

Labor Market Analysis for Noncredit
 Program Recommendation:
 0506.40/Small Business and Entrepreneurship
 (Small Business Basics, Certificate of Completion)
 Orange County Center of Excellence, October 2024



Summary

Program LMI Endorsement	Endorsed: All LMI Criteria Met <input checked="" type="checkbox"/>	Endorsed: Some LMI Criteria Met <input 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:	<p>Comments: there is projected to be 9,043 annual job openings throughout Los Angeles and Orange counties for <i>general and operations managers</i>, which is less than the 25,602 awards conferred by educational institutions. However, these educational programs also prepare students for 49 other related occupations, which account for 63,867 additional annual job openings. <i>Because these programs train for a variety of occupations with high demand, there is most likely an undersupply of labor for general and operations managers.</i></p>	
Self-Sufficiency Standard Living Wage ¹ :	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	<p>Comments: entry-level hourly wages for <i>general and operations managers</i> are \$38.69, which is significantly above the OC living wage of \$27.13.</p>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	<p>Comments: though the typical entry-level education for <i>general and operations managers</i> is a bachelor's degree, nearly 35% of workers in the field have completed some college or an associate degree as their highest level of education.</p>	

Additional Considerations

Emerging Occupation(s):	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<p>Comments: N/A</p>	
OC Resilient Job(s):	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	<p>Comments: See Resilient Jobs and US News & World Report Best Jobs</p>	
U.S. News & World Report 2024 Best Jobs List ² :	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	<p>Comments: See Resilient Jobs and US News & World Report Best Jobs</p>	

¹ At the direction of the California Community College Chancellor's Office, the living wage endorsement criteria in this report uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard, which the COE refers to as a living wage, to determine Orange County's living wage of \$27.13, last updated in March 2024.

² "100 Best Jobs of 2024," U.S. News & World Report, accessed May 7, 2024, <https://money.usnews.com/careers/best-jobs/rankings/the-100-best-jobs>.

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:

- *General and Operations Managers (11-1021)*

The occupation included in this report was selected due to its relationship to entrepreneurial business skills, as well as its historical alignment with the small business and entrepreneurship programs at community colleges. Additionally, this report includes data on the top middle-skill occupations for self-employment throughout the region to better understand other occupations for which entrepreneurial skills can be utilized. Regional 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, and photography.

Based on the available data, there appears to be a supply gap for *general and operations managers*. Though the number of awards for this occupation exceeds demand, supply is overstated because the related educational programs train for an additional 49 occupations. When considering the high demand for all 50 occupations, there is most likely an undersupply of labor for *general and operations managers*. In addition, typical education requirements for this occupation align with a community college education and typical entry-level wages are above the California Insight living wage. **Therefore, due to all 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
General and Operations Managers (11-1021)	LA: 6,440 OC: 2,603	LA: 17,630 OC: 7,972	OC: \$38.69	Bachelor's degree	35%
Total	9,043	25,602	N/A	N/A	N/A

Demand:

- The number of jobs related to *general and operations managers* is projected to increase 6% through 2028, equating to 9,043 annual job openings.
- Hourly entry-level wages for *general and operations managers* is \$38.69, which is significantly above the Self-Sufficiency Standard living wage.
- There were 14,858 online job postings for *general and operations managers* over the past 12 months. The highest number of postings were for operations managers, operations supervisors, and general managers.
- The typical entry-level education for *general and operations managers* is a bachelor's degree.
- Nearly 35% 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 9,805 awards conferred by 29 community colleges in Los Angeles and Orange Counties from 2020 to 2023.
- Non-community college institutions conferred an average of 15,797 awards from 2019 to 2022.
- Orange County community college students that exited small business and entrepreneurship programs in the 2020-21 academic year had a median annual wage of \$35,454 (\$17.05 per hour) after exiting the program and 38% attained the regional living wage.
- Throughout Orange County, 65% of real estate students that exited their program in 2019-20 reported that they 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 *general and operations managers* from 2018 through 2028. Though there was a 7% decline across all occupations in Orange County from 2019 to 2020 due to the COVID-19 pandemic, employment in *general and operations managers* decreased 9% during the same period.

In the two years preceding the pandemic, employment for *general and operations managers* fluctuated in Orange County, with a decrease in 2018 and a flattening out in 2019. After increased in employment in 2021 and 2022 and a flattening through 2023, employment for this occupation in Orange County is projected to increase through 2028, experiencing a similar rate relative to all occupations in Los Angeles and Orange counties.

Exhibit 2: Annual Percent Change in Jobs for General and Operations Managers, 2018-2028

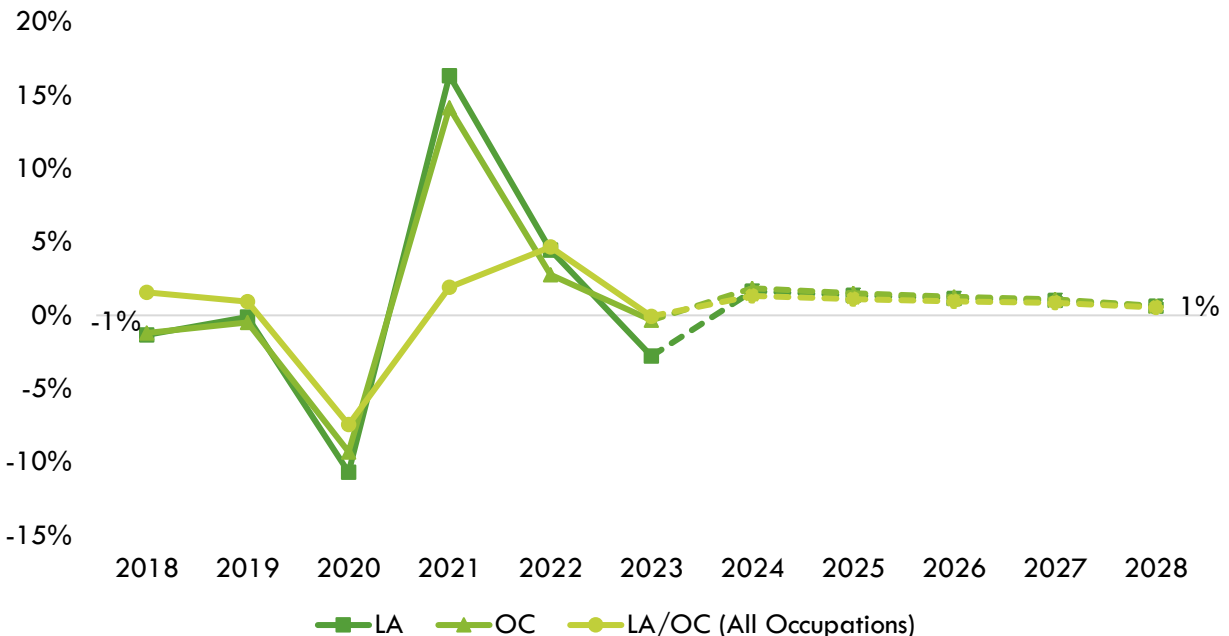


Exhibit 3 shows the five-year occupational demand projections for *general and operations managers*. In Los Angeles/Orange County, the number of jobs related to this occupation is projected to increase by 6% through 2028. There is projected to be 9,043 jobs available annually.

Exhibit 3: Occupational Demand in Los Angeles and Orange Counties³

Geography	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	Annual Openings
Los Angeles	69,210	73,296	4,087	6%	6,440
Orange	27,542	29,335	1,793	7%	2,603
Total	96,751	102,631	5,880	6%	9,043

To better understand other occupations for which entrepreneurial skills can be utilized, Exhibit 4 shows 15 middle-skill occupations with the highest rates of self-employment in Los Angeles/Orange County. These 15 occupations have an average self-employment rate of 66%, which is significantly higher than the average of 33% across all occupations. Additionally, community colleges throughout the region have related programs for several of these occupations, including *barbers; photographers; hairdressers, hairstylists, and cosmetologists; real estate sales agents; real estate brokers; and court reporters and simultaneous captioners.*

Exhibit 4: Top Self-Employed Occupations in Los Angeles and Orange Counties

Occupation	2023 Self-Employed Jobs	2023 Employed Jobs	2023 Total Jobs	2023 % Self-Employed
Barbers	2,821	586	3,408	83%
Real Estate Brokers	5,787	1,832	7,620	76%
Real Estate Sales Agents	18,880	7,502	26,382	72%
Hairdressers, Hairstylists, and Cosmetologists	18,189	8,087	26,276	69%
Photographers	7,504	3,975	11,480	65%
Woodworkers, All Other	341	184	525	65%
Musical Instrument Repairers and Tuners	239	199	438	54%
Court Reporters and Simultaneous Captioners	614	531	1,145	54%
Commercial Divers	35	30	65	53%
Watch and Clock Repairers	117	116	233	50%
Model Makers, Wood	17	18	35	49%
Brickmasons and Blockmasons	791	890	1,680	47%
Jewelers and Precious Stone and Metal Workers	1,124	1,279	2,403	47%
Massage Therapists	5,510	6,579	12,089	46%
First-Line Supervisors of Non-Retail Sales Workers	5,636	6,919	12,556	45%

³ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages:

The labor market endorsement in this report considers the entry-level hourly wages for *general and operations managers* in Orange County as they relate to the county’s living wage. Los Angeles County wages are included below to provide a complete analysis of the LA/OC region.

At the direction of the California Community College Chancellor’s Office, the living wage endorsement criteria in this report uses the University of Washington’s Center for Women’s Welfare Self-Sufficiency Standard, which the COE refers to as a living wage, to determine Orange County’s living wage of \$27.13, last updated in March 2024. Additionally, data for the MIT Living Wage, updated on February 14, 2024, is provided as a reference. Currently, the MIT Living Wage in Orange County is \$30.48. Both figures, which account for geographic-specific costs of necessities such as housing, food, health care, and transportation to assess the cost of living, are notated in the exhibits below.

The typical entry-level wage for *general and operations managers* is \$38.69, which is significantly above the Self-Sufficiency Standard living wage for one adult (\$27.13 in Orange County). Orange County’s average wages of \$69.89 are significantly lower than the average statewide wage of \$74.15 for this occupation. Exhibit 5 shows the wage range for *general and operations managers* in Orange County.

Exhibit 5: Wages by Occupation in Orange County

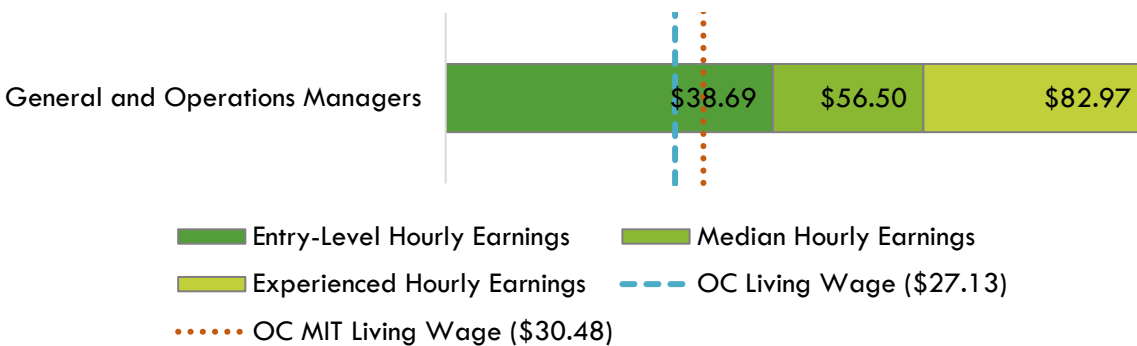


Exhibit 6 shows the overall entry-level wages for the top 15 middle-skill occupations for self-employment, as well as entry-level wages for traditionally employed and self-employed workers. Of the top 15 middle-skill self-employed occupations, 7% (1) have entry-level wages above the living wage. When considering entry-level wages for traditionally employed workers, 13% (2) of these occupations have entry-level wages above the living wage. Conversely, self-employed entry-level wages for all 15 occupations are significantly below the living. On average, self-employed entry-level wages are nearly 36% lower than wages for traditionally employed workers.

Exhibit 6: Orange County Wages for Top 15 Self-Employed Occupations

Occupation	Overall Entry-Level Wages	Employed Entry-Level Wages	Self-Employed Entry-Level Wages
Barbers	\$9.16	\$16.32	\$7.19
Real Estate Brokers	\$26.25	\$29.68	\$22.49
Real Estate Sales Agents	\$19.69	\$20.90	\$16.30
Hairdressers, Hairstylists, and Cosmetologists	\$14.29	\$15.71	\$9.68
Photographers	\$16.40	\$22.50	\$13.10
Woodworkers, All Other	\$11.86	\$18.26	\$6.34
Musical Instrument Repairers and Tuners	\$15.95	\$17.71	\$9.74

Occupation	Overall Entry-Level Wages	Employed Entry-Level Wages	Self-Employed Entry-Level Wages
Court Reporters and Simultaneous Captioners	\$18.16	\$17.56	\$23.01
Commercial Divers	\$38.38	Insf. Data	Insf. Data
Watch and Clock Repairers	\$17.39	\$21.56	\$11.21
Model Makers, Wood	Insf. Data	Insf. Data	Insf. Data
Brickmasons and Blockmasons	\$18.57	\$22.43	\$12.47
Jewelers and Precious Stone and Metal Workers	\$13.14	\$19.91	\$6.39
Massage Therapists	\$15.69	\$16.10	\$11.89
First-Line Supervisors of Non-Retail Sales Workers	\$22.17	\$32.04	\$10.41

The entry-level wage for *general and operations managers* is \$38.91, which is significantly above the Self-Sufficiency Standard living wage for one adult (\$24.03 in Los Angeles County). Los Angeles County’s average wages of \$70.36 are significantly below the average statewide wage of \$74.15 for this occupation. Exhibit 7 shows the wage range for *general and operations managers* in Los Angeles County.

Exhibit 7: Wages by Occupation in Los Angeles County

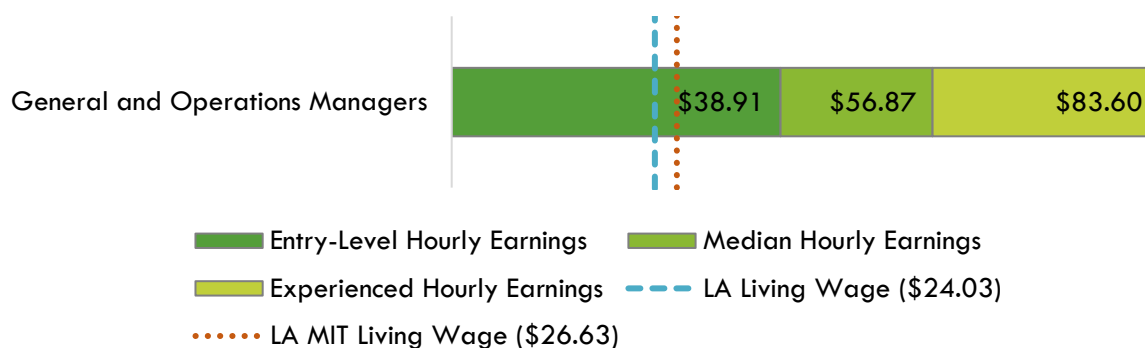


Exhibit 8 shows the overall entry-level wages for the top 15 middle-skill occupations for self-employment, as well as entry-level wages for traditionally employed and self-employed workers. Of the top 15 middle-skill self-employed occupations, 13% (2) have entry-level wages above the living wage. When considering entry-level wages for traditionally employed workers, 27% (4) of these occupations have entry-level wages above the living wage. Conversely, self-employed entry-level wages for all 15 occupations are below the living. On average, self-employed entry-level wages are 36% lower for self-employed workers as compared to traditionally employed workers. Exhibit

Exhibit 8: Los Angeles County Wages for Top 15 Self-Employed Occupations

Occupation	Overall Entry-Level Wages	Employed Entry-Level Wages	Self-Employed Entry-Level Wages
Barbers	\$8.00	\$17.60	\$7.11
Real Estate Brokers	\$24.71	\$27.27	\$22.49
Real Estate Sales Agents	\$18.21	\$19.11	\$16.29
Hairdressers, Hairstylists, and Cosmetologists	\$12.61	\$16.88	\$9.68
Photographers	\$18.00	\$25.79	\$12.95

Occupation	Overall Entry-Level Wages	Employed Entry-Level Wages	Self-Employed Entry-Level Wages
Woodworkers, All Other	\$10.40	\$17.29	\$6.46
Musical Instrument Repairers and Tuners	\$14.47	\$18.03	\$9.77
Court Reporters and Simultaneous Captioners	\$18.72	\$18.25	\$22.80
Commercial Divers	\$31.64	\$59.53	\$20.75
Watch and Clock Repairers	\$16.92	\$21.64	\$11.22
Model Makers, Wood	\$17.25	\$19.43	\$9.63
Brickmasons and Blockmasons	\$16.86	\$23.55	\$12.48
Jewelers and Precious Stone and Metal Workers	\$15.44	\$21.14	\$6.42
Massage Therapists	\$16.01	\$16.43	\$11.83
First-Line Supervisors of Non-Retail Sales Workers	\$20.45	\$31.60	\$10.48

Resilient Jobs and U.S. News & World Report Best Jobs:

Exhibit 9 shows if the occupation is considered an Orange County Great Recession-Resilient, COVID-19 Pandemic Recession-Resilient Job, or a 2024 U.S. News & World Report (USN&WR) Best Job. *General and operations managers* met the criteria to be considered a COVID-19 Pandemic Recession-Resilient Job and a USN&WR Best Job; however, it did not meet the criteria to be considered a Great Recession-Resilient Job.

Exhibit 9: Resilient Jobs and USN&WR Best Jobs Designations

Occupation	Great Recession-Resilient Job	COVID-19 Pandemic Recession-Resilient Job	2024 USN&WR Best Job
General and Operations Managers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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 of phrases; determining differences in words that can be used as nouns, verbs, and/or adjectives; and misspellings or grammatical errors.⁴ 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.

⁴ 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 14,858 online job postings related to *general and operations managers* listed in the past 12 months. Exhibit 10 shows the number of job postings by occupation.

Exhibit 10: Number of Job Postings by Occupation (n=14,858)

Occupation	Job Postings	Percentage of Job Postings
General and Operations Managers	14,858	100%
Total Postings	14,858	100%

The top employers in the region, by number of job postings, are shown in Exhibit 11.

Exhibit 11: Top Employers by Number of Job Postings (n=14,858)

Employer	Job Postings	Percentage of Job Postings
CVS Health	511	3%
AutoZone	169	1%
Restaurant Depot	133	1%
University of California	112	1%
Marriott International	95	1%
Del Taco	94	1%
Target	83	1%
Kroger	82	1%
Enterprise Mobility	77	1%
Aetna	69	0%

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 12.

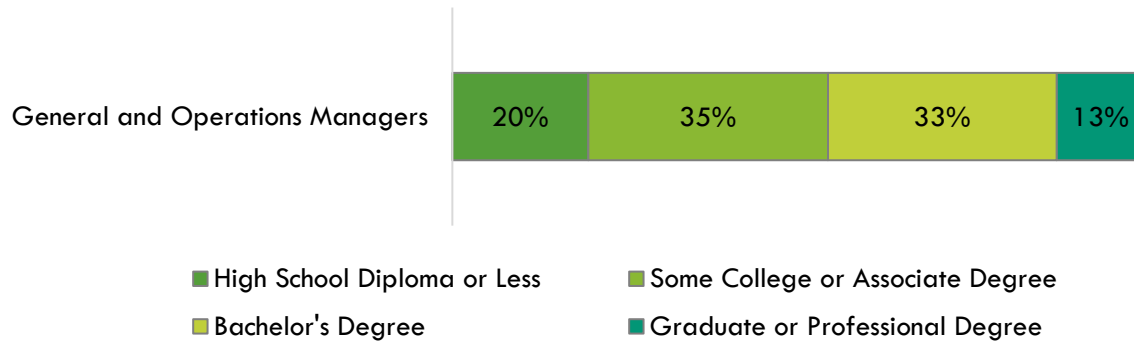
Exhibit 12: Top Skills by Number of Job Postings (n=14,858)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Operations Management (2,637)	Operations (8,268)	Microsoft Excel (1,875)
Marketing (2,358)	Management (8,094)	Microsoft Office (1,673)
Merchandising (1,615)	Communication (7,579)	Microsoft PowerPoint (1,172)
Finance (1,569)	Leadership (6,977)	Microsoft Outlook (826)
Project Management (1,531)	Customer Service (6,155)	Microsoft Word (530)
Auditing (1,334)	Sales (5,530)	Spreadsheets (277)
Key Performance Indicators (KPIs) (1,307)	Planning (2,896)	Salesforce (234)
Inventory Management (1,198)	Problem Solving (2,654)	Google Workspace (211)
Profit And Loss (P&L) Management (1,129)	Coaching (2,318)	Dashboard (207)
Continuous Improvement Process (1,123)	Detail Oriented (2,080)	SQL (Programming Language) (153)

Educational Attainment:

The Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry-level education for *general and operations managers*. However, the national-level educational attainment data indicates 35% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 13 shows the educational attainment for *general and operations managers*.

Exhibit 13: National-level Educational Attainment for Occupations



Of the 60% of the cumulative job postings for *general and operations managers* that listed a minimum education requirement in Los Angeles/Orange County, 59% (5,232) requested a bachelor's degree and 36% (3,176) requested a high school diploma or an associate degree.

Educational Supply

Community College Supply:

Exhibit 14 shows the three-year average number of awards conferred by community colleges in the related TOP codes:

- Business and Commerce, General (0501.00)
- Banking and Finance (0504.00)
- Business Administration (0505.00)
- Business Management (0506.00)
- Small Business and Entrepreneurship (0506.40)
- Retail Store Operations and Management (0506.50)
- International Business and Trade (0508.00)
- Insurance (0512.00)

The colleges with the most completions in the region are Pasadena, Cerritos, and Mt. San Antonio. Over the past 12 months, there were four other related program recommendation requests from regional community colleges.

Exhibit 14: Regional Community College Awards (Certificates and Degrees), 2020-2023

TOP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average	
0501.00	Business and Commerce, General	Cerritos	4	1	2	2	
		Glendale	61	73	81	72	
		LA City	50	60	57	56	
		LA Harbor	12	12	15	13	
		LA Mission	0	1	0	0	
		LA Pierce	13	24	8	15	
		LA Southwest	29	24	13	22	
		LA Trade	0	0	30	10	
		Long Beach	189	195	190	191	
		Mt San Antonio	117	136	91	115	
		Santa Monica	12	14	15	14	
		West LA	67	83	48	66	
		LA Subtotal		554	623	550	576
		Coastline	5	4	1	3	
		Saddleback	39	73	49	54	
		OC Subtotal		44	77	50	57
Supply Subtotal/Average			598	700	600	633	
0504.00	Banking and Finance	Glendale	3	3	14	7	
		LA City	12	7	8	9	
		LA Pierce	9	3	4	5	
		LA Swest	0	0	3	1	

TOP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average		
		LA Valley	36	40	34	37		
		Long Beach	3	1	5	3		
		Pasadena	2	5	7	5		
		Rio Hondo	0	0	1	0		
		LA Subtotal	65	59	76	67		
		Santa Ana	0	1	0	0		
		Santiago Canyon	0	0	12	4		
		OC Subtotal	0	1	12	4		
		Supply Subtotal/Average	65	60	88	71		
0505.00	Business Administration	Cerritos	222	299	361	294		
		Citrus	416	386	351	384		
		Compton	31	22	22	25		
		East LA	391	309	256	319		
		El Camino	342	325	261	309		
		Glendale	217	221	186	208		
		LA City	151	112	104	122		
		LA Harbor	87	68	75	77		
		LA Mission	89	89	78	85		
		LA Pierce	255	266	216	246		
		LA Southwest	45	38	26	36		
		LA Trade	28	32	0	20		
		LA Valley	172	197	183	184		
		Long Beach	319	296	292	302		
		Mt San Antonio	337	281	373	330		
		Pasadena	1240	859	753	951		
		Rio Hondo	246	254	248	249		
		Santa Monica	337	370	301	336		
		West LA	134	127	97	119		
				LA Subtotal	5,059	4,551	4,183	4,598
				Coastline	432	410	381	408
				Cypress	232	206	226	221
				Fullerton	319	367	343	343
				Golden West	194	186	183	188
				Irvine	299	383	292	325
				Orange Coast	368	412	337	372
				Saddleback	315	327	398	347
				Santa Ana	198	187	174	186

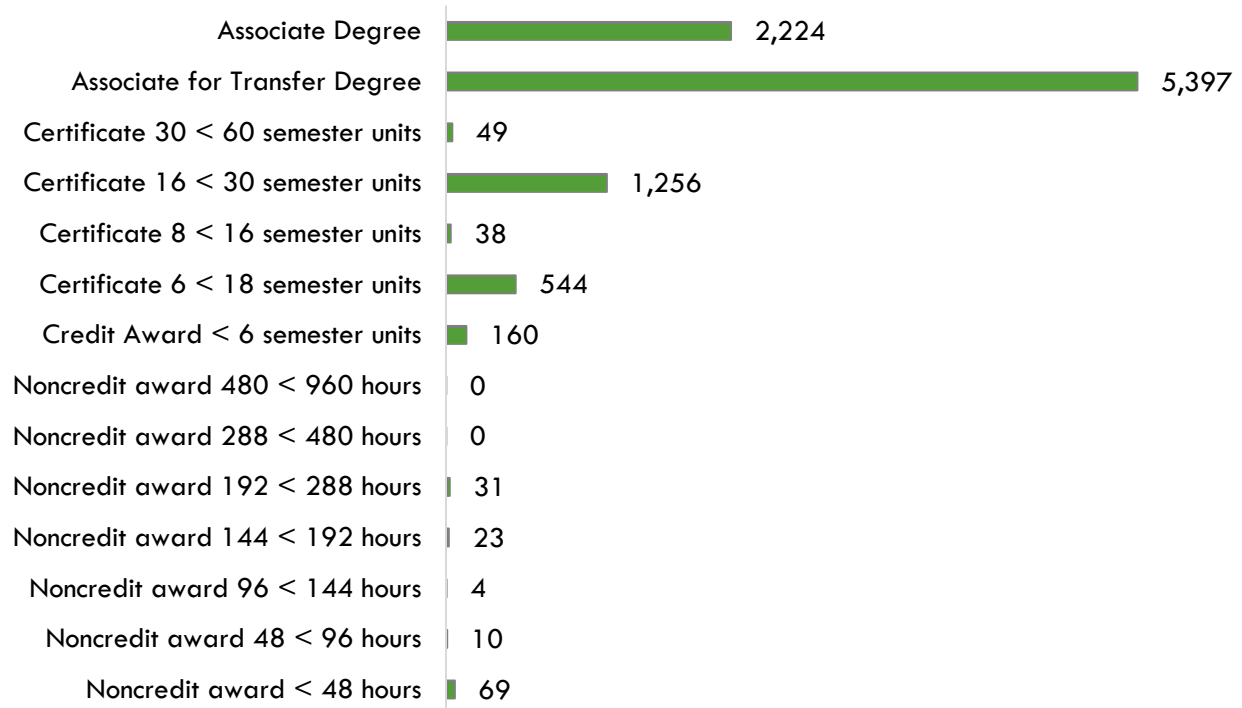
TOP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
		Santiago Canyon	153	143	150	149
		OC Subtotal	2,510	2,621	2,484	2,538
		Supply Subtotal/Average	7,569	7,172	6,667	7,136
0506.00	Business Management	Cerritos	387	276	469	377
		Compton	0	0	1	0
		East LA	17	18	18	18
		El Camino	49	22	40	37
		Glendale	15	28	22	22
		LA City	18	16	40	25
		LA Mission	4	6	3	4
		LA Pierce	7	14	9	10
		LA Valley	30	39	34	34
		Long Beach	44	28	26	33
		Mt San Antonio	150	188	158	165
		Pasadena	0	0	2	1
		LA Subtotal	721	635	822	726
		Coastline	307	33	40	127
		Cypress	7	1	5	4
		Fullerton	11	19	20	17
		Golden West	11	13	10	11
		Irvine	5	23	20	16
		North Orange Adult	19	32	27	26
		Orange Coast	19	16	2	12
		Santa Ana	40	39	62	47
		Santiago Canyon	55	25	173	84
		OC Subtotal	474	201	359	345
		Supply Subtotal/Average	1,195	836	1,181	1,071
0506.40	Small Business and Entrepreneurship	Cerritos	18	15	13	15
		Citrus	0	1	0	0
		East LA	1	36	19	19
		Glendale	1	0	6	2
		LA City	4	7	19	10
		LA Pierce	6	5	31	14
		LA Trade	9	3	10	7
		LA Valley	0	99	174	91
		Long Beach	2	0	1	1

TOP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
		Mt San Antonio	19	36	21	25
		Pasadena	22	186	65	91
		Rio Hondo	4	6	13	8
		Santa Monica	22	28	17	22
		West LA	1	5	12	6
		LA Subtotal	109	427	401	312
		Coastline	16	4	4	8
		Cypress	4	0	0	1
		Fullerton	6	5	2	4
		Golden West	2	3	2	2
		Irvine	11	233	233	159
		Orange Coast	0	8	0	3
		Saddleback	8	10	6	8
		Santa Ana	6	1	3	3
		Santiago Canyon	0	1	4	2
		OC Subtotal	53	265	254	191
		Supply Subtotal/Average	162	692	655	503
0506.50	Retail Store Operations and Management	Cerritos	198	192	339	243
		El Camino	2	4	2	3
		LA City	0	1	0	0
		LA Mission	0	0	1	0
		LA Pierce	0	0	1	0
		LA Trade	2	1	0	1
		LA Valley	2	5	2	3
		Mt San Antonio	2	1	6	3
		Pasadena	2	9	2	4
		Rio Hondo	3	4	1	3
		LA Subtotal	211	217	354	261
		Golden West	0	1	0	0
		Saddleback	2	1	2	2
		Santa Ana	0	0	3	1
		OC Subtotal	2	2	5	3
		Supply Subtotal/Average	213	219	359	264
0508.00	International Business and Trade	Cerritos	9	8	2	6
		East LA	6	1	4	4
		Glendale	6	6	0	4
		LA Harbor	3	0	0	1

TOP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
		LA Pierce	1	0	0	0
		Long Beach	15	15	5	12
		Mt San Antonio	17	32	18	22
		Pasadena	7	23	13	14
		Rio Hondo	3	2	2	2
		Santa Monica	4	3	1	3
		LA Subtotal	71	90	45	69
		Fullerton	2	2	3	2
		Saddleback	5	11	3	6
		Santa Ana	31	30	44	35
		OC Subtotal	38	43	50	44
		Supply Subtotal/Average	109	133	95	112
0512.00	Insurance	Glendale	3	1	0	1
		LA Pierce	1	2	6	3
		LA Valley	14	13	5	11
		Santa Monica	0	1	1	1
		LA Subtotal	18	17	12	16
		-	-	-	-	-
		OC Subtotal	-	-	-	-
		Supply Subtotal/Average	18	17	12	16
		Supply Total/Average	9,929	9,829	9,657	9,805

Exhibit 15 shows the annual average community college awards by type from 2020-21 to 2022-23. The majority of awards are for associate for transfer degrees, followed distantly by associate degrees and certificates between 16 and less than 30 semester units and associate degrees.

Exhibit 15: Annual Average Community College Awards by Type, 2020-2023



Community College Student Outcomes:

Exhibit 16 shows the Strong Workforce Program (SWP) metrics for small business and entrepreneurship programs in Coast Community College District (CCCD), the Orange County Region, and California. Of the 1,461 Orange County small business and entrepreneurship students in the 2020-21 academic year, 38% (561) attended a CCCD college.

Additionally, CCCD students that exited small business and entrepreneurship programs in the 2021-22 academic year had lower median annual earnings (\$34,880 or \$16.77 per hour) compared to all small business and entrepreneurship students in Orange County (\$35,454 or \$17.05 per hour). A slightly lower percentage of CCCD small business and entrepreneurship students attained the living wage (37%) when compared to all small business and entrepreneurship students in Orange County (38%).

Exhibit 16: Small Business and Entrepreneurship (0506.40.00) Strong Workforce Program Metrics, 2021-22⁵

SWP Metric	CCCD	OC Region	California
SWP Students	561	1,461	8,720
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	28%	28%	31%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Insufficient Data	79%	82%

⁵ All SWP metrics are for 2021-22 unless otherwise noted.

SWP Metric	CCCD	OC Region	California
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	Insufficient Data	18	644
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2019-20)	42	93	467
SWP Students with a Job Closely Related to Their Field of Study (2019-20)	75%	65%	64%
Median Annual Earnings for SWP Exiting Students (2020-21)	\$34,880 (\$16.77)	\$35,454 (\$17.05)	\$35,736 (\$17.18)
Median Change in Earnings for SWP Exiting Students (2020-21)	28%	31%	22%
SWP Exiting Students Who Attained the Living Wage (2020-21)	37%	38%	47%

Non-Community College Supply:

To comprehensively analyze the regional supply, it is crucial to include data from other institutions offering small business training programs. Exhibit 17 displays the annual and three-year average awards granted by these institutions under the related Classification of Instructional Programs (CIP) codes:

- Business/Commerce, General (52.0101)
- Business Administration and Management, General (52.0201)
- Entrepreneurship/Entrepreneurial Studies (52.0701)
- Finance, General (52.0801)
- International Business/Trade/Commerce (52.1101)

The available data covers 2019 to 2022. During this period, non-community college institutions in the region conferred an average of 15,797 awards annually in related programs.

Exhibit 17: Regional Non-Community College Awards, 2019-2022

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
52.0101	Business / Commerce, General	Azusa Pacific University	86	70	15	57
		Biola University	18	26	32	25
		Fremont University	0	0	11	4
		Loyola Marymount University	55	38	39	44
		Marymount California University	10	33	31	25
		Mount Saint Mary's University	0	0	0	0
		Pacific States University	0	0	8	3
		University of Southern California	1	1	0	1
Supply Subtotal/Average			170	168	136	158
52.0201	Business Administration	Abraham Lincoln University	1	1	3	2

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
	and Management, General	America Evangelical University	1	8	9	6
		American Jewish University	12	5	1	6
		Angeles College	6	10	21	12
		Azusa Pacific University	147	142	182	157
		Bethesda University	47	57	39	48
		Biola University	136	120	106	121
		California Institute of Advanced Management	19	32	62	38
		California Intercontinental University	19	19	45	28
		California State Polytechnic University-Pomona	1,450	1,690	1,678	1,606
		California State University-Dominguez Hills	625	657	599	627
		California State University-Fullerton	2,419	2,504	2,289	2,404
		California State University-Long Beach	1,458	1,584	1,688	1,577
		California State University-Los Angeles	1,198	956	854	1,003
		California State University-Northridge	731	825	840	799
		Chapman University	510	535	526	524
		Claremont Graduate University	84	92	41	72
		Concordia University-Irvine	126	122	99	116
		Fremont University	24	15	3	14
		Haven University	0	0	3	1
		Hope International University	72	56	59	62
		InterCoast Colleges-Santa Ana	18	0	0	6
		InterCoast Colleges-West Covina	0	1	2	1
		Learnet Academy Inc	3	10	6	6

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		Life Pacific University	15	17	19	17
		Los Angeles Pacific College	7	3	1	4
		Los Angeles Pacific University	0	16	27	14
		Loyola Marymount University	34	71	68	58
		Marymount California University	59	42	45	49
		Mount Saint Mary's University	50	33	21	35
		Pacific College	0	0	0	0
		Pacific Oaks College	19	16	11	15
		Pacific States University	4	6	8	6
		Pathways College	0	2	0	1
		Pepperdine University	641	600	677	639
		Platt College-Anaheim	14	9	5	9
		Platt College-Los Angeles	11	4	6	7
		Presbyterian Theological Seminary in America	0	0	0	0
		Saybrook University	0	1	5	2
		The Chicago School of Professional Psychology at Anaheim	0	4	1	2
		The Chicago School of Professional Psychology at Los Angeles	18	24	19	20
		The Master's University and Seminary	45	40	43	43
		Touro University Worldwide	0	0	10	3
		University of Antelope Valley	38	32	26	32
		University of California-Irvine	497	560	528	528

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		University of California-Los Angeles	148	42	15	68
		University of La Verne	545	559	465	523
		University of Massachusetts Global	352	433	467	417
		University of Southern California	1,441	1,490	1,258	1,396
		University of the People	564	815	1365	915
		University of the West	12	21	10	14
		Vanguard University of Southern California	51	66	50	56
		West Coast University-Orange County	0	0	11	4
		Westcliff University	407	574	434	472
		Whittier College	61	62	39	54
		Woodbury University	66	70	47	61
Supply Subtotal/Average			14,205	15,053	14,836	14,698
52.0701	Entrepreneurship / Entrepreneurial Studies	Azusa Pacific University	4	3	3	3
		California Intercontinental University	4	5	8	6
		Hussian College-Los Angeles	1	0	0	0
		Loyola Marymount University	70	62	52	61
		Mount Saint Mary's University	6	4	6	5
		Pepperdine University	0	0	0	0
		Touro University Worldwide	0	0	0	0
		University of California-Irvine	0	31	43	25
		University of La Verne	0	0	1	0
		Westcliff University	0	0	5	2
Supply Subtotal/Average			85	105	118	103

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
52.0801	Finance, General	California State University-Northridge	379	382	256	339
		Claremont McKenna College	13	10	18	14
		Loyola Marymount University	105	117	114	112
		Pepperdine University	13	26	8	16
		University of La Verne	40	30	26	32
		University of Southern California	12	14	17	14
		Westcliff University	0	0	16	5
Supply Subtotal/Average			562	579	455	532
52.1101	International Business / Trade / Commerce	Azusa Pacific University	8	8	3	6
		California Intercontinental University	2	8	11	7
		California State University-Fullerton	75	72	50	66
		Claremont Graduate University	7	3	0	3
		Learnet Academy Inc	0	0	3	1
		Mount Saint Mary's University	4	3	3	3
		Pepperdine University	132	182	131	148
		University of La Verne	2	3	2	2
		University of Southern California	102	56	45	68
		Westcliff University	0	0	4	1
Supply Subtotal/Average			332	335	252	306
Supply Total/Average			15,354	16,240	15,797	15,797

Regional Demographics

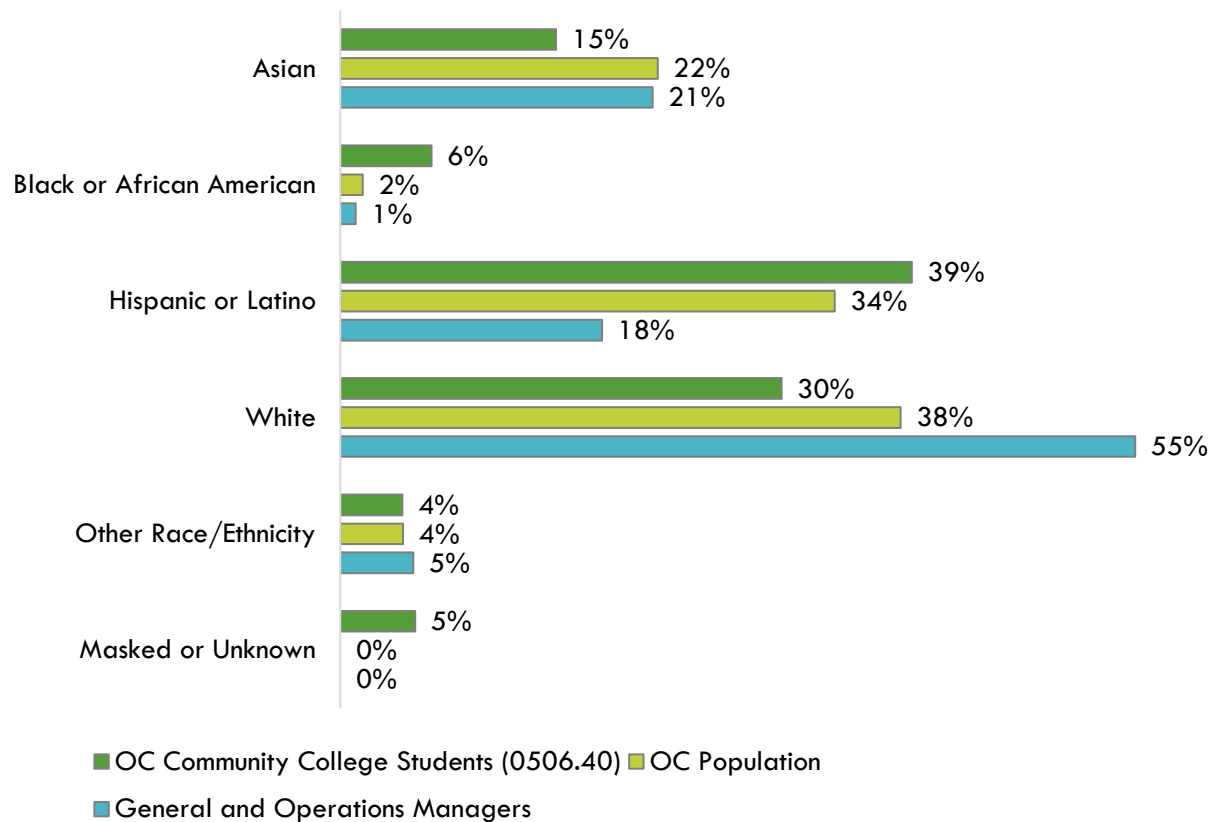
This section examines demographic data for Orange County community college students in small business and entrepreneurship programs compared to the OC population, along with occupational data, to identify potential diversity and equity issues addressable by community college programs.

Ethnicity:

Exhibit 18 compares the ethnicity of Orange County community college students enrolled in small business and entrepreneurship programs, the overall Orange County population, and occupation-specific data for *general and operations managers*.

Notably, 55% of workers employed in the field are white, which is much higher than the population (38%) and community college small business and entrepreneurship students (30%). Conversely, the plurality of community college small business and entrepreneurship students are Hispanic or Latino (39%), which is higher than the population (34%) and workers in the field (18%).

Exhibit 18: Program and County Demographics by Ethnicity

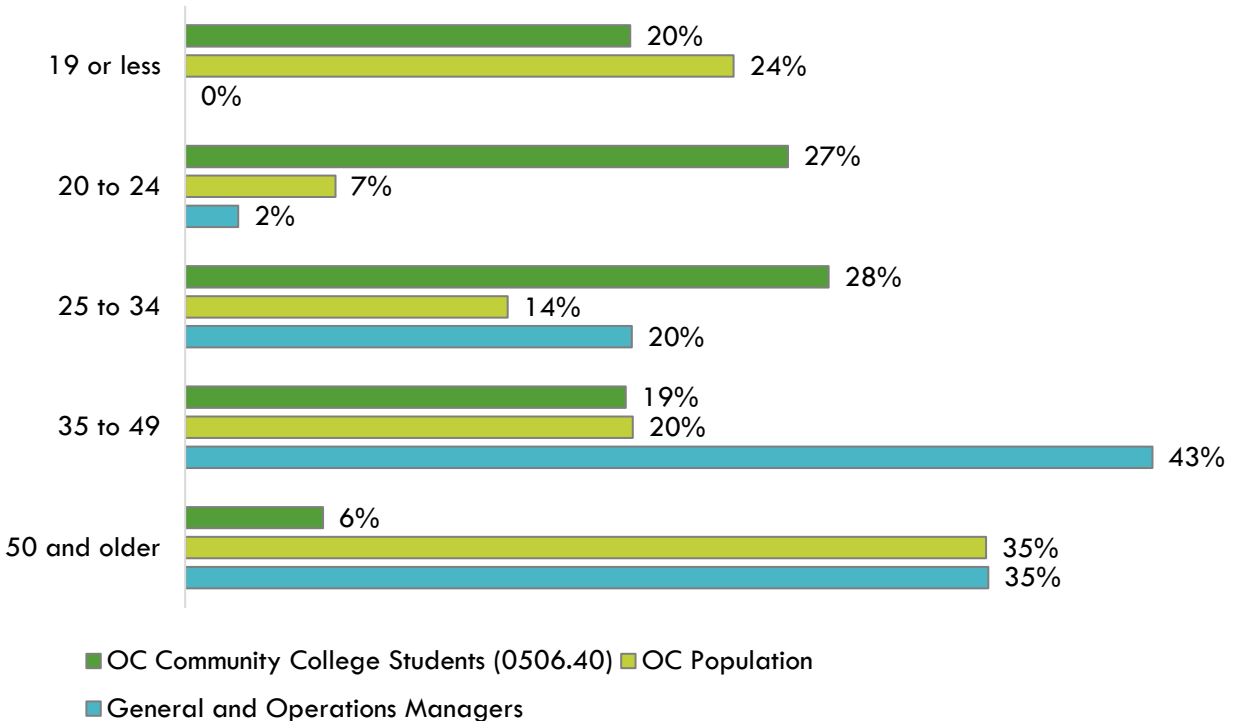


Age:

Exhibit 19 compares the age of Orange County community college students enrolled in small business and entrepreneurship programs, the overall Orange County population, and occupation-specific data for *general and operations managers*.

A large majority of workers in the field are 35 and older (78%), which is significantly higher than the population (55%) and more than three-times higher than community college small business and entrepreneurship students (25%). Conversely, a large majority of community college small business and entrepreneurship students (75%), which is significantly higher than the population (45%) and more than three-times higher than workers in the field (22%).

Exhibit 19: Program and County Demographics by Age

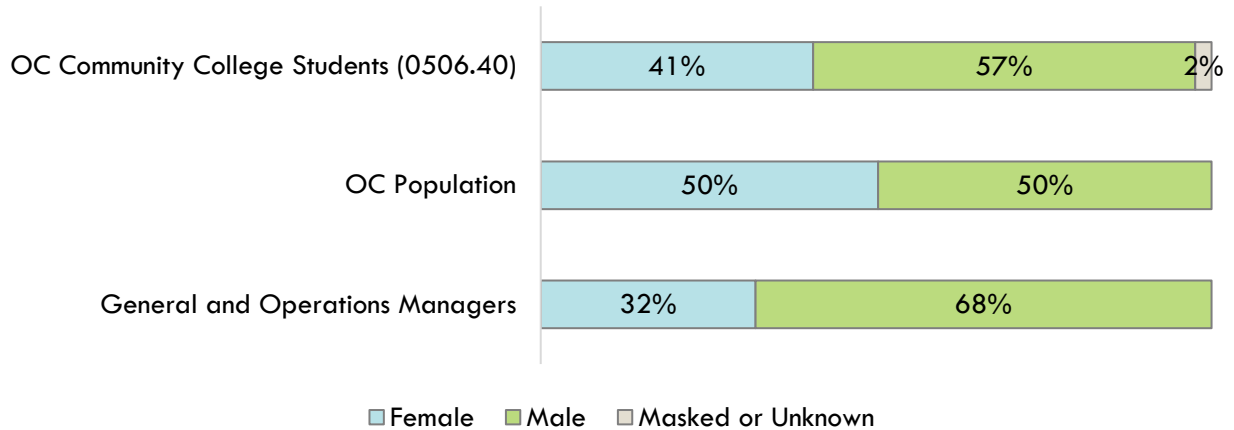


Sex:

Exhibit 20 compares the sex of Orange County community college students enrolled in small business and entrepreneurship programs, the overall Orange County population, and occupation-specific data for *general and operations managers*.

Though the population is split evenly between women and men, only 41% of community college small business and entrepreneurship students and 32% of workers in the field are women.

Exhibit 20: 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>“Living Wage” measures the income necessary for an individual or family to afford basic expenses by assessing the costs such as housing, food, child care, health care, transportation, and taxes.</p> <p>Per the CCCCCO’s this report’s endorsement criteria uses the University of Washington’s Center for Women’s Welfare Self-Sufficiency Standard last updated in March 2024, which is \$27.13 per hour (\$56,451 annually) in Orange County. For more information, see: http://www.selfsufficiencystandard.org/California</p> <p>The MIT Living Wage, updated on February 14, 2024, is a nationally recognized living wage metric and is provided for reference. The current MIT Living Wage in Orange County is \$30.48. For more information, see: https://livingwage.mit.edu/counties/06059</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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