



CENTER OF EXCELLENCE  
FOR LABOR MARKET RESEARCH

**ORANGE COUNTY**



ORANGE COUNTY SECTOR PROFILE.

# BUSINESS AND ENTREPRENEURSHIP

# 2024



ORANGE COUNTY  
REGIONAL CONSORTIUM

WORKFORCE  
DEVELOPMENT ALLIANCE



California  
Community  
Colleges

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[Supplemental Appendices](#)<sup>1</sup> are available as a companion to this report and include the following:

Appendix E: Business and Entrepreneurship Demand – Labor Market Data

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# INTRODUCTION

This report is the third in a series of 12 sector profiles that aim to provide a comprehensive analysis of Orange County's occupational landscape. This series dives into each of the 12 community college sectors, offering historical and projected occupational insights while building upon foundational research established through the [Orange County Labor Market Overview](#).<sup>2</sup> This sector profile focuses on Business and Entrepreneurship, which the Orange County Region has ranked third out of the 12 sectors based on the Orange County Labor Market Overview and corresponding region-wide survey of community colleges and key partners.

The Business and Entrepreneurship sector encompasses a diverse array of careers centered around creating, managing, and growing businesses. Business functions such as accounting, finance, human resources, and marketing are required for just about all companies and demonstrate how occupations in this sector cut across all industries. This sector includes traditional jobs such as *Chief Executives (11-1011)^*, *Purchasing Managers (11-3061)^*, *Financial Managers (11-3031)^#*, and *Marketing Managers (11-2021)^#* who often earn high salaries due to their strategic importance and expertise in their respective fields. These professionals are responsible for driving business growth, managing operations, and making critical financial decisions. In addition to these traditional jobs, the sector is rich with entrepreneurial opportunities, where individuals innovate, launch startups, and develop new markets.

Entrepreneurs play a crucial role in this sector, bringing fresh ideas and innovative solutions to the marketplace. Entrepreneur-related occupations such as *Barbers (39-5011)*, *Skincare Specialists (39-5094)*, and *Real Estate Sales Agents (41-9022)*, start their own businesses and provide essential services to the community. The sector also includes essential support jobs such as *Billing and Posting Clerks (43-3021)\**, *Office Clerks, General (43-9061)*, and *Human Resources Assistants, Except Payroll and Timekeeping (43-4161)*, who provide the expertise needed to keep businesses operating.

Many positions within this sector require specific qualifications and licenses. For example, Certified Public Accountants (CPAs) must pass rigorous exams and meet continuing education requirements, while project managers often hold certifications like PMP (Project Management Professional). Additionally, jobs such as *Market Research Analysts and Marketing Specialists (13-1161)^#*, *Sales Managers (11-2022)^#*, and *Financial Risk Specialists (13-2054)^* play vital roles in shaping business strategies and driving company success.



The Business and Entrepreneurship sector is comprised of 101 occupations, 79 of which were highlighted in the Orange County Labor Market Overview. These 101 occupations account for 13% of the total number of occupations in the federal Bureau of Labor Statistics (BLS) Standard Occupational Classification (SOC) system and 13% (13) are on U.S. News & World Report's 100 Best Jobs of 2024 list.<sup>3</sup>

Occupations are denoted throughout this report in italics, with their corresponding SOC code in parentheses, with below middle-skill occupations denoted with an \* and above middle-skill occupations denoted with a ^ and occupations that are on U.S. News & World Report's 2024 100 Best Jobs list denoted by #, such as, *Accountants and Auditors (13-2011)^#*.

By examining key aspects such as occupational trends, major employers, skills, program completions, and opportunities, the OC COE seeks to highlight underlying dynamics and intricacies shaping the Business and Entrepreneurship sector in Orange County. Community colleges and regional stakeholders can use this information for strategic planning and data-informed decision making to address workforce needs in this sector.



# BUSINESS AND ENTREPRENEURSHIP OCCUPATIONAL DATA ANALYSIS

## Orange County's Occupational Landscape

The Business and Entrepreneurship sector is comprised of 101 occupations that accounted for 488,610 jobs in 2022, representing 27% of all jobs in Orange County. These jobs are expected to grow by 2% through 2027, resulting in 53,834 projected annual openings.

### Business and Entrepreneurship Sector Key Facts



**488,610**

Number of Jobs  
in 2022



**11,794**

5-Year Change  
through 2027



**2%**

5-Year Percent  
Change



**53,834**

Annual  
Openings



**36,241**

Establishments



**\$7.26 - \$53.78**

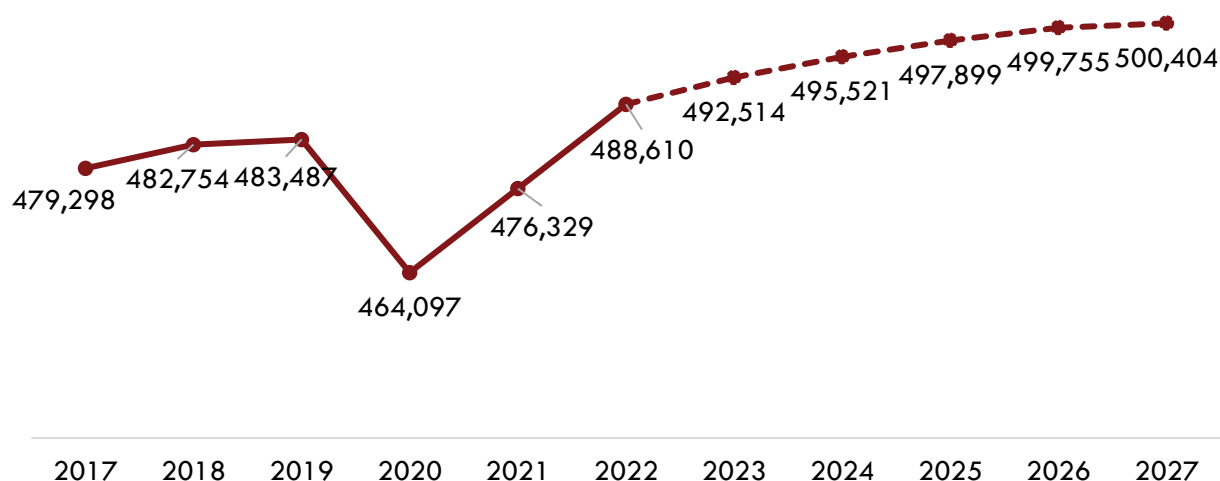
Occupational Entry-Level  
Wage Range



## Historical and Projected Employment

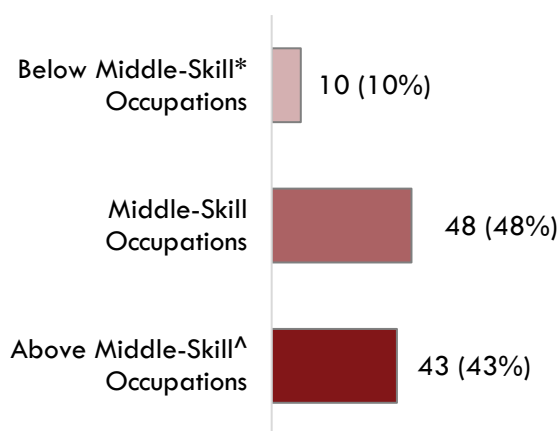
Over a 10-year period, from 2017 projected through 2027, Business and Entrepreneurship jobs have been and are projected to continue steadily rising at a consistent pace, except for 2020 due to the COVID-19 pandemic-related economic downturn (Exhibit 1).

**Exhibit 1: Historical and Projected Business and Entrepreneurship Employment in Orange County (2017-2027)**

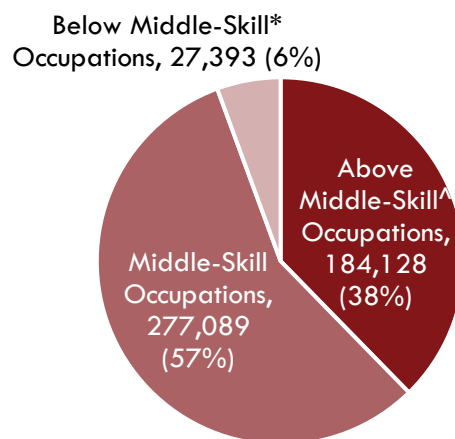


The 101 occupations in the Business and Entrepreneurship sector are categorized into 43 above middle-skill, 48 middle-skill, and 10 below middle-skill occupations (Exhibit 2). In 2022, the 48 middle-skill occupations accounted for 277,089 jobs, constituting 57% of the total Business and Entrepreneurship workforce; followed by the 43 above middle-skill occupations, with 184,128 jobs, representing 38% of this sector's total workforce (Exhibit 3).

**Exhibit 2: Skill-Level for Business and Entrepreneurship Occupations**



**Exhibit 3: Breakdown of 2022 Jobs for Business and Entrepreneurship Occupations by Skill-Level**



*Note: Throughout this report, Below Middle-Skill Occupations are denoted with an \* and Above Middle-Skill Occupations are denoted with a ^.*

## Trends In Occupational Demand

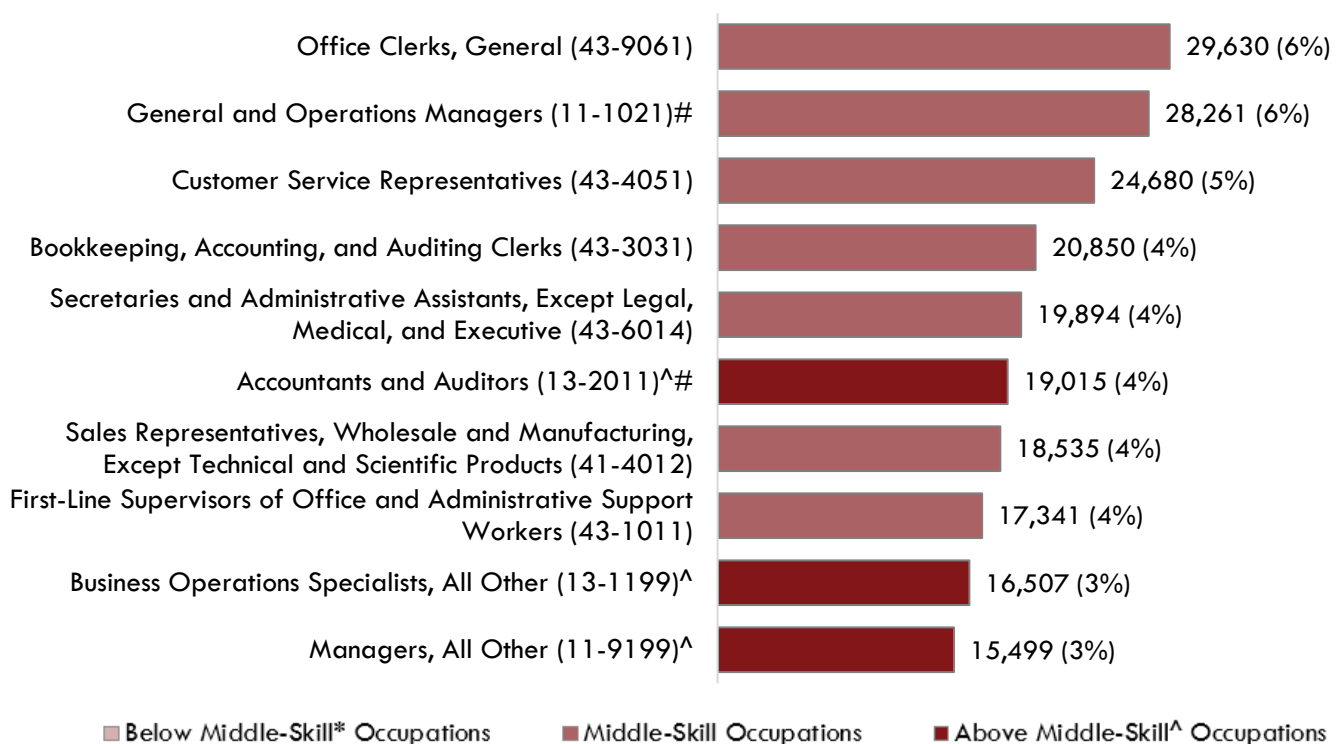
According to the Harvard Business Review, work trends for 2024 and beyond will include organizations offering creative benefits to offset the costs of commuting, as many employees find remote work more cost-effective and less demanding. AI will enhance job roles rather than replace them, with a significant increase in AI-assisted tasks expected. Additionally, major companies and governments are eliminating degree requirements to attract a broader, more diverse talent pool, including veterans and other skilled workers without college degrees - more than 70 million workers in the U.S. alone.<sup>4</sup> Relatedly, a Semrush Blog states that in 2024, small businesses will focus on sustainability, leverage generative AI for efficiency, offer remote work to enhance employee satisfaction, invest in nano- and micro-influencer marketing, prioritize employee mental health, strengthen cybersecurity measures, use user-generated content for authenticity, optimize for Google's new AI-driven search results, and build a presence on TikTok to stay competitive and improve operations.<sup>5</sup> Orange County's small business (those with fewer than 100 employees) account for 85% of all business establishments and 37% of the county's employment.<sup>6</sup>

Regionally, the 101 occupations in this sector accounted for nearly 490,000 jobs in 2022 and are estimated to have over 50,000 annual openings through 2027 in Orange County. Though jobs in this sector are projected to grow at a slower rate compared to all occupations, employment will remain stable and nearly one-third of the occupations have entry-level wages higher than the MIT Living Wage for Orange County of \$30.48.<sup>7</sup> More than half (57%) of Business and Entrepreneurship jobs are for middle-skill occupations and one-third (38%) are for above middle-skill occupations.

## Jobs

Jobs equate to the number of people currently in an occupation as opposed to unmet demand, which refers to the number of people still needed in an occupation. Comprising 6% of all jobs in the Business and Entrepreneurship sector, *Office Clerks, General (43-9061)*, a middle-skill occupation, ranks first with the most jobs (29,630), closely followed by *General and Operations Managers (11-1021)*<sup>#</sup>, another middle-skill occupation, also accounting for 6% albeit a slightly fewer number of absolute jobs (28,261) for the sector. All top 10 Business and Entrepreneurship jobs, 2022 are shown in Exhibit 4.

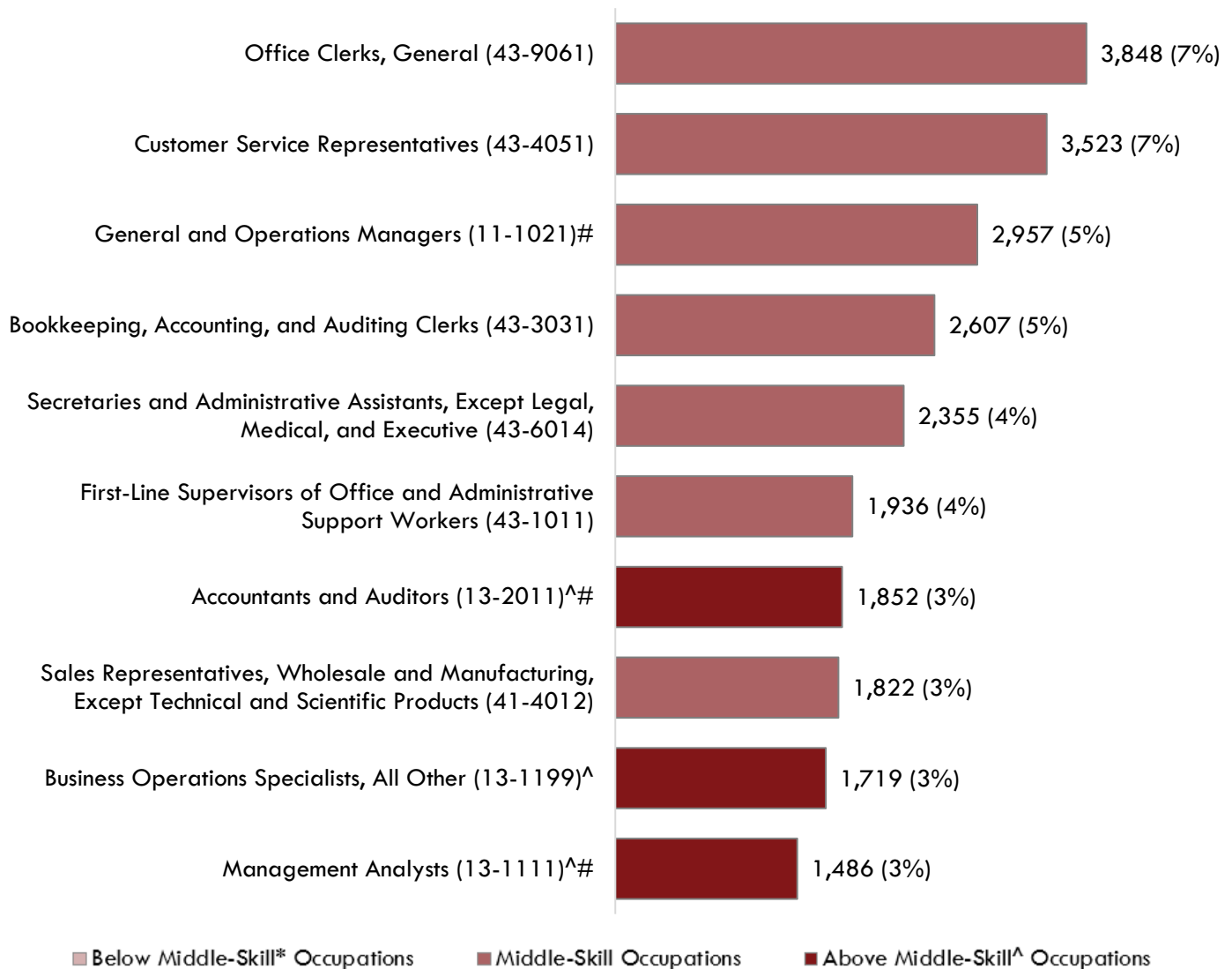
**Exhibit 4: Top 10 Business and Entrepreneurship Jobs, 2022**



## Annual Openings

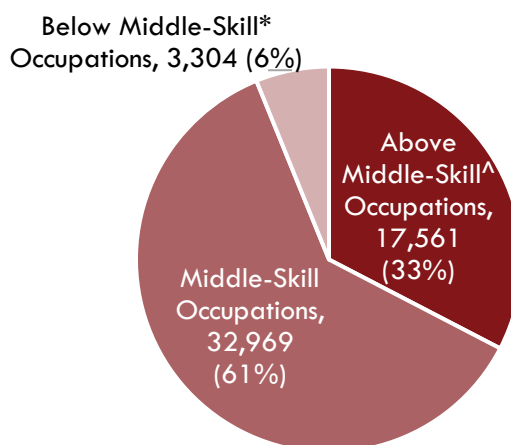
There are 53,834 Business and Entrepreneurship annual openings, also known as “demand” or “unmet demand”, in Orange County. *Office Clerks, General (43-9061)* and *Customer Service Representatives (43-4051)* account for the largest percentage of Business and Entrepreneurship annual openings (7% each), with *Management Analysts (13-1111)^#* (3%) rounding out Business and Entrepreneurship’s top 10 annual openings, as shown in Exhibit 5.

**Exhibit 5: Top 10 Annual Openings by Business and Entrepreneurship Occupation**



Middle-skill occupations comprise 61% of all annual openings in the Business and Entrepreneurship sector while above-middle-skill occupations comprise 33%. Exhibit 6 shows the annual openings by skill-level.

**Exhibit 6: Distribution of All Business and Entrepreneurship Annual Openings by Skill-Level**

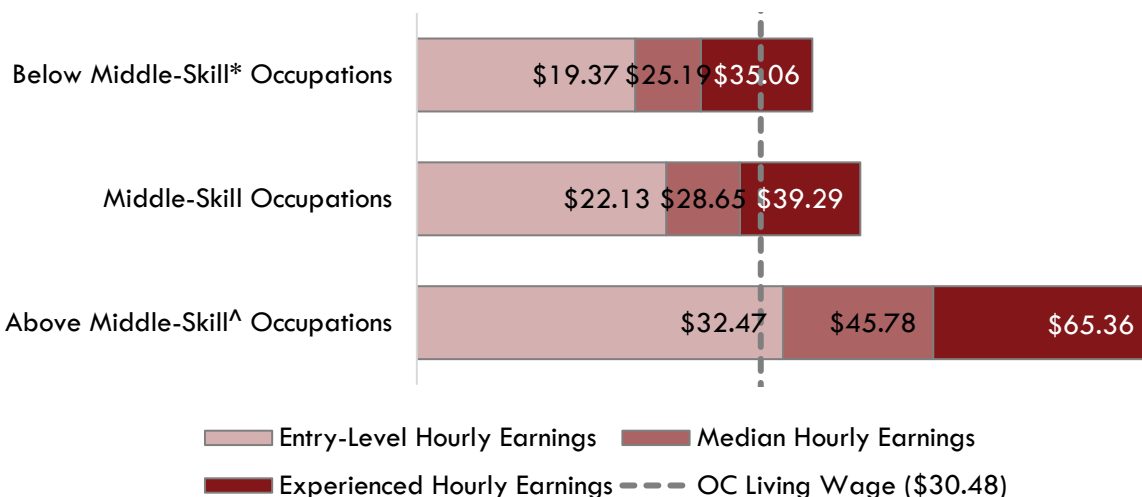


## Earnings

In Orange County, the MIT Living Wage for one adult is \$30.48 per hour, which is the floor benchmark for wages in the county. Of the 101 occupations in this sector, more than one-fourth (29) have entry-level wages above Orange County's living wage. Entry-level wages across all 101 Business and Entrepreneurship occupations range from \$7.26 to \$53.78 per hour, with *Shampooers (39-5093)\** and *Marketing Managers (11-2021)^#* at the lower- and upper-end of this range, respectively.

To better understand Business and Entrepreneurship sector wages in Orange County, wages are weighted by the number of 2022 jobs. This accounts for the variation in wages between occupations by using the number of jobs to normalize the wage data, such as large numbers of jobs with low wages, small number of jobs with high wages, or any combination of the two. Exhibit 7 shows the full spectrum of weighted wages (from entry-level to experienced) by skill level for the 101 Business and Entrepreneurship occupations, ranging from below middle-skill entry-level wages of \$19.37 to above middle-skill experienced wages of \$65.36.

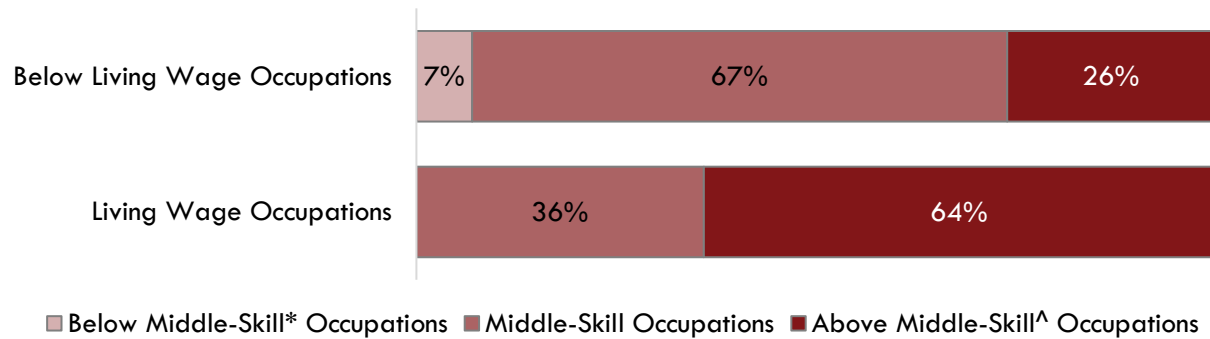
**Exhibit 7: Business and Entrepreneurship Occupational Wages by Skill Level, Weighted by 2022 Jobs**





Notably, only 18% of the annual job openings in this sector have entry-level wages above the living wage, none of which are below middle-skill occupations. Over a third (36%) of job openings for middle-skill occupations and 64% of job openings for above middle-skill occupations have entry-level wages above the living wage, as shown in Exhibit 8.

**Exhibit 8: Comparison of Living Wages by Business and Entrepreneurship Annual Openings and Skill Level**

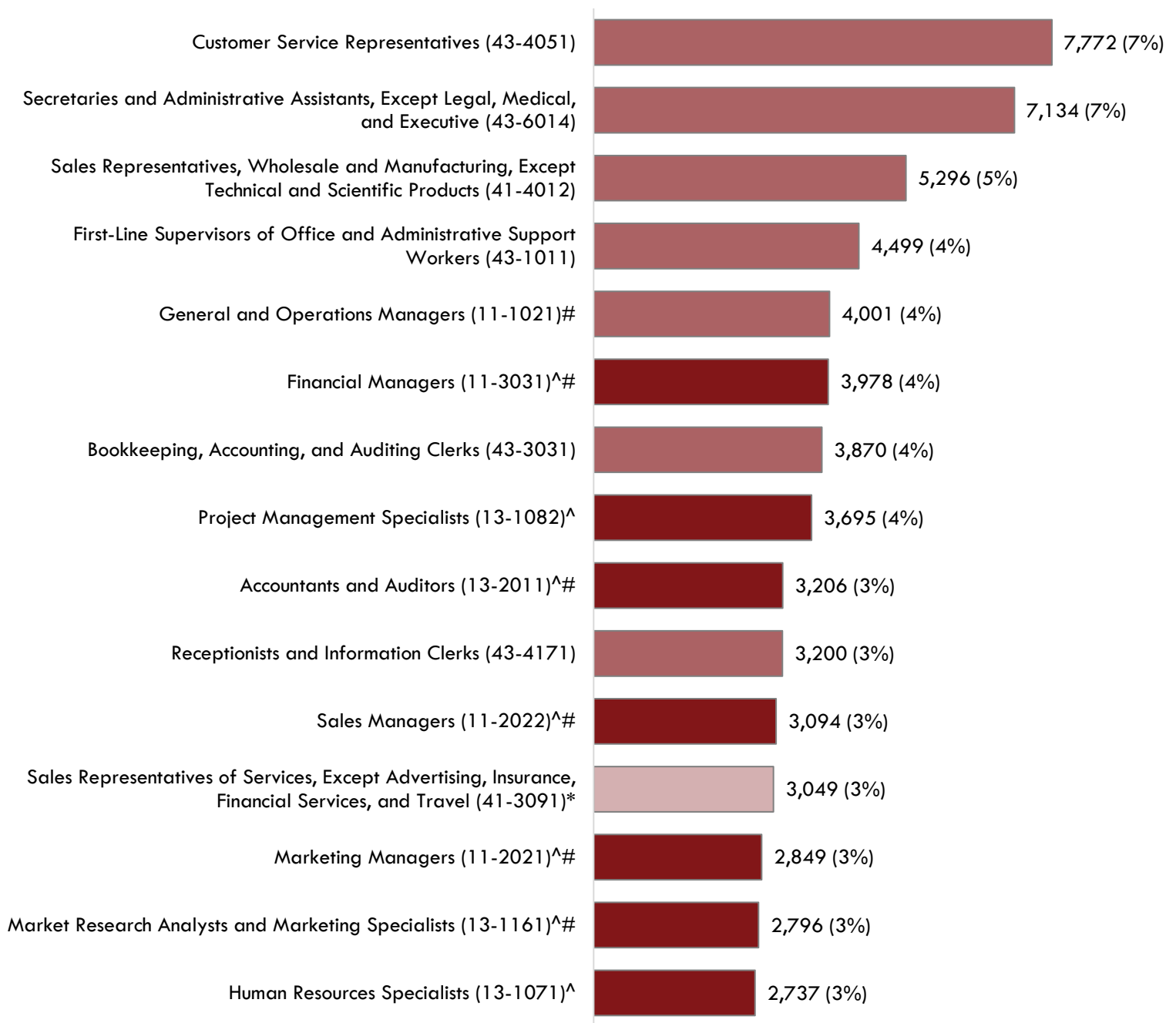


# JOB POSTINGS INFORMATION

## Job Postings in Orange County

Over the past 12 months (July 2023 – June 2024), there were 103,877 employer job postings within Orange County for all Business and Entrepreneurship occupations. Exhibit 9 shows the 15 occupations with the highest number of job postings, which represents approximately 59% of all job postings within the sector. Most notably, *Customer Service Representatives (43-4051)* and *Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)* each comprise 7% of the job postings.

**Exhibit 9: Top 15 Business and Entrepreneurship Occupations by Number of Job Postings**



■ Below Middle-Skill\* Occupations

■ Middle-Skill Occupations

■ Above Middle-Skill^ Occupations

## Top Employers

Orange County's Business and Entrepreneurship employers are very diverse, as shown in Exhibit 10. Employers with postings for below middle-skill occupations, such as Goodwill, Aston Carter, and SchoolsFirst FCU, typically offer jobs that require basic skills and may involve manual labor, customer service, and/or entry-level administrative tasks. These jobs are often accessible to individuals with minimal experience or education. Employers with postings for middle-skill occupations include a mix of staffing agencies, educational institutions, and large corporations. These jobs typically require more specialized skills, vocational training, or an associate degree. Employers in the above middle-skill category offer jobs that demand higher levels of expertise, often requiring advanced degrees, extensive experience, or professional certifications. These jobs include managerial positions, specialized technical jobs, and professional services. The University of California and Robert Half appear in two of the three categories, offering a wide range of job opportunities for middle-skill to above middle-skill occupations. No employer appears in all three categories.

**Exhibit 10: Top 10 Business and Entrepreneurship Regional Employers with the Most Job Postings by Skill Level**

Below Middle-Skill*	Middle-Skill	Above Middle-Skill^
1. Supreme Fitness	1. Robert Half	1. University of California
2. Goodwill	2. AppleOne	2. Robert Half
3. Chico's FAS	3. University of California	3. GPAC
4. Aston Carter	4. Aston Carter	4. Providence
5. O'Reilly Auto Parts	5. Wells Fargo	5. AbbVie
6. SchoolsFirst FCU	6. Kling Consulting Group	6. Pacific Life
7. Advance Auto Parts	7. Ultimate Staffing	7. CyberCoders
8. Marriott International	8. California State University	8. UC Irvine Health
9. The Joint Chiropractic	9. CVS Health	9. Randstad
10. LA Fitness	10. Hoag Health System	10. Bank of America

## Top Job Titles

Below middle-skill job titles such as Sales Support Specialists and Front Desk Coordinators emphasize the need for customer service, administrative support, and basic technical skills. Middle-skill job titles consist of those that require technical expertise but may not necessarily demand advanced degrees, including Accounts Payable Specialists, Executive Assistants, and Account Executives, reflecting a need for specialized knowledge and problem-solving abilities. Above middle-skill job titles incorporate professions with a higher degree of technical complexity and often require advanced education or specialized training, such as Project Managers, Accountants, and Business Development Managers, indicating a demand for advanced technical skills and analytical capabilities. Job titles by skill level are shown in Exhibit 11.

**Exhibit 11: Top 10 Business and Entrepreneurship Job Titles in Orange County by Skill Level**

Below Middle-Skill *	Middle-Skill	Above Middle-Skill^
1. Sales Leads	1. Customer Service Representatives	1. Project Managers
2. Billing Specialists	2. Administrative Assistants	2. Accountants
3. Sales Coordinators	3. Receptionists	3. Human Resources Generalists
4. Member Service Representatives	4. Accounts Payable Specialists	4. Financial Analysts
5. Lead Sales Associates	5. Sales Representatives	5. Staff Accountants
6. Sales Specialists	6. Front Desk Receptionists	6. Inside Sales Representatives

Below Middle-Skill *	Middle-Skill	Above Middle-Skill^
7. Door to Door Sales Representatives	7. Account Managers	7. Outside Sales Representatives
8. Sales Support Specialists	8. Hair Stylists	8. Project Coordinators
9. Front Desk Coordinators	9. Executive Assistants	9. Business Development Managers
10. Parts Specialists	10. Account Executives	10. Product Managers

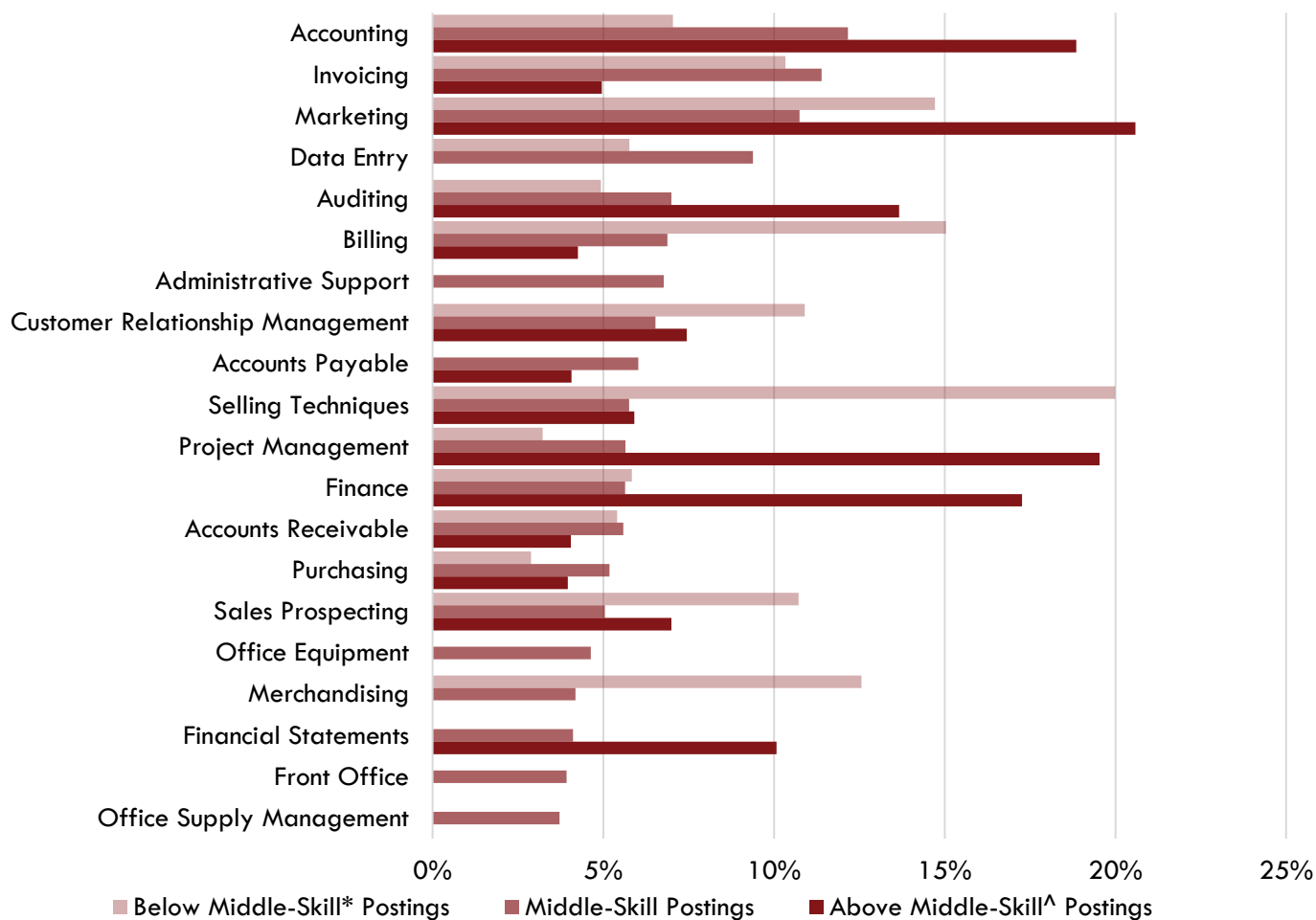
## Skills in Job Postings

There are three types of skills listed in job postings: specialized (“technical” or “hard”), common (“soft” or “human”), and computer skills.

### Top Specialized Skills

Among the 20 specialized skills listed, the majority (12) are common across all three occupational skill levels: accounting, invoicing, marketing, auditing, billing, customer relationship management, selling techniques, project management, finance, accounts receivable, purchasing, and sales prospecting. Skills such as marketing (21%) and project management (20%) are predominant in above middle-skill postings, indicating their significance in jobs requiring advanced expertise, such as *Marketing Managers* (11-2021)^# and *Project Management Specialists* (13-1082)^. Conversely, skills like data entry (9%) and administrative support (7%) are prevalent in middle-skill occupations, such as *Secretaries and Administrative Assistants, Except Legal, Medical, and Executive* (43-6014) and *Receptionists and Information Clerks* (43-4171). Notably, the below middle-skill postings category shows relatively higher percentage for selling techniques (20%), billing (15%), and merchandising (13%), as shown in Exhibit 12.

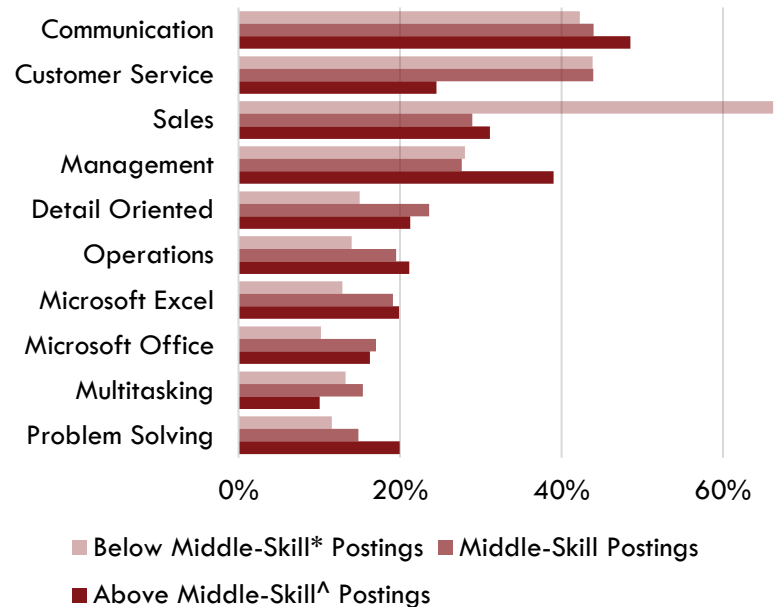
**Exhibit 12: Top 20 Specialized Skills in Business and Entrepreneurship Occupations**



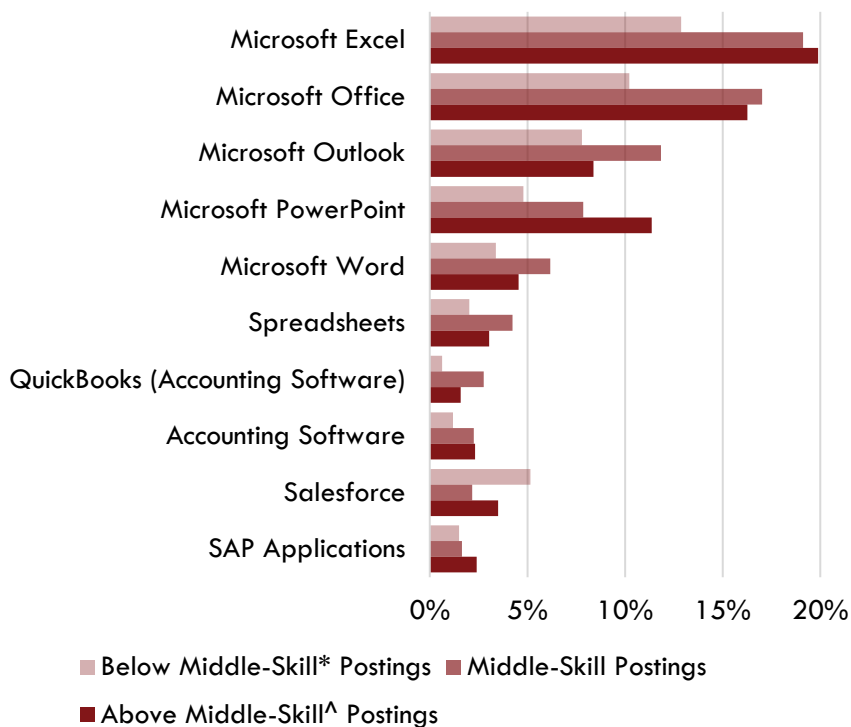
## Top Common Skills

Among the top 10 common skills listed in Exhibit 13, there is an emphasis on communication, which is highly valued across all skill levels. Communication skills are the most frequently demanded overall, peaking at 42% in below middle-skill postings, 44% in middle-skill postings, and 49% in above middle-skill postings. Customer service is highly requested for below middle-skill and middle-skill postings (44% each) but requested in only 25% of above middle-skill postings. Below middle-skill postings rank sales (66%), customer service (44%), then communication (42%) as the most requested common skills, whereas above middle-skill postings rank communication (49%), management (39%), and sales (31%) highest.

**Exhibit 13: Top 10 Common Skills in Business and Entrepreneurship Occupations**



**Exhibit 14: Top 10 Computer Skills in Business and Entrepreneurship Occupations**



## Top Computer Skills

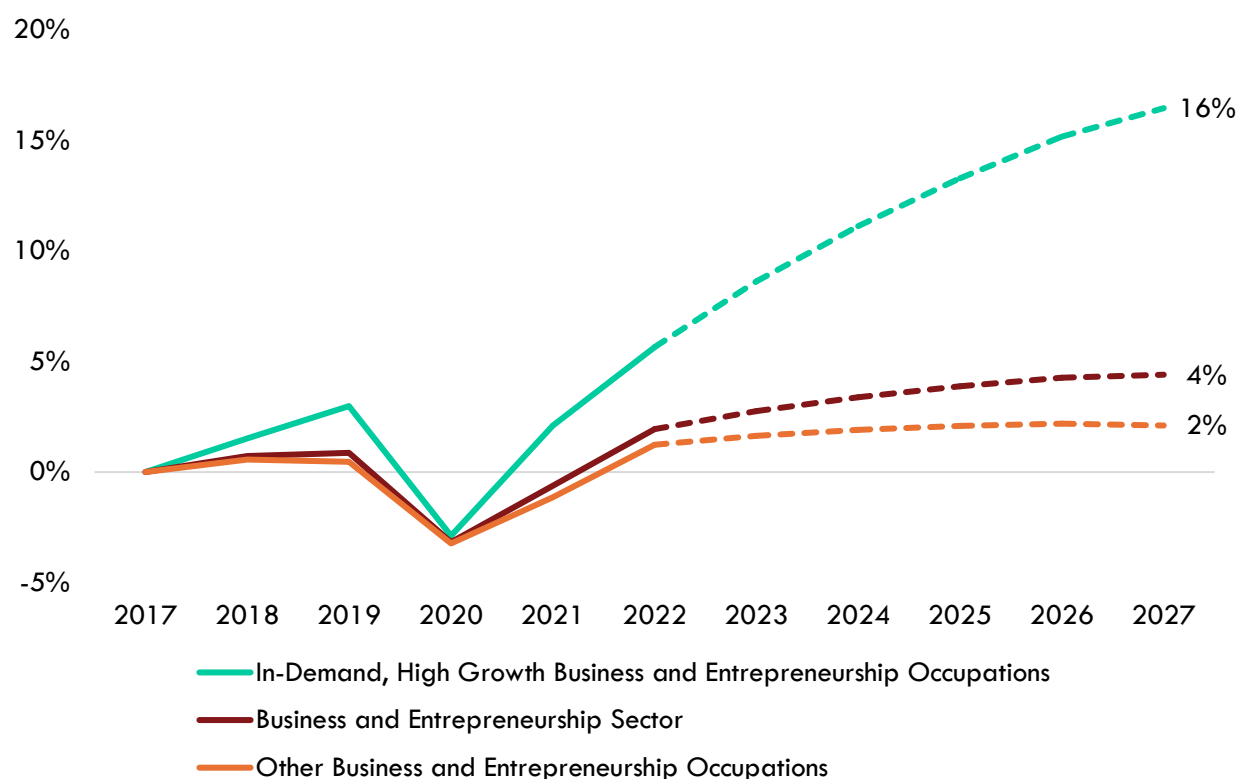
Computer skills are not requested nearly as often as those in the other skills categories within the Business and Entrepreneurship sector. Microsoft Excel is the most frequently mentioned for all three skill categories: 20% of above middle-skill postings, 19% of middle-skill postings, and 13% of below middle-skill postings. Notably, Salesforce is the highest in below middle-skill postings (5%), compared to 2% of middle-skill postings and 3% of above middle-skill postings. Microsoft PowerPoint is the highest in above middle-skill (11%), compared to 8% of middle-skill and 5% of below middle-skill postings. The top 10 computer skills are shown in Exhibit 14.



## KEY OCCUPATIONS DRIVING EMPLOYMENT

There are 11 Business and Entrepreneurship occupations, 11% of the total 101 occupations in the sector, that have a significant number of jobs and annual openings and are projected to have high growth through 2027. These 11 occupations are anticipated to drive employment with a projected 16% increase from 2017 to 2027— more than four-times the growth of all occupations in the Business and Entrepreneurship sector, as shown in Exhibit 15.

**Exhibit 15: Business and Entrepreneurship Employment Change, 2017-2027**

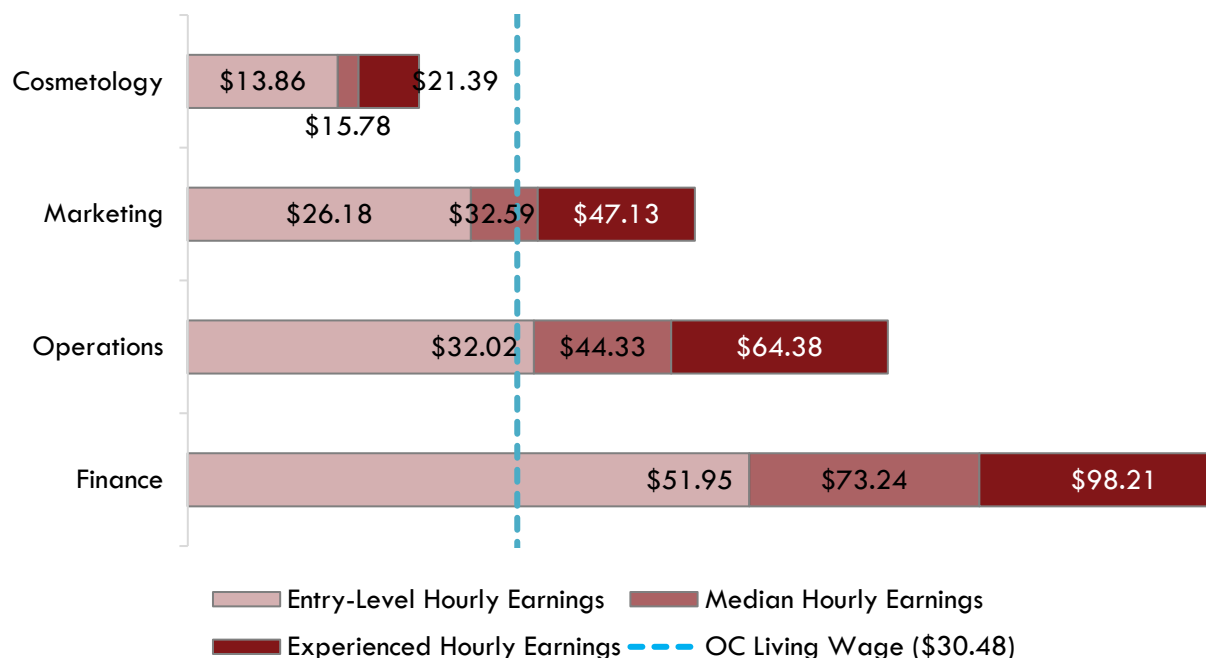


Key occupations driving employment in the Business and Entrepreneurship Sector can be grouped into four broad categories:

<b>Cosmetology</b>	<ul style="list-style-type: none"> <li>Hairdressers, Hairstylists, and Cosmetologists (39-5012)</li> <li>Manicurists and Pedicurists (39-5092)</li> <li>Skincare Specialists (39-5094)</li> </ul>
<b>Finance</b>	<ul style="list-style-type: none"> <li>Financial Managers (11-3031)<sup>^#</sup></li> <li>Financial Examiners (13-2061)<sup>^</sup></li> </ul>
<b>Marketing</b>	<ul style="list-style-type: none"> <li>Market Research Analysts and Marketing Specialists (13-1161)<sup>^#</sup></li> <li>General and Operations Managers (11-1021)<sup>#</sup></li> </ul>
<b>Operations</b>	<ul style="list-style-type: none"> <li>Social and Community Service Managers (11-9151)<sup>^#</sup></li> <li>Fundraisers (13-1131)<sup>^</sup></li> <li>Operations Research Analysts (15-2031)<sup>^#</sup></li> <li>Receptionists and Information Clerks (43-4171)</li> </ul>

Wages for these high-growth occupations vary greatly for each group, with the Cosmetology group of occupations having the lowest entry-level hourly wages (\$13.86) and Finance having the highest (\$51.95). Low wages for the Cosmetology occupations are related to high percentages of part-time work and self-employment. Exhibit 16 shows the wage range for these four groups.

**Exhibit 16: Wages by Key Business and Entrepreneurship Occupation Group, Weighted by 2022 Jobs**



These four key occupations groups accounted for 15% of the Business and Entrepreneurship sector's online job postings over the past 12 months, as shown in Exhibit 17. Though the Cosmetology group accounts for 3% of total Business and Entrepreneurship jobs, it accounts for only 1% of job postings. This could be because these occupations have a high percentage of self-employment, which would not require a job posting.

**Exhibit 17: Number of Job Postings by Key Business and Entrepreneurship Occupation Group**

Key Occupation Group	Number of Postings	% of Total Business and Entrepreneurship Postings
Operations	8,041	8%
Finance	4,003	4%
Marketing	2,794	3%
Cosmetology	1,226	1%
<b>Total</b>	<b>16,064</b>	<b>15%</b>

The skills requested by employers in online job postings for these occupations vary. When considering the top skills for each group, there is very little overlap, with only five skills requested for at least two groups: accounting, project management, marketing, business development, and finance. With the exception of business development, these skills are also most frequently requested for all postings in the Business and Entrepreneurship sector. The Operations group has the most skill overlap of the four groups.

There are several unique top requested skills for each group. These skills are specific to the type of work required by workers in each group of occupations, demonstrating the degree of specialization required for various fields within the Business and Entrepreneurship sector, as shown in Exhibit 18.

- **Cosmetology** skills include a combination of beauty and cosmetic-related skills such as manicuring and ear piercing, as well as sales skills – demonstrating the importance of business skills for these occupations.
- **Finance** skills are related to accounting, auditing, and financial analysis.
- **Marketing** skills emphasize the importance of engaging consumers in the digital world, with skills such as social media and search engine optimization.
- **Operations** skills cover a wide range of general administrative and management skills, including merchandising and retail skills.

#### Exhibit 18: Business and Entrepreneurship Key Occupations Skills Analysis



The following sections highlight trends, specific occupations, and examine emerging topics and areas for each of the four groups of key occupations driving employment in the Business and Entrepreneurship sector.

## Cosmetology

The Cosmetology group of key occupations includes three occupations related to beauty and other cosmetic services. The three occupations in this group are *Hairdressers, Hairstylists, and Cosmetologists (39-5012)*, *Manicurists and Pedicurists (39-5092)*, and *Skincare Specialists (39-5094)*. All three of these occupations are considered middle-skill.

### Evolving Education and Licensing Requirements

In January 2022, Senate Bill 803: Barbering and Cosmetology went into effect, impacting cosmetology and barbering programs by implementing the following changes (among others):

- Reducing cosmetology and barbering programs to 1,000 hours (from 1,600 and 1,500, respectively).
- Creating a 600-hour program for a new (non-chemical) hairstylist license.
- Changing the esthetic scope of practice to include lash and brow tinting and perming.
- Removing the practical examination and therefore eliminating the pre-application process.
- Allowing for a streamlined endorsement process to license an individual that holds a valid license in another state.
- Requiring an apprentice to receive their pre-apprentice training from the Board prior to licensure. Increasing the hours allowed in the extern program.<sup>8</sup>

These changes in California are part of a larger national trend to reduce the number of hours required to obtain a cosmetology license, with other states such as Vermont and Texas also reducing the number of hours to 1,000 and others such as Iowa and Pennsylvania eliminating the hands-on examination. A driving factor for these changes is the high tuition of private beauty schools, which can cost an average of \$15,000 for a 1,600-hour training program.<sup>9</sup> Community colleges provide a lower-cost alternative to private beauty schools and multiple Orange County community colleges have already reduced the number of hours required for their cosmetology programs.

### Low Wages for Cosmetology Occupations

Wages for Cosmetology occupations have historically been exceptionally low and, in some cases, below the minimum wage. One reason for low wages is the high percentage of self-employment for these occupations. In Orange County, 64% of *Hairdressers, Hairstylists, and Cosmetologists (39-5012)* and 30% of *Manicurists and Pedicurists (39-5092)* and *Skincare Specialists (39-5094)* are self-employed. Exhibit 25 shows the entry-level hourly earnings for these Cosmetology occupations by employment type, all of which are significantly lower than the Orange County living wage of \$30.48.

**Exhibit 19: Entry-Level Hourly Earnings for Cosmetology Occupations by Employment Type**



Low wages for these Cosmetology occupations have direct implications for educational institutions with these programs, as the US Education Department finalized final value transparency and gainful employment rules in September 2023. As part of the gainful employment rule, “programs at for-profit institutions as well as nondegree programs in any sector would have to show that graduates can afford their yearly debt payments and that they are making more than an adult in their state who didn’t go to college. Failing either of those tests in two consecutive years could lead to a program losing access to federal financial aid.”<sup>10</sup> According to the Century Foundation’s analysis, “nearly all cosmetology programs subject to the rule (98%) would not meet the very low benchmark, because program graduates earn less, on average, than workers with only a high school diploma.”<sup>11</sup>

One reason for these low wages is that employers may misclassify employees as independent contractors, meaning that they are not paid hourly wages and are instead paid by services rendered. In an article from 2024, a board member from the Pro Nails Association in Huntington Beach said manicurists “put in their ‘X’ number of hours in the salon and they’re only seeing three to four clients a day” and noted that a basic manicure can cost between \$25 and \$35, with 60% going to the manicurist and 40% going to the salon.<sup>12</sup>

Another commonly cited reason for low Cosmetology wages is unreported tips. However, one analysis estimates that only 8% of income for cosmetologists is unreported, which is approximately \$2,000 per year – not enough to substantially change reported wage data.<sup>13</sup>

Finally, inconsistent hours could also contribute to low pay. According to O\*NET data, over 60% of workers in these occupations work less than 40 hours per week and Data from the California Employment Development Department indicates that between 39% and 47% of workers in these occupations work less than 35 hours per week. Additionally, a study from the Century Foundation analyzed data from the Census Bureau and found that “cosmetologists work an average of 34.9 hours per week, compared to a typical work week of 38.2 hours per week for other workers.”<sup>14</sup>

## Finance

The Finance group of key occupations includes two above middle-skill occupations: *Financial Managers (11-3031)*<sup>^#</sup>, which was also considered one of the “Best-of-the-Best” occupations in the Orange County Labor Market Overview, and *Financial Examiners (13-2061)*<sup>^</sup>.

## Financial Technology (Fintech)

The rapid development of technology has resulted in new ways to deliver financial services directly to consumers. Financial technology, commonly known as fintech, is now used “to help companies, business owners, and consumers better manage their financial operations, processes, and lives. It is composed of specialized software and algorithms that are used on computers and smartphones.”<sup>15</sup> A 2017 study from Deloitte shows that the number of fintech companies founded each year peaked in 2014 and traditional financial institutions shifted to seek partnership or acquisition with emerging fintech companies, rather than directly competing with them.<sup>16</sup>

Advances in fintech have allowed consumers to take a more active role in their financial well-being. Additionally, “computerized systems can take care of more technical aspects of the job that once took up large parts of an advisor’s day” and allows financial advisors to focus more on the human element of financial advising.<sup>17</sup>

## Marketing

The Marketing group of key occupations includes only one occupation: *Market Research Analysts and Marketing Specialists (13-1161)*<sup>^#</sup>. This above middle-skill occupation was also considered one of the “Best-of-the-Best” occupations in the Orange County Labor Market Overview.



## Digital and Social Media Marketing Skills

Social media platforms such as Facebook, Instagram, X (formerly known as Twitter), and more have dramatically altered the way businesses engage consumers. A 2022 report from the Burning Glass Institute found that social media is among the fastest growing skills throughout the country and can lead to employment in high-growth, high-value roles. Though digital and social media skills are primarily found in job titles that fall under *Market Research Analysts and Marketing Specialists (13-1161)*<sup>^#</sup>, they are also in-demand for other job titles, demonstrating the wide application of these skills and their spread to other occupations and industries.<sup>18</sup> According to the Burning Glass Institute, these titles include:

- Social Media Strategist
- Search Engine Optimization
- Multimedia Designer/Animator
- Web Designer
- Copywriter
- Art Director
- UI/UX Designer/Developer
- Webmaster/Administrator
- Media Planner/Buyer
- Graphic Designer

Due to the wide application of digital marketing and social media skills to numerous occupations, it could be beneficial for Orange County community colleges to embed these skills across multiple program areas.

## Operations

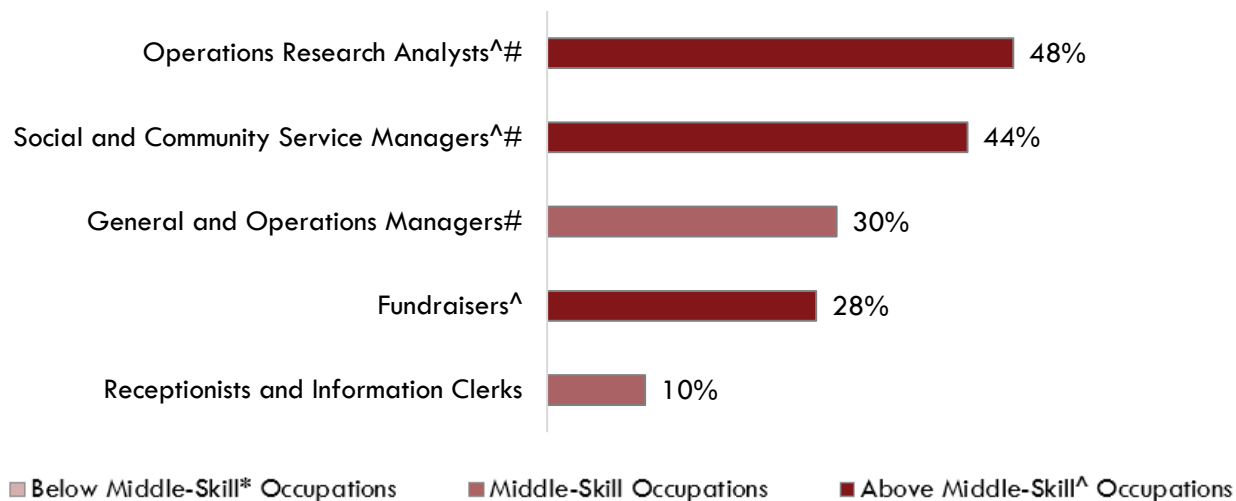
The Operations group of key occupations driving employment includes a mix of middle-skill and above middle-skill occupations: *General and Operations Managers (11-1021)*<sup>#</sup>, *Social and Community Service Managers (11-9151)*<sup>^#</sup>, *Fundraisers (13-1131)*<sup>^</sup>, *Operations Research Analysts (15-2031)*<sup>^#</sup>, and *Receptionists and Information Clerks (43-4171)*.

Three of these occupations were also considered “Best-of-the-Best” occupations in the Orange County Labor Market Overview: *General and Operations Managers (11-1021)*<sup>#</sup>, *Social and Community Service Managers (11-9151)*<sup>^#</sup>, and *Operations Research Analysts (15-2031)*<sup>^#</sup>.

## Operations and Management Skill Transferability

As noted in the job postings analysis above, the Operations group has the most skill overlap with the other key occupation groups, demonstrating how foundational business skills such as accounting, project management, marketing, and finance are applicable to all business occupations. Exhibit 20 shows the percentage of job postings that requested these four foundational skills for each of these Operations occupations. Notably, over 40% of postings for *Operations Research Analysts (15-2031)*<sup>^#</sup> and *Social and Community Service Managers (11-9151)*<sup>^#</sup> request these four skills.

**Exhibit 20: Percentage of Operations Postings Requesting Foundational Business Skills**



These foundational skills are in-demand for other occupations across multiple sectors. Of the top 50 occupations in online job postings requesting these skills, the majority (66%) are in the Business and Entrepreneurship sector, followed by 10% in the ICT/Digital Media Sector. Exhibit 21 shows the distribution of the top 50 occupations requesting these skills by sector.

**Exhibit 21: Distribution of Top 50 Occupations  
Requesting Foundational Business Skills in Online Job Postings by Sector**

Sector	Number of Occupations	% of Occupations
Business and Entrepreneurship	33	66%
ICT/Digital Media	5	10%
Retail, Hospitality, and Tourism	4	8%
Energy, Construction, and Utilities	3	6%
Mechanical Engineers	2	4%
Advanced Manufacturing	1	2%
Advanced Transportation and Logistics	1	2%
Health	1	2%

Because these foundational skills are in-demand for occupations across multiple sectors, Orange County community colleges should consider embedding them in multiple program areas.

## Additional Business and Entrepreneurship Sector Trends

### Entrepreneurship and Self Employment

As noted throughout this Key Occupations Driving Employment section, business skills related to accounting, marketing, project management, and more, can be applied to numerous occupations across all sectors. These skills are also vital to entrepreneurs or self-employed individuals that run their own business. Exhibit 22 shows the 25 occupations with the highest number of self-employed jobs in 2022, sorted by highest percentage of self-employed jobs, as well as the sector and percentage of self-employed workers for each occupation. Notably, these occupations fall into nine different sectors. Orange County community colleges should consider aligning entrepreneurship programs with programs that train for occupations with high self-employment rates such as cosmetology and barbering, real estate, childcare, and photography.

**Exhibit 22: Occupations with Highest Number of 2022 Self-Employed Jobs,  
(Sorted by Percentage of Self-Employed Jobs)**

Sector	Occupation (SOC)	2022 Self-Employed Jobs	2022 % of Self-Employed Jobs
Advanced Transportation and Logistics	<i>Taxi Drivers (53-3054)*</i>	2,407	99%
ICT/Digital Media	<i>Photographers (27-4021)</i>	1,617	76%
Business and Entrepreneurship	<i>Real Estate Sales Agents (41-9022)</i>	5,048	68%
Business and Entrepreneurship	<i>Hairdressers, Hairstylists, and Cosmetologists (39-5012)</i>	4,415	64%

Sector	Occupation (SOC)	2022 Self-Employed Jobs	2022 % of Self-Employed Jobs
Business and Entrepreneurship	<i>Real Estate Brokers (41-9021)</i>	1,547	54%
Health	<i>Massage Therapists (31-9011)#</i>	2,033	50%
Business and Entrepreneurship	<i>Managers, All Other (11-9199)^</i>	5,999	40%
Energy, Construction and Utilities	<i>Construction Managers (11-9021)^*</i>	2,112	34%
Business and Entrepreneurship	<i>Manicurists and Pedicurists (39-5092)</i>	1,929	30%
Education and Human Development	<i>Childcare Workers (39-9011)</i>	3,012	30%
Retail, Hospitality and Tourism	<i>First-Line Supervisors of Retail Sales Workers (41-1011)</i>	3,795	29%
Energy, Construction and Utilities	<i>Painters, Construction and Maintenance (47-2141)*</i>	1,602	27%
Other	<i>Lawyers (23-1011)^*</i>	3,569	27%
Energy, Construction and Utilities	<i>Construction Laborers (47-2061)*</i>	3,518	25%
Agriculture, Water and Environmental Technologies	<i>Landscaping and Groundskeeping Workers (37-3011)*</i>	3,543	24%
Other	<i>Maids and Housekeeping Cleaners (37-2012)*</i>	3,996	24%
Education and Human Development	<i>Self-Enrichment Teachers (25-3021)*</i>	1,813	24%
Business and Entrepreneurship	<i>Management Analysts (13-1111)^</i>	3,369	23%
Energy, Construction and Utilities	<i>Carpenters (47-2031)</i>	3,175	23%
Business and Entrepreneurship	<i>Property, Real Estate, and Community Association Managers (11-9141)</i>	1,692	20%
Business and Entrepreneurship	<i>Insurance Sales Agents (41-3021)</i>	1,580	18%
Business and Entrepreneurship	<i>Accountants and Auditors (13-2011)^*</i>	1,845	10%
Retail, Hospitality and Tourism	<i>Retail Salespersons (41-2031)*</i>	2,558	8%
Other	<i>Janitors and Cleaners, Except Maids and Housekeeping Cleaners (37-2011)*</i>	2,147	7%
Health	<i>Home Health and Personal Care Aides (31-1128)</i>	1,813	3%

## BUSINESS AND ENTREPRENEURSHIP SUPPLY

Orange County's educational institutions provide programs tailored to equip students with skills suited for different levels of occupations within the Business sector. The following visuals outline the number of awards conferred by both community colleges and non-community colleges, program observations from COCI<sup>19</sup>, as well as the regional programs and institutions that have conferred the most awards.



**5,415**

community college awards



**6,761**

non-community college awards



**12,176**

total awards conferred

### COCI Observations

- There are 273 unique Business and Entrepreneurship programs, the most of any sector, offered by Orange County community colleges.
- Most programs (52%) are for Certificates of Achievement, followed by Associate (and transfer) degrees (33%) and noncredit awards (12%).
- Fullerton offers the most Business and Entrepreneurship programs (43), followed closely by Saddleback (41) and Orange Coast (35).
- The plurality of Business and Entrepreneurship programs are listed under the 0502.00 Accounting TOP code (18%), followed by 0514.00 Office Technology/Office Computer Applications (12%) and 0506.00 Business Management (12%).

### Top Program Awards

#### Community College:

Business Administration: 2,538  
Accounting: 789  
Cosmetology and Barbering: 375  
Real Estate: 364  
Business Management: 345

#### Non-Community College:

Business Administration and Management, General: 4,679  
Nail Technician/Specialist and Manicurist: 701  
Aesthetician/Esthetician and Skin Care Specialist: 688  
Cosmetology/Cosmetologist, General: 283  
Accounting: 108

### Most Awards

#### Community College:

Irvine Valley: 1,077  
Saddleback: 767  
Coastline: 683  
Santa Ana: 575  
Santiago Canyon: 545

#### Non-Community College:

California State University-Fullerton: 2,531  
Chapman University: 588  
University of California-Irvine: 553  
Advance Beauty College: 511  
Westcliff University: 487

## Community College Student Outcomes

Orange County community college students account for 12% of all Business and Entrepreneurship community college students in California. The visuals below show the Strong Workforce Program (SWP) metrics for the Business and Entrepreneurship sector in Orange County.<sup>20</sup>



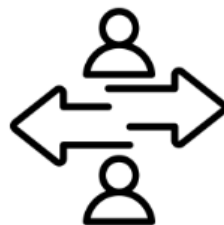
**25,405**

SWP Students  
(2021-22)



**3,086**

SWP Students Who  
Earned a Degree or  
Certificate or Attained  
Apprenticeship Journey  
Status (2021-22)



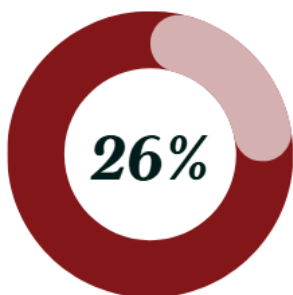
**2,589**

SWP Students Who  
Transferred to a Four-  
Year Postsecondary  
Institution (2019-20)

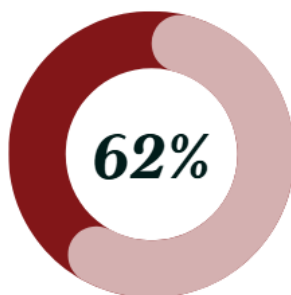


**\$42,724**

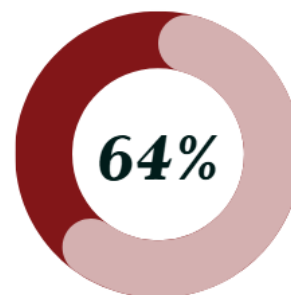
Median Annual Earnings  
for SWP Exiting Students  
(2020-21)



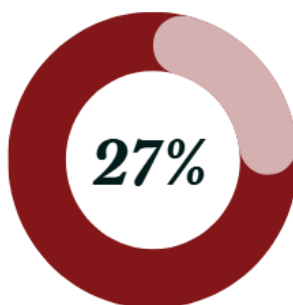
SWP Students Who Earned  
9 or More Career  
Education Units in the  
District in a single Year  
(2021-22)



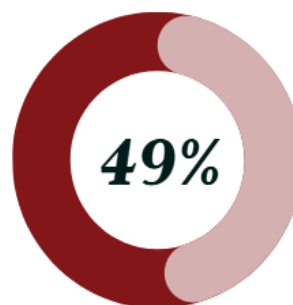
SWP Students Who  
Completed a Noncredit  
CTE or Workforce  
Preparation Course  
(2021-22)



SWP Students with a  
Job Closely Related to  
Their Field of Study  
(2019-20)



Median Change (Gain) in  
Earnings for SWP Exiting  
Students (2020-21)



SWP Exiting Students Who  
Attained the Living Wage  
(2020-21)

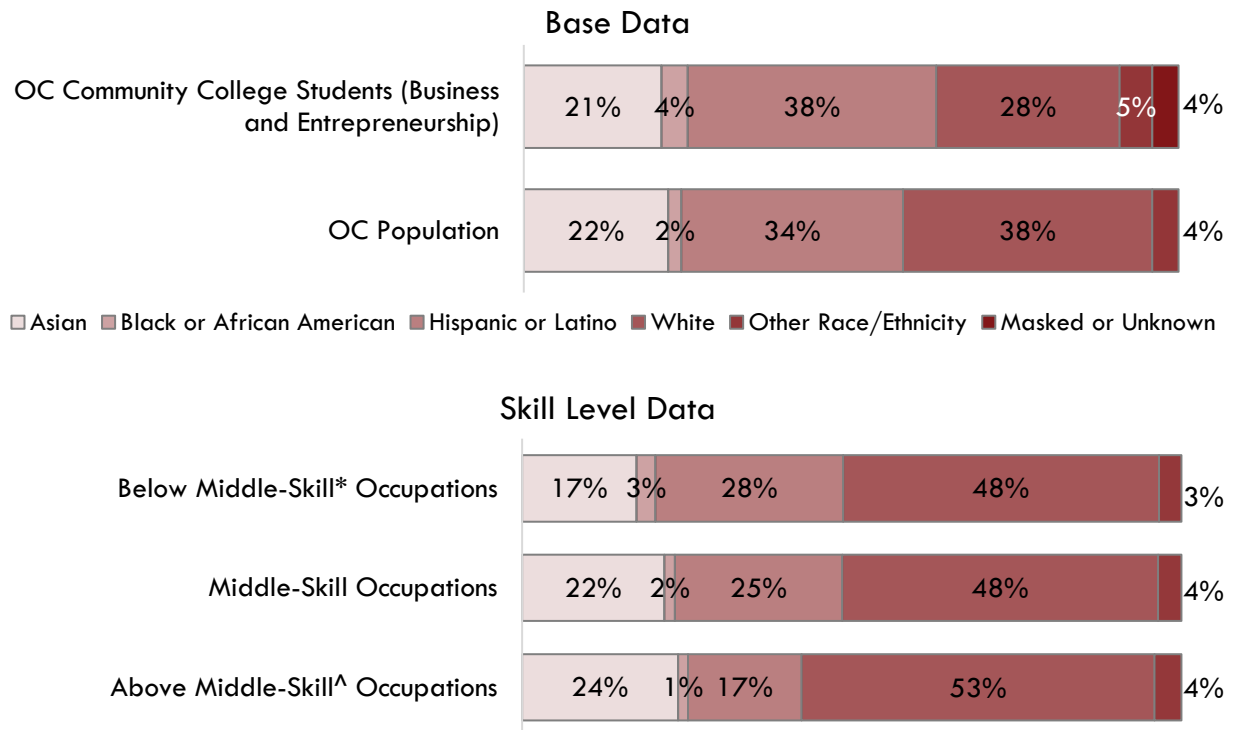


# DEMOGRAPHICS

## Ethnicity

Exhibit 23 shows the ethnicity of Orange County community college students enrolled in Business and Entrepreneurship programs compared to the overall Orange County population and the three skill-level occupational groups. Notably, 38% of Business and Entrepreneurship students are Hispanic or Latino, which is higher than the population (34%), and significantly higher than workers in above middle-skill occupations (17%). Conversely, 53% of workers in these above middle-skill occupations are white, which is higher than the population (38%), and nearly double community college Business and Entrepreneurship students (28%).

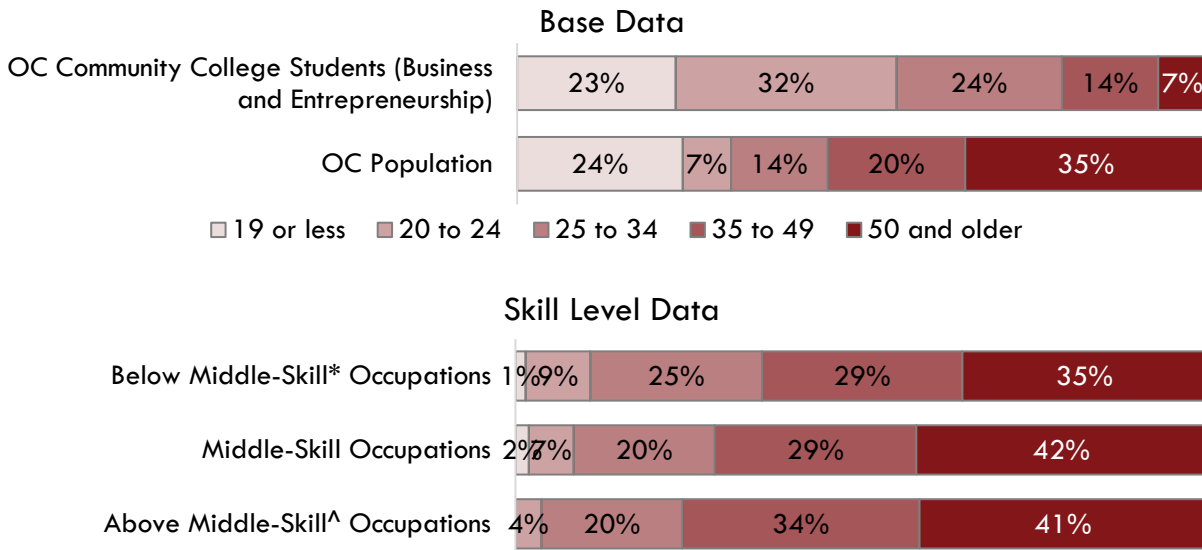
**Exhibit 23: Business and Entrepreneurship Sector Demographics by Ethnicity**



## Age Group

Exhibit 24 shows the age of Orange County community college students enrolled in Business and Entrepreneurship programs compared to the overall Orange County population and the three skill-level occupational groups. Approximately 75% of workers in the above middle-skill occupations are 35 and older, which is higher than the population (55%) and community college Business and Entrepreneurship students (21%). Most middle-skill (42%) and below middle-skill (35%) workers are 50 and older.

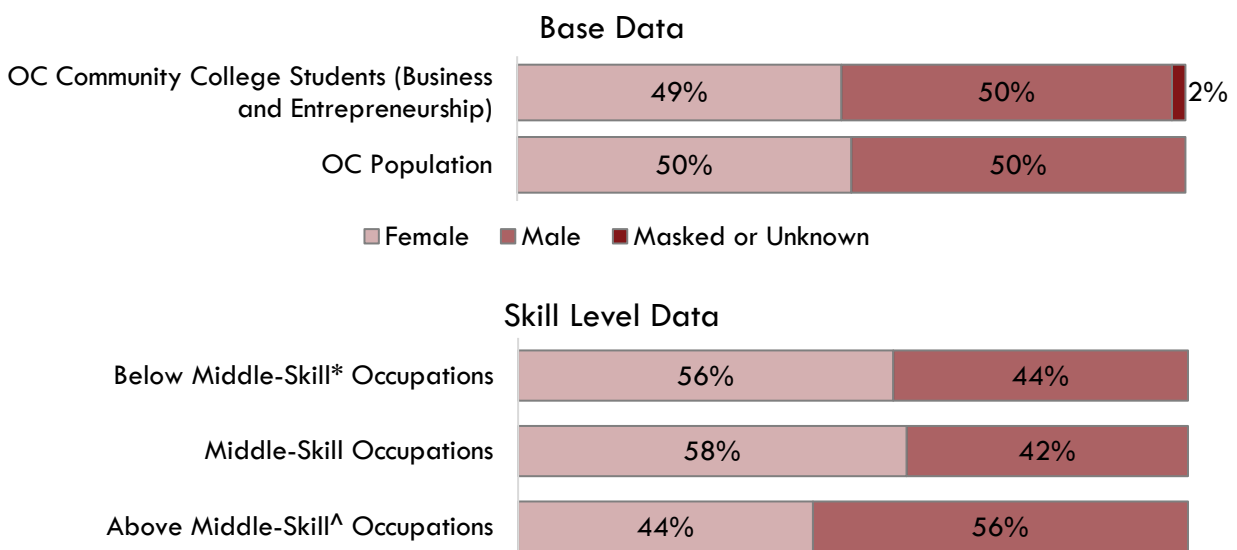
**Exhibit 24: Business and Entrepreneurship Sector Demographics by Age Group**



## Sex

Exhibit 25 shows the sex of Orange County community college students enrolled in Business and Entrepreneurship programs compared to the overall Orange County population and the three skill-level occupational groups. Though the population and Business and Entrepreneurship students are split evenly, the majority of below middle-skill (56%) and middle-skill (58%) workers are women while the majority (56%) of above middle-skill workers are men.

**Exhibit 25: Business and Entrepreneurship Sector Demographics by Sex**



## PUBLIC POLICY AND FUNDING OPPORTUNITIES

Though policies on registering, operating, and regulating businesses and entrepreneurship extend across all levels of government and exist abundantly in numbers, this section provides a brief overview of a few federal and state laws impacting workforce development and labor practices as they pertain to this sector.

Since its implementation, the federal Workforce Innovation and Opportunity Act (WIOA), enacted in July 2014, continues to provide job seekers with resources (e.g., access to trainings, education, employment) for success in the labor market and it connects employers to skilled labor to be competitive in the global market.<sup>21</sup> WIOA operates through partnerships across government entities and with local organizations to improve public workforce systems and reach local goals. Moreover, while some federal legislation, like WIOA, provides opportunities for workforce development and access to resources for job seekers, other policies, such as the 2021 Corporate Transparency Act, seek to combat illicit practices in entrepreneurship. For example, this law authorized the creation of a national registry to tackle illegal practices (e.g., money laundering) and, as a result, more than 32-million small businesses will have to register with the Financial Crimes Enforcement Network (FinCEN) by January 1, 2025.<sup>22</sup>

California has recently enacted changes to labor and licensing requirements and regulations which have impacted entrepreneurial workers. For example, Proposition 22, which passed by 58% voter approval and was enacted in 2022, was unanimously upheld by the state supreme court on July 25, 2024, thereby permitting gig-work businesses (e.g., Uber, Lyft) to consider their drivers contract workers rather than employees for whom they would otherwise be required to offer full worker protections.<sup>23</sup> In terms of state policy on licensing requirements, Senate Bill 1495, enacted in 2022, requires that as of the first of this year, real estate license applicants complete revised course materials that cover topics including implicit, explicit, and systemic bias and fair housing laws in order to be eligible for the broker or real estate salesperson examination.<sup>24</sup>

Several federal and state financial initiatives are available for further investment in the Business and Entrepreneurship sector. While not an exhaustive list, the following provides a sample of available sector-specific funding opportunities:

- **Strengthening Community Colleges (SCC5) Training Grants Program:** In an effort “to build community colleges’ capacity to meet the skill development needs of employers and equitably support students in obtaining good jobs in in-demand industries”, this grant program offers funding – ranging from \$1,500,000 to \$5,750,000 – to boost career pathways programs using evidence-based methods and ways to assess the employment outcomes efficacy of related programs. This program is currently in its fifth round and is accepting electronic applications through September 24, 2024.<sup>25</sup>
- **Program for Investors in Microentrepreneurs (PRIME):** This competitive grant, offered yearly, awards nonprofit microenterprise development organizations with funds so they may provide “capacity-building to microenterprise development organizations, or training, technical assistance, and guidance to disadvantaged microentrepreneurs”.<sup>26</sup>
- **504 Loan Program:** This program offers eligible for-profit businesses with a fixed rate, long-term loan of up to \$5.5 million. 504 loans are offered through Certified Development Companies (CDCs), which are regulated and certified by Small Business Administration, and may be used to finance major fixed assets that advance job creation and business growth.<sup>27</sup>
- **California Capital Access Program (CalCAP) American with Disabilities Act (ADA) Financing Program (CalCAP/ADA Financing Program):** This program assists financial institutions that provide loans to small businesses that may otherwise experience obstacles when attempting to acquire financing. Eligible small businesses in need of a loan to alter or retrofit their facility to be ADA compliant “may receive more favorable loan terms from a participating financial institution if [their] loan is enrolled in the CalCAP/ADA Financing Program”.<sup>28</sup>

- **Jump Start Microloan Program:** This program offers microloans, ranging from \$500 to \$10,000, financial literacy training, and technical assistance to small businesses that, due to their size or for being too new, may not meet qualification for loans provided by other programs or traditional lenders. At this time, 545 businesses have received technical assistance and a total of \$533,500 have been loaned to eligible businesses through this program.<sup>29</sup>

# APPENDIX A: METHODOLOGY

## Traditional Labor Market Data Methodology

The COE analyzed traditional labor market demand information, which includes job counts, projections, wages, typical education requirements, for the Business and Entrepreneurship sector. Traditional labor market demand data was sourced from Lightcast (Datarun 2023.4), a labor market analytics firm that aggregates data from public statistical agencies including the Bureau of Labor Statistics, Census Bureau, and the California Employment Development Department. Living wage data was sourced from the Insight Center California Family Needs Calculator.<sup>30</sup> The traditional labor market demand data analyzed in this report includes:

- **2022 Jobs:** the number of jobs by industry and occupation in 2022.
- **2027 Jobs:** the projected number of jobs by industry and occupation in 2027. Projections are based on the assumption that past trends will continue into the future, including the assumption that the economy, during the projection period, will be at approximately full employment. Projections do not consider potential recessions or labor shocks, such as natural disasters or pandemics, and are intended to capture structural change in the economy over time.
- **Change:** the projected change in the number of jobs, expressed as an actual number and a percentage.
- **Average Annual Openings (Demand):** the projected number of annual job openings. This figure is the sum of job growth and replacement jobs. Job growth is the result of job creation while replacement jobs are the result of retirements and workers leaving the filled, creating the need to hire a replacement.
- **Hourly Wages:**
  - **Entry-level (25<sup>th</sup> percentile):** the typical entry-level wages for an occupation; 25% of workers earn less than this amount and 75% earn more.
  - **Median:** the median wages for an occupation; 50% of workers earn less than this amount and 50% earn more.
  - **Experienced (75<sup>th</sup> percentile):** the typical experienced-level wages for an occupation; 75% of workers earn less than this amount and 25% earn more.
- **Typical Entry-Level Education:** represents the typical education level needed to enter an occupation.
- **Educational Attainment:** the percentage of workers employed in an occupation by their highest level of education attained.

Demographic data for the Orange County population comes from the Census Bureau's American Community Survey (5-Year Estimates, 2018-2022). Demographic data for occupations was sourced via IPUMS USA and student demographic data was sourced from the LaunchBoard Community College Pipeline (2020-21 Academic Year).<sup>31 32</sup>

The COE also analyzed labor market supply data that is calculated using the number of awards conferred in related training programs at community college and non-community college institutions over the past three years of available data. Community college data is sourced from the California Community College Chancellor's Office Data Mart<sup>33</sup> and includes the years 2020-2023; non-community college data is sourced from the Integrated Postsecondary Education Data System and includes the years 2019-2022.<sup>34</sup>

## Job Postings Analysis Methodology

In addition to traditional labor market information, the COE analyzed real-time labor market information using online job postings data sourced from Lightcast (Datarun 2024.2). The job postings data in this report covers the last 12 months of available data (July 2023 – June 2024). This data is derived from online job postings that are parsed and classified into industry and occupational groups using natural language processing (NLP) to determine the related company, industry, occupation, and other information for each job posting. Online job postings do not equate to labor market demand or replace traditional labor market data. They should only be considered a supplement to traditional LMI.



## APPENDIX B: SECTOR OCCUPATIONS

SOC	Occupation	SOC	Occupation
39-5093	Shampooers*	43-4151	Order Clerks
41-2022	Parts Salespersons*	43-4161	Human Resources Assistants, Except Payroll and Timekeeping
	Sales Representatives of Services, Except Advertising, Insurance, Financial		
41-3091	Services, and Travel*	43-4171	Receptionists and Information Clerks
41-9041	Telemarketers*	43-6011	Executive Secretaries and Executive Administrative Assistants
41-9091	Door-to-Door Sales Workers, News and Street Vendors, and Related Workers*	43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
43-3021	Billing and Posting Clerks*	43-9021	Data Entry Keyers
43-3099	Financial Clerks, All Other*	43-9022	Word Processors and Typists
43-4021	Correspondence Clerks*	43-9041	Insurance Claims and Policy Processing Clerks
43-9071	Office Machine Operators, Except Computer*	43-9061	Office Clerks, General
43-9199	Office and Administrative Support Workers, All Other*	43-9111	Statistical Assistants
11-1021	General and Operations Managers <sup>#</sup>	11-1011	Chief Executives <sup>^</sup>
11-3012	Administrative Services Managers	11-2011	Advertising and Promotions Managers <sup>^</sup>
11-3013	Facilities Managers	11-2021	Marketing Managers <sup>^#</sup>
11-9141	Property, Real Estate, and Community Association Managers	11-2022	Sales Managers <sup>^#</sup>
11-9171	Funeral Home Managers	11-2032	Public Relations Managers <sup>^</sup>
13-1028	Buyers and Purchasing Agents	11-2033	Fundraising Managers <sup>^</sup>
13-1031	Claims Adjusters, Examiners, and Investigators	11-3031	Financial Managers <sup>^#</sup>
13-1032	Insurance Appraisers, Auto Damage	11-3051	Industrial Production Managers <sup>^</sup>
13-1051	Cost Estimators	11-3061	Purchasing Managers <sup>^</sup>
13-2028	Property Appraisers and Assessors	11-3111	Compensation and Benefits Managers <sup>^</sup>
13-2082	Tax Preparers	11-3121	Human Resources Managers <sup>^</sup>
23-2093	Title Examiners, Abstractors, and Searchers	11-3131	Training and Development Managers <sup>^</sup>
39-4011	Embalmers	11-9151	Social and Community Service Managers <sup>^#</sup>
39-4031	Morticians, Undertakers, and Funeral Arrangers	11-9179	Personal Service Managers, All Other <sup>^</sup>
39-5011	Barbers	11-9199	Managers, All Other <sup>^</sup>
39-5012	Hairdressers, Hairstylists, and Cosmetologists	13-1011	Agents and Business Managers of Artists, Performers, and Athletes <sup>^</sup>
39-5091	Makeup Artists, Theatrical and Performance	13-1071	Human Resources Specialists <sup>^</sup>
39-5092	Manicurists and Pedicurists	13-1075	Labor Relations Specialists <sup>^</sup>
39-5094	Skincare Specialists	13-1082	Project Management Specialists <sup>^</sup>
41-1012	First-Line Supervisors of Non-Retail Sales Workers	13-1111	Management Analysts <sup>^#</sup>
41-3011	Advertising Sales Agents	13-1131	Fundraisers <sup>^</sup>
41-3021	Insurance Sales Agents	13-1141	Compensation, Benefits, and Job Analysis Specialists <sup>^</sup>
	Sales Representatives, Wholesale and Manufacturing, Except Technical and		
41-4012	Scientific Products	13-1161	Market Research Analysts and Marketing Specialists <sup>^#</sup>
41-9021	Real Estate Brokers	13-1199	Business Operations Specialists, All Other <sup>^</sup>
41-9022	Real Estate Sales Agents	13-2011	Accountants and Auditors <sup>^#</sup>
41-9099	Sales and Related Workers, All Other	13-2031	Budget Analysts <sup>^</sup>
43-1011	First-Line Supervisors of Office and Administrative Support Workers	13-2041	Credit Analysts <sup>^</sup>
43-3011	Bill and Account Collectors	13-2051	Financial and Investment Analysts <sup>^</sup>
43-3031	Bookkeeping, Accounting, and Auditing Clerks	13-2052	Personal Financial Advisors <sup>^#</sup>
43-3051	Payroll and Timekeeping Clerks	13-2053	Insurance Underwriters <sup>^</sup>
43-3061	Procurement Clerks	13-2054	Financial Risk Specialists <sup>^</sup>
43-3071	Tellers	13-2061	Financial Examiners <sup>^</sup>
43-4011	Brokerage Clerks	13-2071	Credit Counselors <sup>^</sup>
43-4041	Credit Authorizers, Checkers, and Clerks	13-2072	Loan Officers <sup>^</sup>
43-4051	Customer Service Representatives	13-2081	Tax Examiners and Collectors, and Revenue Agents <sup>^</sup>
43-4071	File Clerks	13-2099	Financial Specialists, All Other <sup>^</sup>
43-4131	Loan Interviewers and Clerks	15-2011	Actuaries <sup>^#</sup>
43-4141	New Accounts Clerks	15-2031	Operations Research Analysts <sup>^#</sup>
		19-3032	Industrial-Organizational Psychologists <sup>^#</sup>
		27-3031	Public Relations Specialists <sup>^#</sup>
		41-3031	Securities, Commodities, and Financial Services Sales Agents <sup>^</sup>
			Sales Representatives, Wholesale and Manufacturing, Technical and Scientific
		41-4011	Products <sup>^</sup>
		41-9031	Sales Engineers <sup>^</sup>

■ Below Middle-Skill\* Occupations

■ Middle-Skill Occupations

■ Above Middle-Skill<sup>^</sup> Occupations

## APPENDIX C: TOP CODES

TOP Code	Program Name
0501.00	Business and Commerce, General
0502.00	Accounting
0502.10	Tax Studies
0504.00	Banking and Finance
0505.00	Business Administration
0506.00	Business Management
0506.30	Management Development and Supervision
0506.40	Small Business and Entrepreneurship
0508.00	International Business and Trade*
0509.00	Marketing and Distribution
0509.10	Advertising
0509.20	Purchasing
0509.40	Sales and Salesmanship
0509.70	E-commerce (Business Emphasis)
0511.00	Real Estate
0511.10	Escrow
0512.00	Insurance
0514.00	Office Technology-Office Computer Applications*
0514.10	Legal Office Technology <sup>#</sup>
0518.00	Customer Service
0599.00	Other Business and Management
1255.00	Mortuary Science
1262.00	Massage Therapy <sup>^</sup>
3005.00	Custodial Services
3007.00	Cosmetology and Barbering

*Note: Two (2) programs above are denoted with an asterisk (\*). These two TOP codes were added to the Business and Entrepreneurship Sector Profile because they crosswalk to Business and Entrepreneurship Sector occupations or another sector. In the last Community College Chancellor's Office [TOP code inventory](#), International Business and Trade (TOP 0508.00) is classified as Global Trade; Office Technology-Office Computer Applications (TOP 0514.00) is classified as Information and Communication Technologies (ICT)/Digital Media;*

*One (1) program is denoted with a caret (^). Massage Therapy was removed from the Business and Entrepreneurship Sector Profile even though the Chancellor's Office considers it a Business and Entrepreneurship program. However, Massage Therapy was recently added to Health Sector Profile, as it aligns with Massage Therapists (SOC 31-9011)<sup>#</sup> which is a Health-related occupation,*

*One (1) program is denoted with a pound sign (#). This TOP code appears in this Business and Entrepreneurship Sector Profile, as well as the Other Sector Profile because Legal Office Technology crosswalks to Legal Secretaries and Administrative Assistants (SOC 43-6012), which is in the Other Sector.*

## APPENDIX D: END NOTES

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### Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; 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 the report 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.

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