



Labor Market Analysis for Program Recommendation Leadership Occupations College of San Mateo

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

Recommendation

Based on all available data, there appears to be an “undersupply” of Leadership workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco, San Mateo counties). There is a projected annual gap of about 16,780 students in the Bay region and 5,171 students in the Mid-Peninsula Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0506.00 Business Management 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 College of San Mateo and in the region.

This report profiles Leadership Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at College of San Mateo.

- **General and Operations Managers (11-1021):** Plan, direct, or coordinate the operations of public or private sector organizations. 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. Excludes First-Line Supervisors.
Entry-Level Educational Requirement: Bachelor's degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 35%
- **Sales Managers (11-2022):** Plan, direct, or coordinate the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.
Entry-Level Educational Requirement: Bachelor's degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 29%
- **Administrative Services and Facilities Managers (11-3011):** Plan, direct, or coordinate one or more administrative services of an organization, such as records and information management, mail distribution, facilities planning and maintenance, custodial operations, and other office support services. Medical records administrators are included in “Medical and Health Services Managers” (11-9111). Excludes “Purchasing Managers” (11-3061).

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

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

- **Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other (11-9198):** All managers not listed separately.

Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%

- **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%

Occupational Demand

Table 1. Employment Outlook for Leadership 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
General and Operations Managers	72,584	74,873	2,289	3%	32,830	6,566	\$43	\$67
Sales Managers	24,325	24,353	28	0%	10,633	2,127	\$54	\$79
Administrative Services and Facilities Managers	12,205	12,550	345	3%	5,493	1,099	\$41	\$55
Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	41,774	43,224	1,450	3%	17,014	3,403	\$32	\$61
First-Line Supervisors of Office and Administrative Support Workers	37,462	37,431	-31	-0%	18,829	3,766	\$26	\$32
Total	188,350	192,431	4,081	2%	84,799	16,961		

Source: EMSI 2022.1

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 Leadership Occupations in Mid-Peninsula 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
General and Operations Managers	21,562	22,248	686	3%	9,976	1,995	\$47	\$73
Sales Managers	7,352	7,621	269	4%	3,499	700	\$59	\$82

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Administrative Services and Facilities Managers	3,572	3,698	127	4%	1,650	330	\$45	\$60
Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	12,340	12,761	421	3%	5,084	1,017	\$42	\$71
First-Line Supervisors of Office and Administrative Support Workers	11,210	11,285	75	1%	5,715	1,143	\$29	\$37
Total	56,036	57,613	1,577	3%	25,924	5,185		

Source: EMSI 2022.1

Mid-Peninsula Sub-Region includes: San Francisco, San Mateo Counties

Job Postings in Bay Region and Mid-Peninsula Sub-Region

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

Occupation	Bay Region	Mid-Peninsula
Managers, All Other	62,214	23,870
General and Operations Managers	28,003	12,109
Sales Managers	20,989	9,487
First-Line Supervisors of Office and Administrative Support Workers	12,850	5,430
Administrative Services Managers	6,631	2,450

Source: Burning Glass

Table 4a. Top Job Titles for Leadership Occupations for latest 12 months (July 2021 - June 2022) - Bay Region

Title	Bay	Title	Bay
Project Manager	3,144	Senior Project Manager	658
Program Manager	2,113	Technical Program Manager	658
Office Manager	1,785	Territory Manager	507
Operations Manager	1,561	Operations Supervisor	489
Project Coordinator	1,203	Facilities Coordinator	465
General Manager	937	Program Manager III	460
Business Development Manager	787	Program Coordinator	456
Customer Success Manager	778	Facilities Manager	419
Sales Manager	763	Program Manager II	393

Title	Bay	Title	Bay
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Source: Burning Glass

**Table 4b. Top Job Titles for Leadership Occupations for latest 12 months (July 2021 - June 2022)
Mid-Peninsula Sub-Region**

Title	Mid-Peninsula	Title	Mid-Peninsula
Project Manager	1,065	General Manager	255
Program Manager	728	Facilities Coordinator	224
Office Manager	640	Chief Of Staff	219
Customer Success Manager	475	Technical Program Manager	214
Operations Manager	451	Territory Manager	204
Project Coordinator	388	Program Manager III	186
Senior Project Manager	315	Regional Sales Manager	172
Business Development Manager	302	Program Coordinator	171
Sales Manager	258	Payroll Manager	140

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Leadership 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)
Corporate, Subsidiary, and Regional Managing Offices	214,007	218,512	2%	4%
Local Government, Excluding Education and Hospitals	191,319	193,606	1%	3%
Federal Government, Civilian, Excluding Postal Service	125,557	125,729	0%	2%
Commercial Banking	114,367	109,567	-4%	2%
State Government, Excluding Education and Hospitals	97,315	95,283	-2%	2%
Offices of Physicians (except Mental Health Specialists)	92,209	96,987	5%	2%
Supermarkets and Other Grocery (except Convenience) Stores	76,484	74,473	-3%	1%
Administrative Management and General Management Consulting Services	70,376	83,532	19%	1%
Insurance Agencies and Brokerages	66,023	73,855	12%	1%
Office Administrative Services	66,404	75,454	14%	1%

Source: EMSI 2022.1

Table 6. Top Employers Posting Leadership Occupations in Bay Region and Mid-Peninsula Sub-Region (July 2021 - June 2022)

Employer	Bay	Employer	Mid-Peninsula
Google Inc.	1,956	Facebook	1,265
Facebook	1,845	Salesforce	666
Amazon	1,168	PricewaterhouseCoopers	573
Deloitte	1,147	Google Inc.	546
Apple Inc.	1,061	University Of California	490
University Of California	1,017	Amazon	478
Lucid Motors Inc	907	Doordash	466
PricewaterhouseCoopers	858	Visa	438
Anthem Blue Cross	830	Walmart / Sam's	419
Stanford University	807	Splunk	288

Source: Burning Glass

Educational Supply

There are 13 community colleges in the Bay Region issuing 181 awards on average annually (last 3 years ending 2018-19) on TOP 0506.00 Business Management. In the Mid-Peninsula Sub-Region, there is one (1) community college that issued 14 awards on average annually (last 3 years) on this TOP code.

Table 7. Community College Awards on TOP 0506.00 Business Management in Bay Region

College	Subregion	Associate	Certificate Low	Total
Chabot	East Bay	1	6	7
Contra Costa	East Bay	33	32	65
De Anza	Silicon Valley	9	22	31
Diablo Valley	East Bay	0	5	5
Laney	East Bay	3	0	3
Merritt	East Bay	0	4	4
Monterey	SC-Monterey	0	2	2
Napa	North Bay	1	0	1
San Jose City	Silicon Valley	3	7	10
San Mateo	Mid-Peninsula	6	8	14
Santa Rosa	North Bay	11	15	26
Solano	North Bay	4	1	5
West Valley	Silicon Valley	4	4	8

College	Subregion	Associate	Certificate Low	Total
Total		75	106	181

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 16,961 annual openings for the Leadership occupational cluster and 181 annual (3-year average) awards for an annual undersupply of 16,780 students. In the Mid-Peninsula Sub-Region, there is also a gap with 5,185 annual openings and 14 annual (3-year average) awards for an annual undersupply of 5,171 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0506.00 Business Management

Metric Outcomes	Bay All CTE Programs	College of San Mateo All CTE Programs	State 0506.00	Bay 0506.00	Mid-Peninsula 0506.00	College of San Mateo 0506.00
Students with a Job Closely Related to Their Field of Study	74%	74%	73%	76%	83%	90%
Median Annual Earnings for SWP Exiting Students	\$47,419	\$55,019	\$36,134	\$44,660	\$52,432	\$54,406
Median Change in Earnings for SWP Exiting Students	23%	20%	17%	19%	14%	8%
Exiting Students Who Attained the Living Wage	52%	44%	53%	53%	41%	44%

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

Skills, Certifications and Education

Table 9. Top Skills for Leadership Occupations in Bay Region (July 2021 - June 2022)

Skill	Posting	Skill	Posting
Project Management	41,968	Vaccination	9,156
Budgeting	34,792	Salesforce	8,823
Scheduling	26,535	Quality Assurance and Control	7,729
Customer Service	20,200	Product Management	7,689
Sales	19,566	Process Improvement	7,634
Program Management	18,487	Software as a Service (SaaS)	7,240
Staff Management	14,425	Sales Management	7,225
Business Development	13,447	Accounting	7,129

Skill	Posting	Skill	Posting
Project Planning and Development Skills	9,814	Business Process	6,501
Operations Management	9,753	Change Management	6,483
Customer Contact	9,662	Product Development	6,459
Key Performance Indicators (KPIs)	9,490	Business Administration	6,309
Onboarding	9,429	Quality Management	6,294
Stakeholder Management	9,257	Strategic Planning	6,224

Source: Burning Glass

Table 10. Certifications for Leadership Occupations in the Bay Region (July 2021 - June 2022)

Certification	Posting	Certification	Posting
Driver's License	9,909	Certified Information Systems Security Professional (CISSP)	335
Project Management Certification	8,106	Social Work License	323
Project Management Professional (PMP)	5,613	Licensed Professional Engineer	314
First Aid Cpr Aed	1,058	ServSafe	309
Registered Nurse	772	Lean Six Sigma Certification	276
IT Infrastructure Library (ITIL) Certification	587	Certified Facility Manager (CFM)	270
Six Sigma Certification	560	Certified Payroll Professional (CPP)	258
Certified ScrumMaster (CSM)	502	Leadership In Energy And Environmental Design (LEED) Certified	256
Security Clearance	471	Certified Information Systems Auditor (CISA)	242
Series 7	352	Cdl Class C	210

Source: Burning Glass

Note: 79% 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 Leadership Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	14,615	17%
Associate's degree	3,023	3%
Bachelor's degree and higher	70,475	80%

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
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Source: Burning Glass

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 CCCCO 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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