

## Program Endorsement Brief: 0835.60 – Coaching

### Coaching in Sports (Certificate)

Los Angeles/Orange County Center of Excellence, November 2021

#### Summary Analysis

<b>Program Endorsement:</b>	<b>Endorsed:</b> All Criteria Met <input type="checkbox"/>	<b>Endorsed:</b> Some Criteria Met <input checked="" type="checkbox"/>	<b>Not</b> Endorsed <input type="checkbox"/>
<b>Program Endorsement Criteria</b>			
<b>Supply Gap:</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
<b>Living Wage:</b> (Entry-Level, 25 <sup>th</sup> )	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
<b>Education:</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
<b>Emerging Occupation(s)</b>			
	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to *coaches and scouts* (27-2022). Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree.<sup>1</sup> While the Bureau of Labor Statistics (BLS) lists a bachelor’s degree as the typical entry-level education for *coaches and scouts*, real-time labor market data from the LA/OC region shows that there are many opportunities in the region that do not require a bachelor’s degree, including youth sports programs. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupation.

Based on the available data, there appears to be a supply gap for *coaches and scouts* in the region. Although more than one-third of workers in the field have completed some college (includes associate degree) or less, the entry-level wage for this occupation is below the self-sufficiency standard wage in both Los Angeles and Orange counties. **Due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

#### Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **1,624 jobs available annually** in the region due to new job growth and replacements, **which is more than the 36 awards conferred annually** by educational institutions in the region.
  - Over the past 12 months, there were **4,164 online job postings for coaches and scouts** in the LA/OC region.

<sup>1</sup> The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor’s degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

- **Living Wage Criteria** – In Los Angeles County, the **typical entry-level hourly wage** for *coaches and scouts* is **\$14.29, which is below the self-sufficiency standard wage** for one adult in the region (\$18.10 in Los Angeles County).<sup>2</sup>
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a bachelor’s degree as the typical entry-level education for *coaches and scouts*.
  - National-level educational attainment data indicates that **34% of workers in the field have completed some college (includes associate degree) or less.**
  - Nearly 80% of job postings in the region requested a high school diploma or associate degree (2,036 job postings).

**Supply:**

- Between 2017 and 2020, **seven community colleges** in the LA/OC region issued awards in coaching programs, conferring an average of **18 awards.**
- Between 2016 and 2019, one non-community college institution in the region conferred an average of **18 awards.**

**Occupational Demand**

Exhibit 1 shows the five-year occupational demand projections for *coaches and scouts*. In Los Angeles/Orange County, the number of jobs related to this occupation is projected to increase by 5% through 2025. There will be more than 1,600 job openings per year through 2025 due to job growth and replacements.

*This report includes employment projection data by Emsi which uses EDD information. 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. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the full impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the full impacts of COVID-19 into account.*

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>3</sup>**

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	8,173	8,451	278	3%	1,174
Orange	2,765	3,064	299	11%	450
<b>Total</b>	<b>10,938</b>	<b>11,516</b>	<b>578</b>	<b>5%</b>	<b>1,624</b>

<sup>2</sup> Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 11/8/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

<sup>3</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

## **Wages**

The labor market endorsement in this report considers the hourly wages for *coaches and scouts* in Los Angeles County, as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

**Los Angeles County** — The typical entry-level hourly wage for *coaches and scouts* is \$14.29, which is **below** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Experienced workers can expect to earn approximately \$28.21, which is above the self-sufficiency standard wage estimate.

**Orange County** — The typical entry-level hourly wage for *coaches and scouts* is \$13.52, which is **below** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Experienced workers can expect to earn approximately \$26.19, which is above the self-sufficiency standard wage estimate.

## **Job Postings**

Over the past 12 months, there have been 4,164 online job postings related to *coaches and scouts*. The highest number of job postings were for fitness coach, coach, gymnastic coach, group X coach, and youth soccer coach. The top skills were teaching, cardiopulmonary resuscitation (CPR), soccer, developmental disabilities, and fitness. The top employers, by number of job postings, in the region were 24 Hour Fitness, Skyhawks Sports Academy, Y.M.C.A., and Youth Volleyball League.

*It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the full impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.*

## **Educational Attainment**

The Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry-level education for *coaches and scouts*. National-level educational attainment data indicates that 34% of workers in the field have completed some college (includes associate degree) or less. Of the 63% of job postings listing a minimum education requirement in Los Angeles/Orange County, 73% (1,909) requested high school or vocational training, 5% (127) requested an associate degree, and 22% (588) requested a bachelor's degree.

## Educational Supply

**Community College Supply** — Exhibit 2 shows the annual and three-year average number of awards conferred by community colleges in Coaching programs (TOP 0835.60). The college with the most completions in the region is Santa Monica. Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

**Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020**

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
0835.60	Coaching	Citrus	3	8	-	4
		Rio Hondo	-	1	-	0
		Santa Monica	7	14	9	10
		<b>LA Subtotal</b>	<b>10</b>	<b>23</b>	<b>9</b>	<b>14</b>
		Cypress	3	1	2	2
		Fullerton	-	3	1	1
		Irvine Valley	-	1	-	0
		Saddleback	1	-	-	0
		<b>OC Subtotal</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>4</b>
<b>Supply Total/Average</b>			<b>14</b>	<b>28</b>	<b>12</b>	<b>18</b>

**Non-Community College Supply** — For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that may provide relevant training programs. Exhibit 3 shows the annual and three-year average number of awards conferred in Sport and Fitness Administration/Management programs (CIP 31.0504). Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, one non-community college institution in the region conferred an average of 18 awards.

**Exhibit 3: Regional non-community college awards, 2016-2019**

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
31.0504	Sport and Fitness Administration/Management	Pepperdine University	21	9	25	18
<b>Supply Total/Average</b>			<b>21</b>	<b>9</b>	<b>25</b>	<b>18</b>

**Appendix A: Occupational demand and wage data by county**

**Exhibit 4. Los Angeles County**

<b>Occupation (SOC)</b>	<b>2020 Jobs</b>	<b>2025 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings (25<sup>th</sup> Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75<sup>th</sup> Percentile)</b>
Coaches and Scouts (27-2022)	8,173	8,451	278	3%	1,174	\$14.29	\$19.86	\$28.21

**Exhibit 5. Orange County**

<b>Occupation (SOC)</b>	<b>2020 Jobs</b>	<b>2025 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings (25<sup>th</sup> Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75<sup>th</sup> Percentile)</b>
Coaches and Scouts (27-2022)	2,765	3,064	299	11%	450	\$13.52	\$18.74	\$26.19

**Exhibit 6. Los Angeles and Orange Counties**

<b>Occupation (SOC)</b>	<b>2020 Jobs</b>	<b>2025 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Typical Entry-Level Education</b>
Coaches and Scouts (27-2022)	10,938	11,516	578	5%	1,624	Bachelor's degree

## Appendix B: Sources

- O\*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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November 2021



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