

Labor Market Analysis for Program Review: 0835.60/Coaching (Athletic Coach Certificate)

Orange County Center of Excellence, March 2023



Summary

Program LMI Endorsement	Endorsed: All LMI Criteria Met <input type="checkbox"/>	Endorsed: Some LMI Criteria Met <input checked="" type="checkbox"/>	Not LMI Endorsed <input type="checkbox"/>
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Program LMI Endorsement Criteria

	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Supply Gap:	<i>Comments:</i> there is projected to be 4,278 annual job openings throughout Los Angeles and Orange counties for <i>exercise trainers and group fitness instructors</i> , which is more than the 165 awards conferred by educational institutions .	
Living Wage: (Entry-Level, 25 th)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments:</i> Entry-level hourly wages for <i>exercise trainers and group fitness instructors</i> are \$14.29 , which is significantly below the OC living wage of \$20.63 .	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	<i>Comments:</i> The typical entry-level education for <i>exercise trainers and group fitness instructors</i> is a high school diploma or equivalent . However, a significant percentage of workers in the field have completed some college or an associate degree as their highest level of education .	

Emerging Occupation(s)

Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
<i>Comments:</i> N/A	

The Orange County Center of Excellence for Labor Market Research (OC COE) prepared this report to determine whether there is a supply gap in the Los Angeles/Orange County regional labor market related to one middle-skill occupation:

- Exercise Trainers and Group Fitness Instructors (39-9031)

Based on the available data there appears to be a supply gap for this occupation and typical education requirements for align with a community college education. However, entry-level wages are significantly below the living wage. **Therefore, due to some of the regional labor market criteria being met, the COE endorses this proposed program.**

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for the occupations included in this report.

Exhibit 1: Labor Market Endorsement Summary

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25 th Percentile)	Typical Entry-Level Education	Community College Educational Attainment
Exercise Trainers and Group Fitness instructors (39-9031)	4,278	165	OC: \$14.29	High school diploma or equivalent	29%

Demand:

- The number of jobs related to *exercise trainers and group fitness instructors* are projected to increase 21% through 2026, equating to 4,278 annual job openings.
- Hourly entry-level wages for *exercise trainers and group fitness instructors* are \$14.29 in Orange County, which is significantly below the living wage of \$20.63.
- There were 4,031 online job postings for *exercise trainers and group fitness instructors* over the past 12 months. The highest number of postings were for swim instructors, personal trainers, and group fitness instructors.
- The typical entry-level education for *exercise trainers and group fitness instructors* is a high school diploma or equivalent.
- Approximately 29% of workers in the field have completed some college or an associate degree as their highest level of educational attainment.

Supply:

- There was an average of 74 awards conferred by 16 community colleges in Los Angeles and Orange Counties from 2018 to 2021.
- Non-community college institutions conferred an average of 91 awards from 2017 to 2020.
- Orange County community college students that exited coaching programs in the 2019-20 academic year had a median annual wage of \$14,324.
- Due to the low number of students enrolled in coaching programs, there was insufficient data to determine the percentage of students that attained the regional living wage or the percentage that are working in a job closely related to their field of study.

Demand

Occupational Projections:

Exhibit 2 shows the annual percent change in jobs for *exercise trainers and group fitness instructors* from 2016 through 2026. Employment for *exercise trainers and group fitness instructors* declined 26% in Orange County from 2019 to 2020 due to the COVID-19 pandemic, which is significantly higher than the 6% decline across all occupations during the same time period. Employment for *exercise trainers and group fitness instructors* in Orange County is projected to grow at slightly higher rate than all occupations through 2026.

Exhibit 2: Annual Percent Change in Jobs for Exercise Trainers and Group Fitness Instructors, 2016-2026

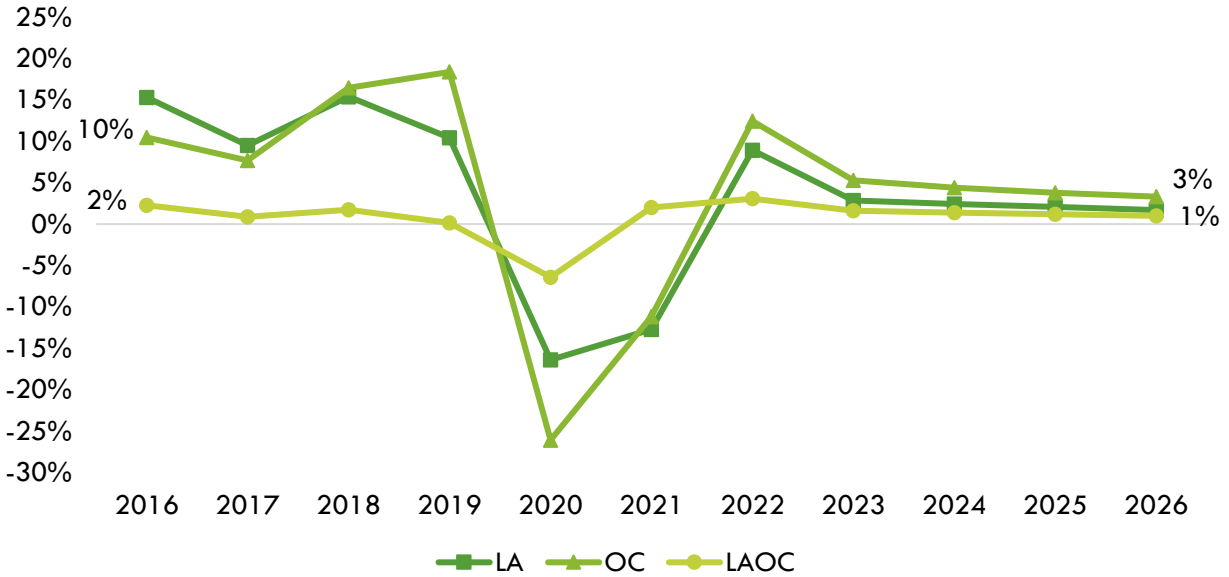


Exhibit 3 shows the five-year occupational demand projections for *exercise trainers and group fitness instructors*. In Los Angeles/Orange County, the number of jobs for this occupation is projected to increase 21% through 2026. There is projected to be 4,278 jobs available annually.

Exhibit 3: Occupational Demand in Los Angeles and Orange Counties¹

Geography	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change	Annual Openings
Los Angeles	14,914	17,768	2,854	19%	3,509
Orange	2,820	3,738	917	33%	770
Total	17,735	21,506	3,771	21%	4,278

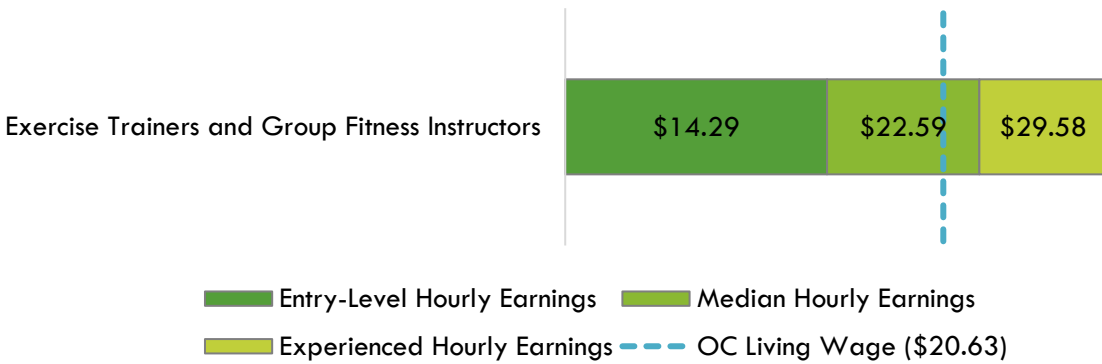
Wages:

The labor market endorsement in this report considers the entry-level hourly wages for *exercise trainers and group fitness instructors* in Orange County as they relate to the county's living wage. Los Angeles County wages are included below in order to provide a complete analysis of the LA/OC region.

The typical entry-level hourly wages for *exercise trainers and group fitness instructors* are \$14.29, which is significantly below the living wage for one adult (\$20.63 in Orange County). Median wages are \$22.59, which is above the living wage. Orange County's average wages are below the average statewide wage of \$28.38 for these occupations. Exhibit 4 shows the wage range for *exercise trainers and group fitness instructors* in Orange County and how it compares to the regional living wage.

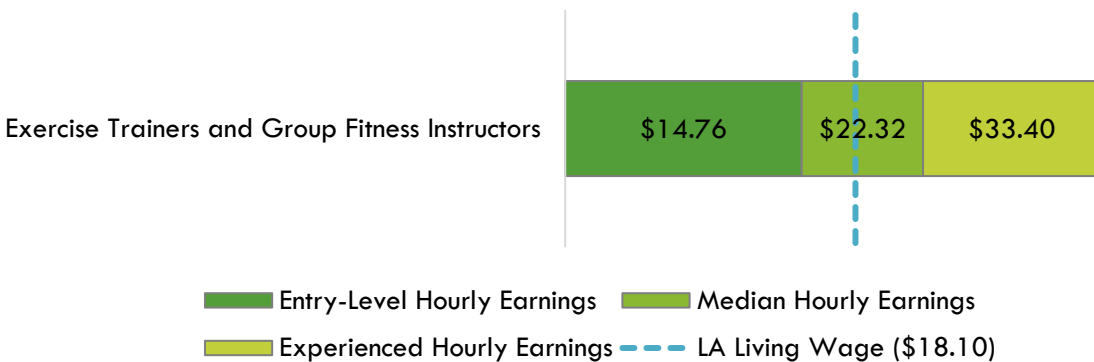
¹ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Exhibit 4: Wages by Occupation in Orange County



The typical entry-level hourly wages for *exercise trainers and group fitness instructors* are \$14.76, which is significantly below the living wage for one adult (\$18.10 in Los Angeles County). Median wages are \$22.32, which is above the living wage. Los Angeles County average wages are above the average statewide wage of \$28.38 for these occupations. Exhibit 5 shows the wage range for *exercise trainers and group fitness instructors* in Los Angeles County and how it compares to the regional living wage.

Exhibit 5: Wages by Occupation in Los Angeles County



Job Postings:

Important Online Job Postings Data Note: Online job postings data is sourced from Lightcast, a labor market analytics firm that scrapes, collects, and organizes data from online job boards such as LinkedIn, Indeed, Glassdoor, Monster, GovernmentJobs.com, and thousands more. Lightcast uses natural language processing (NLP) to determine the related company, industry, occupation, and other information for each job posting. However, NLP has limitations that include understanding contextual words or phrases; determining differences in words that can be used as nouns, verbs, and/or adjectives; and misspellings or grammatical errors.² For these reasons, job postings could be assigned to the wrong employer, industry, or occupation within Lightcast's database.

Additionally, there are several limitations when analyzing job postings. A single job posting may not represent a single job opening, as employers may be creating a pool of candidates for future openings or hiring for multiple positions with a single posting. Additionally, not all jobs are posted online, and jobs may be filled through other methods such as internal promotion, word-of-mouth advertising, physical job boards, or a variety of other channels.

² K. R. Chowdhary, *Fundamentals of Artificial Intelligence* (Basingstoke: Springer Nature, 2020), <https://link.springer.com/book/10.1007/978-81-322-3972-7>.

There were 4,031 online job postings related to *exercise trainers and group fitness instructors* listed in the past 12 months.

Exhibit 6: Number of Job Postings by Occupation (n=4,031)

Occupation	Job Postings	Percentage of Job Postings
Exercise Trainers and Group Fitness Instructors	4,031	100%

The top employers in the region, by number of job postings, are shown in Exhibit 7.

Exhibit 7: Top Employers by Number of Job Postings (n=4,031)

Employer	Job Postings	Percentage of Job Postings
YMCA	181	4%
Equinox	141	3%
Corepower Yoga	133	3%
LA Fitness	103	3%
24 Hour Fitness	94	2%
Waterworks Aquatics	93	2%
Club Pilates	86	2%
Planet Fitness	84	2%
Sunsational Swim School	75	2%
Crunch	64	2%

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 8.

Exhibit 8: Top Skills by Number of Job Postings (n=4,031)

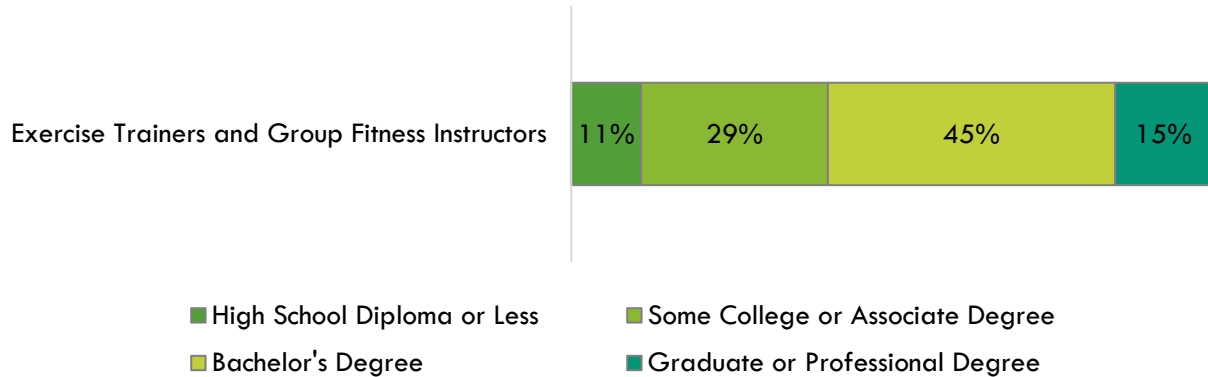
Top Specialized Skills	Top Soft Skills	Top Computer Skills
Pilates (562)	Teaching (1,372)	Equinox (OSGi) (148)
Fitness Training (553)	Communications (1,230)	Microsoft Excel (73)
Group Exercise Instruction (521)	Customer Service (961)	Microsoft Outlook (60)
Yoga (378)	Management (548)	Project Management Software (48)
Lifeguarding (281)	Energetic (507)	Microsoft Office (47)
Instructing (273)	Sales (456)	Microsoft PowerPoint (38)
Cardiopulmonary Resuscitation (CPR) (263)	Professionalism (444)	Microsoft Word (32)
Kinesiology (231)	Cleanliness (433)	Zoom (Video Conferencing Tool) (17)
Working With Children (217)	Enthusiasm (389)	Microsoft Access (9)
Exercise Science (211)	Operations (332)	Dashboard (8)

Educational Attainment:

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for *exercise trainers and group fitness instructors*. The national-level educational attainment data indicates approximately 29% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 9 shows the educational attainment for *exercise trainers and group fitness instructors*.

Of the 33% of the cumulative job postings for *exercise trainers and group fitness instructors* that listed a minimum education requirement in Los Angeles/Orange County, 72% (960) requested a high school diploma or an associate degree and 28% (375) requested a bachelor's, master's, or doctoral degree.

Exhibit 9: National-level Educational Attainment for Occupations



Educational Supply

Community College Supply:

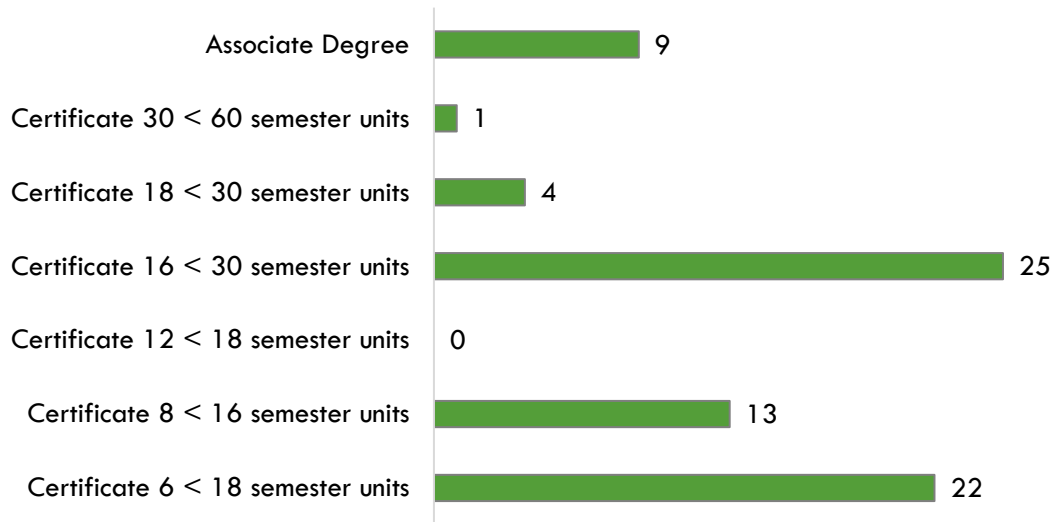
Exhibit 10 shows the three-year average number of awards conferred by community colleges in the related TOP codes: Fitness Trainer (0835.20) and Coaching (0835.60). The highest number of awards were conferred by Orange Coast. Over the past 12 months, there were two other related program recommendation requests.

Exhibit 10: Regional Community College Awards (Certificates and Degrees), 2018-2021

TOP Code	Program	College	2018-2019 Awards	2019-2020 Awards	2020-2021 Awards	3-Year Award Average	
0835.20	Fitness Trainer	Cerritos	0	3	3	2	
		East LA	0	1	0	0	
		Glendale	3	2	6	3	
		LA City	0	0	2	1	
		LA Harbor	0	1	2	1	
		Mt San Antonio	0	0	1	0	
		Pasadena	2	3	8	5	
		Rio Hondo	6	1	1	2	
		LA Subtotal					
		Cypress	0	1	1	0	
		Fullerton	3	4	6	4	
		Irvine	4	4	0	3	
		Orange Coast	5	32	26	21	
		Saddleback	0	0	31	10	
		Santa Ana	2	2	1	2	
		OC Subtotal		14	43	65	40
		Supply Subtotal/Average			25	54	88
0835.60	Coaching	Citrus	8	0	0	3	
		Rio Hondo	1	0	2	1	
		Santa Monica	14	9	12	12	
		LA Subtotal	23	9	14	16	
		Cypress	1	2	0	1	
		Fullerton	3	1	2	2	
		Irvine	1	0	0	0	
		Saddleback	0	0	2	1	
		OC Subtotal	5	3	4	4	
Supply Subtotal/Average			28	12	18	20	
Supply Subtotal/Average			53	66	106	74	

Exhibit 11 shows the annual average community college awards by type from 2018-19 through 2020-21. The plurality of the awards are for certificates between 16 and less than 30 semester units, followed by certificates between 6 and less than 18 semester units.

Exhibit 11: Annual Average Community College Awards by Type, 2018-2021



Community College Student Outcomes:

Exhibit 12 shows the Strong Workforce Program (SWP) metrics for coaching programs in North Orange County Community College District (NOCCCD), the Orange County Region, and California.

Of the 323 coaching student in Orange County, 77% (250) attended a NOCCCD college. Orange County students that exited coaching programs in the 2019-20 academic year had median annual earnings of \$14,324, which is significantly below the living wage. Due to the low number of students in coaching programs, there was insufficient data to determine the percentage of students that attained the living wage and that reported being employed in their field of study.

Exhibit 12: Coaching (0835.60) Strong Workforce Program Metrics, 2020-21³

SWP Metric	NOCCCD	OC Region	California
SWP Students	250	323	2,293
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	16%	20%	16%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Insufficient Data	Insufficient Data	78%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	Insufficient Data	Insufficient Data	18
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2019-20)	12	15	236
SWP Students with a Job Closely Related to Their Field of Study (2018-19)	Insufficient Data	Insufficient Data	Insufficient Data
Median Annual Earnings for SWP Exiting Students (2019-20)	Insufficient Data	\$14,324 (\$6.89)	\$25,138 (\$12.09)

³ All SWP metrics are for 2020-21 unless otherwise noted.

SWP Metric	NOCCCD	OC Region	California
Median Change in Earnings for SWP Exiting Students (2019-20)	Insufficient Data	Insufficient Data	55%
SWP Exiting Students Who Attained the Living Wage (2019-20)	Insufficient Data	Insufficient Data	36%

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 for *exercise trainers and group fitness instructors*. Exhibit 13 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Code: Physical Fitness Technician (31.0507). Due to different data collection periods, the most recent three-year period of available data is from 2017 to 2020. Between 2017 and 2020, non-community institutions in the region conferred an average of 91 awards annually in related training programs.

Exhibit 13: Regional Non-Community College Awards, 2017-2020

CIP Code	Program	College	2017-2018 Awards	2018-2019 Awards	2019-2020 Awards	3-Year Award Average
31.0507	Physical Fitness Technician	American Fitness and Nutrition Academy	0	23	38	20
		California Healing Arts College	11	6	0	6
		Pepperdine University	0	0	0	0
		Southern California Health Institute	66	49	81	65
Supply Total/Average			77	78	119	91

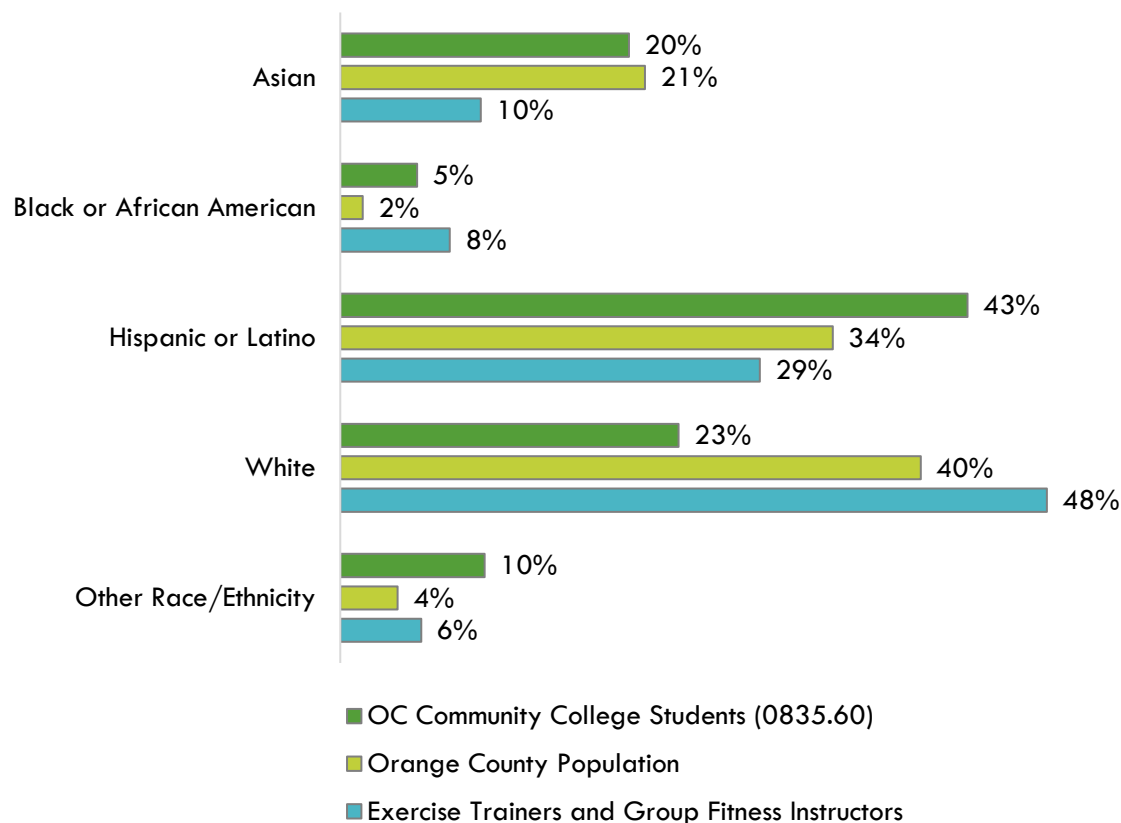
Regional Demographics

This section analyzes demographic data for Orange County community college students enrolled in coaching programs compared to the OC population, as well occupational data, for the purpose of identifying potential diversity and equity issues that can be addressed by community college programs.

Ethnicity:

Exhibit 14 shows the ethnicity of Orange County community college students enrolled in coaching programs compared to the overall Orange County population, as well as *exercise trainers and group fitness instructors*. Notably, 48% of *exercise trainers and group fitness instructors* are whiter, which is higher than the population (40%) and significantly higher than community college coaching students (23%). Conversely, 29% of *exercise trainers and group fitness instructors* are Hispanic or Latino, which is slightly lower than the population (34%), but significantly lower than coaching students (43%).

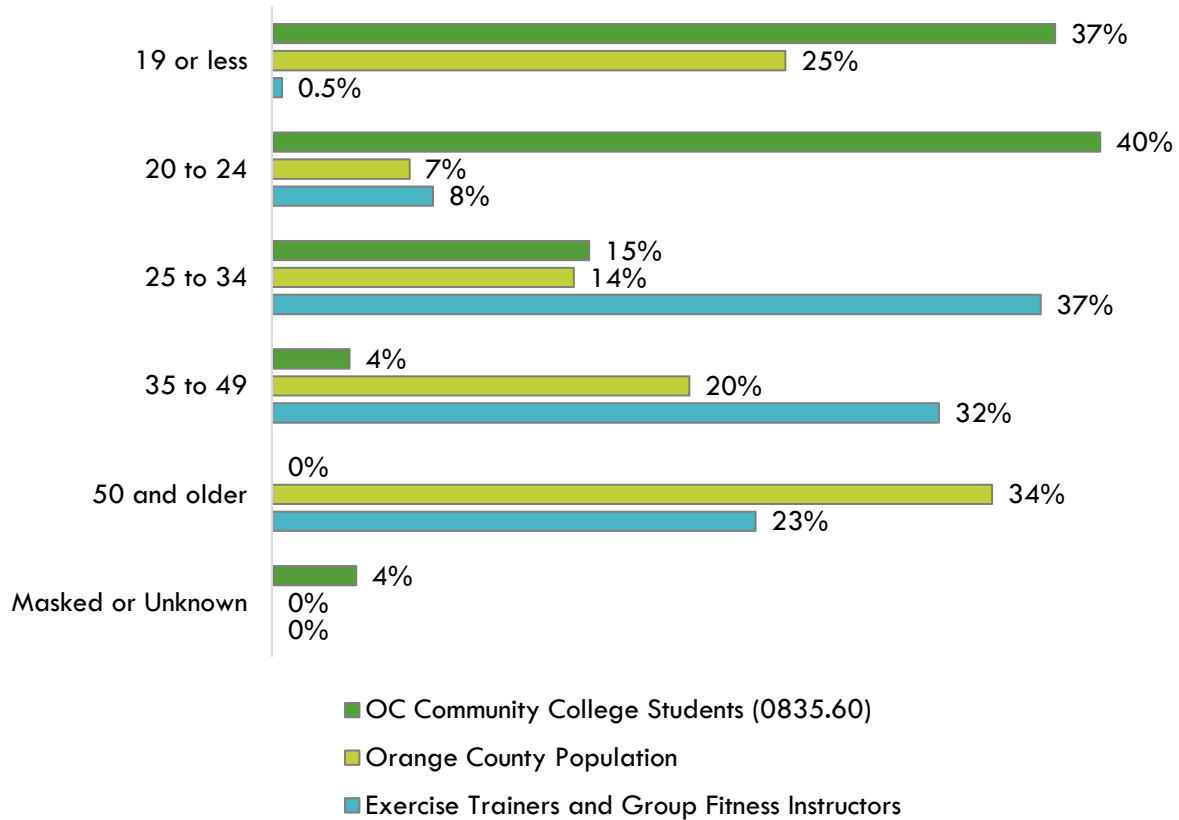
Exhibit 14: Program and County Demographics by Ethnicity



Age:

Exhibit 15 shows the age of Orange County community college students enrolled in coaching programs compared to the overall Orange County population, as well as exercise trainers and group fitness instructors. The plurality (37%) of exercise trainers and group fitness instructors are between 25 and 34, which is significantly higher than the population (14%) and community college coaching students (15%). Conversely, the vast majority (77%) of coaching students are 24 or less, which is significantly higher than both the population (32%) and exercise trainers and group fitness instructors (8.5%).

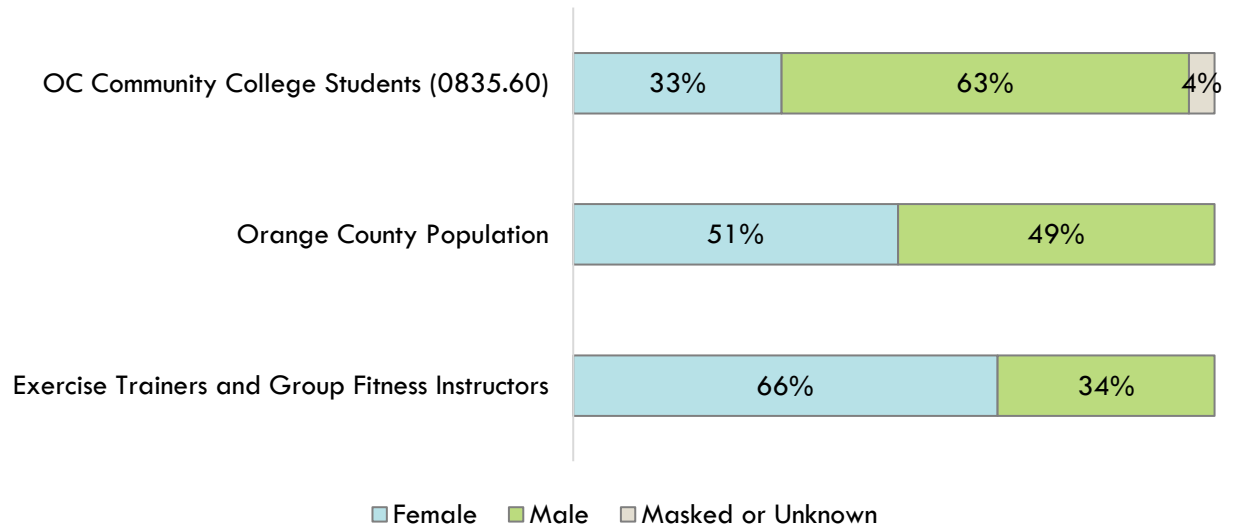
Exhibit 15: Program and County Demographics by Age



Sex:

Exhibit 14 shows the sex of Orange County community college students enrolled in coaching programs compared to the overall Orange County population as well as *exercise trainers and group fitness instructors*. Though the population is split nearly evenly, 66% of *exercise trainers and group fitness instructors* are women, which is double the percentage of community college coaching students (33%).

Exhibit 14: Program and County Demographics by Sex



Appendix A: Methodology

The OC COE prepared this report by analyzing data from occupations and education programs. Occupational data is derived from Lightcast, a labor market analytics firm that consolidates data from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS) and other government agencies. Program supply data is drawn from two systems: Taxonomy of Programs (TOP) and Classification of Instructional Programs (CIP).

Using a TOP-SOC crosswalk, the OC COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- 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.

The OC COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. The COE developed a “supply table” with this information, which is the source of the program supply data for this report. TOP code data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP code data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data), also known as IPEDS. TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education in the United States and Canada. Institutions outside of the California Community College system do not use TOP codes in their reporting systems.

Data included in this analysis represent the labor market demand for relevant positions most closely related to the proposed program as expressed by the requesting college in consultation with the OC COE. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study which can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.

All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; 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 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.

Appendix B: Data Sources

Data Type	Source
Occupational Projections, Wages, and Job Postings	<p>Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics and the American Community Survey. For more information, see https://lightcast.io/</p>
Living Wage	<p>The living wage is derived from the Insight Center’s California Family Needs Calculator, which measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, child care, health care, transportation, and taxes. For more information, see: https://insightccd.org/family-needs-calculator/</p> <p>The living wage for one adult in Orange County is \$20.63 per hour (\$42,910.40 annually). This figure is used by the CCCCCO to calculate the percentage of students that attained the regional living wage.</p>
Typical Education and Training Requirements, and Educational Attainment	<p>The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. BLS uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data. For more information, see https://www.bls.gov/emp/documentation/education/tech.htm</p>
Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences	<p>The O*NET database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations. For more information, see https://www.onetonline.org/help/online/</p>
Educational Supply	<p>The CCCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: https://datamart.cccco.edu</p> <p>The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</p>
Student Metrics and Demographics	<p>LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. For more information, see: https://www.calpassplus.org/LaunchBoard/Home.aspx</p>

Data Type	Source
Population and Occupation Demographics	<p>The Census Bureau's American Community Survey (ACS) is the premier source for detailed population and housing information. For more information, see: https://www.census.gov/programs-surveys/acs</p> <p>Data is sourced from IPUMS USA, a database providing access to ACS and other Census Bureau data products. For more information, see: https://usa.ipums.org/usa/about.shtml</p>

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March 2023

