

Labor Market Assessment: 0508.00/International Business and Trade International Business (Certificate)

Los Angeles Center of Excellence, June 2022

Summary

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

The Los Angeles Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to four middle-skill occupations:

- *Transportation, storage, and distribution managers (11-3071);*
- *Buyers and purchasing agents (13-1028);*
- *Sales representatives, wholesale and manufacturing, except technical and scientific products (41-4012); and*
- *Cargo and freight agents (43-5011);*

and one emerging occupation: *customs brokers (13-1041.08)*. Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.¹ 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 occupations.

Based on the available data, there appears to be a supply gap for these occupations related to international business in the region. Furthermore, entry-level wages exceed the self-sufficiency standard wage in Los Angeles County, and about one-third of current workers in the field have completed an associate degree or some college. **Therefore, due to all the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

¹ 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.

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **9,140 jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 868 awards conferred annually** by educational institutions in the region.
- **Living Wage Criteria** – Within Los Angeles County, **the majority (88%) of annual job openings** for these occupations related to international business have entry-level wages **above** the self-sufficiency standard hourly wage (\$18.10/hour).²
- **Educational Criteria** – Within the greater LA/OC region, **81% of the annual job openings** for occupations related to international business **typically require a high school diploma**.
 - However, the national-level educational attainment data indicates **between 31% and 43% of workers in the field have completed some college or an associate degree**.

Supply:

- There are **15 community colleges** in the greater LA/OC region that issue awards related to international business, conferring an average of **579 awards annually** between 2017 and 2020.
- Between 2016 and 2019, there was an average of **289 awards conferred annually** in related training programs by non-community college institutions throughout the greater LA/OC region.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these middle-skill occupations related to international business. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to decrease by 6% through 2025. However, there will be more than 9,100 job openings per year through 2025 due to retirements and workers leaving the field. It is important to note that **these occupations include all types of business operations, and not solely international business**.

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.

Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 6/1/2022. For more information, visit: <http://selfsufficiencystandard.org/california>.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	71,749	67,698	(4,051)	(6%)	6,787
Orange	25,276	23,798	(1,478)	(6%)	2,353
Total	97,025	91,496	(5,529)	(6%)	9,140

Wages

The labor market endorsement in this report considers the entry-level hourly wages for these middle-skill occupations related to international business 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 greater LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County—The majority (88%) of annual openings for these occupations of interest have entry-level wages **above** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$17.91 and \$33.25. Only one occupation in this report has entry-level wages just below the self-sufficiency standard wage: *cargo and freight agents* (\$17.91). Experienced workers can expect to earn wages between \$29.21 and \$64.18, which are higher than the self-sufficiency standard.

Orange County—The majority (74%) of annual openings for these occupations of interest have entry-level wages **below** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$18.53 and \$34.42. Two occupations have entry-level wages above the county’s self-sufficiency standard wage: *transportation, storage, and distribution managers* (\$34.42), and *buyers and purchasing agents* (\$25.46). Experienced workers can expect to earn wages between \$30.25 and \$66.42, which are higher than the self-sufficiency standard.

Job Postings

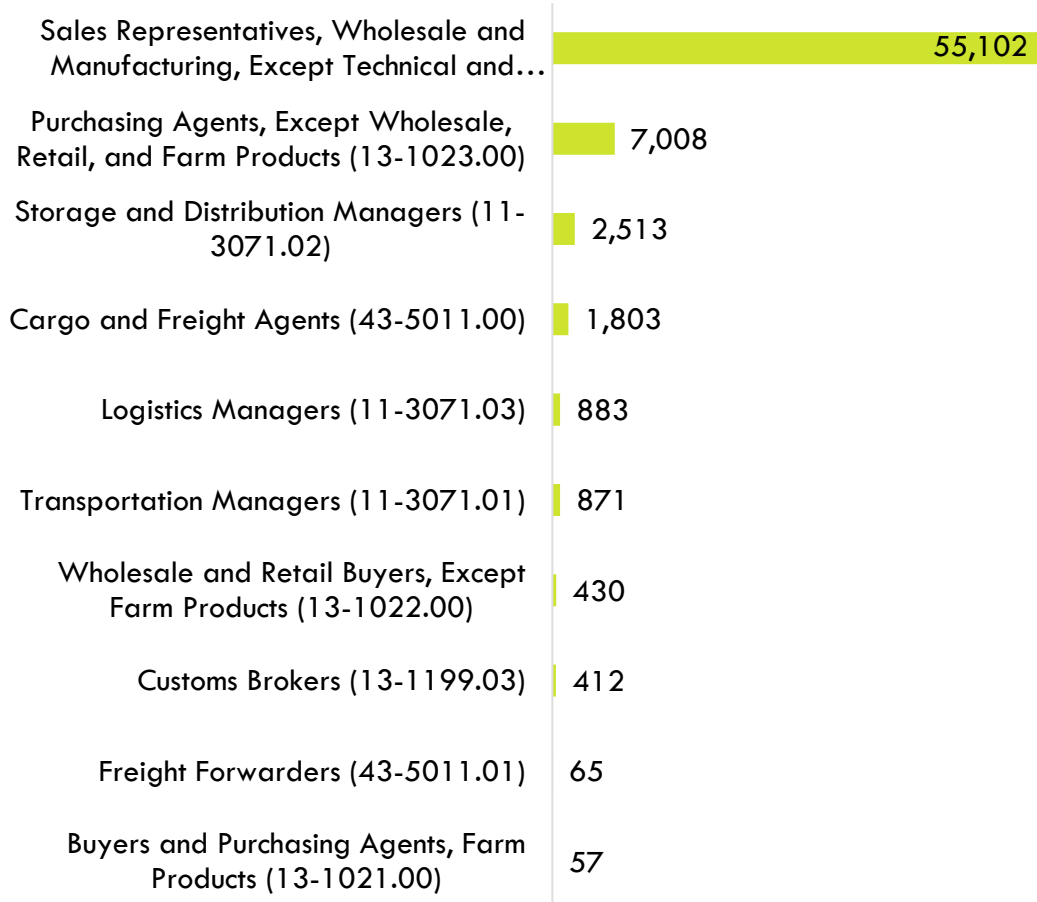
There were 69,144 online job postings related to international business listed in the past 12 months. Exhibit 2 displays the number of job postings by occupation. The majority of job postings (81%) were for *sales representatives, wholesale and manufacturing, except technical and scientific products*, followed by *purchasing agents, except wholesale, retail, and farm products* (10%) and *storage and distribution managers* (4%). The highest number of job postings were for sales representatives, account executives, account managers, outside sales representatives, and inside sales representatives. The top skills were sales, customer service, business development, account management, and knowledge of Salesforce. The top three employers, by number of job postings, in the region were Charter Communications, Vivint, and Anthem Blue Cross.

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

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

employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Exhibit 2: Job postings by occupation (last 12 months)



Educational Attainment

The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupations in this report:

- **Bachelor’s degree:** *Buyers and purchasing agents*
- **High school diploma or equivalent:** *Transportation, storage, and distribution managers; sales representatives, wholesale and manufacturing, except technical and scientific products; and cargo and freight agents*

In the greater LA/OC region, the majority of annual job openings (79%) typically require a high school diploma. However, the national-level educational attainment data indicates between 31% and 43% of workers in the field have completed some college or an associate degree. Of the 57% of international business job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 36% (14,286) requested high school or vocational training, 5% (2,016) requested an associate degree, and 59% (23,352) requested a bachelor’s degree.

Educational Supply

Community College Supply—Exhibit 3 shows the three-year average number of awards conferred by community colleges in the related TOP codes: International Business and Trade (0508.00), and Logistics and Materials Transportation (0510.00). The colleges with the most completions in the region are Santa Ana, Coastline, and East LA.

Exhibit 3: 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
0508.00	International Business and Trade	Cerritos	13	26	15	18
		East LA	7	3	8	6
		Glendale	2	-	5	2
		LA Pierce	-	2	1	1
		Long Beach	14	4	7	8
		Mt San Antonio	24	28	29	27
		Pasadena	3	4	4	4
		Rio Hondo	1	1	2	1
		Santa Monica	3	-	4	2
		LA Subtotal	67	68	75	70
		Fullerton	-	1	3	1
		Orange Coast	14	-	-	5
		Saddleback	3	5	8	5
		Santa Ana	668	89	112	290
		OC Subtotal	685	95	123	301
Supply Subtotal/Average			752	163	198	371
0510.00	Logistics and Materials Transportation	East LA	85	85	46	72
		LA Harbor	-	-	3	1
		Rio Hondo	24	10	1	12
		Santa Monica	12	10	6	9
		LA Subtotal	121	105	56	94
		Coastline	105	121	116	114
		OC Subtotal	105	121	116	114
Supply Subtotal/Average			226	226	172	208
Supply Total/Average			978	389	370	579

Non-Community College Supply—For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs related to international business. Exhibit 4 shows the annual and three-year average number of awards conferred by these institutions in programs crosswalked to the community

college programs listed in Exhibit 3. Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, four-year colleges in the region conferred an average of 289 awards annually in related training programs.

Exhibit 4: Regional non-community college awards, 2016-2019

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
52.0203	Logistics, Materials, and Supply Chain Management	CSU-Dominguez Hills	8	17	8	11
		CSU-Los Angeles	-	-	23	8
52.0410	Traffic, Customs, and Transportation Clerk/ Technician	Diversified Vocational College	116	199	67	127
52.1101	International Business/Trade/Commerce	Azusa Pacific University	13	12	8	11
		CSU-Fullerton	49	60	75	61
		Mount Saint Mary's Univ.	8	6	2	5
		Pepperdine University	28	31	23	27
		University of La Verne	6	4	6	5
		USC	26	39	32	32
		Vanguard University of Southern California	1	-	-	0
Supply Total/Average			255	368	244	289

Appendix A: Occupational demand and wage data by county

Exhibit 5. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Transportation, Storage, and Distribution Managers (11-3071)	5,530	5,572	42	1%	420	\$33.25	\$46.15	\$64.18
Buyers and Purchasing Agents (13-1028)	13,020	12,143	(877)	(7%)	1,207	\$24.74	\$33.39	\$44.32
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	45,895	42,126	(3,769)	(8%)	4,314	\$19.04	\$28.83	\$44.09
Cargo and Freight Agents (43-5011)	7,304	7,857	553	8%	846	\$17.91	\$22.77	\$29.21
Total	71,749	67,698	(4,051)	(6%)	6,787	-	-	-

Exhibit 6. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Transportation, Storage, and Distribution Managers (11-3071)	1,579	1,567	(12)	(1%)	118	\$34.42	\$47.76	\$66.42
Buyers and Purchasing Agents (13-1028)	5,271	4,906	(365)	(7%)	487	\$25.46	\$34.20	\$45.27
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	17,758	16,744	(1,014)	(6%)	1,685	\$20.59	\$31.15	\$47.58
Cargo and Freight Agents (43-5011)	669	581	(88)	(13%)	63	\$18.53	\$23.58	\$30.25
Total	25,276	23,798	(1,478)	(6%)	2,353	-	-	-

Exhibit 7. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Transportation, Storage, and Distribution Managers (11-3071)	7,109	7,139	30	0%	538	HS diploma or equivalent
Buyers and Purchasing Agents (13-1028)	18,291	17,048	(1,242)	(7%)	1,694	Bachelor's degree
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	63,653	58,870	(4,783)	(8%)	5,999	HS diploma or equivalent
Cargo and Freight Agents (43-5011)	7,973	8,439	465	6%	909	HS diploma or equivalent
Total	97,025	91,496	(5,529)	(6%)	9,140	-

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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