

Coaches and Scouts

Labor Market Analysis: San Diego County

February 2021

Summary



The San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *Coaches and Scouts* in San Diego County have a labor market demand of 482 annual job openings (while average demand for a single occupation in San Diego County is 277 annual job openings), and two educational institutions in San Diego County supply 106 awards for this occupation, suggesting that there is a supply gap in the labor market. No community college reported supplying any awards (e.g., certificates, degrees) for this occupation. Entry-level wages are below the living wage and median wages for this occupation are above the living wage. While there appears to be a supply gap in the labor market, this brief recommends proceeding with caution when creating a new program because 1) entry-level earnings are below the living wage and 2) the percentage of students who obtained a living wage after completing related programs is below the state average for students who complete Career Education programs in general. Colleges should note that **employers typically require a bachelor's degree as the minimum educational requirement for these occupations.**

Introduction

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)¹ system:

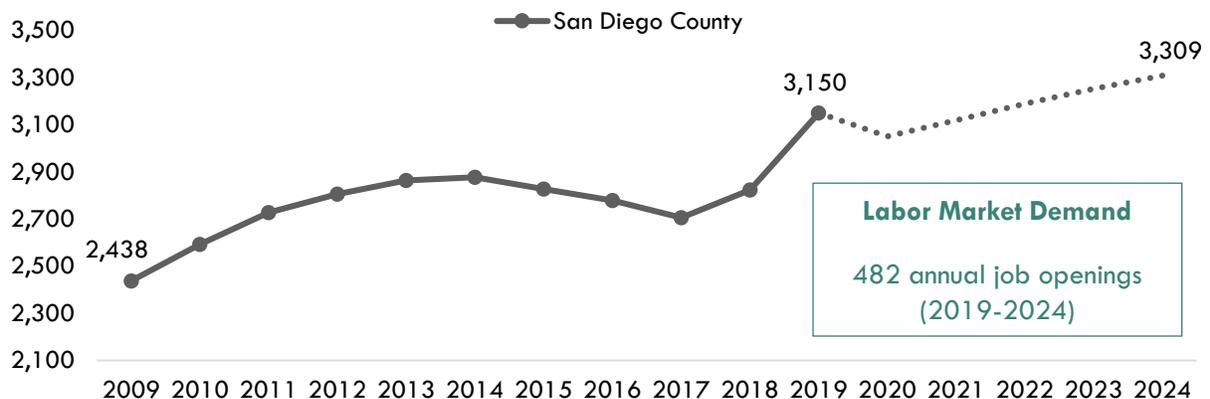
Coaches and Scouts (SOC 27-2022): Instruct or coach groups or individuals in the fundamentals of sports for the primary purpose of competition. Demonstrate techniques and methods of participation. May evaluate athletes' strengths and weaknesses as possible recruits or to improve the athletes' technique to prepare them for competition. Those required to hold teaching certifications should be reported in the appropriate teaching category. Sample reported job titles include:

- Tennis Coach
- Football Coach
- Basketball Coach
- Swim Coach
- Baseball Coach
- Volleyball Coach
- Track and Field Coach
- Soccer Coach

Projected Occupational Demand

Between 2019 and 2024, *Coaches and Scouts* are projected to increase by 159 net jobs or five percent (Exhibit 1). Employers in San Diego County will need to hire 482 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 Coaches and Scouts (2009-2024)²



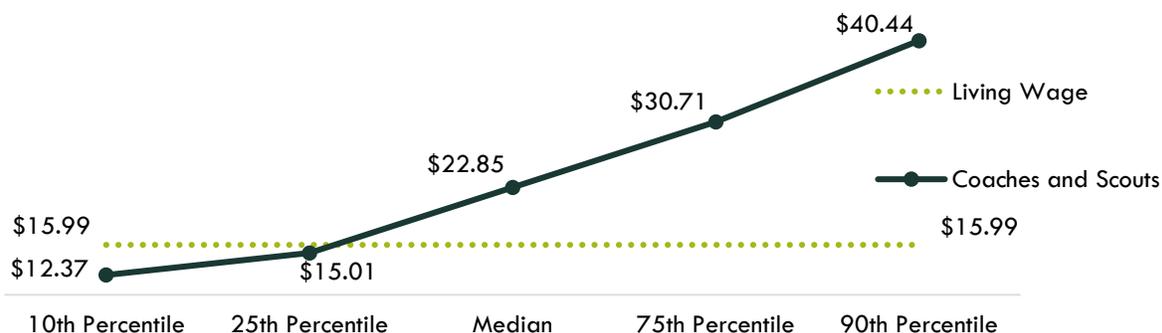
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

² Emsi 2021.01; QCEW, Non-QCEW, Self-Employed.

Earnings

Coaches and Scouts receive entry-level hourly earnings of **\$15.01**; this is less than the living wage for a single adult in San Diego County, which is **\$15.99** per hour (Exhibit 2).³

Exhibit 2: Hourly Earnings⁴ for Coaches and Scouts in San Diego County⁵



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.⁶ There is **one** TOP code and **one** CIP code related to *Coaches and Scouts* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for Coaches and Scouts

Coaches and Scouts

TOP 0835.60: Coaching

CIP 31.0504: Sport and Fitness Administration/Management

According to TOP data, no community college supplies the region with awards for this occupation.

According to CIP data, **two** non-community-college institutions supply the region with awards: **Ashford University** and **National University** (Exhibit 4).

³ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

⁴ 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.

⁵ Emsi 2021.01; QCEW, Non-QCEW, Self-Employed.

⁶ 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).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2014-15 through PY2018-19 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY16-17 to PY18-19)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY18-19)
0835.60	Coaching	106	0	106
	<ul style="list-style-type: none"> Ashford University 	102	0	
	<ul style="list-style-type: none"> National University 	4	0	
			Total	106

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁷ suggests that there is a **supply gap** for this occupation in San Diego County, with **482** annual openings and **106** awards. Comparatively, there are **5,250** annual openings in California and **170** awards, suggesting that there is also a supply gap across the state⁸ (Exhibit 5).

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

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	482	106	376
California	5,250	170	5,080

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.

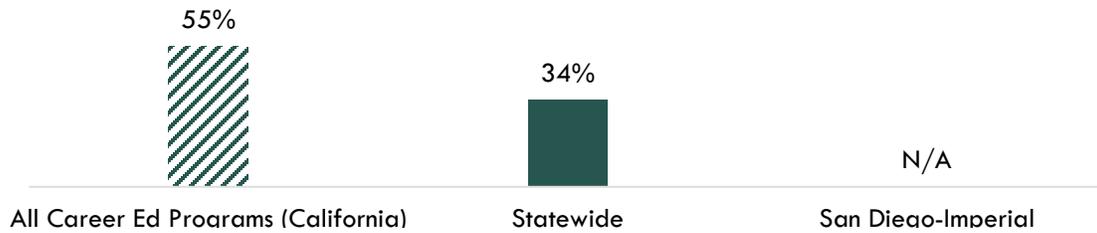
⁷ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁸ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

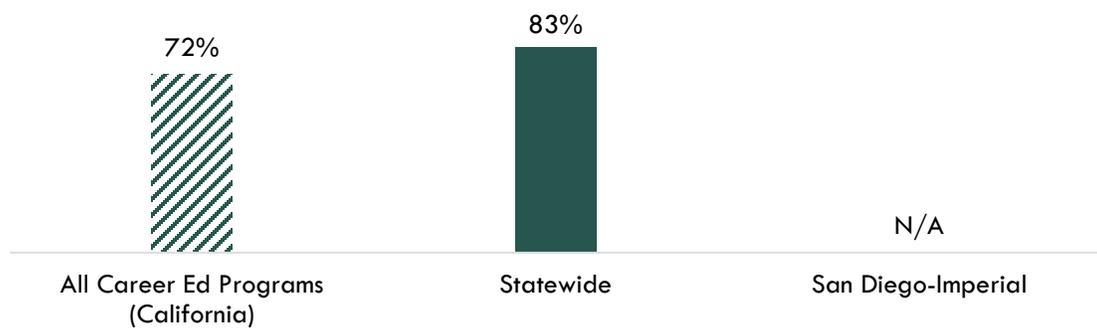
According to the California Community Colleges LaunchBoard, 34 percent of students statewide earned a living wage after completing a Coaching (TOP 0835.60) program, compared to 55 percent of students in Career Education programs in general across the state (Exhibit 6a).⁹

Exhibit 6a: Proportion of Students Who Earned a Living Wage (Coaching, PY2017-18)¹⁰



According to the California Community Colleges LaunchBoard, 83 percent of students statewide obtained a job closely related to their field of study after completing a Coaching (TOP 0835.60) program, compared to 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹¹

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study (Coaching, PY2016-17)¹²



⁹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

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

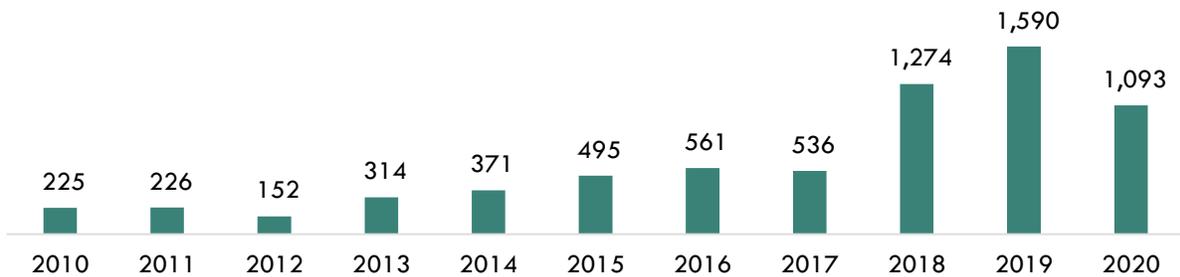
¹¹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹² 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 622 online job postings per year for *Coaches and Scouts* 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 Coaches and Scouts in San Diego County (2010-2020)¹³



Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for this occupation were [Sweetwater Union High School District](#), [San Dieguito Union High School District](#), [YMCA](#), [Goodwill](#), and [Fit Kids America](#) based on online job postings (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for Coaches and Scouts¹⁴

Top Employers	
<ul style="list-style-type: none"> • Sweetwater Union High School District • San Dieguito Union High School District • YMCA • Goodwill • Fit Kids America 	<ul style="list-style-type: none"> • The Classical Academies • ARC San Diego • Soccer Shots Central And North • University of California San Diego • Francis Parker School

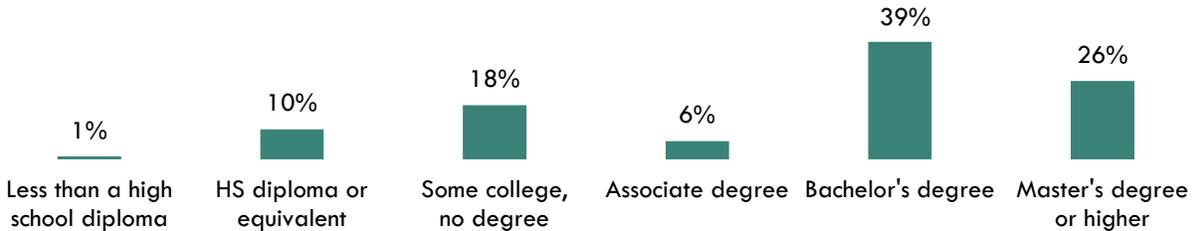
¹³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Education, Skills and Certifications

Exhibit 9 indicates the educational attainment for the occupation found currently in the national labor force. The typical entry-level education is a [bachelor's degree](#).¹⁵

Exhibit 9: National Educational Attainment of Coaches and Scouts¹⁶



*May not add to 100% due to rounding.

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 Coaches and Scouts in San Diego County¹⁷

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Cardiopulmonary Resuscitation • Teaching • Scheduling • Soccer • Budgeting • Customer Service • Fundraising • Developmental Disabilities • Lifting Ability • Case Management • Football • Crisis Intervention • Behavioral Intervention • Data Entry • Gymnastics 	<ul style="list-style-type: none"> • Communication Skills • Organizational Skills • Teamwork / Collaboration • Planning • Physical Abilities • Writing • Computer Literacy • Creativity • Energetic • Problem Solving • English • Detail-Oriented • Leadership • Time Management • Building Effective Relationships 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Word • Microsoft PowerPoint • Adobe Photoshop • Salesforce • Facebook • Google Docs • Visual Basic • Customer Relationship Management (CRM) • Microsoft Outlook • Python • Barracuda • Java • Scrum • C++

¹⁵ Emsi 2021.01; QCEW, Non-QCEW, Self-Employed.

¹⁶ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. bls.gov/emp/tables/educational-attainment.htm.

¹⁷ 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 Coaches and Scouts in San Diego County¹⁸

Top Certifications in Online Job Postings

1. First Aid CPR AED
2. Certified Recruiter
3. Water Safety Instructor
4. Security Clearance
5. Citrix Certified Advanced Administrator (CCAA)
6. Personal Fitness Trainer Certification
7. CDL Class A
8. American Heart Association Certification
9. Six Sigma Certification
10. Lean Certification
11. Licensed Marriage and Family Therapist
12. Registered Congenital Cardiac Sonographer
13. Certified Peer Specialist
14. Certified Strength and Conditioning Specialist
15. Exercise Science

¹⁸ 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.