








# Community Economic & Urban Development Occupations

## Labor Market Analysis: San Diego County

July 2022

### Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 <p><b>Do Not Proceed with New Program</b></p>	 	 	<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	
<p><b>The COE defers to the region</b></p>	<p>HIGH</p> 	<p>HIGH</p> 	

This brief provides labor market information about *Community Economic & Urban Development Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Community Economic & Urban Development Occupations* include “General and Operations Managers,” “Market Research Analysts and Marketing Specialists,” “Property, Real Estate, and Community Association Managers,” “Surveying and Mapping Technicians,” and “Urban and Regional Planners.” According to available labor market information, *Community Economic & Urban Development Occupations* in San Diego County have a labor market demand of 3,804 annual job openings (while average demand for a single occupation in San Diego County is 245 annual job openings), and 28 institutions supply 9,533 awards for these occupations, suggesting that there is an oversupply in the labor market. Entry-level and median wages for these occupations are above the living wage. This brief recommends that the colleges do not proceed with developing a new program for these occupations but defers to the region for a program modification because 1) there is an estimated oversupply in the region and 2) a significantly high number of institutions train for these occupations. **Colleges should also note that employers typically require a bachelor's degree as the minimum educational requirement for these occupations.**

## Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)<sup>1</sup> system:

- **General and Operations Managers (SOC 11-1021):** Plan, direct, or coordinate the operations of public or private sector organizations, overseeing multiple departments or locations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Usually manage through subordinate supervisors. Excludes First-Line Supervisors.
- **Market Research Analysts and Marketing Specialists (SOC 13-1161):** Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.
- **Property, Real Estate, and Community Association Managers (SOC 11-9141):** Plan, direct, or coordinate the selling, buying, leasing, or governance activities of commercial, industrial, or residential real estate properties. Includes managers of homeowner and condominium associations, rented or leased housing units, buildings, or land (including rights-of-way).
- **Surveying and Mapping Technicians (SOC 17-3031):** Perform surveying and mapping duties, usually under the direction of an engineer, surveyor, cartographer, or photogrammetrist, to obtain data used for construction, mapmaking, boundary location, mining, or other purposes. May calculate mapmaking information and create maps from source data, such as surveying notes, aerial photography, satellite data, or other maps to show topographical features, political boundaries, and other features.
- **Urban and Regional Planners (SOC 19-3051):** Develop comprehensive plans and programs for use of land and physical facilities of jurisdictions, such as towns, cities, counties, and metropolitan areas.

For the purpose of this report, these occupations are referred to as *Community Economic & Urban Development Occupations*.

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<sup>1</sup> 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 2021 and 2026, *Community Economic & Urban Development Occupations* are projected to increase by 1,534 net jobs or four percent (Exhibit 1 a). Employers in San Diego County will need to hire 3,804 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

**Exhibit 1a: Number of Jobs for *Community Economic & Urban Development Occupations* (2011-2026)<sup>2</sup>**

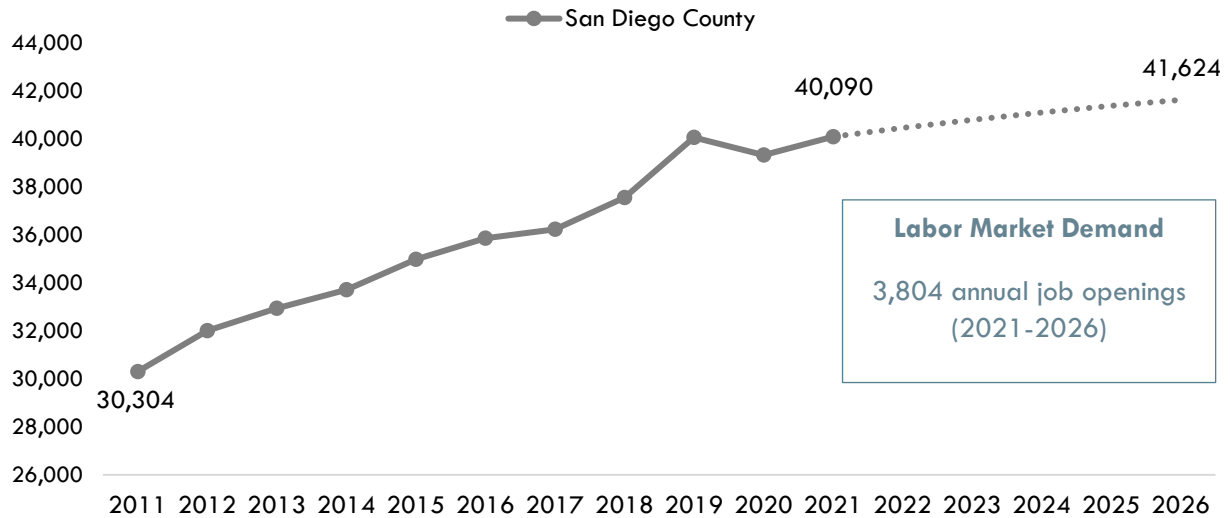


Exhibit 1b disaggregates the projected number of jobs change by occupation. “Market Research Analysts and Marketing Specialists” are projected to have the most labor market demand between 2021 and 2026, with 1,050 annual job openings.

<sup>2</sup> EMSI 2022.02; QCEW, Non-QCEW, Self-Employed.

**Exhibit 1b: Number of Jobs for Community Economic & Urban Development Occupations  
in San Diego County (2021-2026)<sup>3</sup>**

Occupational Title	2021 Jobs	2026 Jobs	2021 - 2026 Net Jobs Change	2021-2026 % Net Jobs Change	Annual Job Openings (Demand)
Market Research Analysts and Marketing Specialists	9,050	9,762	712	8%	1,050
General and Operations Managers	24,613	25,276	663	3%	2,180
Property, Real Estate, and Community Association Managers	4,922	5,016	94	2%	403
Urban and Regional Planners	814	851	37	5%	78
Surveying and Mapping Technicians	691	719	28	4%	93
<b>Total</b>	<b>40,090</b>	<b>41,624</b>	<b>1,534</b>	<b>4%</b>	<b>3,804</b>

## Earnings

Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Community Economic & Urban Development Occupations* range from \$21.77 to \$38.37.

**Exhibit 2a: Hourly Earnings for Community Economic & Urban Development Occupations  
in San Diego County<sup>4</sup>**

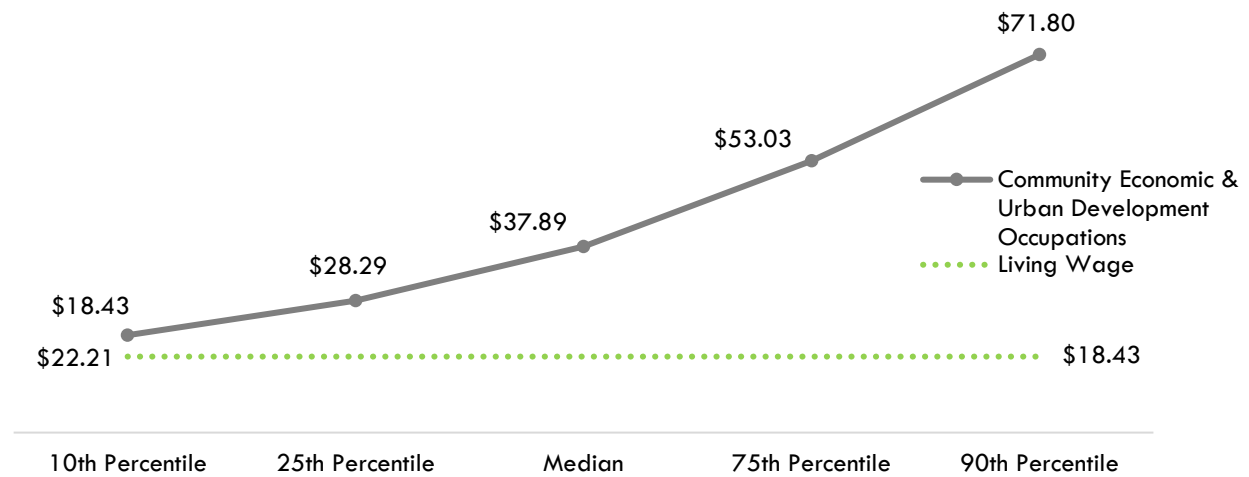
Occupational Title	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
General and Operations Managers	\$38.37	\$58.45	\$90.76
Urban and Regional Planners	\$34.82	\$43.56	\$52.24
Surveying and Mapping Technicians	\$24.64	\$28.32	\$33.40
Market Research Analysts and Marketing Specialists	\$21.83	\$29.32	\$40.17
Property, Real Estate, and Community Association Managers	\$21.77	\$29.80	\$48.60

<sup>3</sup> EMSI 2022.02; QCEW, Non-QCEW, Self-Employed.

<sup>4</sup> EMSI 2022.02; QCEW, Non-QCEW, Self-Employed.

On average, the entry-level hourly earnings for *Community Economic & Urban Development Occupations* are \$28.29; this is more than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2b).<sup>5</sup>

**Exhibit 2b: Average Hourly Earnings<sup>6</sup> for *Community Economic & Urban Development Occupations* in San Diego County<sup>7</sup>**



## 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.<sup>8</sup> There are 13 TOP codes and 12 CIP codes related to *Community Economic & Urban Development Occupations* (Exhibit 3).

**Exhibit 3: Related TOP and CIP Codes for *Community Economic & Urban Development Occupations*<sup>9</sup>**

TOP or CIP Code	TOP or CIP Program Title
TOP 0501.00	Business and Commerce, General
TOP 0505.00	Business Administration
TOP 0506.00	Business Management
TOP 0506.40	Small Business and Entrepreneurship
TOP 0508.00	International Business and Trade

<sup>5</sup> "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. [insightcced.org/family-needs-calculator/](https://insightcced.org/family-needs-calculator/).

<sup>6</sup> 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.

<sup>7</sup> EMSI 2022.02; QCEW, Non-QCEW, Self-Employed.

<sup>8</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](https://datamart.cccco.edu)) and CIP data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](https://nces.ed.gov/ipeds/use-the-data)).

<sup>9</sup> This brief uses a conservative estimate of program supply and only calculates awards from the TOP codes listed in Exhibit 3.

TOP or CIP Code	TOP or CIP Program Title
TOP 0509.00	Marketing and Distribution
TOP 0509.70	E-Commerce (business emphasis)
TOP 0511.00	Real Estate
TOP 0511.10	Escrow
TOP 0606.00	Public Relations
TOP 0957.30	Surveying
TOP 2102.00	Public Administration
TOP 2206.10	Geographic Information Systems
CIP 15.1102	Surveying Technology/Surveying
CIP 30.7102	Business Analytics
CIP 44.0401	Public Administration
CIP 45.0702	Geographic Information Science and Cartography
CIP 52.0101	Business/Commerce, General
CIP 52.0201	Business Administration and Management, General
CIP 52.0701	Entrepreneurship/Entrepreneurial Studies
CIP 52.0704	Social Entrepreneurship
CIP 52.1101	International Business/Trade/Commerce
CIP 52.1401	Marketing/Marketing Management, General
CIP 52.1404	Digital Marketing
CIP 52.1501	Real Estate

According to TOP data, nine community colleges supply the region with awards for these occupations: Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego Continuing Education, San Diego Mesa College, San Diego Miramar College, and Southwestern College. According to CIP data, 19 non-community-college institutions supply the region with awards: Alliant International University-San Diego, Ashford University, California College San Diego, California International Business University, California Miramar University, California State University-San Marcos, John Paul the Great Catholic University, National University, Northcentral University, Point Loma Nazarene University, Poway Adult School, San Diego Christian College, San Diego State University, Southern States University, United States University, University of California-San Diego, University of Saint Katherine, University of San Diego, and Vista Adult School (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions  
(Program Year 2017-18 through PY2020-21 Average)**

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20)	3-Yr Total Average Supply (PY17-18 to PY20-21)
<b>0501.00</b>	<b>Business and Commerce, General</b>	<b>255</b>	<b>0</b>	<b>255</b>
	• Cuyamaca	9	0	
	• Grossmont	15	0	
	• MiraCosta	17	0	
	• Palomar	55	0	
	• San Diego Cont. Ed.	136	0	
	• San Diego Mesa	23	0	
<b>0505.00</b>	<b>Business Administration</b>	<b>1,653</b>	<b>0</b>	<b>1,653</b>
	• Cuyamaca	138	0	
	• Grossmont	366	0	
	• MiraCosta	206	0	
	• Palomar	173	0	
	• San Diego City	79	0	
	• San Diego Mesa	315	0	
	• San Diego Miramar	176	0	
	• Southwestern	200	0	
<b>0506.00</b>	<b>Business Management</b>	<b>823</b>	<b>0</b>	<b>823</b>
	• Cuyamaca	4	0	
	• Grossmont	9	0	
	• MiraCosta	40	0	
	• Palomar	14	0	
	• San Diego City	10	0	
	• San Diego Cont. Ed.	702	0	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20)	3-Yr Total Average Supply (PY17-18 to PY20-21)
	• San Diego Mesa	7	0	
	• San Diego Miramar	13	0	
	• Southwestern	24	0	
<b>0506.40</b>	<b>Small Business and Entrepreneurship</b>	<b>473</b>	<b>0</b>	<b>473</b>
	• Cuyamaca	4	0	
	• MiraCosta	31	0	
	• San Diego City	5	0	
	• San Diego Cont. Ed.	429	0	
	• San Diego Mesa	1	0	
	• Southwestern	3	0	
<b>0508.00</b>	<b>International Business and Trade</b>	<b>5</b>	<b>0</b>	<b>5</b>
	• Grossmont	1	0	
	• Southwestern	4	0	
<b>0509.00</b>	<b>Marketing and Distribution</b>	<b>27</b>	<b>0</b>	<b>27</b>
	• Grossmont	5	0	
	• MiraCosta	15	0	
	• San Diego Cont. Ed.	0	0	
	• San Diego Mesa	4	0	
	• Southwestern	3	0	
<b>0509.70</b>	<b>E-Commerce (Business emphasis)</b>	<b>1</b>	<b>0</b>	<b>1</b>
	• Southwestern	1	0	
<b>0511.00</b>	<b>Real Estate</b>	<b>67</b>	<b>0</b>	<b>67</b>
	• Cuyamaca	9	0	
	• MiraCosta	3	0	
	• Palomar	15	0	



TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20)	3-Yr Total Average Supply (PY17-18 to PY20-21)
	• San Diego City	3	0	
	• San Diego Mesa	11	0	
	• Southwestern	26	0	
<b>0606.00</b>	<b>Public Relations</b>	<b>1</b>	<b>0</b>	<b>1</b>
	• Palomar	1	0	
<b>0957.30</b>	<b>Surveying</b>	<b>2</b>	<b>0</b>	<b>2</b>
	• Cuyamaca	2	0	
<b>2102.00</b>	<b>Public Administration</b>	<b>16</b>	<b>0</b>	<b>16</b>
	• Southwestern	16	0	
<b>2206.10</b>	<b>Geographic Information Systems</b>	<b>39</b>	<b>0</b>	<b>39</b>
	• Palomar	20	0	
	• San Diego Mesa	15	0	
	• Southwestern	4	0	
<b>30.7102</b>	<b>Business Analytics</b>	<b>0</b>	<b>5</b>	<b>5</b>
	• University of San Diego	0	5	
<b>44.0401</b>	<b>Public Administration</b>	<b>0</b>	<b>350</b>	<b>350</b>
	• Ashford University	0	89	
	• National University	0	117	
	• San Diego State University	0	144	
<b>52.0201</b>	<b>Business Administration and Management, General</b>	<b>0</b>	<b>5,222</b>	<b>5,224</b>
	• Alliant International University-San Diego	0	96	
	• Ashford University	0	1,306	
	• California College San Diego	0	92	
	• California International Business University	0	2	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20)	3-Yr Total Average Supply (PY17-18 to PY20-21)
	• California Miramar University	0	48	
	• California State University-San Marcos	0	565	
	• National University	0	447	
	• Northcentral University	0	298	
	• Point Loma Nazarene University	0	108	
	• San Diego Christian College	0	29	
	• San Diego State University	0	1,778	
	• Southern States University	0	107	
	• United States University	0	28	
	• University of California-San Diego	0	116	
	• University of Saint Katherine	0	13	
	• University of San Diego	0	191	
<b>52.0701</b>	<b>Entrepreneurship/ Entrepreneurial Studies</b>	<b>0</b>	<b>90</b>	<b>90</b>
	• Ashford University	0	66	
	• John Paul the Great Catholic University	0	10	
	• Point Loma Nazarene University	0	14	
<b>52.1101</b>	<b>International Business/Trade/Commerce</b>	<b>0</b>	<b>211</b>	<b>211</b>
	• Alliant International University-San Diego	0	33	
	• Ashford University	0	9	
	• San Diego State University	0	111	
	• University of San Diego	0	58	
<b>52.1401</b>	<b>Marketing/Marketing Management, General</b>	<b>0</b>	<b>140</b>	<b>140</b>
	• National University	0	0	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20)	3-Yr Total Average Supply (PY17-18 to PY20-21)
	<ul style="list-style-type: none"> <li>Point Loma Nazarene University</li> </ul>	0	22	
	<ul style="list-style-type: none"> <li>Southern States University</li> </ul>	0	13	
	<ul style="list-style-type: none"> <li>University of San Diego</li> </ul>	0	105	
<b>52.1501</b>	<b>Real Estate</b>	<b>0</b>	<b>151</b>	<b>151</b>
	<ul style="list-style-type: none"> <li>Ashford University</li> </ul>	0	50	
	<ul style="list-style-type: none"> <li>National University</li> </ul>	0	0	
	<ul style="list-style-type: none"> <li>Poway Adult School</li> </ul>	0	13	
	<ul style="list-style-type: none"> <li>University of San Diego</li> </ul>	0	66	
	<ul style="list-style-type: none"> <li>Vista Adult School</li> </ul>	0	22	
			<b>Total</b>	<b>9,533</b>

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>10</sup> suggests that there is an **oversupply** for these occupations in San Diego County, with **3,804** annual openings and **9,533** awards. Comparatively, there are **43,264** annual openings in California and **69,582** awards, suggesting that there is an oversupply across the state<sup>11</sup> (Exhibit 5).

**Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)**

	<b>Demand</b> (Annual Openings)	<b>Supply</b> (Total Annual Average Supply)	<b>Supply Gap or Oversupply</b>
San Diego	3,804	9,533	<b>5,729</b>
California	43,264	69,582	<b>26,318</b>

**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.

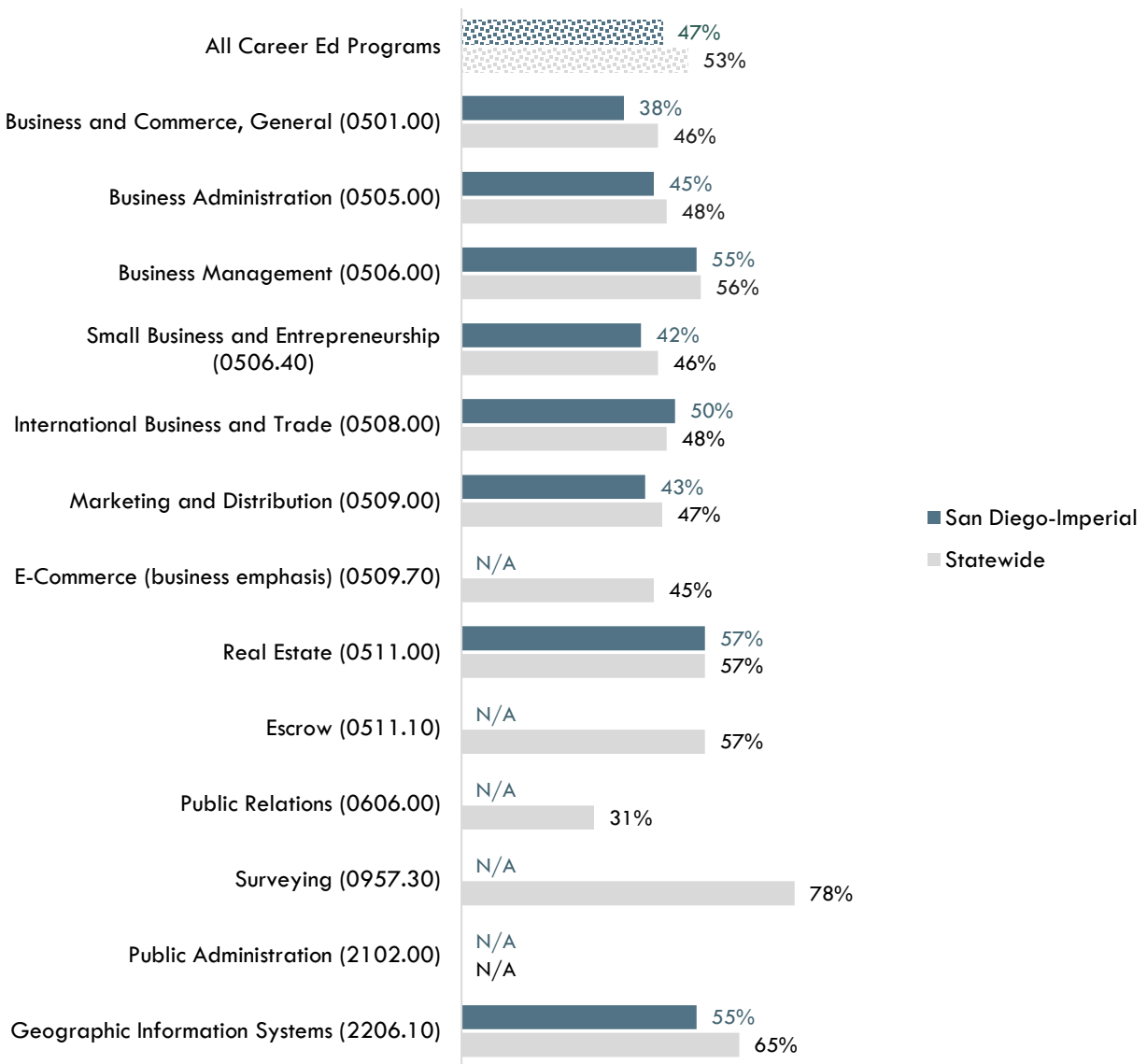
<sup>10</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

<sup>11</sup> "Supply and Demand," Centers of Excellence Student Outcomes, [coecc.net/Supply-and-Demand.aspx](http://coecc.net/Supply-and-Demand.aspx).

## Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 38 to 57 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Community Economic & Urban Development Occupations*, compared to 31 to 78 percent statewide and 53 percent of students in Career Education programs in general across the state (Exhibit 6a).<sup>12</sup>

**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2018-19<sup>13</sup>**



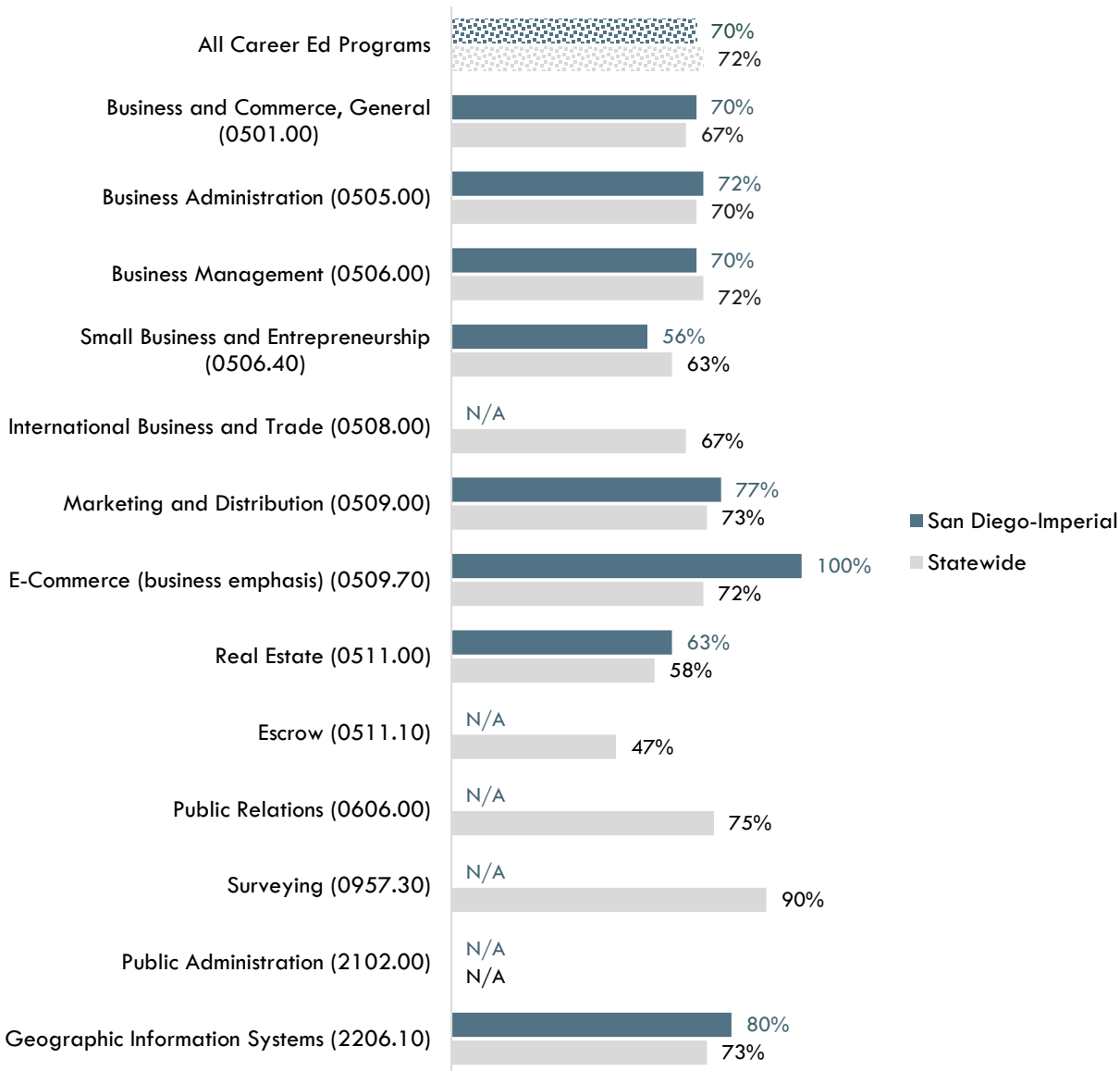
"N/A" indicates insufficient data

<sup>12</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>13</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 56 to 100 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Community Economic & Urban Development Occupations*, compared to 47 to 90 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).<sup>14</sup>

**Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2017-18<sup>15</sup>**



"N/A" indicates insufficient data

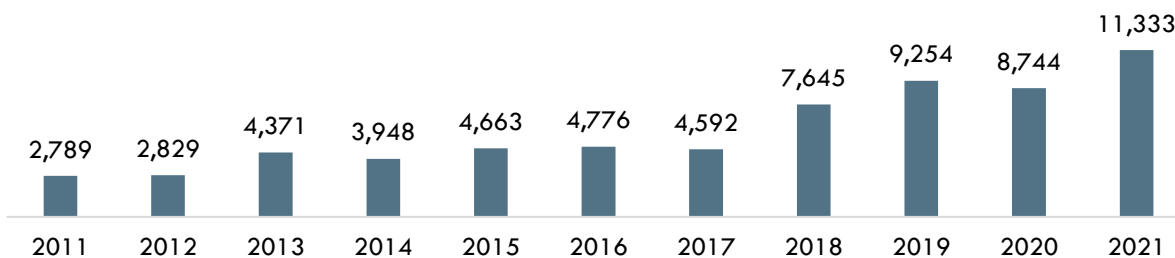
<sup>14</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>15</sup> Most recent year with available data is Program Year 2017-18. 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 2011 and 2021, there was an average of 5,904 online job postings per year for *Community Economic & Urban Development Occupations* 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 1b). 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 Community Economic & Urban Development Occupations in San Diego County (2011-2021)<sup>16</sup>**



## Top Employers

Between January 1, 2019 and December 31, 2021, the top five employers in San Diego County for *Community Economic & Urban Development Occupations* were [Thermo Fisher Scientific](#), [University of California San Diego](#), [CVS Health](#), [LPL Financial](#), and [General Atomics](#) based on online job postings (Exhibit 8).

**Exhibit 8: Top Employers for Community Economic & Urban Development Occupations in San Diego County<sup>17</sup>**

Top Employers	
<ul style="list-style-type: none"> <li>• Thermo Fisher Scientific Inc.</li> <li>• University of California San Diego</li> <li>• CVS Health</li> <li>• LPL Financial</li> <li>• General Atomics</li> </ul>	<ul style="list-style-type: none"> <li>• Conam Management Corporation</li> <li>• Dollar Tree</li> <li>• Anthem Blue Cross</li> <li>• Union Bank</li> <li>• Petco</li> </ul>

<sup>16</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2011-2022.

<sup>17</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

## Education, Skills, and Certifications

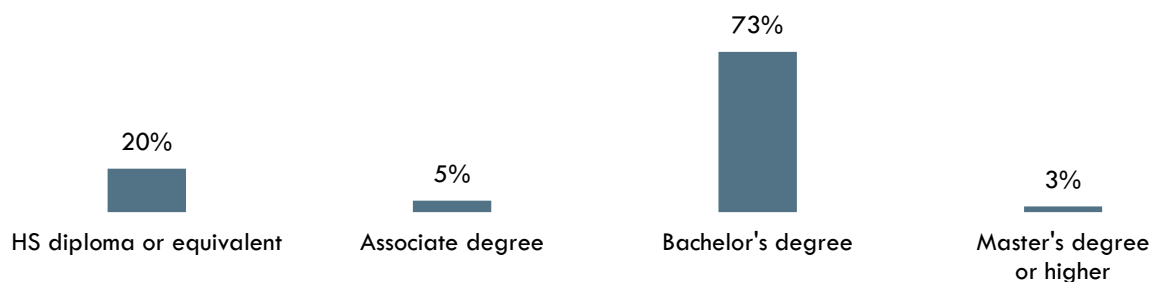
*Community Economic & Urban Development Occupations* have a national educational attainment ranging from a high school diploma or equivalent to a master's degree (Exhibit 9a).

**Exhibit 9a: National Educational Attainment for *Community Economic & Urban Development Occupations*<sup>18</sup>**

Occupational Title	Typical Entry-Level Education
Urban and Regional Planners	Master's degree
General and Operations Managers	Bachelor's degree
Market Research Analysts and Marketing Specialists	Bachelor's degree
Surveying and Mapping Technicians	High school diploma or equivalent
Property, Real Estate, and Community Association Managers	High school diploma or equivalent

Based on online job postings between January 1, 2019 and December 31, 2021 in San Diego County, employers posted a **bachelor's degree** as the educational requirement for *Community Economic & Urban Development Occupations* (Exhibit 9b).<sup>19</sup>

**Exhibit 9b: Educational Requirements for *Community Economic & Urban Development Occupations* in San Diego County<sup>20</sup>**



\*may not total 100 percent due to rounding

<sup>18</sup> EMSI 2022.02; QCEW, Non-QCEW, Self-Employed.

<sup>19</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

<sup>20</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. [bls.gov/emp/tables/educational-attainment.htm](https://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, 2019 and December 31, 2021.

**Exhibit 10: Top Skills for *Community Economic & Urban Development Occupations* in San Diego County<sup>21</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Budgeting</li> <li>• Marketing</li> <li>• Scheduling</li> <li>• Social Media</li> <li>• Customer Service</li> <li>• Project Management</li> <li>• Staff Management</li> <li>• Property Management</li> <li>• Operations Management</li> <li>• Sales</li> <li>• Digital Marketing</li> <li>• Accounting</li> <li>• Key Performance Indicators</li> <li>• Business Development</li> <li>• Customer Contact</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Teamwork / Collaboration</li> <li>• Organizational Skills</li> <li>• Planning</li> <li>• Detail-Oriented</li> <li>• Creativity</li> <li>• Writing</li> <li>• Problem Solving</li> <li>• Research</li> <li>• Multi-Tasking</li> <li>• Building Effective Relationships</li> <li>• Computer Literacy</li> <li>• Written Communication</li> <li>• Time Management</li> <li>• Physical Abilities</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> <li>• Microsoft Word</li> <li>• Microsoft PowerPoint</li> <li>• Facebook</li> <li>• Adobe Photoshop</li> <li>• Yardi Software</li> <li>• Salesforce</li> <li>• Adobe InDesign</li> <li>• Google Analytics</li> <li>• Adobe Acrobat</li> <li>• Social Media Platforms</li> <li>• Microsoft Outlook</li> <li>• Adobe Creative Suite</li> <li>• LinkedIn</li> <li>• Adobe Illustrator</li> </ul>

<sup>21</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

Exhibit 11 lists the top certification that appeared in online job postings between January 1, 2019 and December 31, 2021.

**Exhibit 11: Top Certification for Community Economic & Urban Development Occupations in San Diego County<sup>22</sup>**

Top Certification in Online Job Postings

1. Real Estate Certification
  2. Security Clearance
  3. Project Management Certification
  4. Fair Housing
  5. Property Manager Certification
  6. First Aid CPR AED
  7. Project Management Professional (PMP)
  8. Certified Manager of Community Associations (CMCA)
  9. Google AdWords Training
  10. Series 7
  11. Social Work License
  12. Professional Community Association Manager
  13. Six Sigma Certification
  14. Food Handler Certification
  15. ServSafe
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<sup>22</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

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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.