

LABOR MARKET ANALYSIS

FOR PROGRAM RECOMMENDATION



C·O·E

CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

BUSINESS INFORMATION PROFESSIONALS IN THE GREATER SACRAMENTO REGION

North (Greater Sacramento)
Center of Excellence

MARCH 2022

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SUMMARY

The North (Greater Sacramento) of Excellence for Labor Market Research prepared this report to provide a labor market analysis of educational supply and occupational demand for middle-skilled career pathways in the North (Greater Sacramento) subregion. This report aims to determine if demand in the local labor market is unmet by the supply from existing community college programs and other postsecondary training providers.

This report primarily focuses on training that leads to jobs in middle-skilled occupations - jobs that typically require education beyond a high school diploma but less than a Bachelor's degree - but may include higher-skilled occupations for training pathways that lead to a bachelor's degree. Lowered skilled occupations are rarely considered in this type of analysis due to the lessened barriers for entry-level work, such as no formal education and on-the-job training requirements.

Key findings include:

- The North (Greater Sacramento) subregion held 48,134 business information professionals jobs in 2020. Business information professionals jobs are projected to increase by 2% over the next five years, adding 782 new jobs to the subregion by 2025.
- Over the next five years, business information professionals jobs are projected to have 5,746 annual openings in the North (Greater Sacramento) subregion.
- Wage data shows that business information professionals occupations earn \$0 to \$12 above the subregion's living wage of \$14.53 per hour. Please note the occupation receptionists and information clerks entry level hourly wage is below the average living wage.
- Awards data analysis shows that North (Greater Sacramento) training providers conferred an average of 84 awards (certificates and associate degrees) in TOP CODE programs over the last three academic years.

Recommendations include:

- The North (Greater Sacramento) Center of Excellence recommends moving forward with the program.

INTRODUCTION

The North (Greater Sacramento) Center of Excellence (COE) was asked to provide labor market information for a proposed program at a regional community college. This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

- These middle-skill occupations require more education and training beyond a high school diploma but less than a four-year degree:
 - First-Line Supervisors of Office and Administrative Support Workers (43-1011)
 - Customer Service Representatives (43-4051)
 - Receptionists and information clerks (43-4171)
 - Executive secretaries and executive administrative assistants (43-6011)
 - Secretaries and administrative assistants, except legal, medical, and executive (43-6014)

A review of related programs revealed the following Taxonomy of Programs (TOP) title(s) and code(s) are appropriate for inclusion in this report:

- Office Technology/Office Computer Applications (0514.00)

The corresponding Classification of Instructional Program (CIP) title(s) and code(s) are:

- Administrative Assistant and Secretarial Science, General (52.0401)
- Business/Office Automation/Technology/Data Entry (52.0407)

OCCUPATIONAL DEMAND

Exhibit 1 summarizes the five-year projected job growth for middle-skill and high-skill occupations in the North, North/Far North, and California.

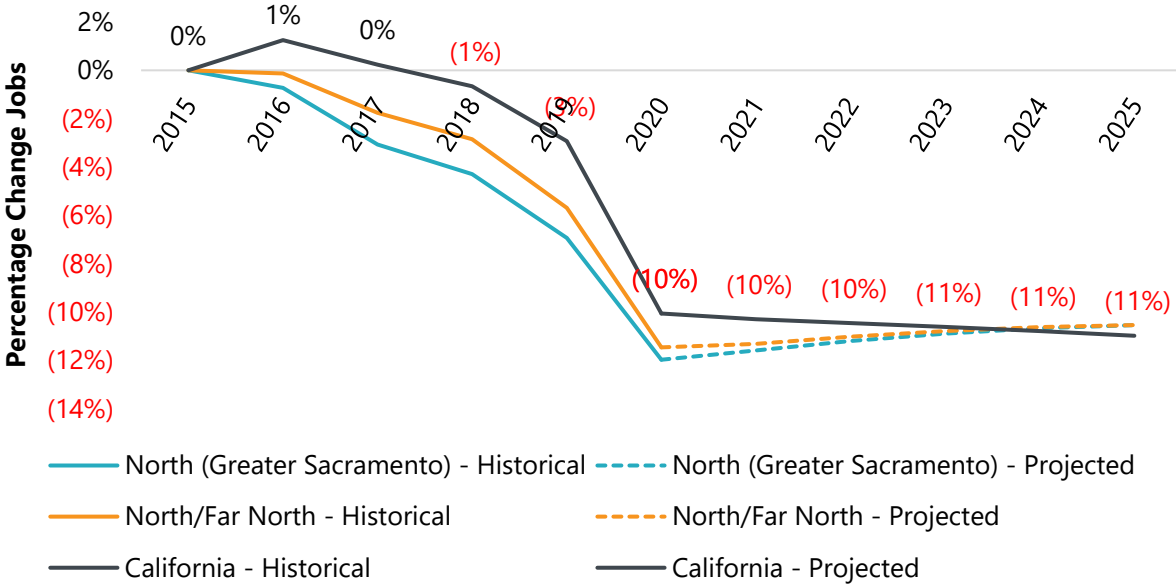
Exhibit 1. Employment and projected demand, 2020-2025

Occupation	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	2020-2025 Annual Openings
Customer Service Representatives	13,264	13,726	462	3%	1,797
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	14,179	14,143	(36)	(0%)	1,568
First-Line Supervisors of Office and Administrative Support Workers	10,857	11,112	255	2%	1,136
Receptionists and Information Clerks	6,210	6,512	302	5%	856
Executive Secretaries and Executive Administrative Assistants	3,624	3,422	(202)	(6%)	389
North (Greater Sacramento)	48,134	48,915	782	2%	5,746
Customer Service Representatives	16,206	16,751	545	3%	2,200
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	18,957	18,753	(204)	(1%)	2,076
First-Line Supervisors of Office and Administrative Support Workers	14,185	14,442	257	2%	1,471
Receptionists and Information Clerks	8,124	8,441	317	4%	1,108
Executive Secretaries and Executive Administrative Assistants	4,400	4,129	(271)	(6%)	469
North/Far North	61,871	62,516	644	1%	7,325

Occupation	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	2020-2025 Annual Openings
Customer Service Representatives	213,626	216,361	2,735	1%	28,456
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	230,537	223,551	(6,986)	(3%)	24,611
First-Line Supervisors of Office and Administrative Support Workers	167,972	167,202	(770)	(0%)	17,018
Receptionists and Information Clerks	92,890	95,230	2,340	3%	12,349
Executive Secretaries and Executive Administrative Assistants	64,761	59,570	(5,191)	(8%)	6,744
California	769,786	761,914	(7,872)	(1%)	89,178

Exhibit 2 compares the percent change in jobs between 2015 through 2020 and the projected changes through 2025. The rate of change is indexed to the total number of jobs in 2015.

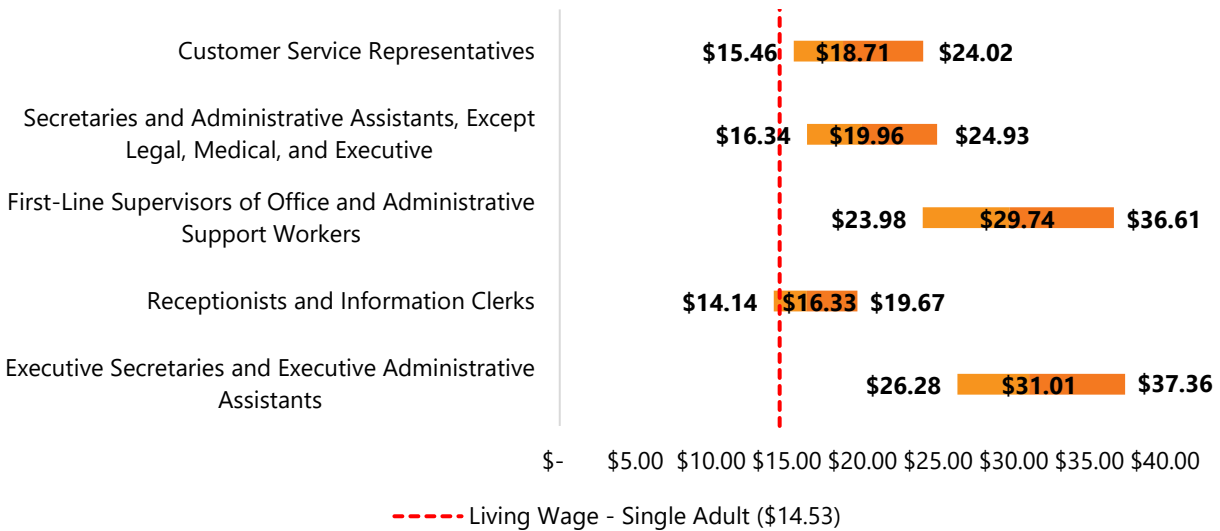
Exhibit 2. Changes in employment, 2015-2025



WAGES

Exhibit 3 compares the entry-level, median, and experienced wages for the selected occupations to the North (Greater Sacramento) living wage for a single adult - \$14.53 per hour.¹

Exhibit 3. Comparison of wages by occupation, 2020



JOB POSTINGS

This section analyzes recent data from online job postings (real-time LMI). Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical trends.

The North COE identified 20,436 online job postings for the selected occupations in the Greater Sacramento subregion. Job postings data comes from Burning Glass Labor Insights and represents new listings posted online within the last year, from March 1, 2021, to February 28, 2022.

Occupations and Job Titles

Exhibit 4 details the number of online job postings for the selected occupations.

¹ Living wage is defined as the level of income a single adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. The 25th-percentile and 75th-percentile hourly wages are used as proxy for entry-level and experienced-level wages.

Exhibit 4. Number of job postings by occupation

Occupation	Job Postings	Share of Job Postings
Customer Service Representatives	9,146	45%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	5,542	27%
First-Line Supervisors of Office and Administrative Support Workers	2,075	10%
Receptionists and Information Clerks	1,872	9%
Patient Representatives	1,162	6%
Executive Secretaries and Executive Administrative Assistants	639	3%
Total Job Postings	20,436	100%

Exhibit 5 shows the top 10 job titles with the most job postings and the share. All job postings included a job title.

Exhibit 5. Top jobs titles

Job Title	Job Postings	Share of Job Postings
Administrative Assistant	1,790	9%
Customer Service Representative	1,695	8%
Receptionist	708	3%
Customer Service	307	2%
Office Manager	299	1%
Customer Service Associate	292	1%
Executive Assistant	288	1%
Front Desk Receptionist	281	1%

Job Title	Job Postings	Share of Job Postings
Cashier/Customer Service	263	1%
Call Center Representative	163	1%

Employers

Exhibit 6 shows the top 10 employers with the most job postings for the selected occupations. Nineteen percent (n = 3,885) of job postings did not include an employer.

Exhibit 6. Employers with the most job postings

Employer	Job Postings	Share of Job Postings
Sutter Health	189	1%
University Of California	138	1%
Dignity Health	136	1%
Walgreens Boots Alliance Inc	117	1%
University California Davis	105	1%
Anthem Blue Cross	101	0%
State Farm Insurance Companies	94	0%
Strauch Companies	88	0%
Ultimate	88	0%
Golden Credit Union	83	0%

Certifications, Skills, and Experience

Exhibit 7 shows the most relevant certifications requested by employers for the selected occupations. Eighty-three percent (n = 16,925) of job postings did not include certification information.

Exhibit 7. Most in-demand certifications

Certification	Job Postings	Share of Job Postings
First Aid Cpr Aed	245	1%
Typing Certification	170	1%
Property and Casualty License	157	1%
Life and Health Insurance License	89	0%
Insurance License	69	0%

Exhibit 8 shows the top 10 skills across three categories for the studied occupations: specialized, human-centered, and technical skills.

Exhibit 8. Most in-demand specialized skills

Top 10 Specialized Skills	Top 10 Human Skills	Top 10 Technical Skills
Customer Service	Communication Skills	Microsoft Excel
Administrative Support	Detail-Oriented	Microsoft Office
Scheduling	Organizational Skills	Microsoft Word
Customer Contact	Microsoft Excel	Microsoft PowerPoint
Appointment Setting	Microsoft Office	Microsoft Outlook
Data Entry	Multi-Tasking	Word Processing
Customer Billing	Computer Literacy	QuickBooks
Sales	Problem Solving	Customer Relationship Management (CRM)
Cleaning	Telephone Skills	Microsoft Access

Top 10 Specialized Skills	Top 10 Human Skills	Top 10 Technical Skills
Administrative Functions	Writing	Microsoft Windows

Exhibit 9 shows employers' minimum level of education for job postings for the selected occupations. Forty-one percent (n = 8,348) of job postings did not include a preferred education level.

Exhibit 9. Employer-preferred minimum education levels

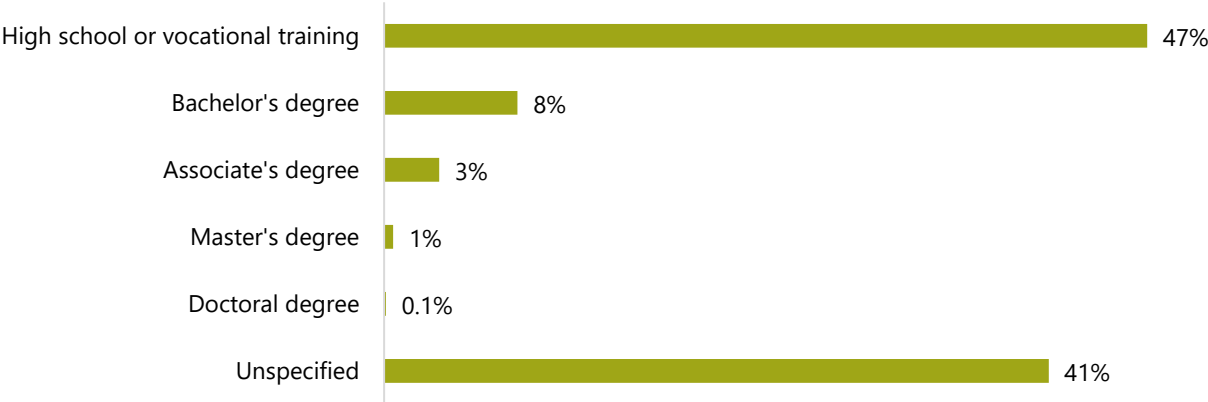
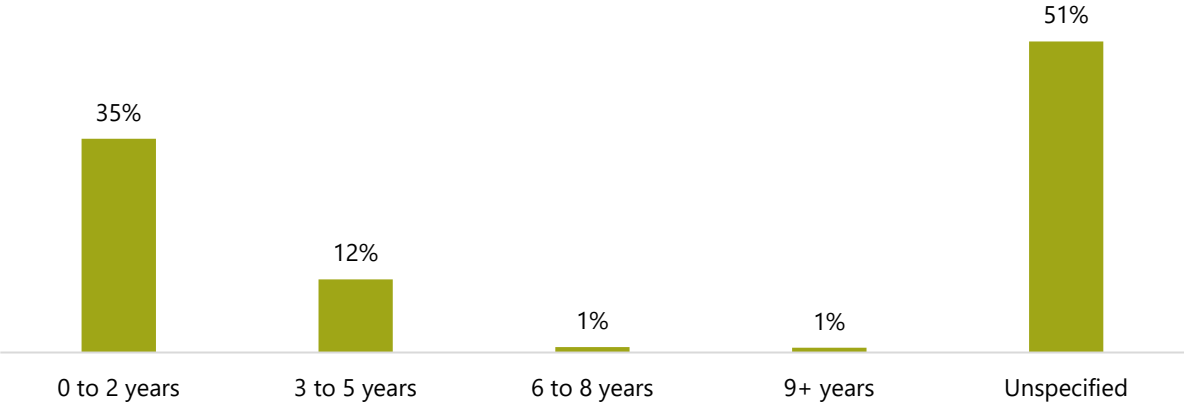


Exhibit 10 shows the experience levels required by employers for job postings for the selected occupations. Fifty-one percent (n = 10,451) of job postings did not include a preferred education level.

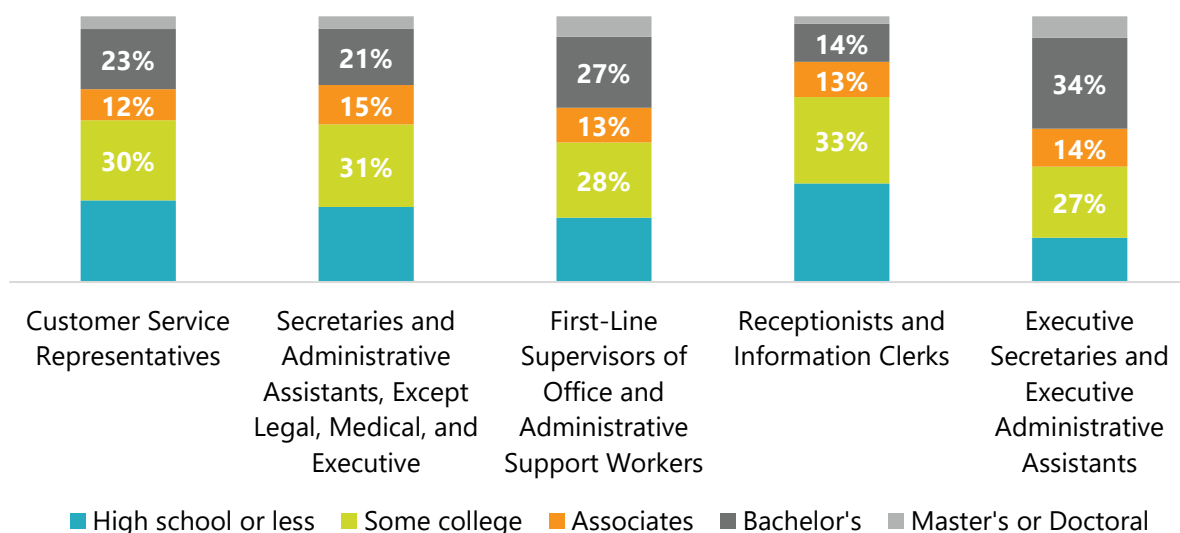
Exhibit 10. Employer-preferred experience levels



EDUCATION AND TRAINING

The U.S. Census Bureau and Bureau of Labor Statistics collected data on education achieved by workers employed in occupations. Exhibit 11 shows the national-level educational attainment of the current workforce in the selected occupations.

Exhibit 11. National worker educational attainment for selected occupations, 2019



The Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which the BLS publishes projections data. Exhibit 12 shows the skill level and entry-level job requirements for the selected occupations.

Exhibit 12. Typical education, work experience, and on-the-job training requirements

Occupation	Typical Entry-level Education	Work Experience Required	On-the-job Training Required
Customer Service Representatives	High school diploma or equivalent	None	Short-term on-the-job training
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	High school diploma or equivalent	None	Short-term on-the-job training
First-Line Supervisors of Office and Administrative Support Workers	High school diploma or	Less than 5 years	None

Occupation	Typical Entry-level Education	Work Experience Required	On-the-job Training Required
	equivalent		
Receptionists and Information Clerks	High school diploma or equivalent	None	Short-term on-the-job training
Executive Secretaries and Executive Administrative Assistants	High school diploma or equivalent	Less than 5 years	None

EDUCATIONAL SUPPLY

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. Exhibit 13 shows the TOP and CIP codes for educational programs related to the selected occupations.

Exhibit 13. TOP and CIP codes for training programs related to the selected occupations

TOP Programs and Codes	Aligned CIP Programs and Codes
Office Technology/Office Computer Applications (0514.00)	Administrative Assistant and Secretarial Science, General (52.0401) Business/Office Automation/Technology/Data Entry (52.0407)

Community College Supply

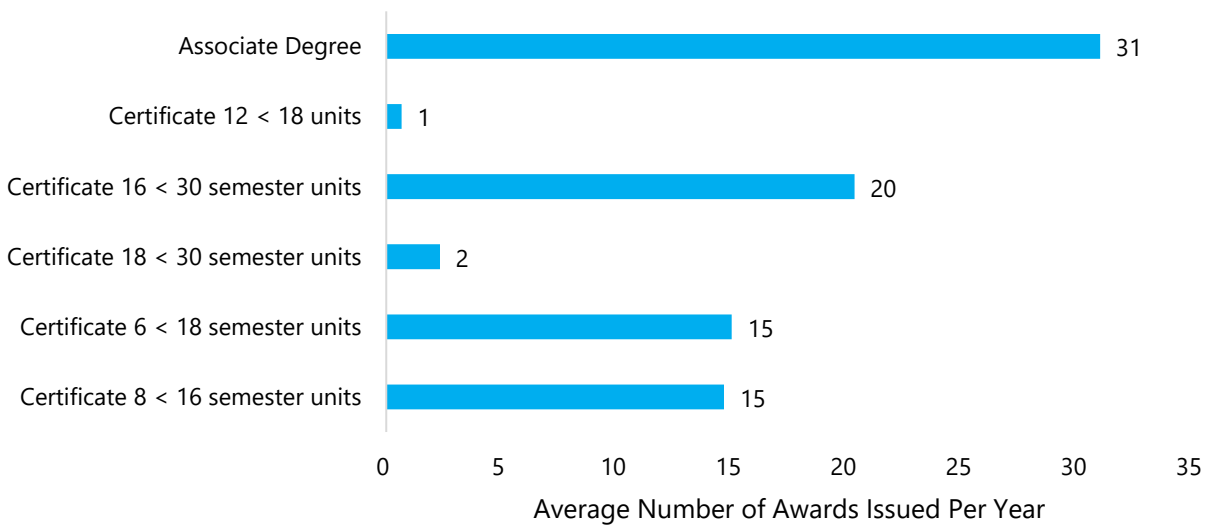
Exhibits 14 and 15 compare the average number of certificates and degrees conferred in selected community college programs over the last three academic years.

Exhibit 14. Annual average community college awards by program, 2017-18 through 2019-20

Program - TOP Code	College	Annual Awards 2018-19	Annual Awards 2019-20	Annual Awards 2020-21	3-Yr Annual Awards Average
Office Technology/Office	American River	18	4	10	11

Program - TOP Code	College	Annual Awards 2018-19	Annual Awards 2019-20	Annual Awards 2020-21	3-Yr Annual Awards Average
Computer Applications (0514.00)	Cosumnes River	3	2	7	4
	Folsom Lake	2	0	5	2
	Sacramento City	3	3	1	2
	Sierra	20	41	40	34
	Woodland	4	5	10	6
	Yuba	31	23	20	25
	Grand Total	81	78	93	84

Exhibit 15. Annual average community college awards by type, 2017-18 through 2019-20



FINDINGS

- This report focuses on five occupations in the business information professionals, including First-Line Supervisors of Office and Administrative Support Workers (43-1011), Customer Service Representatives (43-4051), Executive secretaries and executive administrative assistants (43-6011), Secretaries and administrative assistants, except legal, medical, and executive (43-6014), and Receptionists and information clerks (43-4171).
- The North (Greater Sacramento) subregion held 48,134 business information professionals jobs in 2020.
- North (Greater Sacramento) business information professionals jobs are projected to increase by 2% over the next five years, adding 5,746 new jobs to the subregion by 2025. Jobs for business information professionals are projected to grow at a faster rate in the North (Greater Sacramento) subregion than in California.
- Over the next five years, business information professionals jobs are projected to have 5,746 annual openings in the North (Greater Sacramento) subregion.
- Wage data shows that business information professionals occupations earn \$0 to \$12 above the subregion's living wage of \$14.53 per hour. Please note the occupation receptionists and information clerks entry level hourly wage is below the average living wage.
- According to real-time labor market information, there were about 20,436 online job postings for business information professionals occupations between March 1, 2021, and February 28, 2022.
- Between 41% and 46% of incumbent workers in the studied occupations have educational attainment levels consistent with community college offerings (some college or associate degrees). Another 14% to 34% of workers in these occupations hold a bachelor's degree.
- Seven North (Greater Sacramento) community colleges offer degrees and certificates in programs related to business information professionals. Together, these programs conferred an average of 84 awards (certificates and associate degrees) in business information professionals programs over the last three academic years (2018-19 through 2020-21).

RECOMMENDATIONS

- Based on a three-year average of annual awards in North (Greater Sacramento) subregion business information professionals programs and projected yearly openings, the supply gap analysis shows that the region seems to have room for additional training.
 - Together, community colleges and other postsecondary training providers issued an average of 84 awards over the last three years.
 - There are 5,746 projected annual openings for business information professionals jobs.
- The North (Greater Sacramento) Center of Excellence recommends comparing the occupational demand and supply, there is a undersupply of business information professionals workers in the subregion.
- The North (Greater Sacramento) Center of Excellence recommends moving forward with the program.

COE Recommendation		
Move forward with the program	Proceed with caution	Program is not recommended
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX A. METHODOLOGY AND SOURCES

This report identified Occupations using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and O*Net OnLine. This report's findings were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

Cal-PASS Plus LaunchBoard. California Community Colleges Chancellor's Office.

<https://www.calpassplus.org/LaunchBoard/Home.aspx>.

Emsi 2021.4; QCEW Employees, Non-QCEW Employees, and Self-Employed.

<https://www.economicmodeling.com/>. 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).

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"TOP-CIP-SOC Crosswalk." Centers of Excellence for Labor Market Research. November 2015 Edition. <http://coecc.net/>

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.

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. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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Centers of Excellence for Labor Market Research, Economic and
Workforce Development Program



CENTERS OF EXCELLENCE
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