







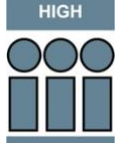


Small Business and Entrepreneurship

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 New Program	 	 	<input checked="" type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input 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	
 	MEDIUM 	HIGH 	

This report provides labor market information for an occupation selected by San Diego College of Continuing Education for its *Small Business and Entrepreneurship* program. The training provided by this program is likely to lead to employment as *Project Management Specialists and Business Operations Specialists, All Other*. According to available labor market information, *Project Management Specialists and Business Operations Specialists, All Other* in San Diego County have a labor market demand of 2,439 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings). On average, four institutions supply 39 for-credit awards and one institution supplies 144 noncredit awards in San Diego County for this occupation. In short, the region supplies 183 for-credit and noncredit awards for 2,439 annual job openings, suggesting that there is a supply gap in the labor market. Entry-level wages and median wages for this occupation are above the living wage. This brief recommends proceeding with a new program or program modification because 1) there is a supply gap; and 2) entry-level and median wages are above the living wage. The college should note that **the typical entry-level education for this occupation is a bachelor's degree.**

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, Small Business and Entrepreneurship (TOP 0506.40). 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 *Small Business and Entrepreneurship*, which will be the focus of this report:

Project Management Specialists and Business Operations Specialists, All Other (SOC 13-1198):

Analyze and coordinate the schedule, timeline, procurement, staffing, and budget of a product or service on a per project basis. Lead and guide the work of technical staff. May serve as a point of contact for the client or customer. Sample reported job titles include:

- Residential Energy Auditor
- Security Consultant
- Customs Broker
- Business Continuity Specialist
- Sustainability Specialist
- Wholesale Representative

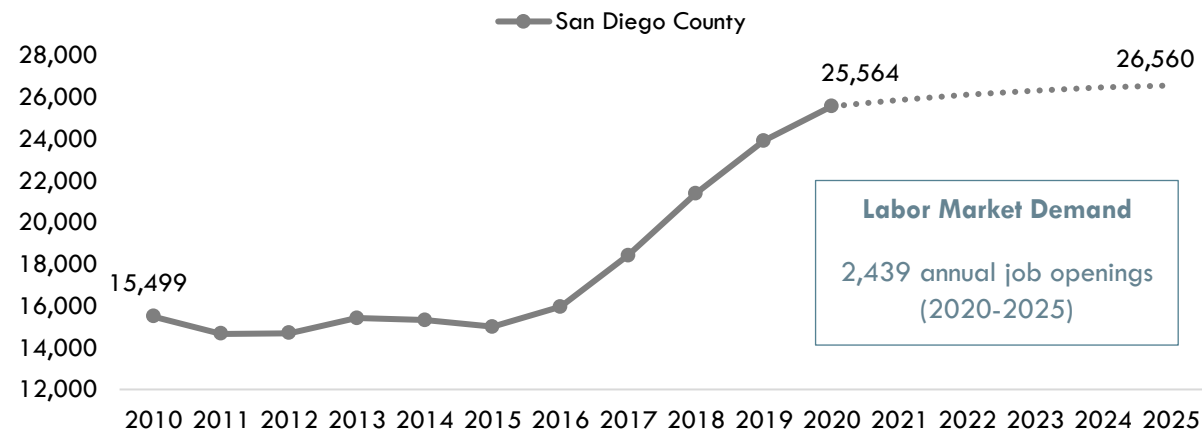
¹ Taxonomy of Programs (TOP) is a system of codes used by the California Community Colleges for the purpose of collecting, calculating, or disseminating data about similar training programs.

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, *Project Management Specialists and Business Operations Specialists, All Other* is projected to increase by 996 net jobs or four percent (Exhibit 1). Employers in San Diego County will need to hire 2,439 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 *Project Management Specialists and Business Operations Specialists, All Other* (2010-2025)³

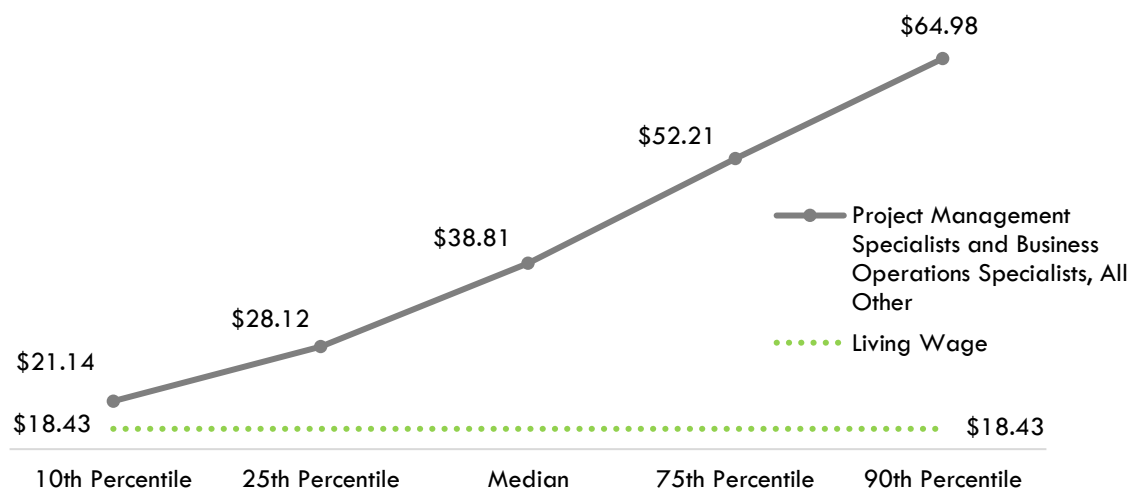


³ EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

Earnings

Project Management Specialists and Business Operations Specialists, All Other receive entry-level hourly earnings of **\$28.12**; this is more 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 *Project Management Specialists and Business Operations Specialists, All Other* 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, **four** community colleges supply the region with for-credit awards for Small Business and Entrepreneurship (TOP 0506.40): **Cuyamaca College, MiraCosta College, San Diego City 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 two CIP codes related to Small Business and Entrepreneurship (TOP 0506.40): Entrepreneurship/Entrepreneurial Studies (CIP 52.0701) and Small Business Administration/Management (CIP 52.0703).

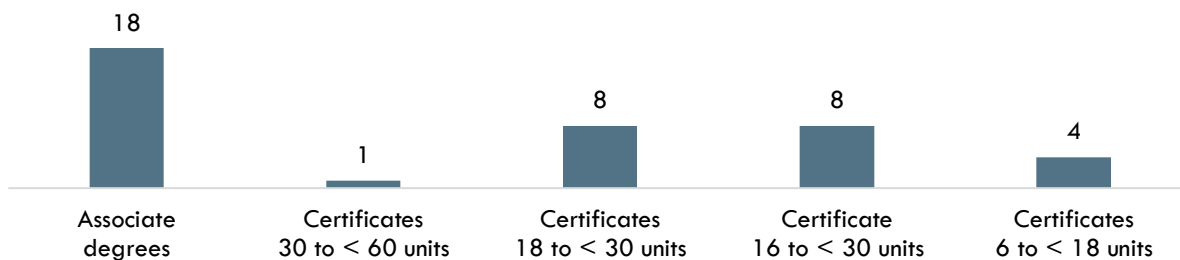
Exhibit 3a: Number of For-Credit Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Years 2017-18 through 2019-20)

College	Award Type	PY 17-18	PY 18-19	PY 19-20	3-Yr Total Average
Cuyamaca	Associate Degree	4	1	4	3
	Certificate 16 to < 30 units	1	0	3	1
	Total	5	1	7	4
MiraCosta	Associate Degree	6	12	16	11
	Certificate 18 to < 30 units	10	14	0	8
	Certificate 16 to < 30 units	0	0	18	6
	Certificate 6 to < 18 units	1	7	2	3
	Total	17	33	36	29
San Diego City	Associate Degree	1	5	5	4
	Certificate 30 to < 60 units	1	1	0	1
	Total	2	6	5	4*
Southwestern	Certificate 16 to < 30 units	0	1	1	1
	Certificate 6 to < 18 units	1	0	1	1
	Total	1	1	2	1*
Total		25	41	50	39*

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 Small Business and Entrepreneurship (TOP 0506.40) in San Diego County (3-Yr Average)



In terms of noncredit awards, only San Diego College of Continuing Education provides noncredit awards for Small Business and Entrepreneurship (TOP 0506.40), with a three-year average of 144 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
Small Business Growth	Noncredit	29	58	4	30
Small Business Planning	Noncredit	144	129	69	114
Total		173	187	73	144

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁹ suggests that there is a supply gap in San Diego County, with 2,439 annual openings and 183 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	
Small Business and Entrepreneurship (TOP 0506.40)	2,439	144	39	2,256

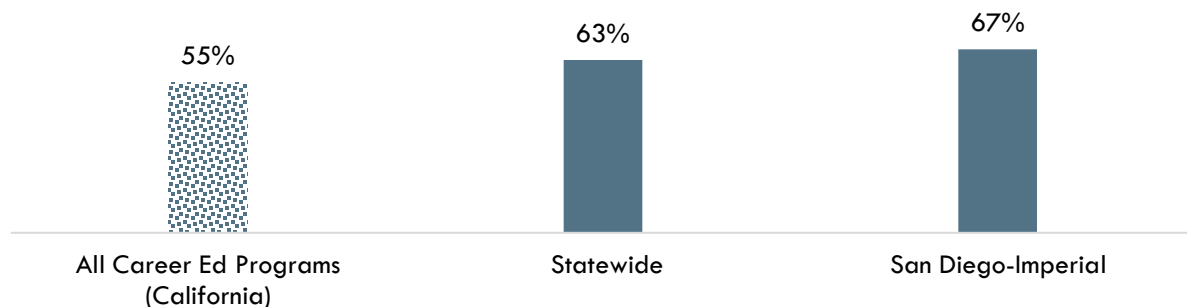
Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers;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

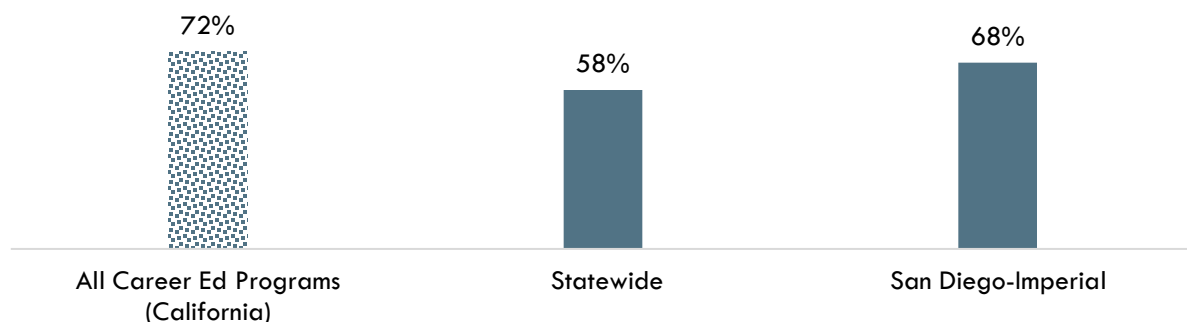
According to the California Community Colleges LaunchBoard, 67 percent of students in the San Diego-Imperial region earned a living wage after completing a Small Business and Entrepreneurship (0506.40) program, compared to 63 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).¹⁰

**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program
(Small Business and Entrepreneurship, 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 a Small Business and Entrepreneurship (0506.40) 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
(Small Business and Entrepreneurship, 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.

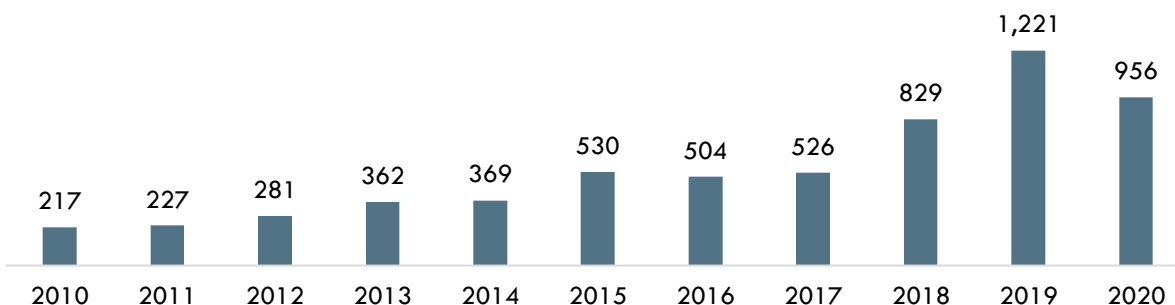
¹² "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

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 547 online job postings per year for *Project Management Specialists and Business Operations Specialists, All Other* 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 *Project Management Specialists and Business Operations Specialists, All Other* 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 Booz Allen Hamilton, Anthem Blue Cross, Target, General Atomics, and University of California San Diego based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for *Project Management Specialists and Business Operations Specialists, All Other* in San Diego County¹⁵

Top Employers	
• Booz Allen Hamilton	• Northrop Grumman
• Anthem Blue Cross	• Allied Universal
• Target	• U.S. Government
• General Atomics	• Leidos
• University of California San Diego	• SAIC

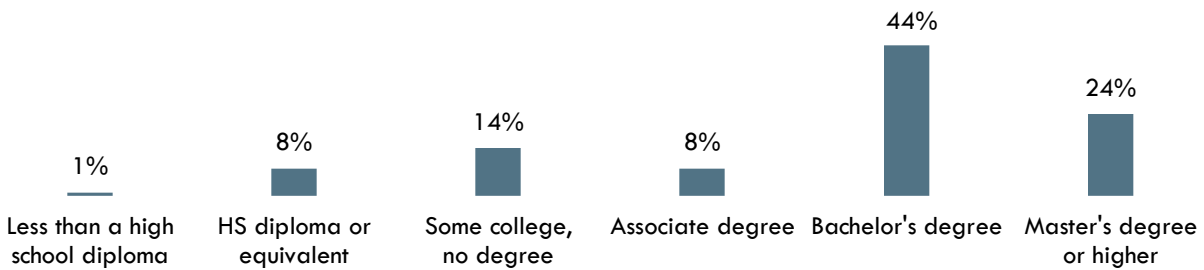
¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

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 [bachelor's degree](#).¹⁶

Exhibit 9: National Educational Attainment of *Project Management Specialists and Business Operations Specialists, All Other*¹⁷



*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 *Project Management Specialists and Business Operations Specialists, All Other* in San Diego County¹⁸

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • E-Commerce • Project Management • Scheduling • Budgeting • Customer Service • Sales • Business Development • Customer Contact • Change Management • SAP • Data Analysis • Procurement • Staff Management • Merchandising • Accounting 	<ul style="list-style-type: none"> • Communication Skills • Planning • Writing • Teamwork / Collaboration • Organizational Skills • Detail-Oriented • Problem Solving • Research • Written Communication • Creativity • Computer Literacy • Multi-Tasking • Building Effective Relationships • Verbal / Oral Communication • Presentation Skills 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft PowerPoint • Microsoft Word • SAP • Microsoft SharePoint • Microsoft Project • Microsoft Visio • Google Analytics • Salesforce • SQL • Adobe Photoshop • Microsoft Access • Microsoft Outlook • Vulnerability assessment • Atlassian JIRA

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 *Project Management Specialists and Business Operations Specialists, All Other* in San Diego County¹⁹

Top Certifications in Online Job Postings

1. Security Clearance
2. Project Management Certification
3. Project Management Professional (PMP)
4. CompTIA Security+
5. Certified Information Systems Security Professional (CISSP)
6. First Aid CPR AED
7. SANS/GIAC Certification
8. Licensed Professional Engineer
9. Certified Information Systems Auditor (CISA)
10. Certified Building Commissioning Professional
11. IT Infrastructure Library (ITIL) Certification
12. Cisco Certified Network Associate (CCNA)
13. Certified Energy Manager
14. CompTIA Network+
15. Systems Security Certified Practitioner (SSCP)

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.