

June 2023

# Labor Market Analysis

## Athletic Training



**Prepared by Central Valley/Mother Lode Center of Excellence**



POWERED BY



# Table of Contents

- Summary..... 2
  - Key Findings ..... 2
  - Recommendation..... 2
- Introduction ..... 3
- Employment..... 4
- Wages ..... 5
- Job Postings ..... 6
  - Top Employers..... 6
  - Top Occupational Titles ..... 6
  - Salaries..... 7
  - Education ..... 7
  - Baseline, Specialized, and Software Skills ..... 7
  - Certifications ..... 8
- Education, Work Experience, & Training ..... 8
- Supply ..... 9
- Student Outcomes ..... 10
- Recommendation ..... 11
- Appendix: Methodology & Data Sources..... 12

**COVID-19 Statement:** This report includes employment projection data by Lightcast. Lightcast’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

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# Summary

The Central Valley/Mother Lode Center of Excellence developed this report for Clovis College to determine whether there is demand in the local labor market that is not being met by the supply from postsecondary programs. This report summarizes labor market demand, wages, skills, and postsecondary supply for *Athletic Training*, which includes:

- Athletic Trainers (SOC 29-9091)
- Exercise Trainers and Group Fitness Instructors (SOC 39-9031)

## Key Findings

- **Occupational Demand** — Occupations related to *Athletic Training* have a labor market demand of 325 annual job openings in the South Central Valley/Southern Mother Lode (SCV/SML) subregion. Between 2021 and 2026, exercise trainers and group fitness instructors are projected to have the most demand with 313 annual job openings and are projected to grow by 40%.
- **Wages** — Average entry-level earnings of \$18.18/hour for occupations related to *Athletic Training* are higher than the living wage in the SCV/SML subregion, which is \$11.91/hour for a single adult.<sup>1</sup> Athletic trainers earn the highest entry-level wage, \$22.08/hour.
- **Employers and Occupational Titles** — Employers in the SCV/SML subregion include In-Shape Solutions, University of the Pacific, and The Wonderful Company. The most common occupational is exercise trainers and group fitness instructors. The most common job title in job postings in the subregion is Athletic Trainers.
- **Skills and Certifications** — The top baseline skill is Cardiopulmonary Resuscitation (CPR). The top specialized skill is communication. The top software skill is Microsoft Excel. The most in-demand certification is a Cardiopulmonary Resuscitation (CPR) Certification.
- **Education** — A bachelor's degree is typically required for athletic trainers and a high school diploma or equivalent is required for exercise trainers and group fitness instructors.
- **Supply and Demand Analysis** — Based on 325 annual openings (i.e., demand) and 5 postsecondary degrees awarded (i.e., supply), an analysis of supply and demand suggests there is an undersupply of 320 workers in the SCV/SML subregion. In the CVML region, 499 awards were conferred suggesting an undersupply of 486 workers.

## Recommendation

Based on a comparison of demand and supply, there is an undersupply of trained workers in the SCV/SML subregion and the CVML region. The Center of Excellence recommends that Clovis College work with the regional directors, the college's advisory board, and local industry in the development of programs to address the shortage of *Athletic Training* workers.

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<sup>1</sup> The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

# Introduction

The Central Valley/Mother Lode Center of Excellence developed this report to provide Clovis College with labor market information for *Athletic Training*. The geographical focus for this report is the South Central Valley/Southern Mother Lode (SCV/SML) subregion, but regional demand and supply data has been included for broader applicability and use. Analysis of the program and occupational data related to *Athletic Training* is included in the report. The Standard Occupational Classification (SOC) System codes and occupational titles used in this report from the Bureau of Labor Statistics and O\*NET OnLine are shown below.

## **Athletic Trainers (SOC 29-9091)**

- **Job Description:** Evaluate and treat musculoskeletal injuries or illnesses. Provide preventive, therapeutic, emergency, and rehabilitative care.
- **Knowledge:** Medicine and Dentistry, Customer Personal Service, Psychology, Therapy and Counseling, English Language
- **Skills:** Active Listening, Critical Thinking, Reading, Judgment and Decision Making, Monitoring, Speaking

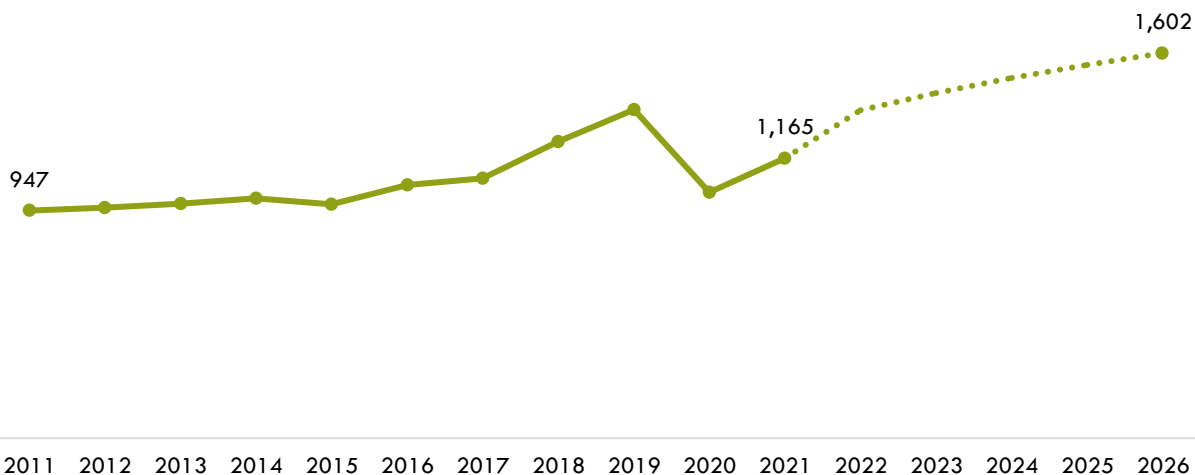
## **Exercise Trainers and Group Fitness Instructors (SOC 39-9031)**

- **Job Description:** Instruct or coach groups or individuals in exercise activities for the primary purpose of personal fitness. Demonstrate techniques and form, observe participants, and explain to them corrective measures necessary to improve their skills. Develop and implement individualized approaches to exercise.
- **Knowledge:** Customer and Personal Service, English Language, Education and Training, Psychology
- **Skills:** Instructing, Service Orientation, Speaking, Active Listening, Learning Strategies

# Employment

Exhibit 1a shows trends for *Athletic Training* in the SCV/SML subregion. Between 2011 to 2026, the number of jobs for occupations related to *Athletic Training* is projected to increase by 437, growing by 38%.

**Exhibit 1a. Historical employment and projected occupational demand for occupations related to *Athletic Training* in the SCV/SML subregion, 2011-2026**



Occupations related to *Athletic Training* in the SCV/SML subregion employed 1,165 workers in 2021 (Exhibit 1b). Exercise trainers and group fitness instructors are projected to increase by 40% over the next five years and have projected annual openings of 313.

**Exhibit 1b. Current employment and projected occupational demand for occupations related to *Athletic Training* in the SCV/SML subregion, 2021-2026**

Occupation	2021 Jobs	2026 Jobs	5-Year Change	5-Year % Change	Annual Openings
Exercise Trainers and Group Fitness Instructors	1,051	1,467	417	40%	313
Athletic Trainers	114	135	21	18%	12
<b>TOTAL</b>	<b>1,165</b>	<b>1,602</b>	<b>437</b>	<b>38%</b>	<b>325</b>

# Wages

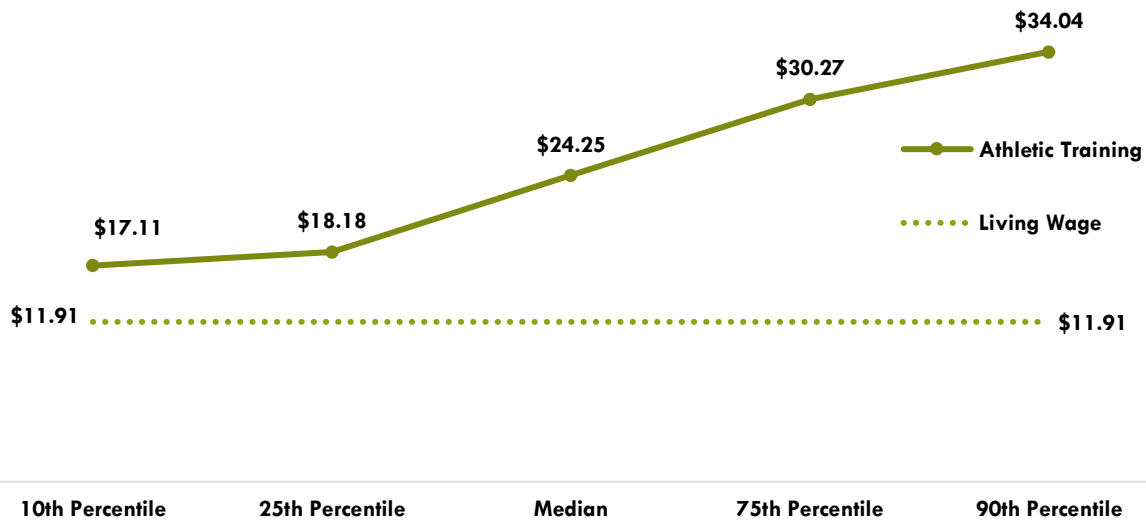
The average living wage for a single adult in the SCV/SML subregion is \$11.91/hour.<sup>2</sup> Exhibit 2a shows the entry-hourly wages for athletic trainers, an occupation related to *Athletic Training*, which has an entry-level wage of \$22.08/hour.<sup>3</sup>

**Exhibit 2a. Hourly wages for occupations related to *Athletic Training* in the SCV/SML subregion**

Occupation	25 <sup>th</sup> Percentile Hourly Earnings	Median Hourly Earnings	75 <sup>th</sup> Percentile Hourly Earnings
Athletic Trainers	\$22.08	\$26.99	\$33.26
Exercise Trainers and Group Fitness Instructors	\$14.28	\$21.52	\$27.29

Exhibit 2b shows the average hourly wages for *Athletic Training* occupations; the average entry-level wage is more than the living wage for the SCV/SML subregion.

**Exhibit 2b. Average hourly wages for occupations related to *Athletic Training* in the SCV/SML subregion**



<sup>2</sup> The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

<sup>3</sup> Note: 10<sup>th</sup> and 25<sup>th</sup> percentiles are considered entry-level wages while 75<sup>th</sup> and 90<sup>th</sup> are considered experienced wages, which may be obtained through long-term employment or extra training, etc.

# Job Postings

There were 337 job postings for occupations related to *Athletic Training* in the SCV/SML subregion from December 2022 to May 2023.<sup>4</sup>

## Top Employers

The top employers with the most job postings are listed in Exhibit 3. The top employers in online job postings were In-Shape Solutions, University of the Pacific, and The Wonderful Company.

### Exhibit 3. Top employers of *Athletic Training* in job postings

Employer
In-Shape Solutions
University of the Pacific
The Wonderful Company
Svetness Corp.
Instaswim
Arch Healthcare
California State University
City Of Lodi
Best Buy
Chuze Fitness

## Top Occupational Titles

Exhibit 4 shows the O\*NET OnLine occupational titles for *Athletic Training* in the SCV/SML subregion. Common job titles in postings include: Athletic Trainers, Swim Instructors, and Personal Trainers.

### Exhibit 4. Top occupational titles in job postings for *Athletic Training*

Occupational Title
Exercise Trainers and Group Fitness Instructors
Athletic Trainers

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<sup>4</sup> Other than occupational titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

## Salaries

Exhibit 5 shows the “Market Salaries” for *Athletic Training*. These are calculated by Lightcast using a machine learning model built from millions of job postings every year. This accounts for adjustments based on location, industry, skills, experience, education, among other variables.

**Exhibit 5. Market salaries for *Athletic Training***

Market Salary	Job Postings
\$31,000-\$36,999	44
\$37,000-\$42,999	26
\$43,000-\$48,999	21
\$49,000-\$54,999	37
\$55,000-\$60,999	16

## Education

Of the 337 unique job postings, 192 listed a preferred or minimum educational requirement for the position being filled. Among those, 47% requested a high school or GED, 45% requested a bachelor’s degree, and 5% requested a master’s degree (Exhibit 6).

**Exhibit 6. Education levels requested in job postings for *Athletic Training***

Education Level	Job Postings	% of Job Postings
High School or GED	90	47%
Bachelor's degree	86	45%
Master's degree	9	5%
Associate degree	6	3%
Ph.D. or professional degree	1	1%

## Baseline, Specialized, and Software Skills

Exhibit 7 depicts the top baseline, specialized, and software skills in job postings. The most important baseline skill is Cardiopulmonary Resuscitation (CPR). The top specialized skill is communication. The top software skill is Microsoft Excel.

**Exhibit 7. In-demand baseline, specialized, and software skills for *Athletic Training* in job postings**

Baseline Skills	Specialized Skills	Software Skills
Cardiopulmonary Resuscitation	Communications	Microsoft Excel
Athletic Training	Teaching	Microsoft Outlook
Lifeguarding	Customer Service	Microsoft PowerPoint
Kinesiology	Planning	Microsoft Word
Rehabilitation	Management	Microsoft Office



## Certifications

Of the 337 job postings, there were 33 certifications listed. Among those, 31% indicated a need for a Cardiopulmonary Resuscitation (CPR) Certification. The next top certification is a First Aid Certification (Exhibit 8).

**Exhibit 8. Top Athletic Training certifications requested in job postings**

Certifications	% of Job Postings
Cardiopulmonary Resuscitation (CPR) Certification	31%
First Aid Certification	14%
Automated External Defibrillator (AED) Certification	9%
Personal Trainer Certification	8%
Basic Life Support (BLS) Certification	8%

## Education, Work Experience, & Training

A bachelor's degree is typically required for athletic trainers and a high school diploma or equivalent is required for exercise trainers and group fitness instructors (Exhibit 9).

**Exhibit 9. Education, work experience, training, and Current Population Survey results for occupations related to Athletic Training<sup>5</sup>**

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent	None	Short-term on-the-job training	28.6%
Athletic Trainers	Bachelor's degree	None	None	20.2%

<sup>5</sup> "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

# Supply

An analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) for the last three program years shows that, on average, 5 awards were conferred in the SCV/SML subregion (Exhibits 10 and 11).

## Exhibit 10. TOP and CIP codes for Athletic Training

TOP Titles	CIP Titles
122800 - Athletic Training and Sports Medicine	51.0913 - Athletic Training/Trainer

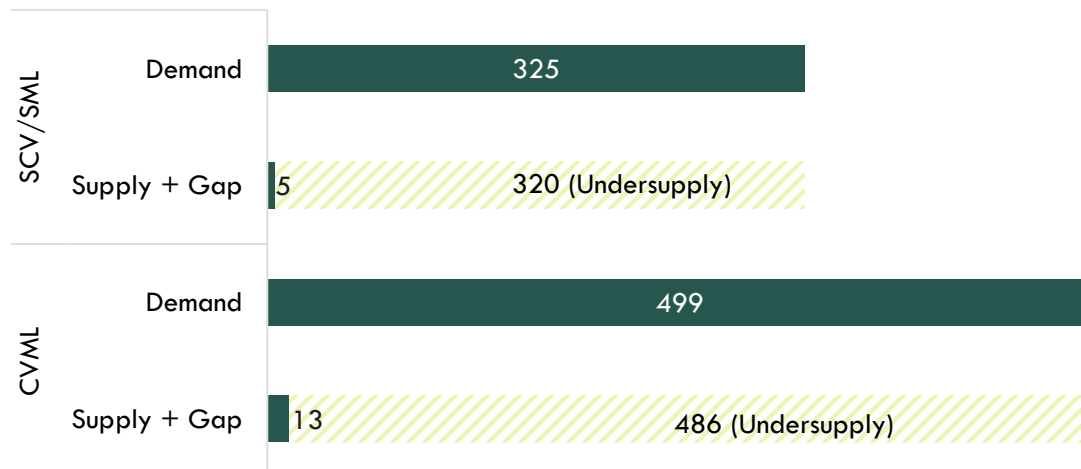
## Exhibit 11. Postsecondary supply for Athletic Training

TOP/ CIP Code- Title	College	Associate Degree	Certificate 12 < 18 Semester Units	Certificate 16 < 30 Semester Units	Certificate 30 < 60 Semester Units	Certificate 6 < 18 Semester Units	Certificate 8 < 16 Semester Units	Total
122800 - Athletic Training and Sports Medicine	Modesto	8						8
	Sequoias	5						5*
<b>SCV/SML TOTAL</b>		<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>
<b>CVML TOTAL</b>		<b>13</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13</b>

\*SCV/SML awards

There is an undersupply of 320 *Athletic Training* workers in the SCV/SML subregion and an undersupply of 486 workers in the region (Exhibit 12).

## Exhibit 12. Athletic Training workforce demand (annual job openings), postsecondary awards (supply), and additional students needed to fill gap in the SCV/SML subregion and region



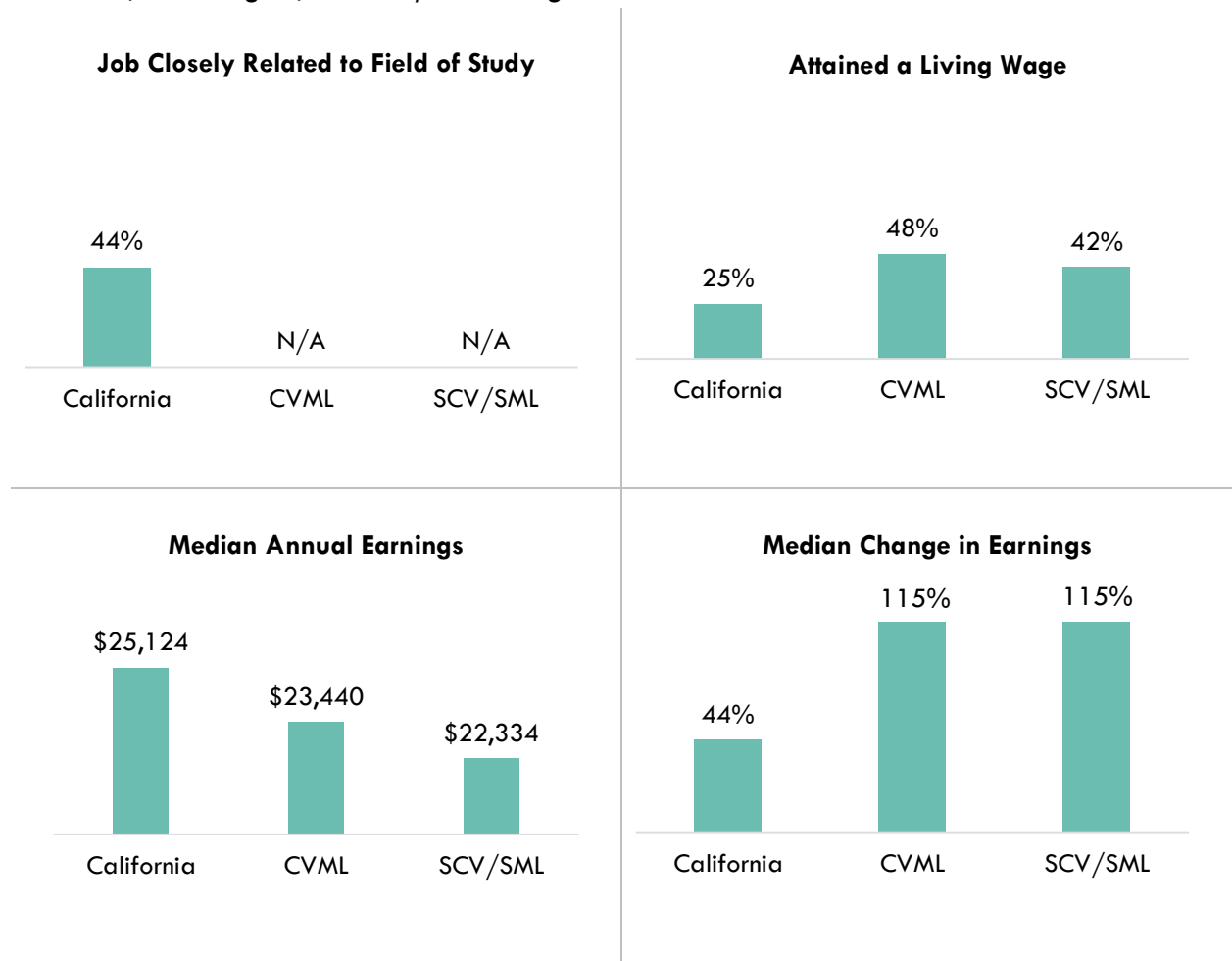
# Student Outcomes

Exhibits 11a-11b summarize outcomes from California Community College Chancellor’s LaunchBoard for TOP codes related to *Athletic Training*. Notably, 42% attained a living wage in the subregion.

**Exhibit 11a. LaunchBoard Metrics for TOP 122800 - Athletic Training and Sports Medicine in the subregion**

Metric	
Students Who Got a Degree or Certificate or Attained Apprenticeship Journey Status	0
Number of Students Who Transferred	23

**Exhibit 11b. LaunchBoard Metrics for TOP 122800 - Athletic Training and Sports Medicine in California, CVML region, and SCV/SML subregion**



# Recommendation

This report suggests there is a shortage of 320 workers in the SCV/SML subregion and a shortage of 486 workers in the CVML region for *Athletic Training*. Based on these findings, it is recommended that Clovis College work with the regional directors, the college's advisory board, and local industry in the development of programs to address the shortage of *Athletic Training* workers in the region.

# Appendix: Methodology & Data Sources

## Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor’s Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (LIGHTCAST). LIGHTCAST occupational employment data are based on final LIGHTCAST industry data and final LIGHTCAST staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level LIGHTCAST earnings by industry: <a href="http://economicmodeling.com">economicmodeling.com</a> .
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: <a href="https://www.bls.gov/emp/tables/educational-attainment.htm">https://www.bls.gov/emp/tables/educational-attainment.htm</a> .
LaunchBoard	Chancellor’s LaunchBoard. <a href="https://www.calpassplus.org/LaunchBoard/SWP.aspx">https://www.calpassplus.org/LaunchBoard/SWP.aspx</a>
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: <a href="http://labormarketinfo.edd.ca.gov">labormarketinfo.edd.ca.gov</a> .
Job Posting and Skills Data	Burning Glass: <a href="http://burning-glass.com/">burning-glass.com/</a> .
Additional Education Requirements/ Employer Preferences	The O*NET Job Zone database includes over 900 as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: <a href="http://onetonline.org">onetonline.org</a> .

## Key Terms and Concepts

**Annual Job Openings:** Annual openings are calculated by dividing the number of years in the projection period by total job openings.

**Education Attainment Level:** The highest education attainment level of workers age 25 years or older.

**Employment Estimate:** The total number of workers currently employed.

**Employment Projections:** Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (LIGHTCAST) formula that includes historical employment and economic indicators along with national, state and local trends.

**LaunchBoard (Attained the Living Wage):** Among SWP students who exited college and did not transfer to any postsecondary institution, the proportion who attained the district county living wage for a single adult measured immediately following academic year of exit

**LaunchBoard (Median Annual Earnings):** Among SWP students who exited the community college system and who did not transfer to any postsecondary institution, median earnings following the academic year of exit.

**LaunchBoard (Median Change in Earnings):** Among SWP students who exited and who did not transfer to any postsecondary institution, median change in earnings between the second quarter prior to the beginning of the academic year of entry and the second quarter after the end of the academic year of exit from the last college attended.

**LaunchBoard (Job Closely Related to Field of Study):** Among SWP students who responded to the CTE Outcomes Survey and did not transfer to any postsecondary institution, the proportion who reported that they are working in a job very closely or closely related to their field of study.

**Living Wage:** The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

**Occupation:** An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

**Percent Change:** Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

**Replacements:** Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

**Total Job Openings (New + Replacements):** Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

**Typical Education Requirement:** represents the typical education level most workers need to enter an occupation.

**Typical On-The-Job Training:** indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.