










Fashion Merchandising

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
 Proceed with Caution	 	 	<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	
 	LOW 	MEDIUM 	

This report provides labor market information for an occupation selected by San Diego College of Continuing Education for its *Fashion Merchandising* program. The training provided by this program is likely to lead to employment as *Merchandise Displayers and Window Trimmers*. According to available labor market information, *Merchandise Displayers and Window Trimmers* in San Diego County have a labor market demand of 102 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings). On average, two institutions supply 29 for-credit awards and one institution supplies zero noncredit awards in San Diego County for this occupation. In short, the region supplies 29 for-credit and noncredit awards for 102 annual job openings, suggesting that there is a supply gap in the labor market. Entry-level wages and median wages for this occupation are below the living wage. This brief recommends proceeding with caution when developing a new program but supports a program modification because 1) there is a supply gap; but 2) entry-level and median wages are below the living wage.

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, Fashion Merchandising (TOP 1303.20). 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 *Fashion Merchandising*, which will be the focus of this report:

Merchandise Displayers and Window Trimmers (SOC 27-1026): Plan and erect commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions. Sample reported job titles include:

- Visual Merchandiser
- Visual Merchandising Specialist
- Merchandising Representative
- Display Specialist
- Visual Specialist
- Decorator
- Merchandising Specialist
- Merchandiser
- Display Decorator
- Visual Presentation Manager

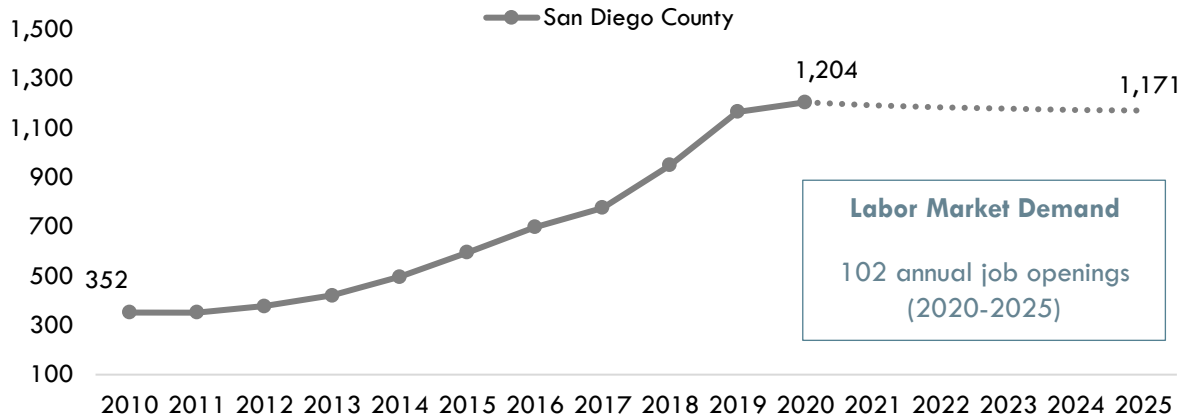
¹ Taxonomy of Programs (TOP) is a system of codes used by the California Community Colleges for the purpose of collecting, calculating, or disseminating data about similar training programs.

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, *Merchandise Displayers and Window Trimmers* are projected to decrease by 33 net jobs or three percent (Exhibit 1). Employers in San Diego County will need to hire 102 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 Merchandise Displayers and Window Trimmers (2010-2025)³

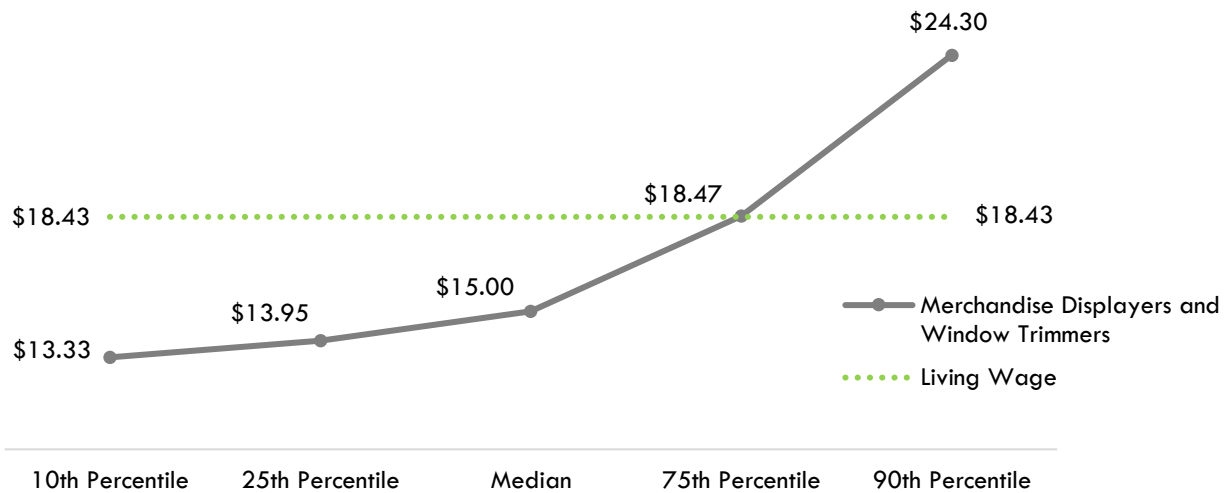


³ EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

Earnings

Merchandise Displayers and Window Trimmers receive entry-level hourly earnings of \$13.95; 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 *Merchandise Displayers and Window Trimmers* in San Diego County⁶



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.

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, **two** community colleges supply the region with for-credit awards for Fashion Merchandising (TOP 1303.20): **Palomar College** and **San Diego City College** (Exhibit 3a).

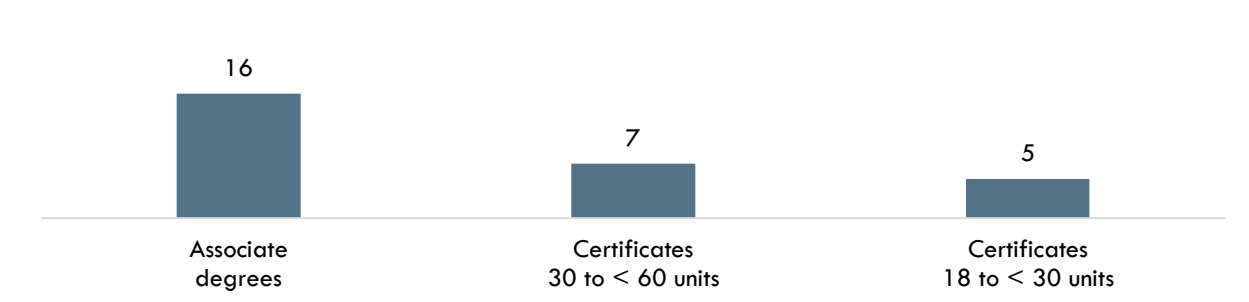
Exhibit 3a: Number of For-Credit Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Years 2017-18 through 2019-20)

College	Award Type	PY 17-18	PY 18-19	PY 19-20	3-Yr Total Average
Palomar	Associate Degree	5	12	11	9
	Certificate 30 to < 60 units	1	3	0	1
	Certificate 18 to < 30 units	6	8	0	5
	Total	12	23	11	15
San Diego City	Associate Degree	11	7	4	7
	Certificate 30 to < 60 units	11	8	0	6
	Total	22	15	4	14*
Total		34	38	15	29*

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

By for-credit 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 Fashion Merchandising (TOP 1303.20) in San Diego County (3-Yr Average)



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 four CIP codes related to Fashion Merchandising (TOP 1303.20): Apparel and Textile Marketing Management (CIP 19.0905), Fashion and Fabric Consultant (CIP 19.0906), Fashion Merchandising (CIP 52.1902), and Apparel and Accessories Marketing Operations (CIP 52.1904).

In terms of noncredit awards, only San Diego College of Continuing Education provides noncredit awards for Fashion Merchandising (TOP 1303.20), with a three-year average of **zero** 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
Fashion Retail Business	Noncredit	0	0	1	0

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁹ suggests that there is a **supply gap** in San Diego County, with **102** annual openings and **29** 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	
Fashion Merchandising (TOP 1303.20)	102	0	29	73

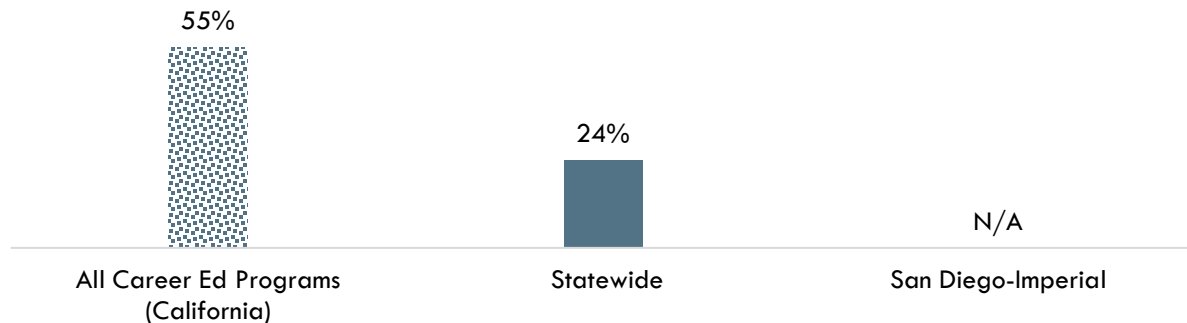
Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; 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, 24 percent of students statewide earned a living wage after completing a Fashion Merchandising (TOP 1303.20) program, compared to 55 percent of students in Career Education programs in general across the state (Exhibit 6a).¹⁰

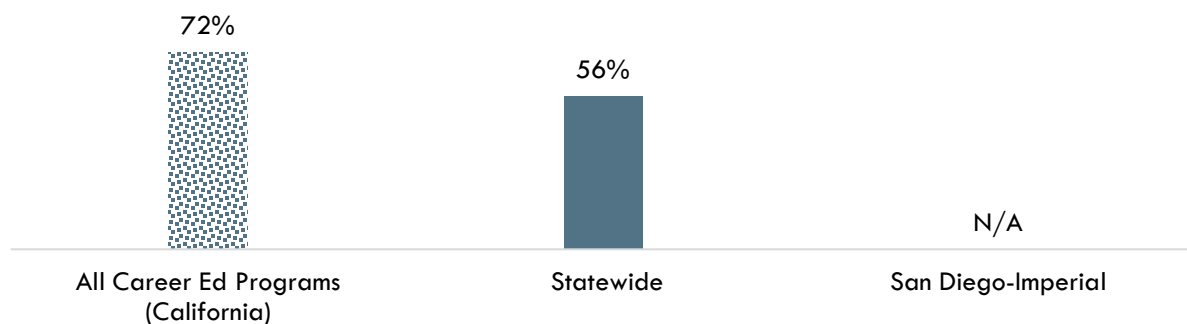
**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program
(Fashion Merchandising, PY 2017-18)¹¹**



"N/A" indicates insufficient data

According to the California Community Colleges LaunchBoard, 56 percent of students statewide obtained a job closely related to their field of study after completing a Fashion Merchandising (TOP 1303.20) program, compared to 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
(Fashion Merchandising, PY 2016-17)¹³**



"N/A" indicates insufficient data

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.

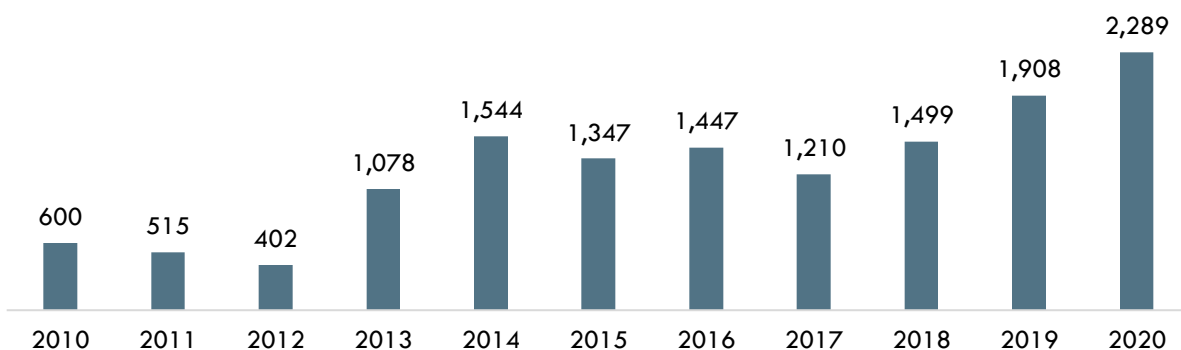
¹² "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

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 1,258 online job postings per year for *Merchandise Displayers and Window Trimmers* 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 *Merchandise Displayers and Window Trimmers* 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 [Advantage Sales & Marketing](#), [SAS Retail Services](#), [Macy's](#), [TJX Companies](#), and [Crossmark](#) based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for *Merchandise Displayers and Window Trimmers* in San Diego County¹⁵

Top Employers	
<ul style="list-style-type: none">• Advantage Sales & Marketing• SAS Retail Services• Macy's• TJX Companies, Inc.• Crossmark	<ul style="list-style-type: none">• Sunbelt Rentals, Inc.• Legacy Air• San Diego Irrigation District• Chenega Corporation• Brawley Union High School District

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 a [high school diploma or equivalent](#).¹⁶

Exhibit 9: National Educational Attainment of *Merchandise Displayers and Window Trimmers*¹⁷

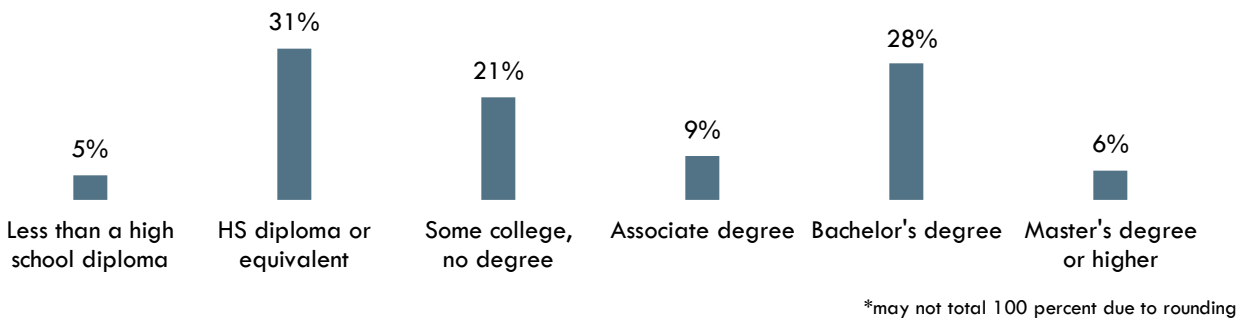


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 10: Top Skills for *Merchandise Displayers and Window Trimmers* in San Diego County¹⁸

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Merchandising • Retail Industry Knowledge • Sales • Customer Service • Scheduling • Lifting Ability • Store Management • Retail Sales • Schematic Diagrams • Retail Accounts • Customer Contact • Cleaning • Visual Merchandising • Description and Demonstration of Products • Inventory Management 	<ul style="list-style-type: none"> • Communication Skills • Physical Abilities • Organizational Skills • Detail-Oriented • Building Effective Relationships • Planning • Computer Literacy • Teamwork / Collaboration • Time Management • Problem Solving • Verbal / Oral Communication • Creativity • Writing • Self-Starter • Written Communication 	<ul style="list-style-type: none"> • Microsoft Excel • SAS • Microsoft Word • Microsoft PowerPoint • Microsoft Access • Microsoft Outlook • Adobe Acrobat • Adobe Photoshop • Enterprise Resource Planning • Salesforce • Adobe InDesign • Adobe Illustrator • Google Analytics • Oracle • Adobe Creative Suite

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.

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 *Merchandise Displayers and Window Trimmers* in San Diego County¹⁹

Top Certifications in Online Job Postings

1. Security Clearance
2. Food Handler Certification
3. OSHA Forklift Certification
4. Certified ScrumMaster (CSM)
5. Food Service Certification
6. Certified Career Development Facilitator
7. ServSafe
8. Investment Advisor
9. Certified Energy Manager
10. Cash Handling Certification
11. Certified Event Planner
12. Citrix Certified Advanced Administrator (CCAA)
13. Microsoft Dynamics CRM Certification
14. Occupational Safety and Health Administration Certification
15. Phlebotomy Certification

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.