



## Labor Market Analysis:

### 0506.40 – Small Business and Entrepreneurship

### 52.0701 – Entrepreneurship/Entrepreneurial Studies

### *Entrepreneur’s Bootcamp – Certificate requiring 6 to <18 semester units*

Los Angeles Center of Excellence, March 2026

| <b>Program Endorsement:</b>                            | <b>Endorsed:<br/>All Criteria Met</b> <input checked="" type="checkbox"/> | <b>Endorsed:<br/>Some Criteria Met</b> <input type="checkbox"/> | <b>Not<br/>Endorsed</b> <input type="checkbox"/> |
|--|---|---|--|
| Program Endorsement Criteria                           |   |   |  |
| <b>Supply Gap:</b>                                     | Yes <input checked="" type="checkbox"/>                                   | No <input type="checkbox"/>                                     |  |
| <b>Living Wage:<br/>(Entry-Level, 25<sup>th</sup>)</b> | Yes <input checked="" type="checkbox"/>                                   | No <input type="checkbox"/>                                     |  |
| <b>Education:</b>                                      | Yes <input checked="" type="checkbox"/>                                   | No <input type="checkbox"/>                                     |  |
| Emerging Occupation(s)                                 |   |   |  |
| Yes <input type="checkbox"/>                           |   | No <input checked="" type="checkbox"/>                          |  |

## SUMMARY

This report analyzes whether local labor market demand is being met by community college programs aligned with the identified middle-skill occupations<sup>1</sup> or whether a shortage of workers exists. Labor market demand is measured by annual job openings while education supply is measured by the number of awards (degrees and certificates) conferred on average each year.

Based on the available data, there appears to be a supply gap for the five identified middle-skill occupations in the region. Furthermore, entry-level wages exceed the self-sufficiency standard wage in both Los Angeles and Orange counties, and more than one-third of current workers in these occupations have completed some college or an associate degree as their highest level of education. **Since this program focuses on small business and entrepreneurship, demand and wage data for self-employed workers are also included in this report.**

**Recommendation:** Due to all three program endorsement criteria being met, the Los Angeles Center of Excellence for Labor Market Research (LA COE) endorses this proposed program.

<sup>1</sup> Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree. The COE classifies middle-skill jobs as the following:

- 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.

## Key Findings

### Supply Gap

- 16,855 annual job openings are projected in the region through 2029. This number is greater than the three-year average of 13,134 awards conferred by educational institutions in the region.
  - **1,720 annual job openings for self-employed workers** in these five target occupations are projected in the region through 2029.

### Living Wage

- 65% of annual job openings for these middle-skill target occupations have entry-level wages **above** Los Angeles County's self-sufficiency standard hourly wage (\$24.03/hour).<sup>2</sup>
  - **Entry-level wages are below Los Angeles County's self-sufficiency standard hourly wage (\$24.03/hour)<sup>3</sup> for self-employed workers** in all five of the target occupations in this report.

### Educational Attainment

- 66% of the annual job openings typically require a bachelor's degree for the middle-skill target occupations in this report in the LA/OC region.
- 32%-38% of workers in the field have completed some college or an associate degree, according to national educational attainment data.

### Community college supply

- 27 community colleges issued awards related to small business and entrepreneurship in the greater LA/OC region.
- 2,076 awards (degrees and certificates) were conferred on average each year between 2022 and 2024.

### Other postsecondary supply

- 39 educational institutions in the LA/OC region have conferred awards in programs related to small business and entrepreneurship over the past three years.
- 11,058 awards were conferred on average each year by other postsecondary institutions throughout the greater LA/OC region between 2021 and 2023.

## TARGET OCCUPATIONS

LA COE prepared this report to provide regional labor market and postsecondary supply data related to five middle-skill occupations. Although three of the occupations in this report typically require a bachelor's degree, they are considered middle-skill because approximately one-third of workers in the field have completed some college or an associate degree. [For full occupation descriptions, please see Appendix.](#)

- **General and Operations Managers (11-1021)<sup>4</sup>**

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<sup>2</sup> Center for Women's Welfare, University of Washington. (2024). *The self-sufficiency standard for California 2024*. <http://selfsufficiencystandard.org/California>.

<sup>3</sup> Center for Women's Welfare, University of Washington. (2024). *The self-sufficiency standard for California 2024*. <http://selfsufficiencystandard.org/California>.

<sup>4</sup> [General and Operations Managers \(bls.gov\)](https://www.bls.gov)

- *Administrative Services Managers (11-3012)*<sup>5</sup>
- *Facilities Managers (11-3013)*<sup>6</sup>
- *First-Line Supervisors of Retail Sales Workers (41-1011)*<sup>7</sup>
- *First-Line Supervisors of Non-Retail Sales Workers (41-1012)*<sup>8</sup>

## OCCUPATIONAL DEMAND

Exhibit 1 shows the five-year occupational demand projections for the target occupations in this report. In the greater Los Angeles/Orange County region, the number of jobs related to these target occupations is projected to increase by 1% through 2029. There will be more than 16,800 job openings per year through 2029 due to job growth and replacements. While the target occupations in total are projected to increase, the number of self-employed workers in these target occupations is projected to decrease by 10% through 2029. However, there will be more than 1,700 self-employed job openings within these target occupations per year through 2029 due to replacements and workers leaving the field. Approximately 10% of the 16,855 total job openings for this occupational group are for self-employed individuals. The majority of self-employed jobs in 2024 for these target business occupations (75%) were located in Los Angeles County.

**Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties<sup>9</sup>**

| Employment Type | Geography    | 2024 Jobs | 2029 Jobs | 2024-2029 Change | 2024-2029 % Change | Annual Openings |
|-----------------|--------------|-----------|-----------|------------------|--------------------|-----------------|
| Self-Employed   | Los Angeles  | 14,813    | 13,394    | (1,419)          | (10%)              | 1,297           |
| All Workers     | Los Angeles  | 137,205   | 137,819   | 614              | 0%                 | 12,145          |
| Self-Employed   | Orange       | 4,813     | 4,357     | (456)            | (9%)               | 423             |
| All Workers     | Orange       | 52,352    | 53,083    | 731              | 1%                 | 4,709           |
| Self-Employed   | LA/OC Region | 19,626    | 17,751    | (1,875)          | (10%)              | 1,720           |
| All Workers     | LA/OC Region | 189,557   | 190,902   | 1,346            | 1%                 | 16,855          |

Exhibit 2 displays the 2024 job counts for self-employed and all workers in these small business management-related occupations as well as the percentage of self-employed workers. The rate of self-employment for *first-line supervisors of non-retail sales workers* (41%) and *first-line*

<sup>5</sup> [Administrative Services and Facilities Managers \(bls.gov\)](https://www.bls.gov)

<sup>6</sup> [Ibid.](#)

<sup>7</sup> [First-Line Supervisors of Retail Sales Workers \(bls.gov\)](https://www.bls.gov)

<sup>8</sup> [First-Line Supervisors of Non-Retail Sales Workers \(bls.gov\)](https://www.bls.gov)

<sup>9</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

supervisors of retail sales workers (26%) is higher than the average self-employment rate of 10% in Los Angeles/Orange County across all occupations.

**Exhibit 2: Entrepreneurship Self-Employment Rates in Los Angeles and Orange Counties**

| Occupation   | Self-Employed 2024 Jobs | Employed and Self-Employed 2024 Jobs | % Self-Employed 2024 |
|--|-------------------------|--------------------------------------|----------------------|
| First-Line Supervisors of Non-Retail Sales Workers (41-1012) | 5,266                   | 12,831                               | 41%                  |
| First-Line Supervisors of Retail Sales Workers (41-1011)     | 12,727                  | 49,176                               | 26%                  |
| General and Operations Managers (11-1021)                    | 1,499                   | 107,798                              | 1%                   |
| Facilities Manager (11-3013)                                 | 80                      | 6,159                                | 1%                   |
| Administrative Services Managers (11-3012)                   | 54                      | 13,592                               | 0.4%                 |
| <b>Total</b>   | <b>19,626</b>           | <b>189,557</b>                       | <b>10%</b>           |

Exhibit 3 displays middle-skill occupations with the highest self-employment rates in the greater Los Angeles and Orange County region. Community college programs that train for these occupations have not historically trained for entrepreneurship-based training; however, including entrepreneurial classes may be beneficial.

**Exhibit 3: Entrepreneurship Self-Employment Rates in Los Angeles and Orange County**

| Occupation   | Self-Employed 2024 Jobs | Employed and Self-Employed 2024 Jobs | % Self-Employed 2024 |
|--|-------------------------|--------------------------------------|----------------------|
| Barbers (39-5011)  | 2,862                   | 3,550                                | 81%                  |
| Photographers (27-4021)                                  | 7,889                   | 11,367                               | 69%                  |
| Hairdressers, Hairstylists, and Cosmetologists (39-5012) | 17,782                  | 25,796                               | 69%                  |
| Court Reporters and Simultaneous Captioners (27-3092)    | 692                     | 1,076                                | 64%                  |
| Real Estate Sales Agents (41-9022)                       | 18,067                  | 28,708                               | 63%                  |

**Detailed Occupation Data**

Exhibit 4 displays the current employment and projected occupational demand for each of the target occupations in Los Angeles County. The average percentage of workers aged 55+ across all occupations in the Los Angeles/Orange County region is 26%; occupations with a larger share of workers aged 55 and older typically have greater replacement needs to offset the amount of impending retirements. On average, 81% of workers across all occupations in California are

employed full-time. Occupations with a lower-than-average percentage of full-time workers may have less employment security but may see increased activity in the gig economy.

**Exhibit 4: Detailed employment and occupational demand, Los Angeles County<sup>10</sup>**

| Occupation   | 2024 Jobs      | 2029 Jobs      | 5-Yr % Change | Annual Openings | % Aged 55 and older | % Full Time Workers |
|--|----------------|----------------|---------------|-----------------|---------------------|---------------------|
| General and Operations Managers                    | 1,150          | 1,167          | 1%            | 96              | 33%                 | 100%                |
| Administrative Services Managers                   | 41             | 44             | 7%            | 4               | 27%                 | 100%                |
| Facilities Managers                                | 61             | 62             | 3%            | 5               | 66%                 | 87%                 |
| First-Line Supervisors of Retail Sales Workers     | 9,528          | 8,582          | (10%)         | 891             | 33%                 | 79%                 |
| First-Line Supervisors of Non-Retail Sales Workers | 4,034          | 3,540          | (12%)         | 301             | 40%                 | 92%                 |
| <b>Total – Self-Employed</b>                       | <b>14,813</b>  | <b>13,394</b>  | <b>(10%)</b>  | <b>1,297</b>    | -                   | -                   |
| General and Operations Managers                    | 77,084         | 79,187         | 3%            | 6,679           | 25%                 | 100%                |
| Administrative Services Managers                   | 9,947          | 10,131         | 2%            | 842             | 34%                 | 100%                |
| Facilities Managers                                | 4,532          | 4,654          | 3%            | 403             | 39%                 | 87%                 |
| First-Line Supervisors of Retail Sales Workers     | 36,308         | 35,220         | (3%)          | 3,510           | 24%                 | 79%                 |
| First-Line Supervisors of Non-Retail Sales Workers | 9,333          | 8,628          | (8%)          | 712             | 33%                 | 92%                 |
| <b>Total – All Workers</b>                         | <b>137,205</b> | <b>137,819</b> | <b>0%</b>     | <b>12,145</b>   | -                   | -                   |

## WAGES

The labor market endorsement in this report considers the entry-level hourly wages for the target occupations in Los Angeles County as they relate to the county’s self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater Los Angeles/Orange County region.

### Los Angeles County—All Workers in Target Occupations

The majority, 65%, of annual openings for the target occupations in this report have entry-level wages above the self-sufficiency standard wage for one adult (\$24.03 in Los Angeles County). Typical entry-level hourly wages are in a range between \$19.02 and \$44.69. (Exhibit 5).

<sup>10</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Three occupations have entry-level wages above the self-sufficiency standard wage:

- *Administrative services managers*, \$44.69
- *General and operations managers*, \$40.53
- *Facilities managers*, \$39.15

Experienced workers can expect to earn wages between \$30.22 and \$99.30, which are higher than the self-sufficiency standard.

**Exhibit 5: Earnings for occupations in Los Angeles County**

| Occupation   | Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75 <sup>th</sup> Percentile) | Median Annual Earnings* |
|--|---|------------------------|---|-------------------------|
| General and Operations Managers                    | \$40.53   | \$60.98                | \$99.30   | \$126,800               |
| Administrative Services Managers                   | \$44.69   | \$57.70                | \$76.59   | \$120,000               |
| Facilities Managers                                | \$39.15   | \$54.50                | \$71.30   | \$113,400               |
| First-Line Supervisors of Retail Sales Workers     | \$19.02   | \$23.10                | \$30.22   | \$48,100                |
| First-Line Supervisors of Non-Retail Sales Workers | \$21.36   | \$32.99                | \$50.92   | \$68,600                |

\*Rounded to the nearest \$100

**Los Angeles County—Self-Employed Workers in Target Occupations**

All five target occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$24.03 in Los Angeles County). Typical entry-level hourly wages are in a range between \$7.78 and \$16.13. (Exhibit 6). Experienced workers can expect to earn wages between \$33.17 and \$52.44, which are higher than the self-sufficiency standard.

**Exhibit 6: Earnings for occupations in Los Angeles County**

| Occupation   | Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75 <sup>th</sup> Percentile) | Median Annual Earnings* |
|--|---|------------------------|---|-------------------------|
| General and Operations Managers                    | \$15.14   | \$27.28                | \$46.01   | \$56,700                |
| Administrative Services Managers                   | \$14.50   | \$26.76                | \$49.10   | \$55,700                |
| Facilities Managers                                | \$16.13   | \$25.55                | \$52.44   | \$53,100                |
| First-Line Supervisors of Retail Sales Workers     | \$7.78  | \$16.96                | \$33.17   | \$35,300                |
| First-Line Supervisors of Non-Retail Sales Workers | \$10.99   | \$20.88                | \$38.55   | \$43,400                |

\*Rounded to the nearest \$100

## Orange County—All Workers in Target Occupations

The majority, 68%, of annual openings for the target occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$27.13 in Orange County). Typical entry-level hourly wages are in a range between \$18.38 and \$43.92 (Exhibit 7).

Three occupations have entry-level wages above the self-sufficiency standard wage:

- *Administrative services managers*, \$43.92
- *General and operations managers*, \$40.36
- *Facilities managers*, \$38.31

Experienced workers can expect to earn wages between \$29.14 and \$98.69, which are higher than the self-sufficiency standard.

### Exhibit 7: Earnings for occupations in Orange County

| Occupation   | Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75 <sup>th</sup> Percentile) | Median Annual Earnings* |
|--|---|------------------------|---|-------------------------|
| General and Operations Managers                    | \$40.36   | \$60.66                | \$98.69   | \$126,200               |
| Administrative Services Managers                   | \$43.92   | \$56.69                | \$75.24   | \$117,900               |
| Facilities Managers                                | \$38.31   | \$53.32                | \$69.75   | \$110,900               |
| First-Line Supervisors of Retail Sales Workers     | \$18.38   | \$22.32                | \$29.14   | \$46,400                |
| First-Line Supervisors of Non-Retail Sales Workers | \$23.01   | \$34.75                | \$52.73   | \$72,300                |

\*Rounded to the nearest \$100

## Orange County—Self-Employed Workers in Target Occupations

All five target occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$27.13 in Orange County). Typical entry-level hourly wages are in a range between \$7.69 and \$15.74. (Exhibit 8). Experienced workers can expect to earn wages between \$32.81 and \$51.16, which are higher than the self-sufficiency standard.

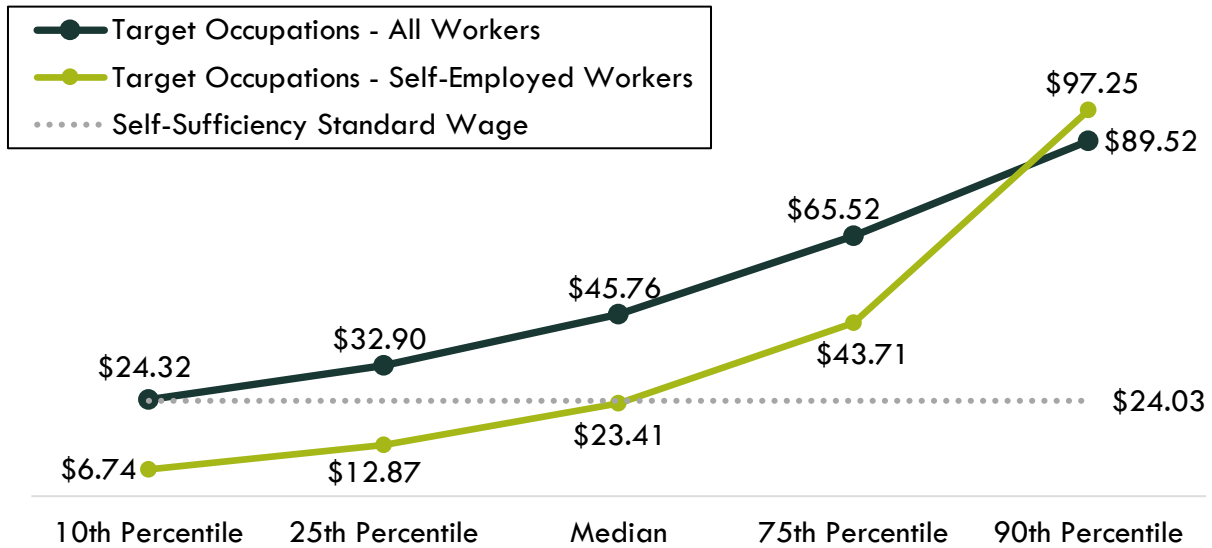
### Exhibit 8: Earnings for occupations in Los Angeles County

| Occupation   | Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75 <sup>th</sup> Percentile) | Median Annual Earnings* |
|--|---|------------------------|---|-------------------------|
| General and Operations Managers                    | \$15.01   | \$27.04                | \$45.61   | \$56,200                |
| Administrative Services Managers                   | \$14.44   | \$26.64                | \$48.88   | \$55,400                |
| Facilities Managers                                | \$15.74   | \$24.92                | \$51.16   | \$51,800                |
| First-Line Supervisors of Retail Sales Workers     | \$7.69  | \$16.77                | \$32.81   | \$34,900                |
| First-Line Supervisors of Non-Retail Sales Workers | \$10.86   | \$20.63                | \$38.09   | \$42,900                |

\*Rounded to the nearest \$100

Across the greater Los Angeles and Orange County region, the average entry-level hourly earnings for the target occupations in this report are \$32.90 for all workers and \$12.87 for self-employed workers; for all workers, this is above the living wage for one single adult in Los Angeles County (\$24.03). Exhibit 9 shows the average hourly wage for the occupations in this report, for entry-level to experienced workers.

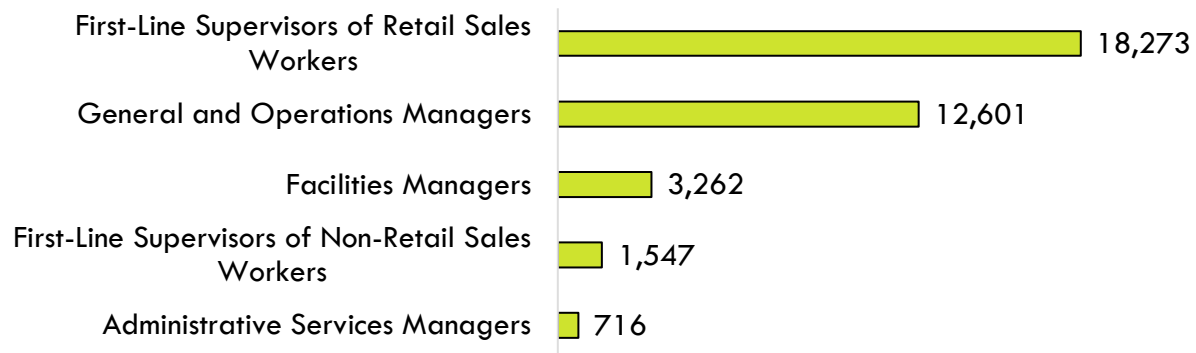
**Exhibit 9: Average hourly earnings for target occupations, Los Angeles and Orange counties**



## JOB POSTINGS

There were 36,399 online job postings related to the target occupations in this report listed in the past 12 months in Los Angeles and Orange counties. Exhibit 10 displays the number of job postings by occupation. The majority of job postings (50%) were for *first-line supervisors of retail sales workers*, followed by *general and operations managers* (35%) and *facilities managers* (9%).

**Exhibit 10: Job postings by occupation (last 12 months), Los Angeles and Orange counties**



Job postings were analyzed for the most common job titles, skills, and employers associated with the target occupations in this report (Exhibit 11).

**Exhibit 11: Most commonly requested job titles, skills and employers in job postings, Los Angeles and Orange counties**

| Top Job Titles  | Top Skills   | Top Employers  |
|---|--|--|
| <ul style="list-style-type: none"> <li>Assistant store managers</li> <li>Store managers</li> <li>Assistant managers</li> <li>Operations managers</li> <li>Key holders</li> <li>Directors of operations</li> <li>General managers</li> <li>Operations supervisors</li> <li>Facilities managers</li> <li>Retail store managers</li> </ul> | <ul style="list-style-type: none"> <li>Merchandising</li> <li>Retail operators</li> <li>Marketing</li> <li>Selling techniques</li> <li>Key Performance Indicators (KPIs)</li> <li>Inventory management</li> <li>Operations management</li> <li>Project management</li> <li>Auditing</li> </ul> | <ul style="list-style-type: none"> <li>CVS Health</li> <li>Abercrombie &amp; Fitch</li> <li>Dollar Tree</li> <li>Macy's</li> <li>Nordstrom</li> <li>Walmart</li> <li>Panda Express</li> <li>Extra Space Storage</li> <li>Kaiser Permanente</li> <li>Game Stop</li> </ul> |

In the greater Los Angeles/Orange County region, 53% of the target job postings listed a minimum educational requirement. Exhibit 12 details the number and percentage of job postings by educational level.

**Exhibit 12: Education levels requested in job postings for target occupations, Los Angeles and Orange counties**

| Education Level                            | Job Postings | % of Job Postings |
|--|--------------|-------------------|
| Bachelor's degree                          | 8,979        | 46%               |
| Associate degree                           | 994          | 5%                |
| High school diploma or vocational training | 9,476        | 49%               |

**EDUCATIONAL ATTAINMENT**

In the greater Los Angeles/Orange County region, the majority of annual job openings (66%) typically require a bachelor's degree (Exhibit 13). However, the national-level data indicates between 32% and 38% of workers in the field have completed some college or an associate degree as their highest level of educational attainment. The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupations in this report:

**Exhibit 13: Entry-level education preferred by employers nationally, Bureau of Labor Statistics**

| Occupation                       | Education Level   |
|----------------------------------|-------------------|
| General and Operations Managers  | Bachelor's degree |
| Administrative Services Managers | Bachelor's degree |

| Occupation   | Education Level                   |
|--|-----------------------------------|
| Facilities Managers                                | Bachelor's degree                 |
| First-Line Supervisors of Retail Sales Workers     | High school diploma or equivalent |
| First-Line Supervisors of Non-Retail Sales Workers | High school diploma or equivalent |

## EDUCATIONAL SUPPLY

### Community College Supply

Exhibit 14 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are Cerritos, Irvine, and Mt. San Antonio.

**Exhibit 14: Regional community college awards (certificates and degrees), 2022-2024**

| TOP Code        | Program             | College            | 2021-22 Awards | 2022-23 Awards | 2023-24 Awards | 3-Year Average |
|-----------------|---------------------|--------------------|----------------|----------------|----------------|----------------|
| 0506.00         | Business Management | Cerritos           | 276            | 469            | 1,526          | 757            |
|                 |                     | Citrus             | -              | -              | 2              | 1              |
|                 |                     | Compton            | -              | 1              | 1              | 1              |
|                 |                     | East LA            | 18             | 18             | 23             | 20             |
|                 |                     | El Camino          | 22             | 40             | 31             | 31             |
|                 |                     | Glendale           | 28             | 22             | 28             | 26             |
|                 |                     | LA City            | 16             | 40             | 33             | 30             |
|                 |                     | LA Mission         | 6              | 3              | 4              | 4              |
|                 |                     | LA Pierce          | 14             | 9              | 9              | 11             |
|                 |                     | LA Valley          | 39             | 34             | 37             | 37             |
|                 |                     | Long Beach         | 28             | 26             | 43             | 32             |
|                 |                     | Mt San Antonio     | 188            | 158            | 193            | 180            |
|                 |                     | Pasadena           | -              | 2              | 7              | 3              |
|                 |                     | Santa Monica       | -              | -              | 1              | 0              |
|                 |                     | <b>LA Subtotal</b> | <b>635</b>     | <b>822</b>     | <b>1,938</b>   | <b>1,132</b>   |
|                 |                     | Coastline          | 33             | 40             | 36             | 36             |
|                 |                     | Cypress            | 1              | 5              | 1              | 2              |
|                 |                     | Fullerton          | 19             | 20             | 39             | 26             |
|                 |                     | Golden West        | 13             | 10             | 8              | 10             |
|                 |                     | Irvine             | 23             | 20             | 36             | 26             |
| N. Orange Adult | 32                  | 27                 | 37             | 32             |                |                |
| Orange Coast    | 16                  | 2                  | -              | 6              |                |                |

| TOP Code | Program                             | College                        | 2021-22 Awards | 2022-23 Awards                 | 2023-24 Awards | 3-Year Average |              |              |
|----------|-------------------------------------|--------------------------------|----------------|--------------------------------|----------------|----------------|--------------|--------------|
|          |                                     | Saddleback                     | -              | -                              | 7              | 2              |              |              |
|          |                                     | Santa Ana                      | 39             | 62                             | 63             | 55             |              |              |
|          |                                     | Santiago Canyon                | 25             | 173                            | 72             | 90             |              |              |
|          |                                     | <b>OC Subtotal</b>             | <b>201</b>     | <b>359</b>                     | <b>299</b>     | <b>286</b>     |              |              |
|          |                                     | <b>Supply Subtotal/Average</b> | <b>836</b>     | <b>1,181</b>                   | <b>2,237</b>   | <b>1,418</b>   |              |              |
| 0506.40  | Small Business and Entrepreneurship | Cerritos                       | 15             | 13                             | 10             | 13             |              |              |
|          |                                     | Citrus                         | 1              | -                              | -              | 0              |              |              |
|          |                                     | East LA                        | 36             | 19                             | 14             | 23             |              |              |
|          |                                     | Glendale                       | -              | 6                              | 2              | 3              |              |              |
|          |                                     | LA City                        | 7              | 19                             | 26             | 17             |              |              |
|          |                                     | LA Pierce                      | 5              | 31                             | 17             | 18             |              |              |
|          |                                     | LA Trade-Tech                  | 3              | 10                             | 6              | 6              |              |              |
|          |                                     | LA Valley                      | 99             | 174                            | 169            | 147            |              |              |
|          |                                     | Long Beach                     | -              | 1                              | -              | 0              |              |              |
|          |                                     | Mt. San Antonio                | 36             | 21                             | 39             | 32             |              |              |
|          |                                     | Pasadena                       | 186            | 65                             | 36             | 96             |              |              |
|          |                                     | Rio Hondo                      | 6              | 13                             | 8              | 9              |              |              |
|          |                                     | Santa Monica                   | 28             | 17                             | 22             | 22             |              |              |
|          |                                     | West LA                        | 5              | 12                             | 8              | 8              |              |              |
|          |                                     |                                |                | <b>LA Subtotal</b>             | <b>427</b>     | <b>401</b>     | <b>357</b>   | <b>395</b>   |
|          |                                     |                                |                | Coastline                      | 4              | 4              | 2            | 3            |
|          |                                     |                                |                | Fullerton                      | 5              | 2              | 6            | 4            |
|          |                                     |                                |                | Golden West                    | 3              | 2              | -            | 2            |
|          |                                     |                                |                | Irvine                         | 233            | 233            | 237          | 234          |
|          |                                     |                                |                | Orange Coast                   | 8              | -              | -            | 3            |
|          |                                     |                                |                | Saddleback                     | 10             | 6              | 9            | 8            |
|          |                                     |                                |                | Santa Ana                      | 1              | 3              | 10           | 5            |
|          |                                     |                                |                | Santiago Canyon                | 1              | 4              | 5            | 3            |
|          |                                     |                                |                | <b>OC Subtotal</b>             | <b>265</b>     | <b>254</b>     | <b>269</b>   | <b>263</b>   |
|          |                                     |                                |                | <b>Supply Subtotal/Average</b> | <b>692</b>     | <b>655</b>     | <b>626</b>   | <b>658</b>   |
|          |                                     |                                |                | <b>Supply Total/Average</b>    | <b>1,528</b>   | <b>1,836</b>   | <b>2,863</b> | <b>2,076</b> |

Exhibit 15 displays the community college awards broken down by award type. In this case, the majority of awards issued by community colleges are certificates (82%).

**Exhibit 15: Community college awards by award type, 2022-2024**

| Award Type        | # of Awards  | % of Awards |
|-------------------|--------------|-------------|
| A.A./A.S. degrees | 301          | 15%         |
| Certificates      | 1,704        | 82%         |
| Noncredit awards  | 71           | 3%          |
| <b>Total</b>      | <b>2,076</b> | <b>100%</b> |

## Other Postsecondary Supply

For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for small business and entrepreneurship occupations. Exhibit 16 shows the number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent data is from 2021 to 2023. Between 2021 and 2023, other postsecondary college institutions in the region conferred an average of 11,058 bachelor's and sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards that typically take fewer than four years to complete.

**Exhibit 16: Other regional postsecondary awards, 2021-2023**

| CIP Code                 | Program   | Postsecondary Institution | 2020-21 Awards | 2021-22 Awards | 2022-23 Awards | 3-Year Average |
|--------------------------|---|---------------------------|----------------|----------------|----------------|----------------|
| 52.0201                  | Business Administration and Management, General | Abraham Lincoln Univ.     | 1              | 1              | -              | 1              |
|                          |   | American Jewish Univ.     | 5              | 1              | 2              | 3              |
|                          |   | Angeles College           | 10             | 16             | -              | 9              |
|                          |   | Azusa Pacific Univ.       | 100            | 82             | 79             | 87             |
|                          |   | Bethesda University       | 28             | 14             | 22             | 21             |
|                          |   | Biola University          | 120            | 106            | 111            | 112            |
|                          |   | CSPU-Pomona               | 1,644          | 1,561          | 1,521          | 1,575          |
|                          |   | CSU-Dominguez Hills       | 619            | 588            | 537            | 581            |
|                          |   | CSU-Fullerton             | 2,367          | 2,164          | 2,066          | 2,199          |
|                          |   | CSU-Long Beach            | 1,457          | 1,491          | 1,284          | 1,411          |
|                          |   | CSU-Los Angeles           | 864            | 726            | 896            | 829            |
|                          |   | CSU-Northridge            | 760            | 769            | 1,052          | 860            |
|                          |   | Chapman University        | 452            | 453            | 422            | 442            |
|                          |   | Concordia Univ.-Irvine    | 76             | 64             | 119            | 86             |
|                          |   | Fremont University        | 6              | -              | -              | 2              |
| Hope International Univ. | 35  | 39                        | 38             | 37             |                |                |

| CIP Code                    | Program                                      | Postsecondary Institution          | 2020-21 Awards | 2021-22 Awards | 2022-23 Awards | 3-Year Average |
|-----------------------------|--|------------------------------------|----------------|----------------|----------------|----------------|
|                             |  | InterCoast Colleges-West Covina    | 1              | 2              | 4              | 2              |
|                             |  | Learnet Academy                    | 10             | 6              | 7              | 8              |
|                             |  | Life Pacific University            | 17             | 19             | 22             | 19             |
|                             |  | LA Pacific College                 | 3              | 1              | 5              | 3              |
|                             |  | LA Pacific University              | 4              | 14             | 24             | 14             |
|                             |  | Loyola Marymount Univ.             | 52             | 41             | 55             | 49             |
|                             |  | Mount Saint Mary's Univ.           | 33             | 21             | 16             | 23             |
|                             |  | Pacific Oaks College               | 1              | -              | -              | 0              |
|                             |  | Pacific States Univ.               | 1              | 4              | -              | 2              |
|                             |  | Pepperdine Univ.                   | 176            | 218            | 186            | 193            |
|                             |  | Platt College-Anaheim              | 9              | 5              | 9              | 8              |
|                             |  | Platt College-LA                   | 4              | 6              | 3              | 4              |
|                             |  | UC-Irvine                          | 379            | 340            | 360            | 360            |
|                             |  | Univ. of La Verne                  | 296            | 219            | 192            | 236            |
|                             |  | University of Mass. Global         | 268            | 303            | 294            | 288            |
|                             |  | USC                                | 1,035          | 832            | -              | 622            |
|                             |  | Univ. of the People                | 283            | 467            | 1,177          | 642            |
|                             |  | University of the West             | 11             | 9              | 10             | 10             |
|                             |  | Vanguard University of Southern CA | 66             | 50             | 53             | 56             |
|                             |  | West Coast University-OC           | -              | -              | 7              | 2              |
|                             |  | Westcliff Univ.                    | 107            | 114            | 148            | 123            |
|                             |  | Whittier College                   | 62             | 39             | 64             | 55             |
|                             |  | Woodbury Univ.                     | 30             | 8              | 10             | 16             |
| 52.0701                     | Entrepreneurship/<br>Entrepreneurial Studies | Azusa Pacific Univ.                | 3              | 3              | 2              | 3              |
|                             |  | Loyola Marymount Univ.             | 62             | 52             | 66             | 60             |
|                             |  | Mount Saint Mary's Univ.           | 1              | -              | 1              | 1              |
|                             |  | Univ. of La Verne                  | -              | 1              | -              | 0              |
|                             |  | Westcliff University               | -              | -              | 2              | 1              |
| <b>Supply Total/Average</b> |  |                                    | <b>11,458</b>  | <b>10,849</b>  | <b>10,866</b>  | <b>11,058</b>  |

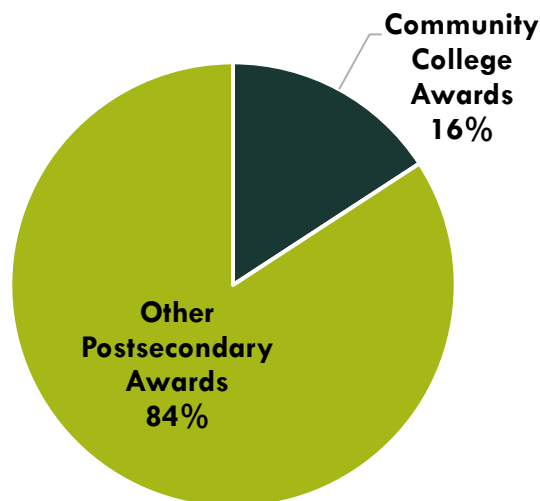
Exhibit 17 shows the breakdown of other postsecondary awards by award type. The majority of awards issued by other postsecondary schools are bachelor’s degrees (96%).

**Exhibit 17: Other postsecondary awards by award type, 2021-2023**

| Award Type               | # of Awards   | % of Awards |
|--------------------------|---------------|-------------|
| Bachelor’s degrees       | 10,619        | 96%         |
| Sub-baccalaureate awards | 439           | 4%          |
| <b>Total</b>             | <b>11,058</b> | <b>100%</b> |

Exhibit 18 shows the proportion of community college awards conferred in the greater Los Angeles/Orange County region compared to the number of other postsecondary awards for the programs in this report. The majority of awards conferred in these programs are awarded by other institutions in the greater Los Angeles/Orange County region.

**Exhibit 18: Percentage of community college awards compared to other postsecondary institution awards in the Los Angeles/Orange County region**



## APPENDIX: OCCUPATION DESCRIPTIONS

LA COE prepared this report to provide regional labor market supply and demand data related to these target occupations:

- General and Operations Managers (11-1021)** Plan, direct, or coordinate the operations of public or private sector organizations, overseeing multiple departments or locations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Usually manage through subordinate supervisors.<sup>11</sup>

<sup>11</sup> [General and Operations Managers \(bls.gov\)](https://www.bls.gov)

- **Administrative Services Managers (11-3012)** Plan, direct, or coordinate one or more administrative services of an organization, such as records and information management, mail distribution, and other office support services.<sup>12</sup>
- **Facilities Managers (11-3013)** Plan, direct, or coordinate operations and functionalities of facilities and buildings. May include surrounding grounds or multiple facilities of an organization's campus.<sup>13</sup>
- **First-Line Supervisors of Retail Sales Workers (41-1011)** Directly supervise and coordinate activities of retail sales workers in an establishment or department. Duties may include management functions, such as purchasing, budgeting, accounting, and personnel work, in addition to supervisory duties.<sup>14</sup>
- **First-Line Supervisors of Non-Retail Sales Workers (41-1012)** Directly supervise and coordinate activities of sales workers other than retail sales workers. May perform duties such as budgeting, accounting, and personnel work, in addition to supervisory duties.<sup>15</sup>

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**DATA SOURCES**

- O\*NET Online
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

Important Disclaimer: 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. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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<sup>12</sup> [Administrative Services and Facilities Managers \(bls.gov\)](#)

<sup>13</sup> [Ibid.](#)

<sup>14</sup> [First-Line Supervisors of Retail Sales Workers \(bls.gov\)](#)

<sup>15</sup> [First-Line Supervisors of Non-Retail Sales Workers \(bls.gov\)](#)