML subregion from August 2020 to January 2021.<sup>2</sup> The analysis was augmented using a key word search for the following term: winery manager. The employers with the most job postings are listed in Exhibit 3.

**Exhibit 3. Top employers of winery event coordinators by number of job postings**

| Employer                                    | Job Postings | % Job Postings |
|---|--------------|----------------|
| Ej Gallo Winery                             | 58           | 28%            |
| Gallo Glass Company                         | 50           | 24%            |
| Ej Gallo                                    | 43           | 21%            |
| Constellation Brands Incorporated           | 7            | 3%             |
| Wine Group                                  | 5            | 2%             |
| Langetwins Family Winery & Vineyards        | 4            | 2%             |
| Delicato Family Wines                       | 3            | 1%             |
| International Dairy Deli Bakery Association | 3            | 1%             |
| Kelly                                       | 3            | 1%             |
| Langetwins Family Winery And Amp Vineyards  | 3            | 1%             |

Exhibit 4 shows how job postings for the targeted occupations in the NCV/NML subregion are distributed across 10 O\*NET OnLine occupations. The occupational title managers (all other) is listed in 28 job postings. Note how this occupational title dominates the job posting results. Common job titles in postings include tasting room associate in seven job postings, insights analyst in six job postings, and quality control technician in six job postings.

**Exhibit 4. Top occupational titles in job postings for winery event coordinators**

| Occupational Title   | Job Postings | % of Job Postings |
|--|--------------|-------------------|
| Managers, All Other  | 28           | 13%               |
| Market Research Analysts and Marketing Specialists         | 9            | 4%                |
| Marketing Managers   | 9            | 4%                |
| Customer Service Representatives                           | 8            | 4%                |
| First-Line Supervisors of Production and Operating Workers | 8            | 4%                |
| Production Workers, All Other                              | 7            | 3%                |
| Electrical Engineers                                       | 6            | 3%                |
| Information Technology Project Managers                    | 6            | 3%                |
| Quality Control Analysts                                   | 6            | 3%                |
| Software Developers, Applications                          | 6            | 3%                |

<sup>2</sup> Other than occupation titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

## Salaries

Exhibit 5 shows the “Market Salaries” for winery event coordinator occupations that are calculated by Burning Glass which uses a machine learning model built off of millions of job postings every year, and accounts for adjustments based on locations, industry, skills, experience, education requirements, among other variables.

**Exhibit 5. Salaries for winery event coordinators**

| Market Salary Percentile | Salary Amount |
|--------------------------|---------------|
| 10th Percentile          | \$32,740      |
| 25th Percentile          | \$47,336      |
| 50th Percentile          | \$68,324      |
| 75th Percentile          | \$84,538      |
| 90th Percentile          | \$101,681     |

## Education

Of the 24 job postings, 211 listed an education level preferred for the positions being filled. Of those, 83% requested a bachelor's degree, 71% requested high school or vocational training, and 39% requested a master's degree (Exhibit 6). Only 9% requested an associate degree. A job posting can indicate more than one education level. Hence, the percentages shown in the chart below total more than 100%.

**Exhibit 6. Education levels requested in job postings for winery event coordinators**

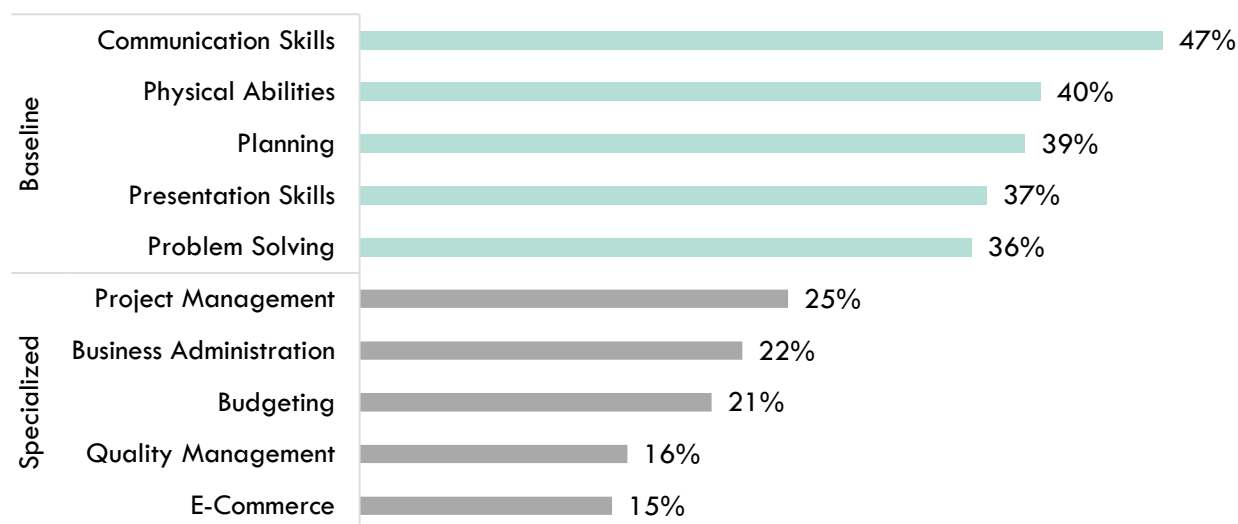
| Education level                    | Job Postings | % of Job Postings |
|------------------------------------|--------------|-------------------|
| Bachelor's degree                  | 175          | 83%               |
| High school or vocational training | 150          | 71%               |
| Master's degree                    | 83           | 39%               |
| Associate degree                   | 19           | 9%                |
| Doctoral degree                    | 11           | 5%                |

## Baseline and Specialized Skills

Exhibit 7 depicts the top baseline and specialized skills for the targeted occupations. The three most important baseline skills are communication, 47% of job postings, physical abilities, 40%, and planning, 39%. The top three specialized skills are project management, 25% of job postings, business administration, 22%, and budgeting, 21%.



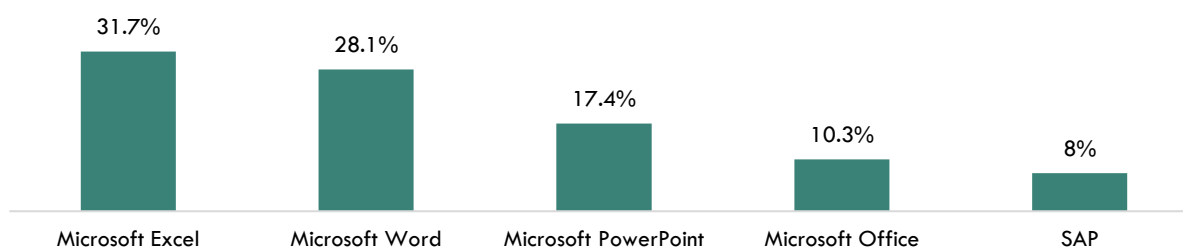
## Exhibit 7. In-demand winery event coordinator baseline and specialized skills



### Software Skills

Analysis also included the software skills most in demand by employers. Microsoft Excel and Word were the top two software skills identified in job postings (Exhibit 8).

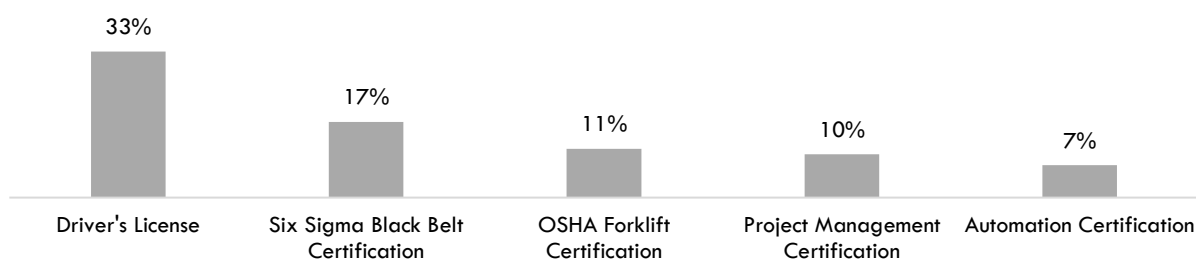
## Exhibit 8. In-demand winery event coordinator software skills



### Certifications

Of the 224 job postings, 81 contained certification data. Among those, 33% indicated a need for a driver's license. The next top certifications are Six Sigma Black Belt and OSHA Forklift (Exhibit 9). (Due to the low number of job postings with certifications listed, the chart below may not be representative of the full sample.)

## Exhibit 9. Top winery event coordinator certifications requested in job postings



# Education, Work Experience & Training

A high school diploma or equivalent is the typical entry-level education required for three of the six occupations. An associate degree is typically required for agricultural and food science technicians. A bachelor's degree is the typical entry-level education buyers and purchasing agents, and meeting, convention, and event planners (Exhibit 10).

**Exhibit 10. Education, work experience, training, and Current Population Survey results for winery event coordinator occupations<sup>3</sup>**

| Occupation   | Typical Entry-level Education     | Work Experience Required | Typical On-The-Job Training | CPS   |
|--|-----------------------------------|--------------------------|-----------------------------|-------|
| Farmers, Ranchers, and Other Agricultural Managers   | High school diploma or equivalent | 5 years or more          | None                        | 30.0% |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | High school diploma or equivalent | None                     | Moderate-term               | 31.1% |
| First-Line Supervisors of Farming, Fishing, and Forestry Workers                             | High school diploma or equivalent | Less than 5 years        | None                        | 24.9% |
| Buyers and Purchasing Agents   | Bachelor's degree                 | None                     | Moderate-term               | 34.5% |
| Agricultural and Food Science Technicians  | Associate degree                  | None                     | Moderate-term               | 37.3% |
| Meeting, Convention, and Event Planners  | Bachelor's degree                 | None                     | None                        | 23.3% |

<sup>3</sup> "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

# Supply

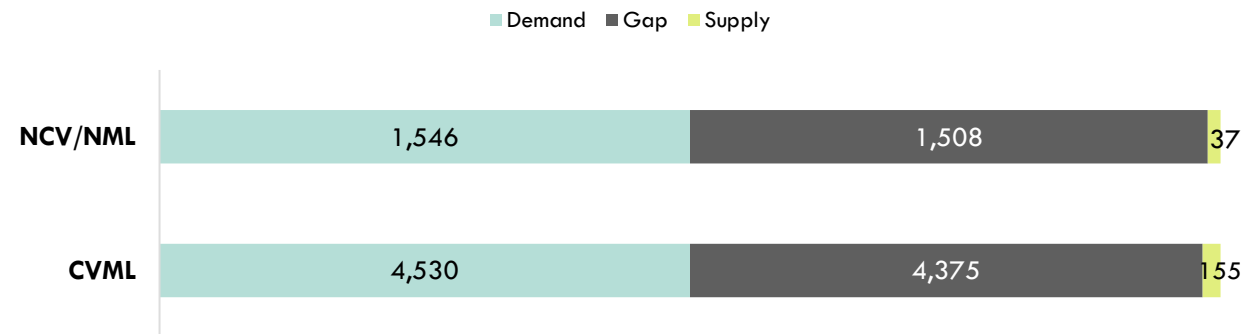
Analysis of program data from the California Community Colleges Chancellor's Office Data Mart included the TOP codes and titles: 010100-Agriculture Technology and Services, General and 011200-Agriculture Business, Sales and Service. Analysis of the last three years of data shows that, on average, 155 awards were conferred in the Central Valley/Mother Lode region each year (Exhibit 11).

**Exhibit 11. Postsecondary supply for winery event coordinator occupations in the region**

| TOP Code - Title                                      | Colleges            | Associate Degree | Associate for Transfer Degree | Certificate 12 < 18 Semester Units | Certificate 18 < 30 Semester Units | Certificate 30 < 60 Semester Units | Certificate 6 < 18 Semester Units | Subtotal   |
|---|---------------------|------------------|-------------------------------|------------------------------------|------------------------------------|------------------------------------|-----------------------------------|------------|
| 010100 - Agriculture Technology and Sciences, General | Merced              | 10               |                               |                                    |                                    |                                    |                                   | 10         |
|   | Modesto             | 7                |                               |                                    |                                    |                                    |                                   | 7          |
|   | Porterville         | 7                |                               |                                    |                                    |                                    |                                   | 7          |
|   | Reedley College     | 1                |                               |                                    | 1                                  |                                    |                                   | 2          |
|   | West Hills Coalinga | 2                |                               |                                    | 2                                  |                                    | 1                                 | 5          |
| 011200 - Agriculture Business, Sales and Service      | Bakersfield         | 15               | 21                            |                                    |                                    | 2                                  |                                   | 37         |
|   | Merced              | 13               | 14                            |                                    |                                    | 2                                  |                                   | 29         |
|   | Modesto             | 25               | 5                             |                                    |                                    |                                    |                                   | 29         |
|   | Porterville         |                  | 1                             |                                    |                                    |                                    |                                   | 1          |
|   | Reedley College     | 0                | 9                             | 1                                  |                                    |                                    |                                   | 10         |
|   | San Joaquin Delta   | 1                | 1                             |                                    |                                    |                                    |                                   | 1          |
|   | Sequoias            | 4                | 3                             |                                    | 9                                  |                                    |                                   | 16         |
| <b>TOTAL</b>  |                     | <b>84</b>        | <b>53</b>                     | <b>1</b>                           | <b>12</b>                          | <b>3</b>                           | <b>1</b>                          | <b>155</b> |

There is an undersupply of 1,508 winery event coordinator workers in the NCV/NML subregion and 4,375 workers in the region (Exhibit 12).

**Exhibit 12. Winery event coordinator workforce annual demand and supply in the NCV/NML subregion and region**



## Student Outcomes

Exhibit 13 summarizes employment and wage outcomes from the California Community College Chancellor’s Cal-PASS Plus LaunchBoard for the TOP codes related to winery event coordinators. There were 105 agriculture business, sales, and services students who received a degree, certificate, or attained apprenticeship journey status, and 87 who transferred; 59% of students obtained a job closely related to their field of study, 57% reported a median change in earnings, and 64% attained a living wage. Comparatively, there were 19 agriculture technology and services students who received a degree, certificate, or attained apprenticeship journey status, and 72 who transferred; 54% of students obtained a job closely related to their field of study, 65% reported a median change in earnings, and 64% attained a living wage.

**Exhibit 13. Regional metrics for the TOP code related to winery event coordinator**

| Metric   | Agriculture Technology and Services, General | Agriculture Business, Sales and Service |
|--|--|---|
|  | 010100                                       | 011200                                  |
| Students Who Got a Degree or Certificate or Attained Apprenticeship Journey Status | 19   | 105                                     |
| Number of Students Who Transferred   | 72   | 87                                      |
| Job Closely Related to Field of Study  | 54%  | 59%                                     |
| Median Change in Earnings  | 65%  | 57%                                     |
| Attained a Living Wage   | 64%  | 64%                                     |
| * denotes data not available.  |  |   |

## Conclusion

The entry-level wages of the six occupations exceed the NCV/NML subregion’s average living wage. There were 224 job postings in the past six months for occupations related to winery event coordinators in the subregion. Analysis of skills and certification requirements in job postings indicates:

- The top baseline skill is communication, and the top specialized skill is project management.

- The top software skill is Microsoft Excel.
- The top certification is a driver's license.

There is an undersupply of trained workers, a shortage of 1,508 in the NCV/NML subregion and 4,375 in the region.

## Recommendation

Based on these findings, it is recommended that San Joaquin Delta College work with the Agriculture, Water and Environmental Technologies Regional Director, the college's advisory board, and local industry in the development of programs to address the shortage of winery event coordinator in the region. Furthermore, it is recommended that the TOP code and title 010400 – Viticulture, Enology and Wine Business be used for program development, even though no metrics or completion data are available for this TOP code and title.

# Appendix A: Methodology & Data Sources

## Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor's Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

| Data Type  | Source  |
|--|---|
| Labor Market Information/Population Estimates and Projections/Educational Attainment | Economic Modeling Specialists, Intl. (EMSI). EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry: <a href="http://economicmodeling.com">economicmodeling.com</a> . |
| Typical Education Level and On-the-job Training                                      | Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: <a href="https://www.bls.gov/emp/tables/educational-attainment.htm">https://www.bls.gov/emp/tables/educational-attainment.htm</a> .  |
| Labor Force, Employment and Unemployment Estimates                                   | California Employment Development Department, Labor Market Information Division: <a href="http://labormarketinfo.edd.ca.gov">labormarketinfo.edd.ca.gov</a> .   |
| Job Posting and Skills Data  | Burning Glass: <a href="http://burning-glass.com/">burning-glass.com/</a> .   |
| Additional Education Requirements/<br>Employer Preferences                           | The O*NET Job Zone database includes over 900 occupations as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: <a href="http://onetonline.org">onetonline.org</a> .  |

## Key Terms and Concepts

**Annual Job Openings:** Annual openings are calculated by dividing the number of years in the projection period by total job openings.

**Education Attainment Level:** The highest education attainment level of workers age 25 years or older.

**Employment Estimate:** The total number of workers currently employed.

**Employment Projections:** Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (EMSI) formula that includes historical employment and economic indicators along with national, state and local trends.

**Living Wage:** The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

**Occupation:** An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

**Percent Change:** Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

**Replacements:** Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

**Total Job Openings (New + Replacements):** Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

**Typical Education Requirement:** represents the typical education level most workers need to enter an occupation.

**Typical On-The-Job Training:** indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.

