

October 2022

Labor Market Analysis

Sports Management



POWERED BY



Prepared by the Central Valley/Mother Lode Center of Excellence

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COVID-19 Statement: This report includes employment projection data by Lightcast. Lightcast’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.

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Summary

Please note the COVID-19 statement on page 1 when considering this report's findings.

This study conducted by the Central Valley/Mother Lode Center of Excellence examines labor market demand, wages, skills, and postsecondary supply for Sports Management. Five occupations related to Sports Management were identified for Fresno City College:

- 11-9199, Managers, All Other
- 13-1011, Agents and Business Managers of Artists, Performers, and Athletes
- 29-9091, Athletic Trainers
- 39-9031, Exercise Trainers and Group Fitness Instructors
- 39-9032, Recreation Workers

Key findings:

- **Occupational demand** — There were 7,263 workers employed in jobs related to Sports Management in 2021 in the South Central Valley/Southern Mother Lode (SCV/SML) subregion. The largest occupation is managers, all other with 4,433 workers, a projected growth rate of 7% over the next five years, and 388 annual openings.
- **Wages** — Agents and Business Managers of Artists, Performers, and Athletes earn the highest entry-level wage, \$38.78/hour in the subregion.
- **Employers** — Employers with the most job postings in the subregion are Anthem Blue Cross, Deloitte, and the State of California.
- **Occupational titles** — The most common occupational title in job postings in the subregion is Managers, All Other. The most common job title is Project Manager.
- **Skills and certifications** — The top baseline skill is communication skills, the top specialized skill is budgeting, and the top software skill is Microsoft Excel. The most in-demand certification is a First Aid Cpr Aed.
- **Education** — A high school diploma or equivalent is typically required for recreation workers and exercise trainers and group fitness instructors. A bachelor's degree is typically required for managers, all other, athletic trainers, and agents and business managers of artists, performers, and athletes.
- **Supply** — Analysis of postsecondary completions shows that on average 5 awards were conferred in the Central Valley/Mother Lode region each year.

Recommendation:

Based on a comparison of occupational demand and supply, there is an undersupply of 901 trained workers in the subregion and 1,445 workers in the region. The Center of Excellence recommends that Fresno City College work with the regional directors, the college's advisory board, and local industry in the expansion of programs to address the shortage of Sports Management workers in the region.

Introduction

The Central Valley/Mother Lode Center of Excellence was asked by Fresno City College to provide labor market information for Sports Management. The geographical focus for this report is the South Central Valley/Southern Mother Lode (SCV/SML) subregion, but regional demand and supply data has been included for broader applicability and use. The average living wage for a single adult in the SCV/SML subregion is \$11.91/hour.¹ Analysis of the program and occupational data related to Sports Management resulted in the identification of applicable occupations. The Standard Occupational Classification (SOC) System codes and titles used in this report are:

- 11-9199, Managers, All Other
- 13-1011, Agents and Business Managers of Artists, Performers, and Athletes
- 29-9091, Athletic Trainers
- 39-9031, Exercise Trainers and Group Fitness Instructors
- 39-9032, Recreation Workers

The occupational titles, job descriptions, sample job titles, and knowledge and skills from the Bureau of Labor Statistics and O*NET OnLine are shown below. There was no O*Net data available for manager, all other.

Agents and Business Managers of Artists, Performers, and Athletes

Job Description: Represent and promote artists, performers, and athletes in dealings with current or prospective employers. May handle contract negotiation and other business matters for clients.

Knowledge: Customer and Personal Service, Sales and Marketing, English Language, Administration and Management, Fine Arts

Skills: Active Listening, Negotiate, Persuasion, Reading Comprehension, Speaking

Athletic Trainers

Job Description: Evaluate and treat musculoskeletal injuries or illnesses. Provide preventive, therapeutic, emergency, and rehabilitative care.

Knowledge: Medicine and Dentistry, Customer and Personal Service, Psychology, Therapy and Counseling, English Language

Skills: Active Listening, Critical Thinking, Judgement and Decision Making, Monitoring, Speaking

Exercise Trainers and Group Fitness Instructors

Job Description: Instruct or coach groups or individuals in exercise activities for the primary purpose of personal fitness. Demonstrate techniques and form, observe participants, and explain to them corrective measures necessary to improve their skills. Develop and implement individualized approaches to exercise.

Knowledge: Customer and Personal Service, English Language, Education and Training, Psychology

Skills: Instructing, Service Orientation, Speaking, Active Listening, Learning Strategies

Recreation Workers

Job Description: Conduct recreation activities with groups in public, private, or volunteer agencies or recreation facilities. Organize and promote activities, such as arts and crafts, sports, games, music, dramatics, social recreation, camping, and hobbies, taking into account the needs and interests of individual members.

Knowledge: English Language, Public Safety and Security, Customer and Personal Service, Education and Training, Law and Government

Skills: Active Listening, Coordination, Service Orientation, Social Perceptiveness, Speaking

¹ The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

Occupational Demand

The SCV/SML subregion employed 7,263 workers in Sports Management occupations in 2021 (Exhibit 1). The largest occupation is managers, all other with 4,433 workers in 2021. This occupation is projected to grow by 7% over the next five years and has the greatest number of projected annual openings, 388.

Exhibit 1. Sports Management employment and occupational projections in the SCV/SML subregion

Occupation	2021 Jobs	2026 Jobs	5-Year Change	5-Year % Change	Annual Openings
Managers, All Other	4,433	4,729	297	7%	388
Recreation Workers	1,589	1,804	216	14%	300
Exercise Trainers and Group Fitness Instructors	1,060	1,199	140	13%	199
Athletic Trainers	116	128	12	10%	11
Agents and Business Managers of Artists, Performers, and Athletes	66	69	3	4%	8
TOTAL	7,263	7,929	666	9%	906

Wages

Exhibit 2a shows the hourly wages of the Sports Management occupations. Agents and business managers of artists, performers, and athletes earn the highest entry-level wage, \$38.78/hour in the subregion.² Please note 10th and 25th percentiles are considered entry-level wages while 75th and 90th are considered experienced wages, either by gained long-term employment, received extra training, etc.

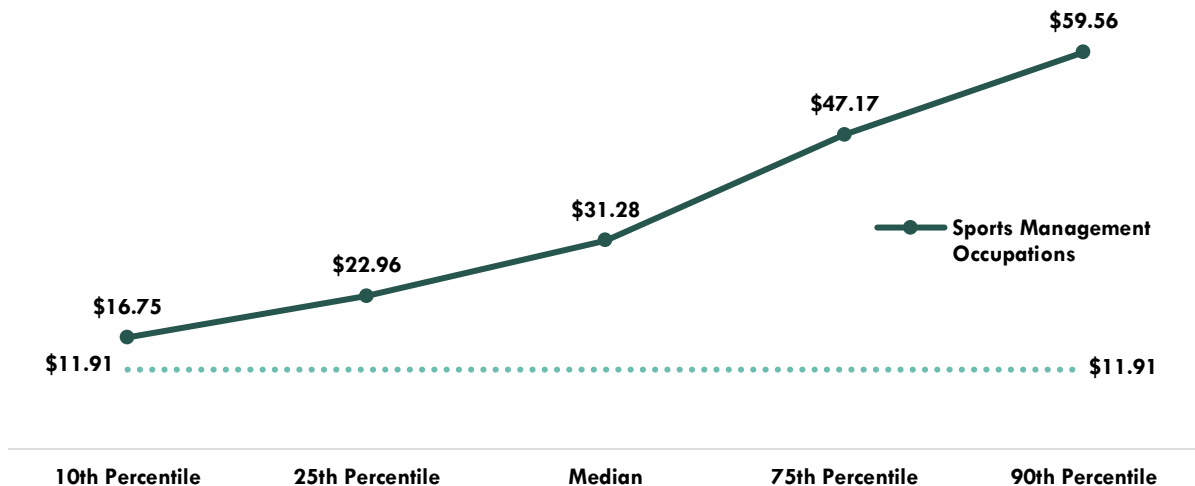
Exhibit 2a. Sports Management hourly wages in the SCV/SML subregion

Occupation	Pct. 25 Hourly Earnings	Median Hourly Earnings	Pct. 75 Hourly Earnings
Agents and Business Managers of Artists, Performers, and Athletes	\$38.78	\$50.65	\$91.63
Managers, All Other	\$25.48	\$42.89	\$67.45
Athletic Trainers	\$22.09	\$27.00	\$33.25
Exercise Trainers and Group Fitness Instructors	\$14.44	\$21.49	\$27.29
Recreation Workers	\$14.01	\$14.37	\$16.26

² Entry-level wages are derived from the 25th percentile.

Exhibit 2b shows the average hourly wages for Sports Management occupations; the average entry-level wage exceeds the average living wage for the South Central Valley/Southern Mother Lode SCV/SML subregion.

Exhibit 2b. Sports Management average hourly wages in the SCV/SML subregion



Job Postings

There were 2,920 job postings for the five occupations in the SCV/SML subregion from April 2022 to September 2022.³ The employers with the most job postings are listed in Exhibit 3.

Exhibit 3. Top employers of Sports Management by number of job postings

Employer	Job Postings	% Job Postings
Anthem Blue Cross	71	3%
Deloitte	67	3%
State of California	29	1%
Chuze Fitness	22	1%
Stardom Employment Consultants	21	1%
Community Health System	20	1%
Walgreens Boots Alliance Inc	19	1%
Applied Materials	18	1%
Northrop Grumman	18	1%
Instaswim	17	1%

³ Other than occupation titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

Exhibit 4 shows how job postings for the targeted occupations in the SCV/SML subregion are distributed across 10 O*NET OnLine occupations. The occupational title Managers, All Other is listed in 2,289 job postings. Note how this occupational title dominates the job posting results. Common job titles in postings include Project Manager in 114 job postings, Project Coordinator in 50 job postings, and Program Manager in 41 job postings.

Exhibit 4. Top occupational titles in job postings for Sports Management

Occupational Title	Job Postings	% of Job Postings
Managers, All Other	2,289	78%
Recreation Workers	215	7%
Fitness Trainers and Aerobics Instructors	143	5%
Supply Chain Managers	64	2%
Compliance Managers	59	2%
Security Managers	53	2%
Athletic Trainers	50	2%
Loss Prevention Managers	17	1%
Regulatory Affairs Managers	14	0%
Investment Fund Managers	12	0%

Salaries

Exhibit 5 shows the “Market Salaries” for Sports Management occupations. These are calculated by Burning Glass using a machine learning model built off of millions of job postings every year. This accounts for adjustments based on locations, industry, skills, experience, education requirements, among other variables.

Exhibit 5. Salaries for Sports Management occupations

Market Salary Percentile	Salary Amount
10th Percentile	\$30,458
25th Percentile	\$39,975
50th Percentile	\$59,328
75th Percentile	\$83,217
90th Percentile	\$105,965

Education

Of the 2,920 job postings, 2,074 listed an education level preferred for the positions being filled. Among those, 69% requested a bachelor’s degree, 32% requested high school or vocational training, and 20% requested a master’s degree (Exhibit 6). A job posting can indicate more than one education level. Hence, the percentages shown in the chart below may total more than 100%.

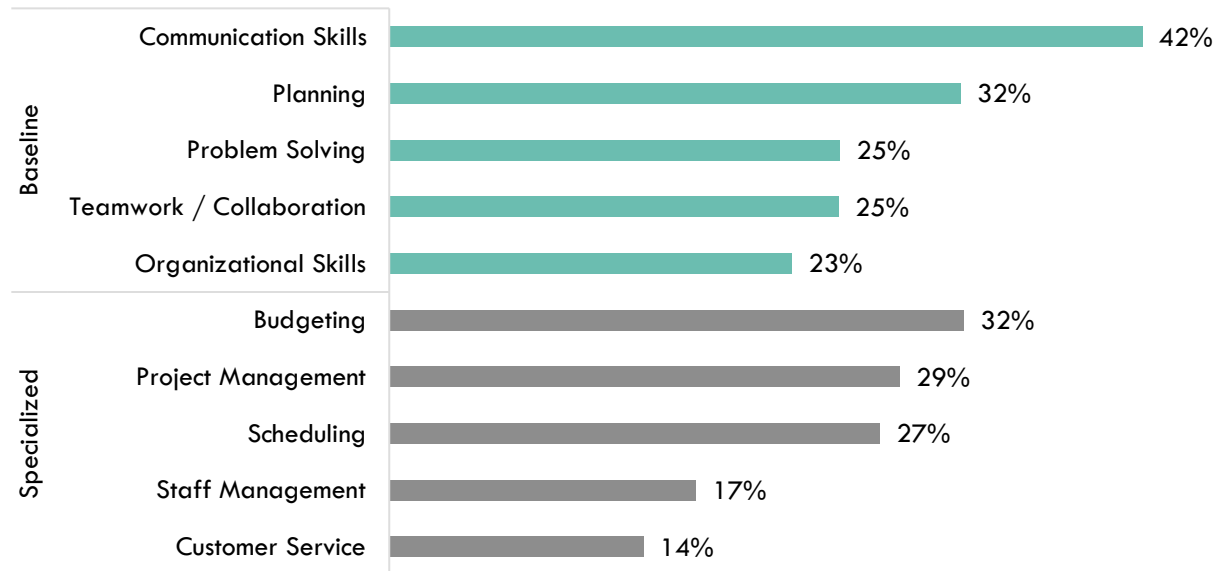
Exhibit 6. Education levels requested in job postings for Sports Management

Education Level	Job Postings	% of Job Postings
Bachelor's degree	1,441	69%
High school or vocational training	674	32%
Master's degree	422	20%
Associate's degree	207	10%
Doctoral degree	74	4%

Baseline and Specialized Skills

Exhibit 7 depicts the top baseline and specialized skills for the targeted occupations. The three most important baseline skills are communication skills, 42% of job postings, planning, 32%, and problem solving, 25%. The top three specialized skills are budgeting, 32% of job postings, project management, 29%, and scheduling, 27%.

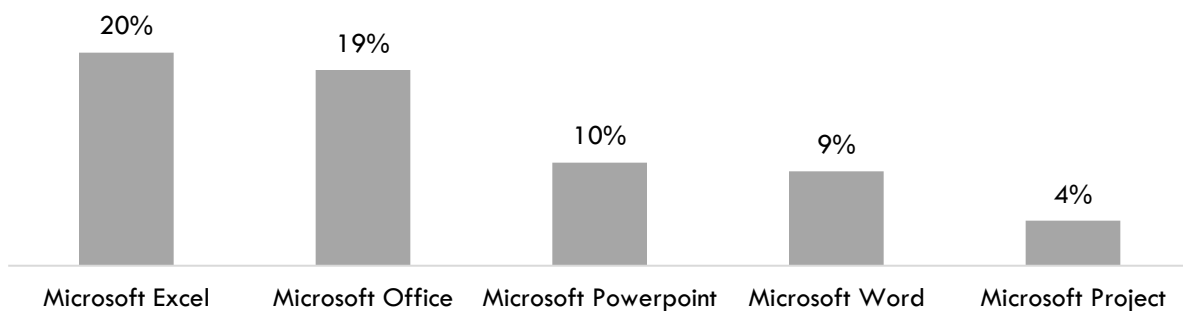
Exhibit 7. In-demand Sports Management baseline and specialized skills



Software Skills

Analysis also included the software skills most in demand by employers. Microsoft Excel and Office were the top two software skills identified in job postings (Exhibit 8).

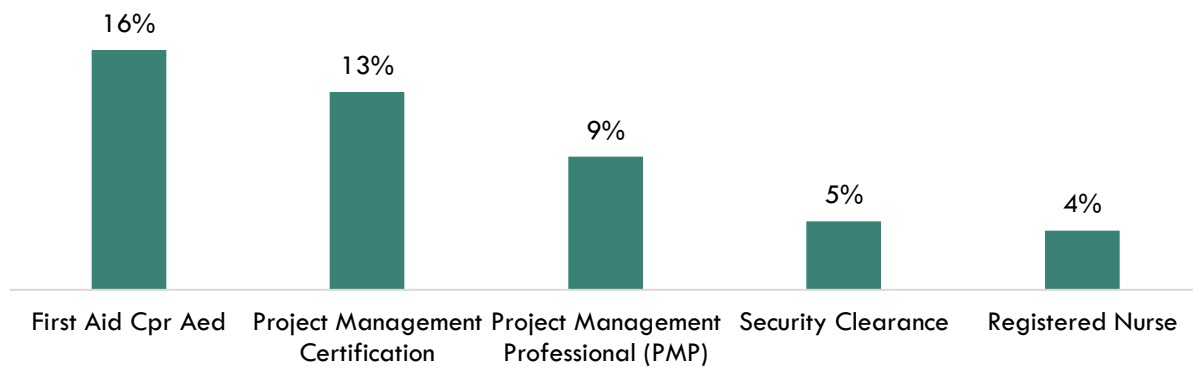
Exhibit 8. In-demand Sports Management software skills



Certifications

Of the 2,920 job postings, 1,304 contained certification data. Among those, 16% indicated a need for a First Aid Cpr Aed. The next top certifications are a project management certification and project management professional (PMP) (Exhibit 9). Please note, 47% of job postings indicated a need for a driver's license but it is not a certification.

Exhibit 9. Top Sports Management certifications requested in job postings



Education, Work Experience & Training

A high school diploma or equivalent is typically required for recreation workers and exercise trainers and group fitness instructors. A bachelor's degree is typically required for managers, all other, athletic trainers, and agents and business managers of artists, performers, and athletes (Exhibit 10).

Exhibit 10. Education, work experience, training, and Current Population Survey results for Sports Management occupations⁴

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Recreation Workers	High school diploma or equivalent	None	Short-term	35.7%
Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent	None	Short-term	28.6%
Managers, All Other	Bachelor's degree	Less than 5 years	None	24.8%
Athletic Trainers	Bachelor's degree	None	None	20.2%
Agents and Business Managers of Artists, Performers, and Athletes	Bachelor's degree	Less than 5 years	None	21.7%

⁴ "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

Supply

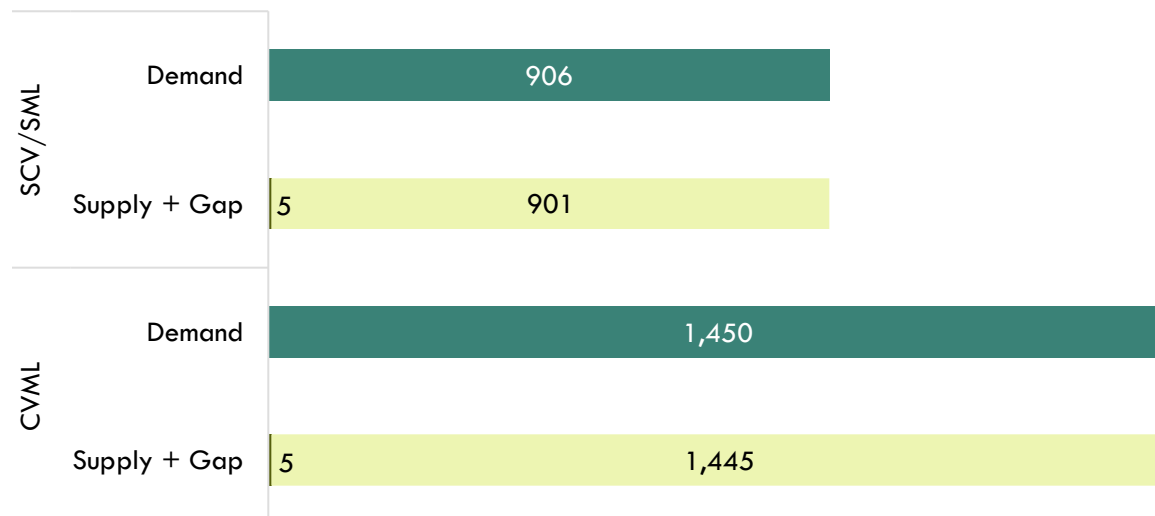
Analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) included the TOP codes and title: 083520 - Fitness Trainer. Analysis of the last three years of data shows that, on average, 5 awards were conferred in the Central Valley/Mother Lode region each year (Exhibit 11).

Exhibit 11. Postsecondary supply for Sports Management occupations in the region

TOP/ CIP Code- Title	College	Certificate 18 < 30 Semester Units	Certificate 30 < 60 Semester Units	Subtotal
083520 - Fitness Trainer	San Joaquin Delta	3	2	5
TOTAL		3	2	5

There is an undersupply of 901 Sports Management workers in the SCV/SML subregion and 1,445 workers in the region (Exhibit 12).

Exhibit 12. Sports Management workforce demand (annual job openings), postsecondary supply of students (awards), and additional students needed to fill gap in the SCV/SML subregion and region



Student Outcomes

There was no employment and wage outcomes data available from the California Community College Chancellor's Cal-PASS Plus LaunchBoard for the TOP code related to Sports Management.

Conclusion

The entry-level wages of the five occupations exceed the SCV/SML subregion's average living wage. There were 2,920 job postings in the past six months for occupations related to Sports Management in the subregion. Analysis of skills and certification requirements in job postings indicates:

- The top baseline skill is communication skills, and the top specialized skill is budgeting.
- The top software skill is Microsoft Excel.
- The top certification is a First Aid Cpr Aed.

There is an undersupply of trained workers, a shortage of 901 in the SCV/SML subregion and 1,445 in the region.

Recommendation

Based on these findings, it is recommended that Fresno City College work with the regional director, the college's advisory board, and local industry in the expansion of programs to address the shortage of Sports Management in the region.

Appendix A: Methodology & Data Sources

Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor's Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (Lightcast). Lightcast occupational employment data are based on final LIGHTCAST industry data and final Lightcast 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). Occupational wage estimates also affected by county-level Lightcast earnings by industry: economicmodeling.com .
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: https://www.bls.gov/emp/tables/educational-attainment.htm .
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov .
Job Posting and Skills Data	Burning Glass: burning-glass.com/ .
Additional Education Requirements/Employer Preferences	The O*NET Job Zone database includes over 900 occupations as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: onetonline.org .

Key Terms and Concepts

Annual Job Openings: Annual openings are calculated by dividing the number of years in the projection period by total job openings.

Education Attainment Level: The highest education attainment level of workers age 25 years or older.

Employment Estimate: The total number of workers currently employed.

Employment Projections: Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (Lightcast) formula that includes historical employment and economic indicators along with national, state and local trends.

Living Wage: The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

Occupation: An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

Percent Change: Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

Replacements: Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

Total Job Openings (New + Replacements): Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

Typical Education Requirement: represents the typical education level most workers need to enter an occupation.

Typical On-The-Job Training: indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.