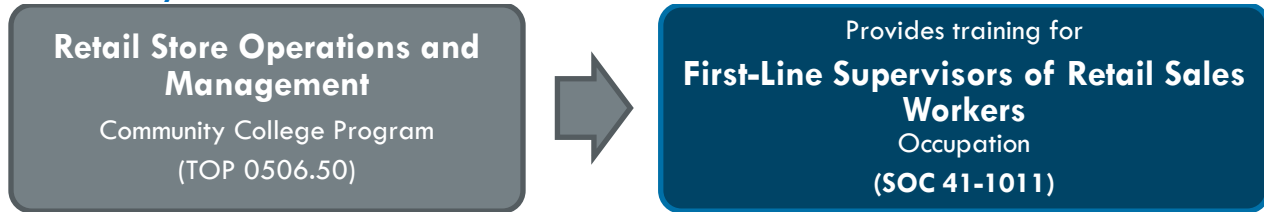


# Retail Management

*Inland Empire/Desert Region (Riverside and San Bernardino counties)*

## Summary



Over the next five years (2021-2026), employment for first-line supervisors of retail sales workers is projected to



The Inland Empire/Desert Centers of Excellence

 **Recommends**

Retail Store Operations and Management Program Expansion to meet the need for workers in the region

## Introduction

California Community College retail store operations and management programs (TOP 0506.50) prepare students for employment through instruction related to the principles and methods of retail store operations and management, including department stores and supermarkets (Taxonomy of Programs, 2012). The knowledge, skills, and abilities trained by retail store operations and management programs lead to employment as a first-line supervisor of retail sales workers.

**First-Line Supervisors of Retail Sales Workers (SOC 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.

**Sample job titles:** Bakery Manager, Delicatessen Manager, Department Manager, Department Supervisor, Grocery Manager, Key Carrier, Meat Department Manager, Parts Sales Manager, Shift Manager, Store Manager

*Entry-Level Educational Requirement: High school diploma or equivalent*

*Training Requirement: None*

*Work Experience: Less than five years*

*Incumbent workers with a Community College Award or Some Postsecondary Coursework: 39%*

**Job Counts and Projections**

In 2021, there were 13,330 first-line supervisors of retail sales workers jobs in the region. Regional employment for this occupation is projected to increase by 7% through 2026; 1,697 job openings are projected annually. Exhibit 1 displays the job counts, five-year projected job growth, job openings, and the share of incumbent workers aged 55 years and greater in the region.

*Exhibit 1. Five-year projections for first-line supervisors of retail sales workers, Inland Empire/Desert Region, 2021-2026*

Occupation	2021 Jobs	2026 Jobs	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
First-Line Supervisors of Retail Sales Workers	13,330	14,243	7%	8,485	1,697	19%

Source: Lightcast 2023.1

An online job ad search for first-line supervisors of retail sales workers was conducted to reveal the employers seeking these workers, including the median job posting duration, earnings information, and in-demand skills. Exhibit 2 shows the number of job ads posted in the Inland Empire/Desert Region over the last 12 months, from March 2022 through February 2023.

On average, regional employers kept online job ads for first-line supervisors of retail sales workers open for 27 days. The average regional online job is open for 27 days, indicating that employers face similar challenges filling positions for first-line supervisors of retail sales workers as other jobs.

Exhibit 2. Job ads and posting duration, Inland Empire/Desert Region, March 2022 through February 2023

Occupation	Job Ads	Median Posting Duration (Days)
First-Line Supervisors of Retail Sales Workers	3,227	27

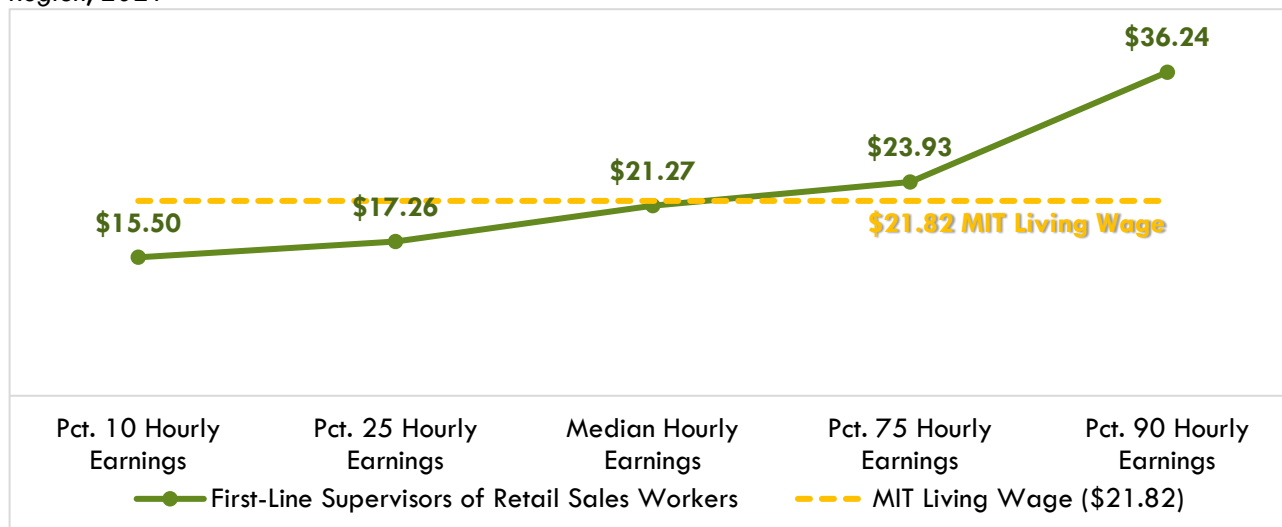
Source: Lightcast 2023.1

### Earnings and Benefits

Community colleges should ensure their training programs lead to employment opportunities that provide a living wage. The MIT living wage calculator estimates that an individual must earn \$21.82 per hour or \$45,386 annually to be self-sufficient in California (Glasmeier, 2023).

Exhibit 3 displays the hourly earnings for first-line supervisors of retail sales workers. The median hourly earnings for first-line supervisors of retail sales workers are \$21.27 per hour, just under the regional living wage standard.

Exhibit 3. Hourly earnings by percentile for first-line supervisors of retail sales workers, Inland Empire/Desert Region, 2021

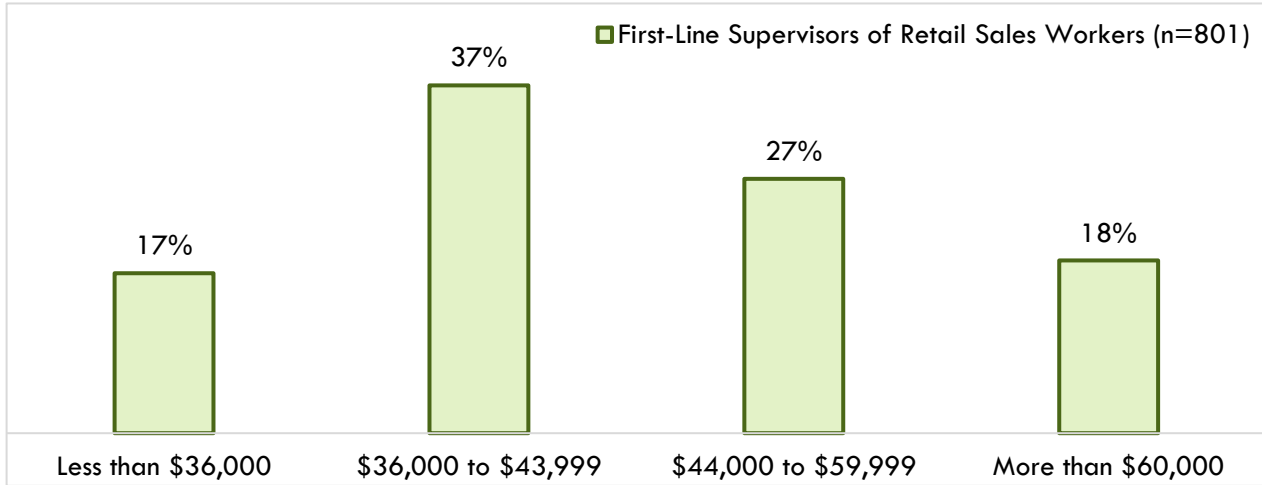


Source: Lightcast 2023.1

### Advertised Salary from Online Job Ads

Exhibit 4 displays the regional online advertised salaries for first-line supervisors of retail sales workers over the last 12 months. Online job ad salary information reveals that employers are willing to pay first-line supervisors of retail sales workers an annual salary of \$42,120 or \$20.25 per hour, nearly meeting the region's \$21.82 hourly living wage standard. Consider the salary information with caution since only 25% (801 of 3,227) of online job ads for this occupation provided salary information.

Exhibit 4. Online advertised salaries for first-line supervisors of retail sales workers, Inland Empire/Desert Region, March 2022 through February 2023



Source: Lightcast 2023.1

### Job Titles, Employers, Skills, Education, and Work Experience

Exhibit 5 displays the job titles most frequently used in job ads for first-line supervisors of retail sales workers over the last 12 months. Displaying advertised job titles may provide insight into the types of positions sought by employers posting ads. The most frequently requested job title in the region was store manager.

Exhibit 5. Job titles most frequently used in first-line supervisors of retail sales workers job ads, Inland Empire/Desert Region, March 2022 through February 2023

Job Titles	Unique Job Ads
Store Managers	341
Key Holders	165
Shift Supervisors	123
Retail Supervisors	120
Retail Store Managers	114
Store General Managers	94
Commercial Sales Managers	93
Automotive Store Managers	78
General Managers	74
All other job titles	2,025
<b>Total</b>	<b>3,227</b>

Source: Lightcast 2023.1

Exhibit 6 displays the employers posting the most job ads for first-line supervisors of retail sales workers over the last 12 months. Showing employer names provides insight into where students may find employment after

completing a program. Walmart posted the most job ads for first-line supervisors of retail sales workers in the region over the last 12 months.

*Exhibit 6. Employers posting the most job ads for first-line supervisors of retail sales workers, Inland Empire/Desert Region, March 2022 through February 2023*

Top Employer	Unique Job Ads
Walmart	195
AutoZone	142
CVS Health	95
Del Taco	77
99 Cents Only	67
Target	66
Harbor Freight Tools	61
Goodwill	51
<i>All other employers</i>	2,473
<b>Total</b>	<b>3,227</b>

Source: Lightcast 2023.1

Exhibit 7 lists a sample of specialized and employability skills employers seek when seeking workers to fill first-line supervisors of retail sales workers positions. Specialized skills are occupation-specific skills that employers request for industry or job competency. Common skills are foundational skills that transcend industries and occupations; this category is often referred to as "soft skills." The skills requested in job ads may be utilized to guide curriculum development.

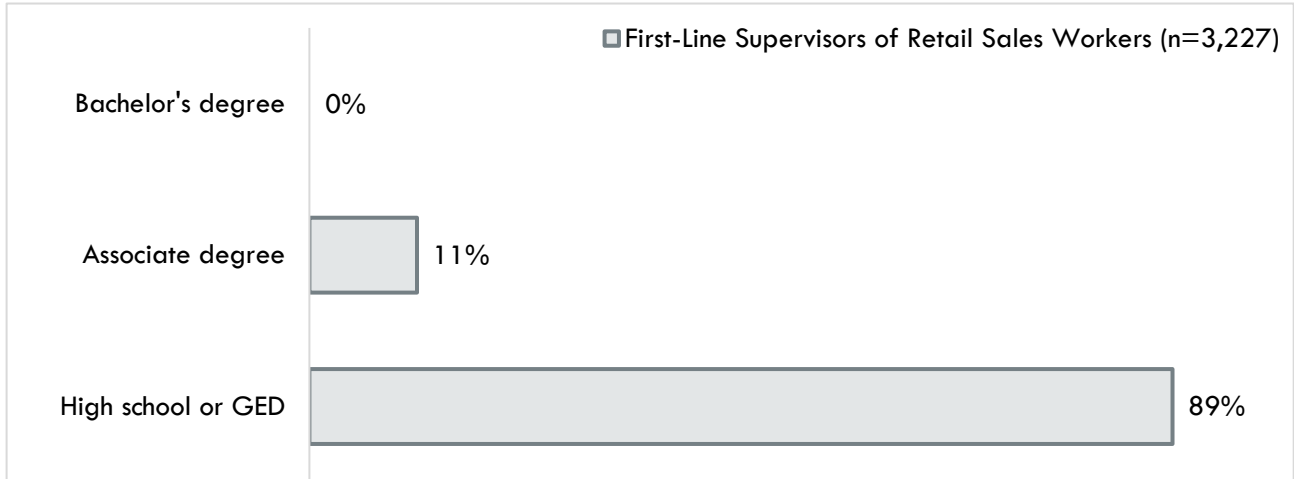
*Exhibit 7. Sample of in-demand skills from employer job ads, Inland Empire/Desert Region, March 2022 through February 2023*

Specialized skills (n=3,227)	Common skills
<ul style="list-style-type: none"> <li>• Merchandising</li> <li>• Retail Operations</li> <li>• Selling Techniques</li> <li>• Inventory Management</li> <li>• Cash Handling</li> <li>• Loss Prevention</li> <li>• Performance Management</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Service</li> <li>• Sales</li> <li>• Communications</li> <li>• Management</li> <li>• Operations</li> <li>• Planning</li> <li>• Scheduling</li> </ul>

Source: Lightcast 2023.1

Exhibit 8 displays the minimum advertised education requirements for first-line supervisors of retail sales workers. According to the Bureau of Labor Statistics, nearly 39% of incumbent workers in this field hold a community college-level of educational attainment; "some college, no degree," and an "associate degree." The majority of employers (89%) listing a minimum education level requested a candidate with at least a high school diploma or equivalent.

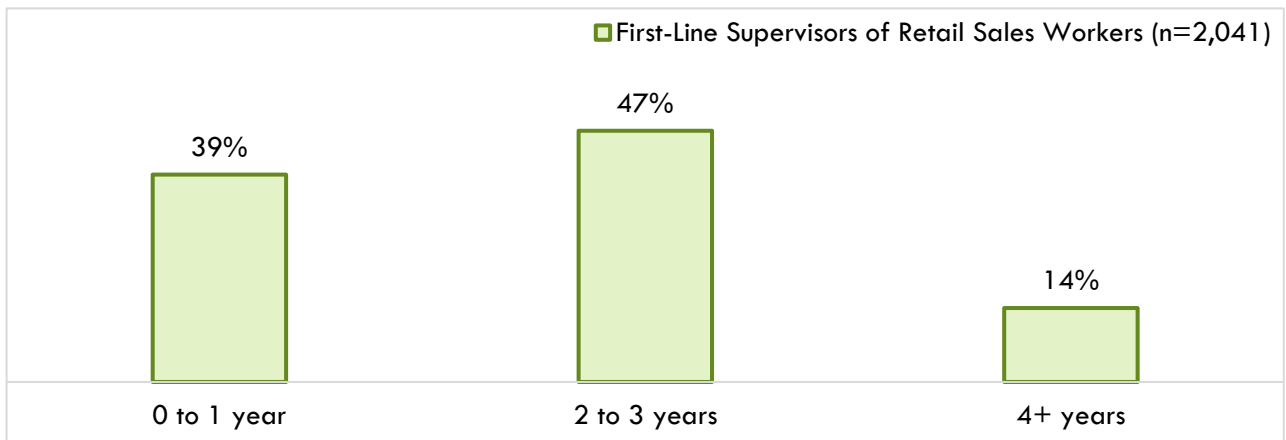
*Exhibit 8. Minimum advertised education requirements, Inland Empire/Desert Region, March 2022 through February 2023*



Source: Lightcast 2023.1

Exhibit 9 displays the work experience typically required from employer job ads for first-line supervisors of retail sales workers. Approximately 47% of employers with experience requirements sought candidates with two to three years of work experience, while 39% sought candidates with zero to one year of previous work experience.

*Exhibit 9. Real-time work experience requirements, Inland Empire/Desert Region, March 2022 through February 2023*



Source: Lightcast 2023.1

## Student Completions and Programs Outcomes

Exhibit 10 displays student completions for retail store operations and management (TOP 0506.50) programs over the last three academic years, 2019-2022. Regional community colleges have issued nine awards annually in retail store operations and management programs over the previous three academic years (2019-22). Program completion and student outcome methodologies can be found in the appendix.

*Exhibit 10: Annual average community college awards for retail store operations and management programs, Inland Empire/Desert Region, Academic Years 2019-2022*

<b>TOP 0506.50 – Retail Store Operations and Management</b> (Local Program Title)	<b>Academic Year</b> <b>2019-20</b>	<b>Academic Year</b> <b>2020-21</b>	<b>Academic Year</b> <b>2021-22</b>	<b>Total CC Annual Average Awards, Academic Years 2019-22</b>
<b>Chaffey College</b> (Retail Management)				<b>2</b>
Associate Degree	1	1	1	1
Certificate 16 < 30 semester units	0	1	1	1
<b>Crafton Hills College</b> (Retail Management)				<b>0</b>
Certificate 16 < 30 semester units	0	0	0	0
<b>College of the Desert</b> (Retail Management)				<b>1</b>
Certificate 16 < 30 semester units	3	1	0	1
<b>Norco College</b> (Retail Management/WAFC)				<b>2</b>
Associate Degree	0	1	2	1
Certificate 30 < 60 semester units	1	0	2	1
<b>San Bernardino Valley College</b> (Retail Management)				<b>4</b>
Certificate 30 < 60 semester units	3	6	2	4
<b>Total</b>	<b>8</b>	<b>10</b>	<b>8</b>	<b>9</b>

Source: MIS Data Mart, COCI

California program outcome data may provide useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 11.

*Exhibit 11: 0506.50 – Retail store operations and management strong workforce program outcomes, Inland Empire/Desert Region, Academic Year 2019-2020 (Unless Noted)*

<b>Strong Workforce Program Metrics: 0506.50 – Retail Store Operations and Management Academic Year 2019-20, unless noted otherwise</b>	<b>Inland Empire/Desert Region</b>	<b>California</b>
Unduplicated count of enrolled students (2020-21)	44	346
Completed 9+ career education units in one year (2020-21)	52%	49%
Students who completed a noncredit CTE or Workforce Preparation Course	-	56%
Students who earned a degree, certificate, or attained apprenticeship (2020-21)	-	218
Transferred to a four-year institution (transfers)	-	33
Job closely related to the field of study (2018-19)	-	57%
Median annual earnings (all exiters)	\$28,084	\$32,334
Median change in earnings (all exiters)	-14%	24%
Attained a living wage (completers and skills-builders)	50%	46%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Other postsecondary institutions may utilize retail management CIP code (52.0212) for their retail management programs. However, over the last three academic years, no other regional postsecondary education institution issued awards using this program code. The following is the program description for the retail management CIP programs.

*A program that prepares individuals to manage the operations of a wide variety of retail businesses, including department stores; independent and chain stores; fashion, food and beverage, and pharmaceutical establishments; and online retail businesses. Includes instruction in retail management, merchandise management, customer service management, marketing, organizational behavior, accounting, finance, business law, and personnel management (IPEDS, 2023).*

## Summary of Findings

The knowledge, skills, and abilities trained by retail store operations and management programs (TOP 0506.50) prepare students for employment as first-line supervisors of retail sales workers. First-line supervisors of retail sales workers are projected to have 1,697 annual job openings and increase employment by 7% over the next five years in the Inland Empire/Desert Region. The median hourly earnings for first-line supervisors of retail sales workers are \$21.27 per hour, nearly the same as the living wage standard.



Regional community college retail store operations and management (TOP 0506.50) programs have issued nine awards annually over the last three academic years. Other postsecondary education institutions in the region have not issued awards in programs related to retail management over the three most recent academic years.

The Centers of Excellence recommends expanding retail store operations and management programs to meet regional demand for these workers. Colleges considering this program should partner with relevant employers and confirm the skills needed for students to obtain a living wage shortly after exiting the program.

### Contact

Michael Goss  
Paul Vaccher  
Centers of Excellence, Inland Empire/Desert Region  
[michael.goss@chaffey.edu](mailto:michael.goss@chaffey.edu)  
March 2023

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## Appendix: Methodology

Exhibit 10 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2019 and 2022 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total of associate degrees and certificates issued during the timeframe, divided by three to calculate an annual average. This is done to minimize the effect of atypical variations that might be present in a single year.

Community college student outcome information is from LaunchBoard and is based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from California's Employment Development Department's Unemployment Insurance database records. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2023a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS), administered by Santa Rosa Junior College (LaunchBoard, 2023a).

Job ad data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014). Online job ads often do not reveal employers' hiring intentions; it is unknown if employers plan to hire one or multiple workers from a single online job ad or collect resumes for future hiring needs. A closed job ad may not be the result of a hired worker.

Table 1. 2021 to 2026 job growth, wages, entry-level education, training, and work experience required for first-line supervisors of retail sales workers in the Inland Empire/Desert Region (Riverside and San Bernardino Counties combined)

Occupation	2021 Jobs	5-Year Change	5-Year % Change	Annual Openings (New + Replacement Jobs)	Entry-Experienced Hourly Wage (10 <sup>th</sup> to 90 <sup>th</sup> percentile)	Median Hourly Wage (50 <sup>th</sup> percentile)	Average Annual Earnings	Entry-Level Education & On-The-Job-Training	Work Experience Required
First-Line Supervisors of Retail Sales Workers (41-1011)	13,330	913	7%	1,697	\$15.50 to \$36.24	\$21.27	\$49,200	High school diploma or equivalent & None	Less than five years

Source: Lightcast 2023.1