



Labor Market Analysis for Program Recommendation

First-line Supervisor Occupations

Hartnell College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
April 2022

Recommendation

Based on all available data, there appears to be an “undersupply” of First-line Supervisor workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, Santa Cruz counties). There is a projected annual gap of about 13,281 students in the Bay region and 1,701 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0506.30 Management Development and Supervision programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Hartnell College and in the region.

This report profiles First-line Supervisor Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a proposed new program at Hartnell College.

- **First-Line Supervisors of Food Preparation and Serving Workers (35-1012):** Directly supervise and coordinate activities of workers engaged in preparing and serving food.
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 38%
- **First-Line Supervisors of Retail Sales Workers (41-1011):** Directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 38%
- **First-Line Supervisors of Office and Administrative Support Workers (43-1011):** Directly supervise and coordinate the activities of clerical and administrative support workers.
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 40%
- **First-Line Supervisors of Farming, Fishing, and Forestry Workers (45-1011):** Directly supervise and coordinate the activities of agricultural, forestry, aquacultural, and related workers. Excludes “First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers” (37-1012).

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 20%

- **First-Line Supervisors of Construction Trades and Extraction Workers (47-1011):** Directly supervise and coordinate activities of construction or extraction workers.

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 32%

Occupational Demand

Table 1. Employment Outlook for First-line Supervisor Occupations in Bay Region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
First-Line Supervisors of Food Preparation and Serving Workers	18,942	18,941	-1	-0%	15,909	3,182	\$16	\$44
First-Line Supervisors of Retail Sales Workers	29,850	28,150	-1,700	-6%	16,845	3,369	\$16	\$43
First-Line Supervisors of Office and Administrative Support Workers	38,020	38,382	362	1%	22,076	4,415	\$30	\$59
First-Line Supervisors of Farming, Fishing, and Forestry Workers	2,787	2,938	151	5%	2,464	493	\$18	\$45
First-Line Supervisors of Construction Trades and Extraction Workers	15,528	16,104	575	4%	9,504	1,901	\$36	\$70
Total	105,127	104,515	-612	-1%	66,798	13,360		

Source: EMSI 2021.3

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for First-line Supervisor Occupations in SC-Monterey Sub-region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
First-Line Supervisors of Food Preparation and Serving Workers	2,468	2,457	-10	-0%	2,046	409	\$16	\$43
First-Line Supervisors of Retail Sales Workers	3,795	3,541	-254	-7%	2,131	426	\$18	\$44
First-Line Supervisors of Office and Administrative Support Workers	4,842	4,947	104	2%	2,877	575	\$31	\$61
First-Line Supervisors of Farming, Fishing, and Forestry Workers	337	345	7	2%	285	57	\$19	\$46
First-Line Supervisors of Construction Trades and Extraction Workers	1,935	1,989	54	3%	1,171	234	\$32	\$69

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Total	13,377	13,279	-98	-1%	8,510	1,701		

Source: EMSI 2021.3

SC-Monterey Sub-Region includes: Monterey, San Benito, Santa Cruz Counties

Job Postings in Bay Region and SC-Monterey Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Mar 2021 - Feb 2022)

Occupation	Bay Region	SC-Monterey
First-Line Supervisors of Retail Sales Workers	28,553	1,520
First-Line Supervisors of Office and Administrative Support Workers	11,442	404
First-Line Supervisors of Food Preparation and Serving Workers	9,096	622
First-Line Supervisors of Construction Trades and Extraction Workers	1,545	80
Solar Energy Installation Managers	120	5
First-Line Supervisors of Agricultural Crop and Horticultural Workers	72	12
First-Line Supervisors of Animal Husbandry and Animal Care Workers	26	6
First-Line Supervisors of Aquacultural Workers	7	3
First-Line Supervisors of Logging Workers	4	0

Source: Burning Glass

Table 4a. Top Job Titles for First-line Supervisor Occupations for latest 12 months (Mar 2021 - Feb 2022)
Bay Region

Title	Bay	Title	Bay
Store Manager	1,856	General Manager	407
Assistant Store Manager	1,834	Shift Supervisor	378
Office Manager	1,564	Team Leader	334
Shift Leader	759	Payroll Manager	298
Customer Success Manager	683	Front Office Manager	229
Shift Lead	589	Supervisor	212
Key Holder	561	Customer Service Manager	193
Assistant Manager	488	Work With Children	184

Title	Bay	Title	Bay
Retail Store Manager	448	Management Trainee	182

Source: Burning Glass

**Table 4b. Top Job Titles for First-line Supervisor Occupations for latest 12 months (Mar 2021 - Feb 2022)
SC-Monterey Sub-Region**

Title	SC-Monterey	Title	SC-Monterey
Assistant Store Manager	144	Front Office Supervisor	22
Store Manager	112	Shift Supervisor, Management Trainee	19
Office Manager	62	Front Office Manager	18
Shift Supervisor	51	Banquet Captain	17
Shift Lead	43	General Manager	16
Assistant Manager	37	Crew Leader	15
Retail Store Manager	30	Retail Management	15
Shift Leader	27	Store Support	15
Key Holder	25	Supervisor	15

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring First-line Supervisor Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
Limited-Service Restaurants	6,804	6,748	-1%	7%
Supermarkets and Other Grocery (except Convenience) Stores	5,258	5,176	-2%	5%
Full-Service Restaurants	3,230	2,407	-25%	3%
Local Government, Excluding Education and Hospitals	2,859	2,820	-1%	3%
Snack and Nonalcoholic Beverage Bars	2,439	2,493	2%	2%
Commercial and Institutional Building Construction	1,941	1,963	1%	2%
Residential Remodelers	1,818	1,974	9%	2%
Electrical Contractors and Other Wiring Installation Contractors	1,738	1,906	10%	2%
Warehouse Clubs and Supercenters	1,770	1,431	-19%	2%
Internet Publishing and Broadcasting and Web Search Portals	1,649	1,978	20%	2%

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
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Source: EMSI 2021.3

Table 6. Top Employers Posting First-line Supervisor Occupations in Bay Region and SC-Monterey Sub-Region (Mar 2021 - Feb 2022)

Employer	Bay	Employer	SC-Monterey
Starbucks Coffee Company	1,574	Starbucks Coffee Company	150
West Coast Convenience Llc	940	Target	81
Whole Foods Market, Inc.	836	Whole Foods Market, Inc.	54
Walmart / Sam's	766	Walgreens Boots Alliance Inc	46
Target	731	CVS Health	45
Gap Inc.	554	Rite Aid Corporation	42
Walgreens Boots Alliance Inc	506	VF Corporation	33
The Home Depot Incorporated	367	AutoZone Auto Parts	32
VF Corporation	320	University Of California	31
CVS Health	309	The Home Depot Incorporated	31

Source: Burning Glass

Educational Supply

There are seven (7) community colleges in the Bay Region issuing 79 awards on average annually (last 3 years ending 2018-19) on TOP 0506.30 Management Development and Supervision. In the SC-Monterey Sub-Region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

Table 7. Community College Awards on TOP 0506.30 Management Development and Supervision in Bay Region

College	Subregion	Associate	Certificate Low	Total
Chabot	East Bay	7	20	27
Laney	East Bay	0	16	16
Las Positas	East Bay	0	1	1
Los Medanos	East Bay	4	3	7
Ohlone	East Bay	3	3	6
San Francisco	Mid-Peninsula	0	16	16
Santa Rosa	North Bay	0	6	6
Total		14	65	79

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 13,360 annual openings for the First-line Supervisor occupational cluster and 79 annual (3-year average) awards for an annual undersupply of 13,281 students. In the SC-Monterey Sub-Region, there is also a gap with 1,701 annual openings and no annual (3-year average) awards for an annual undersupply of 1,701 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0506.30 Management Development and Supervision

Metric Outcomes	Bay All CTE Programs	Hartnell All CTE Programs	State 0506.30	Bay 0506.30	SC-Monterey 0506.30	Hartnell 0506.30
Students with a Job Closely Related to Their Field of Study	74%	66%	68%	84%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$47,419	\$92,128	\$46,305	\$52,561	N/A	N/A
Median Change in Earnings for SWP Exiting Students	23%	5%	8%	16%	N/A	N/A
Exiting Students Who Attained the Living Wage	52%	73%	68%	62%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2017 to 2020.

Skills, Certifications and Education

Table 9. Top Skills for First-line Supervisor Occupations in Bay Region (Mar 2021 - Feb 2022)

Skill	Posting	Skill	Posting
Retail Industry Knowledge	16,187	Retail Management	3,997
Customer Service	15,532	Supervisory Skills	3,958
Store Management	12,150	Onboarding	3,930
Scheduling	12,075	Project Management	3,267
Sales	10,797	Inventory Management	3,217
Merchandising	9,748	Key Performance Indicators (KPIs)	3,210
Budgeting	6,939	Lifting Ability	3,197
Sales Goals	6,323	Food Safety	2,794
Staff Management	5,895	Office Management	2,693
Store Operations	5,532	Guest Services	2,654
Cash Handling	5,480	Retail Sales	2,589
Customer Contact	4,873	Visual Merchandising	2,547
Product Knowledge	4,719	Inventory Control	2,542
Cleaning	4,506	Repair	2,509

Skill	Posting	Skill	Posting
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Source: Burning Glass

Table 10. Certifications for First-line Supervisor Occupations in Bay Region (Mar 2021 - Feb 2022)

Certification	Posting	Certification	Posting
Driver's License	3,895	Cosmetology License	193
Food Handler Certification	933	Certified Payroll Professional (CPP)	191
ServSafe	779	Certified Protection Professional (CPP)	148
Food Service Certification	521	Project Management Professional (PMP)	132
Pharmacy Technician Certification Board (PTCB)	443	OSHA Forklift Certification	87
Registered Behavior Technician	375	Certified Pharmacy Technician	82
First Aid Cpr Aed	298	Certified ScrumMaster (CSM)	59
Automotive Service Excellence (ASE) Certification	269	IT Infrastructure Library (ITIL) Certification	54
Certified Barista	239	Real Estate Certification	52
Project Management Certification	222	Certified Dietary Manager	52

Source: Burning Glass

Note: 83% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.

Table 11. Education Requirements for First-line Supervisor Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	15,367	57%
Associate's degree	1,245	5%
Bachelor's degree and higher	10,440	38%

Source: Burning Glass

Note: 47% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)
CTE LaunchBoard www.calpassplus.org/Launchboard/
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset
Living Insight Center for Community Economic Development
Chancellor's Office MIS system

Contacts

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