

# GLOBAL TRADE SECTOR PROFILE



**Key Findings from the Los Angeles County  
Sector Analysis Project**

August 2021



CALIFORNIA COMMUNITY COLLEGES  
**LAOCRC**  
los angeles | orange county | regional consortium



Prepared by:  
Los Angeles County  
Center of Excellence  
for Labor Market Research

# Introduction

To support the collaborative planning and development of career education (CE) programs and to inform regional investments in Los Angeles County, the Los Angeles County Center of Excellence has developed a series of sector profiles examining trends in the labor market and postsecondary education and training programs addressing local hiring needs.<sup>1</sup>

These profiles highlight in-demand and well-paid middle-skill jobs—those jobs that typically require some form of education or training beyond a high school diploma, but less than a bachelor's degree. These occupations are a critical component of the workforce overall and support the economic vitality of the region and state.

This profile of the global trade sector summarizes key findings on current and projected workforce demand, hourly wages, job postings, and program and training data from area community colleges and other training providers.

## Quick Facts

### Employment



**198,374**  
Jobs in 2019

**16,593**  
Annual Job Openings

**-3%**

5-year Projected  
Growth

**\$47.85**  
Average Hourly  
Earnings

### Education



**14**  
Community Colleges and  
Other Training Providers  
with Programs

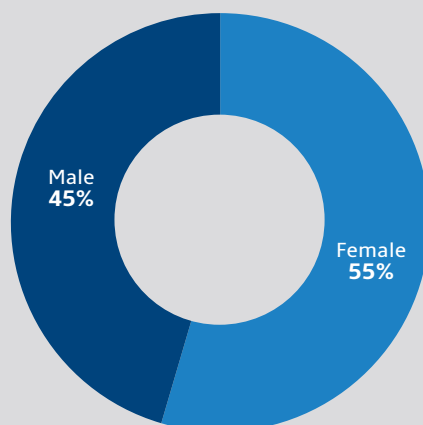
**1,181**  
Community College  
Students Enrolled  
(2018-19)

**75**  
Community College  
Awards (2019-20)

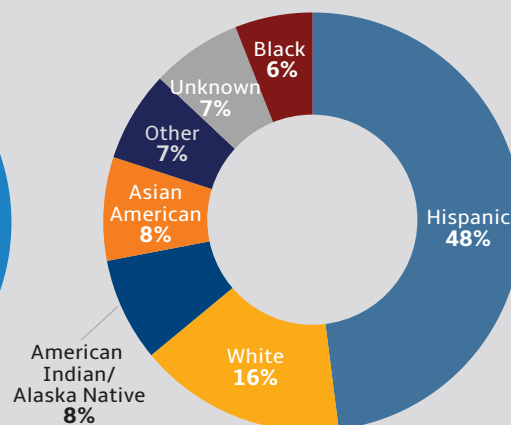
**71**  
Awards from Proprietary  
Schools/Other Training  
Providers (2018-19)

## Student Demographics

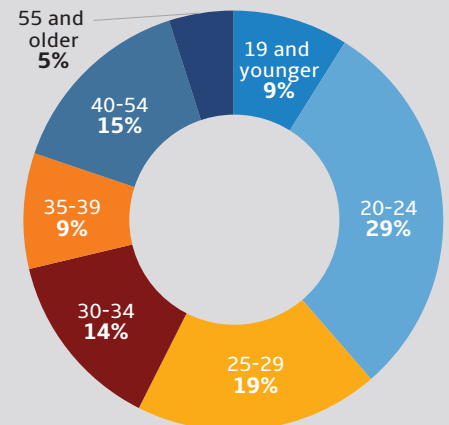
Student Gender



Student Race/Ethnicity<sup>2</sup>



Student Age



<sup>1</sup> **Impact of the COVID-19 pandemic:** This profile relies largely on 2019 employment and education data preceding the pandemic. The exception is job posting data from 2020. Due to severe economic impacts from the pandemic, job posting data should not be considered an accurate depiction of employer demand; however, the frequency of certain data points can provide insights into the types of workers and skill sets that employers are seeking. Annual job openings are derived from the labor market analytics firm Emsi whose 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. At this time, it is not possible to quantify the economic impact of COVID-19 on projections of occupational employment. A complete list of data sources is provided on the last page of this profile.

<sup>2</sup> Due to low percentages the "other" category represents two or more races, multiple values, and masked values. Please note: This report uses race and ethnicity data from LaunchBoard collected by the California Community Colleges. The terms in this document, including white, Hispanic, and Black, adhere to the terms and definitions the California Community Colleges use in collecting its data. For definitions, please refer to <https://webdata.cccco.edu/ded/std/std10.pdf>.

# Student Employment Outcomes

Data on community college students exiting global trade programs in Los Angeles County shows growth in those who obtained employment in a job closely related to their field of study followed by a significant decrease, from 76% in the 2015-16 academic year to 63% in 2016-17. On average, these students earned a median income of \$32,864 after exiting a global trade program.

Exhibit 1. Students with a job closely related to their field of study

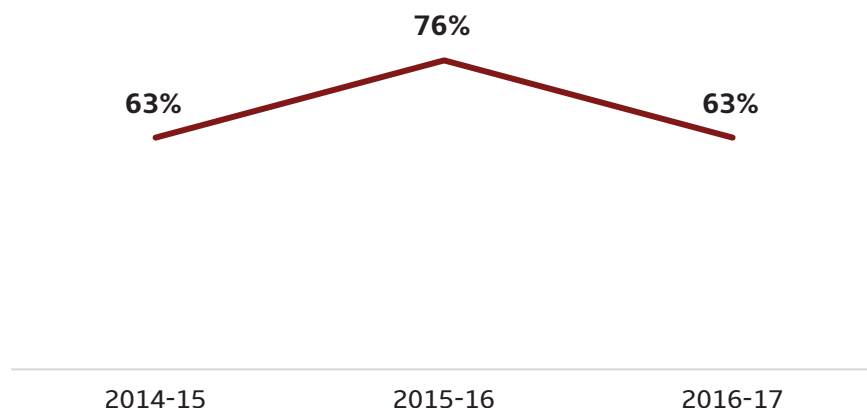
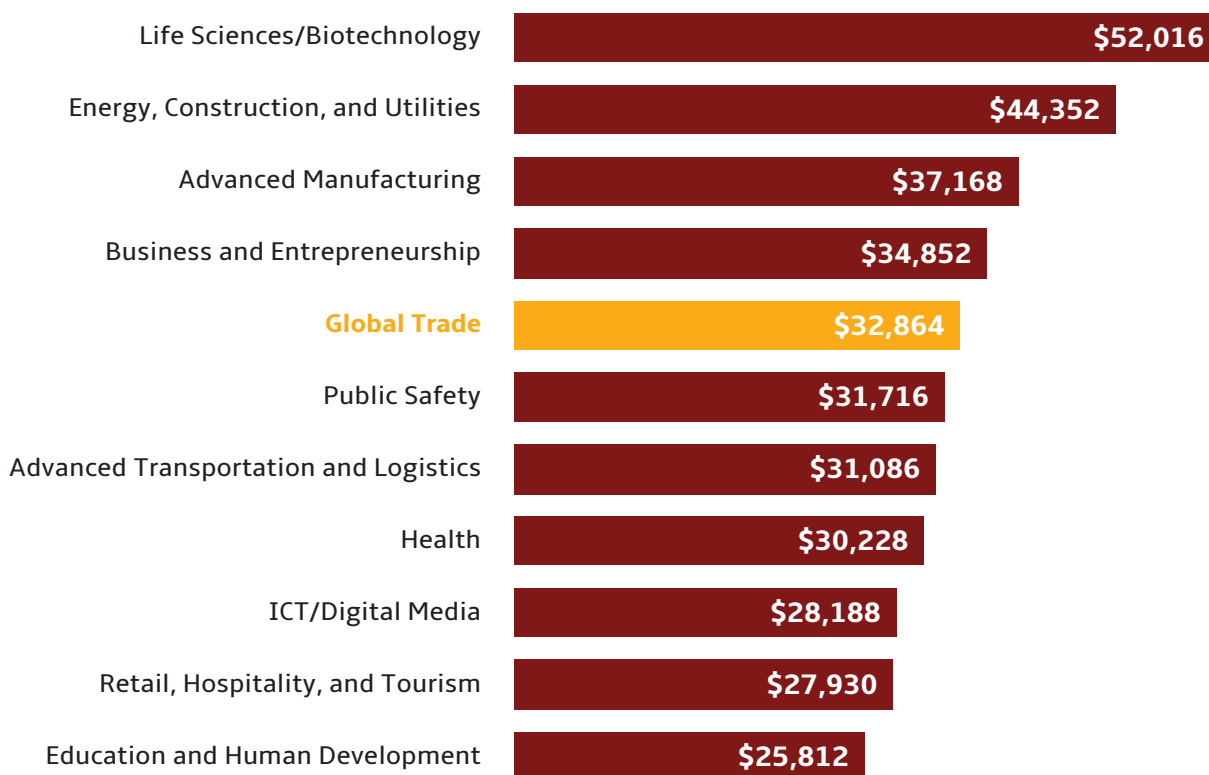


Exhibit 2. Median annual earnings for exiting students, 2017-18

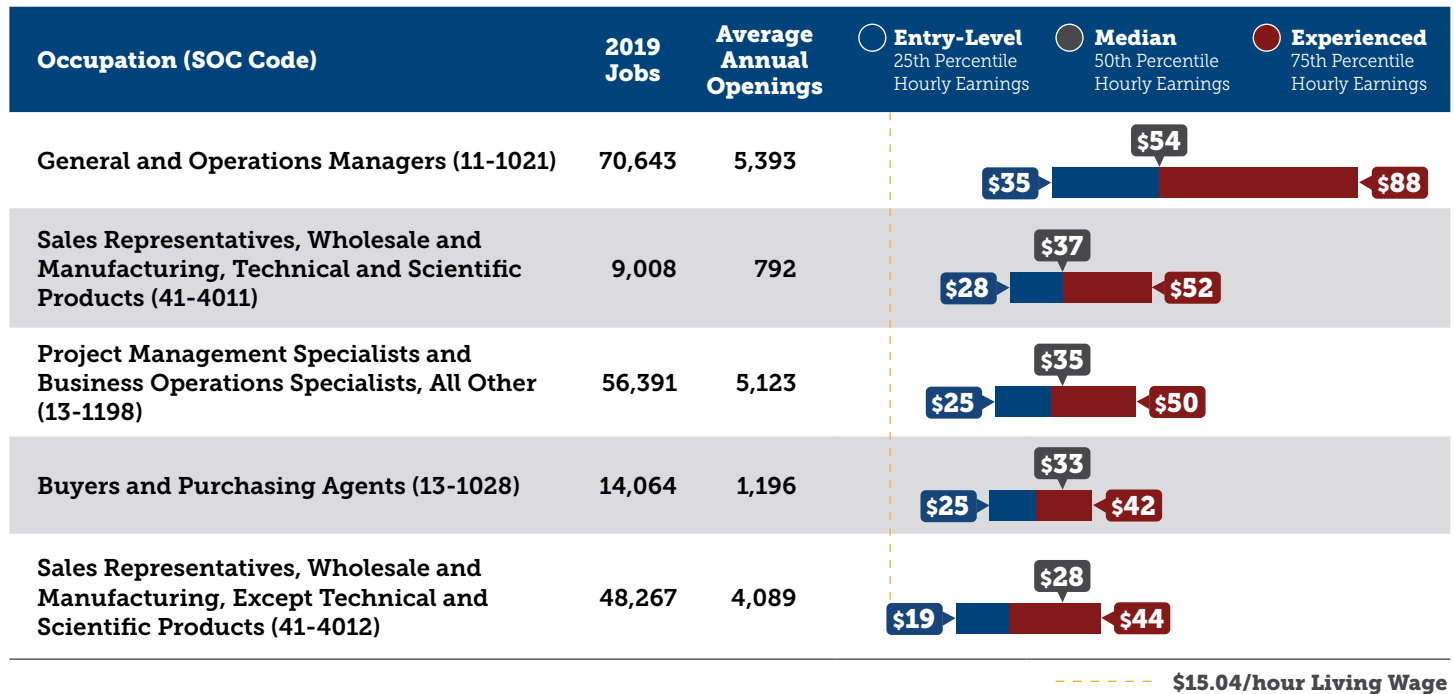


# Global Trade Occupations

## Employment Demand Analysis

Five global trade occupations account for 198,374 jobs in Los Angeles County. Combined they have 16,593 projected annual openings (new + replacement jobs). The largest occupation, in number of 2019 jobs, is general and operations managers. This occupation is projected to have the most annual job openings, 5,393.

Exhibit 3. Occupational employment, annual openings, and wages





# Global Trade Occupations

## Job Posting Finding

Two types of career areas dominate the top global trade job titles—sales and management. Common sales titles include inside sales representative, sales consultant, e-commerce specialist, and retail sales specialist. Common management titles include general manager, operations assistant manager, operations supervisor, and e-commerce manager.

A search of online job postings shows 51,209 postings related to this group of occupations in 2020 in Los Angeles County. The top five job titles for global trade occupations were listed in 6,486 postings. The job title that occurred most frequently, sales representative, appeared in more than 2,000 postings.

Exhibit 4. Top job titles in job postings

Job Title	Job Postings
Sales Representative	2,229
Account Executive	1,333
Account Manager	1,154
Outside Sales Representative	970
Operations Manager	800

In Los Angeles County, employers who posted the most ads for global trade occupations were Anthem Blue Cross, Charter Communications, and Amazon.

Exhibit 5. Top employers in job postings

Employer	Job Postings
Anthem Blue Cross	1,147
Charter Communications	796
Amazon	195
Dollar Tree	189
CVS Health	163

## Global Trade Occupations

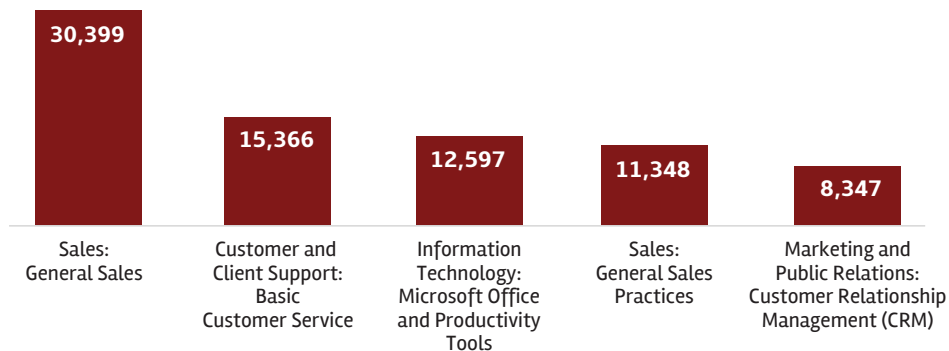
Local area job postings show how employers of the global trade occupations are grouped by industry. In Los Angeles County, direct health and medical insurance carriers posted the most job ads, a total of 1,425, followed by software publishers, 492 job ads, and direct life insurance carriers, 446 job ads.

Exhibit 6. Top industries in job postings

Industry	Job Postings
Direct Health and Medical Insurance Carriers	1,425
Software Publishers	492
Direct Life Insurance Carriers	446
Cable and Other Subscription Programming	356
Commercial Banking	341

One way to determine how in-demand skills coalesce across occupations and industries is to look at skill clusters which can offer a broader picture of employer needs. Two of the top five skill clusters in demand for global trade occupations are related to general sales practices, and two other skill clusters emphasize the importance of customer service and managing client relationships.

Exhibit 7. In-demand skill clusters



## Education & Training Supply Analysis

In Los Angeles County, nine community colleges and five proprietary schools and other training providers offer programs related to the global trade occupations. In the 2019-20 academic year, community colleges conferred 75 awards, and in the 2018-19 academic year, proprietary schools and other training providers conferred 71 awards.

Exhibit 8. Total awards by academic year<sup>3</sup>

	2017	2018	2019
Community Colleges	67	68	75
Proprietary Schools & Other Training Providers	81	92	71

Exhibit 9. Education and training programs

Community Colleges	· International Business and Trade (TOP 0508.00)
Proprietary Schools and Training Providers	· International Business/Trade/Commerce (CIP 52.1101)



<sup>3</sup> Due to different data collection periods, the most recent three-year period of available data for community colleges is 2017-18 to 2019-20 while the three-year period for proprietary schools and other training providers is 2016-17 to 2018-19.

# Regional Assets And Training Programs



## Promising Career Areas

As an international trade gateway for California and the western United States, Los Angeles County supports a robust and thriving global trade sector. The county's three major global trade employers are the Los Angeles World Airports and Ports of Los Angeles and Long Beach. Employment demand is tied to several areas—customs, imports and exports, global logistics, and e-commerce activity in the region.

The global trade sector has significant crossover with the business and entrepreneurship sector, and these jobs are known to contribute to the economic vitality of the region. There are many occupations within the business and entrepreneurship sector that overlap with the global trade sector. Examples include:

- Cargo and Freight Agents (SOC 43-5011)
- Brokerage Clerks (SOC 43-4011)
- Buyers and Purchasing Agents, Farm Products (SOC 13-1021)
- Transportation, Storage, and Distribution Managers (SOC 11-3071)
- Logisticians (SOC 13-1081)



## Additional Programs Providing Training

Although only one TOP code is assigned to the global trade sector, many programs within the business and entrepreneurship sector and the advanced transportation and logistics sector also can prepare students to enter global trade occupations. Examples of related programs include:

- Business and Commerce, General (TOP 0501.00)
- Management Development and Supervision (TOP 0506.30)
- International Business and Trade (TOP 0508.00)
- Sales and Salesmanship (TOP 0509.40)
- E-Commerce, business emphasis (TOP 0509.70)
- Logistics and Materials Transportation (TOP 0510.00)
- Customer Service (TOP 0518.00)

## Key Community College Projects & Partnerships

- Hosted by Long Beach City College, the California International Trade Center (CITC) leverages digital services and tools to empower small- and medium-sized businesses to grow sales in overseas markets and engages companies locally to optimize their e-commerce strategies domestically and globally, which is particularly relevant given the accelerated shift to e-commerce for businesses during the pandemic. The CITC works with colleges through its Global Virtual Internship Program where students along with their digital marketing mentor work with real life clients in areas of global website optimization, social media, and adversity strategy.
- The Port of Long Beach Maritime Center of Excellence at Long Beach City College is a regional asset supported by the global trade sector and advanced transportation and logistics sector as an example of short-term training that can be offered in both sectors. The center offers a variety of programs for middle-skill supply chain and logistics occupations.
- A cross-sector collaboration among business and entrepreneurship, advanced transportation and logistics, and global trade, the Digital Badge program through the Proven Ready initiative offers students the opportunity to learn critical skills, explore career paths, and earn digital credentials to display on their LinkedIn profiles or other online portfolios. Through the digital badging platform NexusEdge, participants can connect with 28 companies that have provided 80 skills-based training and exam modules that allow students to explore careers and earn industry-created and employer-desired skill sets.



## More About the Centers of Excellence

The Centers of Excellence (COE) for Labor Market Research deliver regional workforce research and technical expertise to California Community Colleges for program decision-making and resource-development. This information has proven valuable to colleges in beginning, revising, or updating economic development and Career Education (CE) programs, strengthening grant applications, assisting in the accreditation process, and in supporting strategic planning efforts.

The Centers of Excellence Initiative is funded in part by the Chancellor's Office, California Community Colleges, Economic and Workforce Development Program. The Centers aspire to be the leading source of regional workforce information and insight for California Community Colleges. More information about the Centers of Excellence is available at [coeccc.net](http://coeccc.net).

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To download a copy of this, visit LA/Orange County  
under *Studies by Region* [coeccc.net](http://coeccc.net).

### Sources

Emsi 2021.1, QCEW, non-QCEW, Self-Employed; Centers of Excellence Skill/Occupation Crosswalk; Burning Glass Technologies' Labor Insight Real-time Labor Market Information tool; CalPASS Plus/LaunchBoard; California Community Colleges Chancellor's Office Data Mart; Integrated Postsecondary Education Data System (IPEDS); Chancellor's Office Curriculum Inventory System (COCI).

### Important Disclaimer

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 college/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.

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