



# Labor Market Analysis for Program Recommendation Strength and Conditioning Coach Occupations Canada College

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

## Recommendation

Based on all available data, there appears to be an “undersupply” of Strength and Conditioning Coach 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 2,350 students in the Bay region and 580 students in the Mid-Peninsula Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 0835.20 – Fitness Trainer 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 Canada College and in the region.

This report profiles Strength and Conditioning Coach Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at Canada College.

- **Coaches and Scouts (27-2022):** Instruct or coach groups or individuals in the fundamentals of sports. Demonstrate techniques and methods of participation. May evaluate athletes’ strengths and weaknesses as possible recruits or to improve the athletes’ technique to prepare them for competition. Those required to hold teaching degrees should be reported in the appropriate teaching category. Excludes “Athletic Trainers” (29-9091).  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%
- **Exercise Trainers and Group Fitness Instructors (39-9031):** Instruct or coach groups or individuals in exercise activities. Demonstrate techniques and form, observe participants, and explain to them corrective measures necessary to improve their skills. Excludes teachers classified in 25-0000 Education, Training, and Library Occupations. Excludes “Coaches and Scouts” (27-2022) and “Athletic Trainers” (29-9091).  
Entry-Level Educational Requirement: High school diploma or equivalent  
Training Requirement: Short-term on-the-job training  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 30%

## Occupational Demand

**Table 1. Employment Outlook for Strength and Conditioning Coach 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
Coaches and Scouts	7,275	6,324	-951	-13%	4,679	936	\$17	\$25
Exercise Trainers and Group Fitness Instructors	10,496	8,572	-1,924	-18%	7,407	1,481	\$17	\$27
<b>Total</b>	<b>17,771</b>	<b>14,897</b>	<b>-2,875</b>	<b>-16%</b>	<b>12,086</b>	<b>2,417</b>		

Source: EMSI 2022.3

**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 Strength and Conditioning Coach 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
Coaches and Scouts	1,751	1,562	-189	-11%	1,134	227	\$18	\$26
Exercise Trainers and Group Fitness Instructors	2,789	2,018	-771	-28%	1,809	362	\$21	\$32
<b>Total</b>	<b>4,540</b>	<b>3,580</b>	<b>-960</b>	<b>-21%</b>	<b>2,943</b>	<b>589</b>		

Source: EMSI 2022.3

**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**

Occupation	Bay Region	Mid-Peninsula
Coaches and Scouts	5,672	1,476
Fitness Trainers and Aerobics Instructors	3,459	974

Source: Burning Glass

**Table 4a. Top Job Titles for Strength and Conditioning Coach Occupations for latest 12 months - Bay Region**

Title	Bay	Title	Bay
Swim Instructor	316	Soccer Coach	71
Personal Trainer	259	Youth Soccer Coach	69
Fitness Coach	252	Fitness Trainer	67
Coach	156	Head of Finance	67
Group Fitness Instructor	145	Tennis Coach	66

Fitness Instructor	97	Tennis Coach and Assistant Coach	65
Yoga Instructor	93	Private Swim Instructor	64
Pilates Instructor	82	Lead Summer Instructor, Youth Leadership	58
Aquatic Specialist	81	After-School Tennis Coach	56

Source: Burning Glass

**Table 4b. Top Job Titles for Strength and Conditioning Coach Occupations for latest 12 months - Mid-Peninsula Sub-Region**

Title	Mid-Peninsula	Title	Mid-Peninsula
Indoor Swim Instructor	59	Head Coach	22
Personal Trainer	55	Soccer Coach	22
Swim Instructor	52	Fitness Instructor	19
Head of Finance	51	Tennis Coach and Assistant Coach	18
Tennis Coach	43	Youth Soccer Coach	18
Coach	34	Exercise Specialist	17
Yoga Instructor	32	Youth Sports Coach	15
Fitness Coach	32	Group Exercise Instructor	15
Group Fitness Instructor	31	Private Swim Instructor	14

Source: Burning Glass

## Industry Concentration

**Table 5. Industries hiring Strength and Conditioning Coach 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)
Fitness and Recreational Sports Centers	6,949	5,359	-23%	42%
Colleges, Universities, and Professional Schools	1,152	1,114	-3%	7%
Sports and Recreation Instruction	836	838	0%	5%
Exam Preparation and Tutoring	990	893	-10%	5%
All Other Amusement and Recreation Industries	718	738	3%	5%
Fine Arts Schools	814	796	-2%	4%
Civic and Social Organizations	769	475	-38%	3%
All Other Miscellaneous Schools and Instruction	548	411	-25%	3%
Elementary and Secondary Schools (Local Government)	617	395	-36%	3%

Colleges, Universities, and Professional Schools (State Government)	483	374	-23%	3%
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Source: EMSI 2022.3

**Table 6. Top Employers Posting Strength and Conditioning Coach Occupations in Bay Region and Mid-Peninsula Sub-Region**

Employer	Bay	Employer	Mid-Peninsula
Oakland Unified School District	222	Corepower Yoga	132
Corepower Yoga	222	Euro School Of Tennis	69
Euro School Of Tennis	181	Calex Sports Inc	58
Calex Sports Inc	136	Exos	42
24 Hour Fitness	132	University of San Francisco	41
Orangetheory Fitness	110	British Swim School	37
Galileo Learning	109	San Mateo Community College District	35
Exos	108	Equinox	31
YMCA	107	YMCA	29
Equinox	90	French American International School	29

Source: Burning Glass

## Educational Supply

There are 13 community colleges in the Bay Region issuing 67 awards on average annually (last 3 years ending 2019-20) on TOP 0835.20 - Fitness Trainer. In the Mid-Peninsula Sub-Region, there is one (1) community college that issued nine (9) awards on average annually (last 3 years) on this TOP code.

**Table 7. Community College Awards on TOP 0835.20 - Fitness Trainer and CIP 31.0507 in Bay Region**

College	Subregion	Associate Degree	Award < 1 academic yr.	Total
Chabot College	East Bay	0	2	2
College of San Mateo	Mid-Peninsula	0	9	9
Contra Costa College	East Bay	0	2	2
Diablo Valley College	East Bay	2	4	6
Foothill College	Silicon Valley	0	2	2

Gavilan College	Silicon Valley	0	1	1
Laney College	East Bay	0	1	1
Las Positas College	East Bay	0	1	1
Merritt College	East Bay	0	2	2
Monterey Peninsula College	SC-Monterey	2	1	3
Ohlone College	East Bay	0	2	2
Santa Rosa Junior College	North Bay	4	20	24
West Valley College	Silicon Valley	0	12	12
<b>Total</b>		<b>8</b>	<b>59</b>	<b>67</b>

Note: The annual average for awards is 2017-18 to 2019-20.

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 2,417 annual openings for the Strength and Conditioning Coach occupational cluster and 67 annual (3-year average) awards for an annual undersupply of 2,350 students. In the Mid-Peninsula Sub-Region, there is also a gap with 589 annual openings and 9 annual (3-year average) awards for an annual undersupply of 580 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0835.20 – Fitness Trainer**

Metric Outcomes	Bay All CTE Programs	Canada All CTE Programs	State 0835.20	Bay 0835.20	Mid-Peninsula 0835.20	Canada 0835.20
Students with a Job Closely Related to Their Field of Study	74%	77%	61%	57%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$47,419	\$44,188	\$24,983	\$28,548	\$14,536	N/A
Median Change in Earnings for SWP Exiting Students	23%	12%	24%	27%	-11%	N/A
Exiting Students Who Attained the Living Wage	52%	30%	32%	37%	N/A	N/A

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

## Skills, Certifications and Education

**Table 9. Top Skills for Strength and Conditioning Coach Occupations in Bay Region**

Skill	Posting	Skill	Posting
Teaching	3,445	Concussion Diagnosis/Treatment	349
Cardiopulmonary Resuscitation (CPR)	3,335	Pilates	319
Scheduling	1,452	Fundraising	317
Fitness	1,109	Social Media	310
Customer Service	1,100	Sales	306
Vaccination	832	Customer Contact	300
Group Fitness	792	Faculty Training	292
Yoga	669	Gymnastics	255
Soccer	618	Lifting Ability	244
Budgeting	563	Child Care	241
Tennis	545	Psychology	239
Lesson Planning	532	Training Programs	232
Cleaning	446	Child Development	218
Staff Management	350	Music	206

Source: Burning Glass

**Table 10. Certifications for Strength and Conditioning Coach Occupations in Bay Region**

Certification	Posting	Certification	Posting
First Aid Cpr Aed	2,749	Cdl Class B	26
Driver's License	972	Certified Pilates Instructor	23
Personal Fitness Trainer Certification	470	Athletic Trainer Certification	23
Certified Fitness Instructor	245	Certified Strength and Conditioning Specialist	20
Group Exercise Instructor	192	Certified ScrumMaster (CSM)	16
AFAA Certification	114	Certified Recruiter	16
Certified Teacher	78	Cdl Class C	16
Water Safety Instructor	72	Licensed Master Social Worker (LMSW)	15
American Heart Assoc. Certification	72	CDL Class A	13
Ca License	43	Citrix Certified Advanced Administrator (CCAA)	12

Source: Burning Glass

Note: 57% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

**Table 11. Education Requirements for Strength and Conditioning Coach Occupations in Bay Region**

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	3,104	66%
Associate's degree	168	4%
Bachelor's degree	1,384	30%

Source: Burning Glass

Note: 49% 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 CCCCO Data Mart.

## Sources

O\*Net Online  
Labor Insight/Jobs (Burning Glass)  
Economic Modeling Specialists International (EMSI)  
CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://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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