








Labor Studies Occupations

Labor Market Analysis: San Diego County

June 2023

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 Do Not Proceed with New Program	 	 	<input type="checkbox"/> Doctorate Degree <input checked="" type="checkbox"/> Master's Degree <input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
The COE defers to the region	<div style="text-align: center;">HIGH</div> 	<div style="text-align: center;">HIGH</div> 	

This brief provides labor market information about *Labor Studies Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Labor Studies Occupations* include “Compliance Officers,” “Human Resources Managers,” “Labor Relations Specialist,” and “Public Relations Specialist.” According to available labor market information, *Labor Studies Occupations* in San Diego County have a labor market demand of 1,142 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and 13 institutions supply 2,931 awards for these occupations, suggesting that there is an oversupply in the labor market. Entry-level and median wages are above the living wage for these occupations. This brief recommends that the colleges do not proceed with developing a new program and defers to the region for a program modification because 1) there is a large oversupply in San Diego County and 2) there is a high number of institutions that train for these occupations. The colleges should also note that **employers typically require a master’s degree or higher as the minimum educational requirement for these occupations.**

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Compliance Officers** (SOC 13-1041): Examine, evaluate, and investigate eligibility for or conformity with laws and regulations governing contract compliance of licenses and permits, and perform other compliance and enforcement inspection and analysis activities not classified elsewhere.
- **Human Resources Managers** (SOC 11-3121): Plan, direct, or coordinate human resources activities and staff of an organization.
- **Labor Relations Specialist** (SOC 13-1075): Resolve disputes between workers and managers, negotiate collective bargaining agreements, or coordinate grievance procedures to handle employee complaints.
- **Public Relations Specialist** (SOC 27-3031): Promote or create an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media. May specialize in using social media.

For the purpose of this report, these occupations are referred to as *Labor Studies Occupations*.

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

Projected Occupational Demand

Between 2022 and 2027, *Labor Studies Occupations* are projected to increase by 704 net jobs or six percent (Exhibit 1a). Employers in San Diego County will need to hire 1,142 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1a: Number of Jobs for Labor Studies Occupations (2012-2027)²

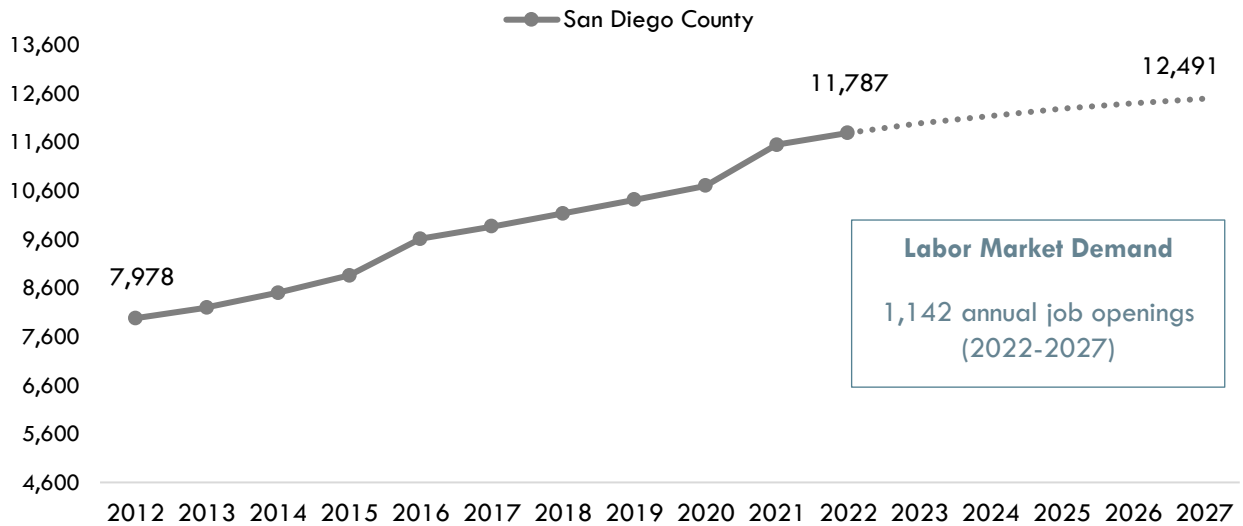


Exhibit 1b disaggregates the projected number of jobs change by occupation. “Compliance Officers” are projected to have the most labor market demand between 2022 and 2027, with 530 annual job openings.

Exhibit 1b: Number of Jobs for Labor Studies Occupations in San Diego County (2022-2027)³

Occupational Title	2022 Jobs	2027 Jobs	2022 - 2027 Net Jobs Change	2022-2027 % Net Jobs Change	Annual Job Openings (Demand)
Compliance Officers	5,767	6,080	313	5%	530
Public Relations Specialists	2,786	3,029	243	9%	301
Human Resources Managers	2,758	2,916	158	6%	267
Labor Relations Specialists	476	466	-10	-2%	44
Total	11,787	12,491	704	6%	1,142

² Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

³ Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

Earnings

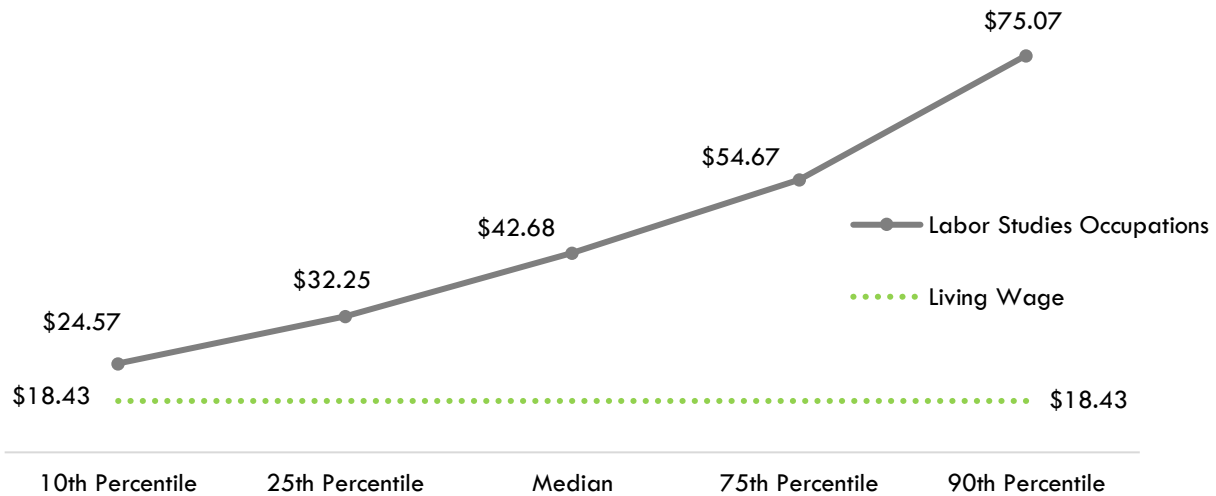
Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Labor Studies Occupations* range from \$22.40 to \$47.65.

Exhibit 2a: Hourly Earnings for *Labor Studies Occupations* in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Human Resources Managers	\$47.65	\$63.33	\$80.79
Labor Relations Specialists	\$29.49	\$37.98	\$48.08
Compliance Officers	\$29.47	\$38.95	\$48.72
Public Relations Specialists	\$22.40	\$30.47	\$41.07

On average, the entry-level hourly earnings for *Labor Studies Occupations* are \$32.25; this is more than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2b).⁵

Exhibit 2b: Average Hourly Earnings⁶ for *Labor Studies Occupations* in San Diego County⁷



⁴ Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

⁵ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator/.

⁶ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁷ Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁸ There are **seven** TOP codes and **eight** CIP codes related to *Labor Studies Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Labor Studies Occupations*⁹

TOP or CIP Code	TOP or CIP Program Title
TOP 0301.00	Environmental Science
TOP 0302.00	Environmental Studies
TOP 0505.00	Business Administration
TOP 0506.00	Business Management
TOP 0516.00	Labor and Industrial Relations
TOP 0606.00	Public Relations
TOP 1506.00	Speech Communication
CIP 03.0103	Environmental Studies
CIP 03.0104	Environmental Science
CIP 03.0209	Energy and Environmental Policy
CIP 09.0101	Speech Communication and Rhetoric
CIP 09.0900	Public Relations, Advertising, and Applied Communication
CIP 30.4101	Environmental Geosciences
CIP 52.0201	Business Administration and Management, General
CIP 52.1002	Labor and Industrial Relations

⁸ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

⁹ This brief uses a conservative estimate of program supply and only calculates awards from the TOP codes in Exhibit 3.

According to TOP data, nine community colleges supply the region with awards for these occupations: Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, College of San Diego Continuing Education, San Diego Mesa College, San Diego Miramar College, and Southwestern College. According to CIP data, four non-community-college institutions supply the region with awards: Ashford University, California College San Diego, California Miramar University, and National University (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2017-18 through Program Year 2020-21 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20) ¹⁰	3-Yr Total Average Supply (PY17-18 to PY20-21)
0302.00	Environmental Studies	9	0	9
	• Palomar	4	0	
	• San Diego City	2	0	
	• San Diego Mesa	3	0	
0505.00	Business Administration	1,653	0	1,653
	• Cuyamaca	138	0	
	• Grossmont	366	0	
	• MiraCosta	206	0	
	• Palomar	173	0	
	• San Diego City	79	0	
	• San Diego Mesa	315	0	
	• San Diego Miramar	176	0	
	• Southwestern	200	0	
0506.00	Business Management	823	0	823
	• Cuyamaca	4	0	
	• Grossmont	9	0	
	• MiraCosta	40	0	
	• Palomar	14	0	
	• San Diego City	10	0	
	• San Diego Cont. Ed.	702	0	

¹⁰ Awards included: associate degree; award <1 year; award 1<2 years; and postsecondary awards.

	• San Diego Mesa	7	0	
	• San Diego Miramar	13	0	
	• Southwestern	24	0	
0606.00	Public Relations	1	0	1
	• Palomar	1	0	
1506.00	Speech Communication	375	0	375
	• Cuyamaca	13	0	
	• Grossmont	52	0	
	• MiraCosta	81	0	
	• Palomar	44	0	
	• San Diego City	26	0	
	• San Diego Mesa	77	0	
	• San Diego Miramar	27	0	
	• Southwestern	55	0	
52.0201	Business Administration and Management, General	0	70	70
	• Ashford University	0	2	
	• California College San Diego	0	55	
	• California Miramar University	0	4	
	• National University	0	9	
			Total	2,931

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹¹ suggests that there is an **oversupply** for these occupations in San Diego County, with **1,142** annual openings and **2,931** awards. Comparatively, there are **10,980** annual openings in California and **26,188** awards, suggesting that there is also an oversupply across the state¹² (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply¹³ (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	1,142	2,931	-1,789
California	10,980	26,188	-15,208

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

¹¹ Labor supply can be found from two different sources: Lightcast or the California Community Colleges Chancellor's Office MIS Data Mart. Lightcast uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

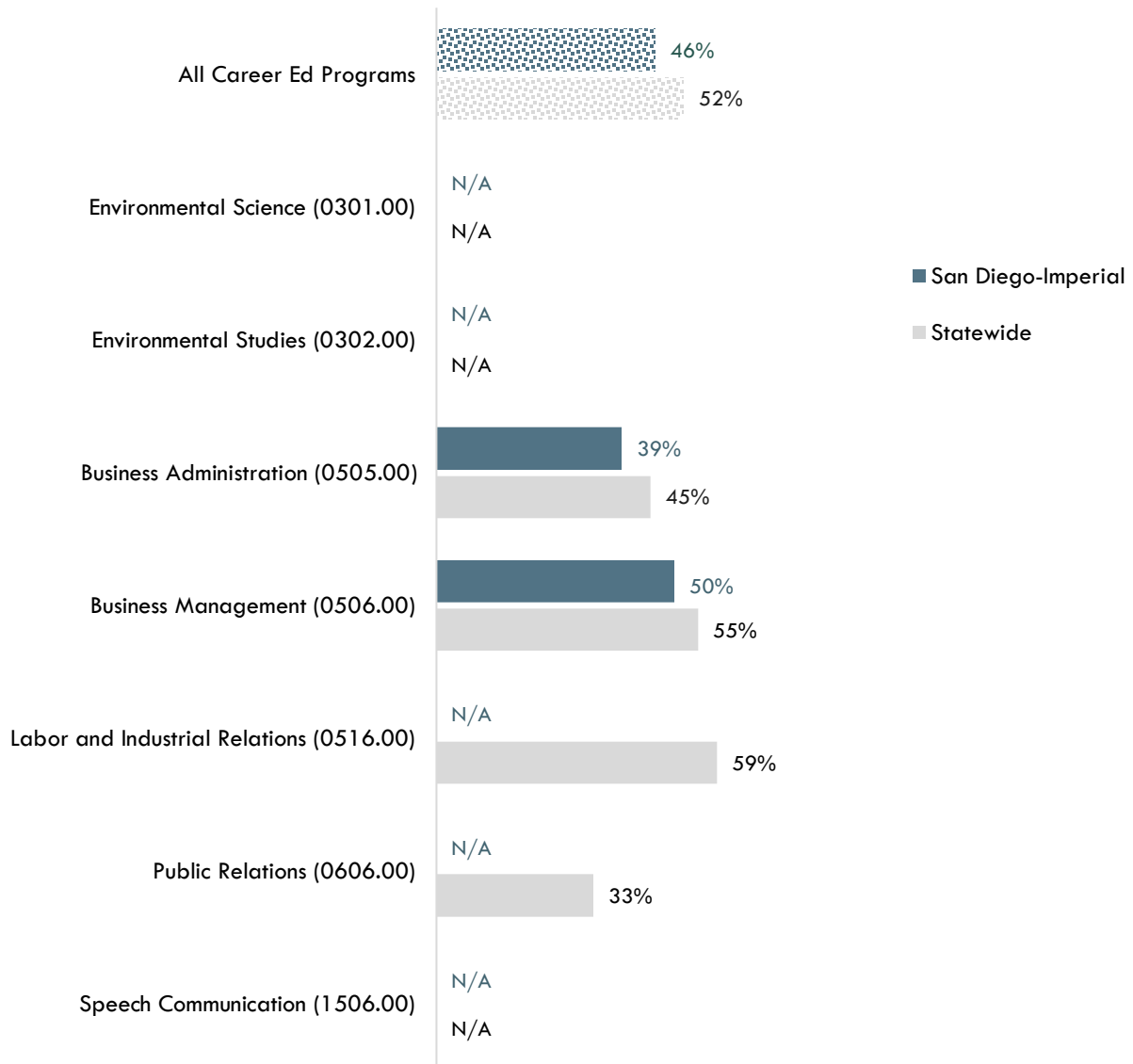
¹² "Supply and Demand," Centers of Excellence Student Outcomes, <https://coecc.net/our-resources/>.

¹³ Awards included: associate degree; award <1 year; award 1 <2 years; and postsecondary awards.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 39 to 50 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Labor Studies Occupations*, compared 33 to 59 percent statewide and 52 percent of students in Career Education programs in general across the state (Exhibit 6a).¹⁴

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2019-20¹⁵

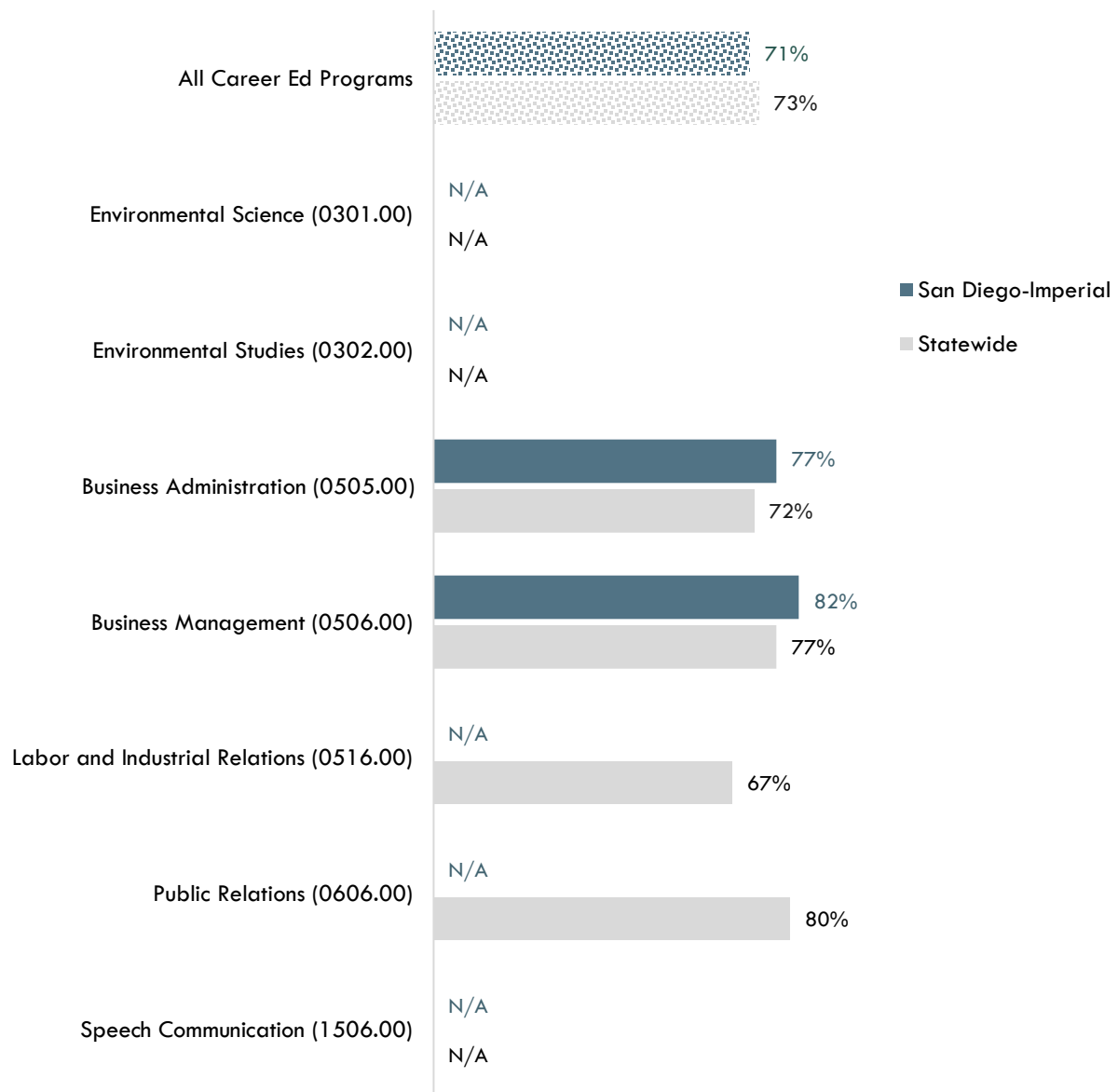


¹⁴ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁵ Most recent year with available data is Program Year 2019-20. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 77 to 82 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Labor Studies Occupations*, compared to 67 to 80 percent statewide and 73 percent of students in Career Education programs in general across the state (Exhibit 6b).¹⁶

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2018-19¹⁷



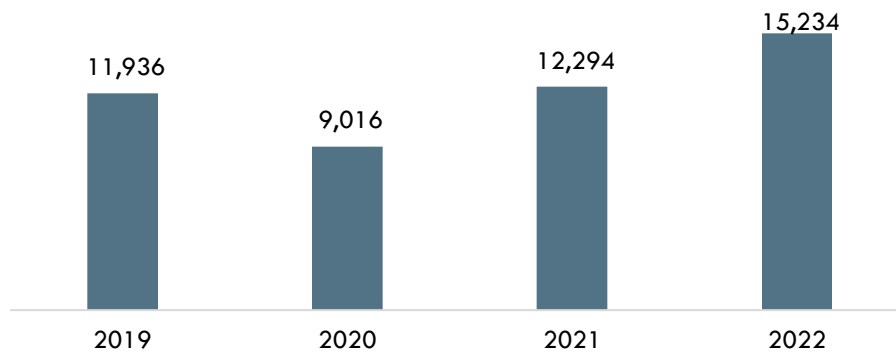
¹⁶ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁷ Most recent year with available data is Program Year 2018-19. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2019 and 2022, there was an average of 12,120 online job postings per year for *Labor Studies Occupations* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1b). While this brief includes online jobs postings data to help with curriculum development, the community colleges should note that this type of data is impacted by several variables: employers may post a position multiple times to increase the pool of applicants; a job posting can remain posted after a business decides not to fill a position; or an employer may use one posting to fill multiple positions, for example.

Exhibit 7: Number of Online Job Postings for *Labor Studies Occupations* in San Diego County (2019-2022)¹⁸



¹⁸ Lightcast; "Job Posting Analytics." 2019-2022.

Top Employers

Between January 1, 2020 and December 31, 2022, the top five employers in San Diego County for *Labor Studies Occupations* were San Diego Society For Human Resource Management, University of California San Diego, General Atomics, Robert Half, and Thermo Fisher Scientific based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for Labor Studies Occupations in San Diego County¹⁹

Top Employers	
<ul style="list-style-type: none">• San Diego Society For Human Resource Management• University of California San Diego• General Atomics• Robert Half• Thermo Fisher Scientific	<ul style="list-style-type: none">• California State University• Deloitte• Qualcomm• NuVasive• Randstad

Education, Skills, and Certifications

Labor Studies Occupations have a national educational attainment of a bachelor's degree (Exhibit 9a).

Exhibit 9a: National Educational Attainment for Labor Studies Occupations²⁰

Occupational Title	Typical Entry-Level Education
Compliance Officers	Bachelor's degree
Human Resources Managers	Bachelor's degree
Labor Relations Specialists	Bachelor's degree
Public Relations Specialists	Bachelor's degree

¹⁹ Lightcast; "Job Posting Analytics." 2020-2022.

²⁰ Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

Based on online job postings between January 1, 2020 and December 31, 2022 in San Diego County, employers posted a **master's degree or higher** as the most requested educational requirement for *Labor Studies Occupations* (Exhibit 9b).²¹

Exhibit 9b: Educational Requirements for *Labor Studies Occupations* in San Diego County²²

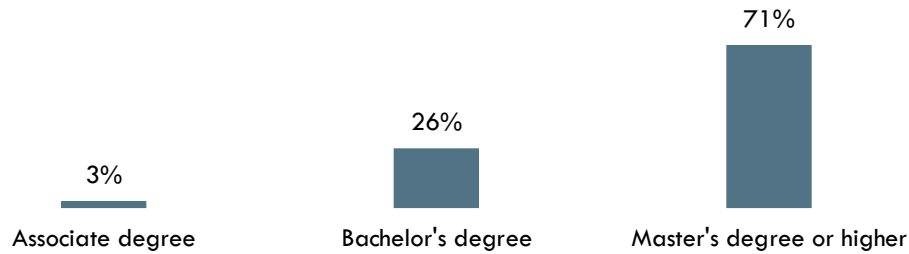


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2020 and December 31, 2022.

Exhibit 10: Top Skills for *Labor Studies Occupations* in San Diego County²³

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Marketing • Auditing • Project Management • Employee Relations • Regulatory Compliance • Talent Acquisition • Performance Management • Human Resources Information System • Human Resource Management • Social Media • Labor Law • Public Relations • Regulatory Affairs • Finance • Process Improvement 	<ul style="list-style-type: none"> • Communications • Management • Writing • Leadership • Detail Oriented • Operations • Customer Service • Planning • Research • Problem Solving • Presentations • Interpersonal Communications • Coordinating • Organizational Skills • Verbal Communication Skills 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft PowerPoint • Microsoft Outlook • Human Resources Information System • Microsoft Word • Google Analytics • Spreadsheets • Adobe Photoshop • Salesforce • Applicant Tracking Systems • Microsoft SharePoint • Instagram • Adobe InDesign • Microsoft Access • Workday

²¹ Lightcast; "Job Posting Analytics." 2020-2022.

²² "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. bls.gov/emp/tables/educational-attainment.htm.

²³ Lightcast; "Job Posting Analytics." 2020-2022.

Exhibit 11 lists the top certification that appeared in online job postings between January 1, 2020 and December 31, 2022.

Exhibit 11: Top Certification for *Labor Studies Occupations* in San Diego County²⁴

Top Certification in Online Job Postings

1. Professional in Human Resources
 2. Senior Professional In Human Resources
 3. SHRM-CP (Society for Human Resource Management Certified Professional)
 4. SHRM-SCP (Society for Human Resource Management Senior Certified Professional)
 5. Master Of Business Administration (MBA)
 6. Security Clearance
 7. Secret Clearance
 8. Regulatory Affairs Certification (RAC)
 9. FINRA Series 7 (General Securities Representative)
 10. Certified Public Accountant
 11. Cardiopulmonary Resuscitation (CPR) Certification
 12. CDL Class C License
 13. Certified Information System Auditor (CISA)
 14. First Aid Certification
 15. Certified Information Systems Security Professional
-

²⁴ Lightcast; "Job Posting Analytics." 2020-2022.

Prepared by:

Tina Ngo Bartel, Director (tngobartel@miracosta.edu)

John Edwards, Research Analyst (jedwards@miracosta.edu)

Center of Excellence for the San Diego & Imperial Counties Community Colleges



Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.