










Instructional Coordinators

Labor Market Analysis: San Diego County

June 2023

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Proceed with Caution	 	 	<input type="checkbox"/> Doctorate Degree <input checked="" type="checkbox"/> Master's Degree <input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	<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
 	<p>MEDIUM</p> 	<p>MEDIUM</p> 	

The Center of Excellence (COE) for the San Diego and Imperial Counties Community Colleges developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *Instructional Coordinators* in San Diego County have a labor market demand of 207 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and six educational institutions in San Diego County supply 160 awards for this occupation, suggesting that there is a supply gap in the labor market. Entry-level and median wages for this occupation are above the living wage. This brief recommends to proceed with caution when developing a new program and defers to the region for a program modification because 1) the expected level of education for this occupation is a master's degree and 2) similar program curricula exist at a CSU or UC. According to AB927, "A baccalaureate degree program shall not offer a baccalaureate degree program or program curricula already offered by the CSU or the UC." **Colleges should also note that 32 percent of workers in this occupation have an educational attainment of a master's degree and 30 percent have a bachelor's degree.**

Introduction

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

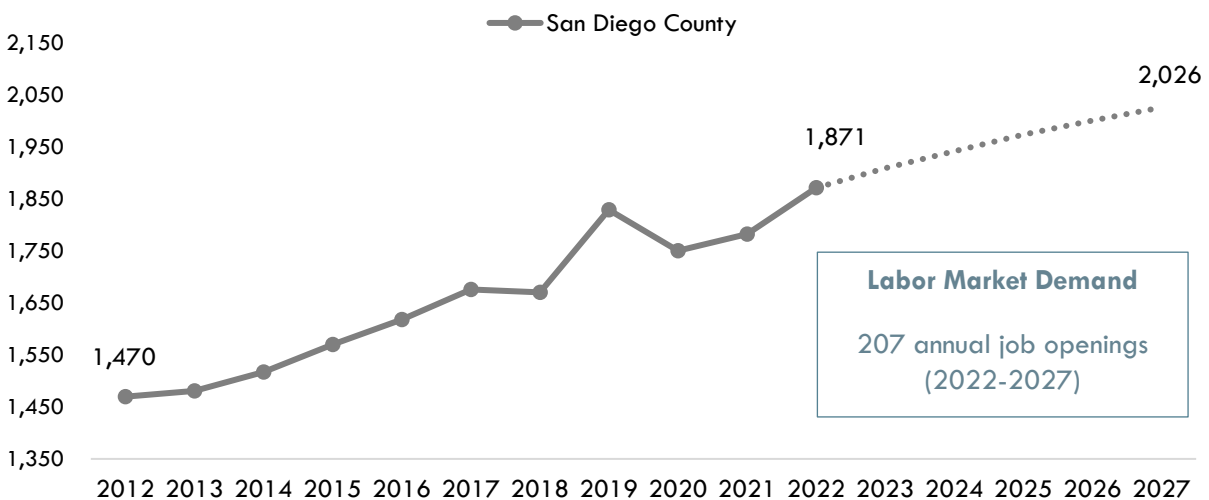
Instructional Coordinators (SOC 25-9031): Develop instructional material, coordinate educational content, and incorporate current technology into instruction in order to provide guidelines to educators and instructors for developing curricula and conducting courses. May train and coach teachers. Includes educational consultants and specialists, and instructional material directors. Sample reported job titles include:

- Instructional Designer
- Education Specialist
- Curriculum Specialist
- Curriculum Coordinator
- Curriculum and Instruction Director
- Program Administrator
- Learning Development Specialist
- Instructional Technologist
- Instructional Systems Specialist
- Curriculum Director

Projected Occupational Demand

Between 2022 and 2027, *Instructional Coordinators* are projected to increase by 155 net jobs or eight percent (Exhibit 1). Employers in San Diego County will need to hire 207 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for *Instructional Coordinators* (2012-2027)²



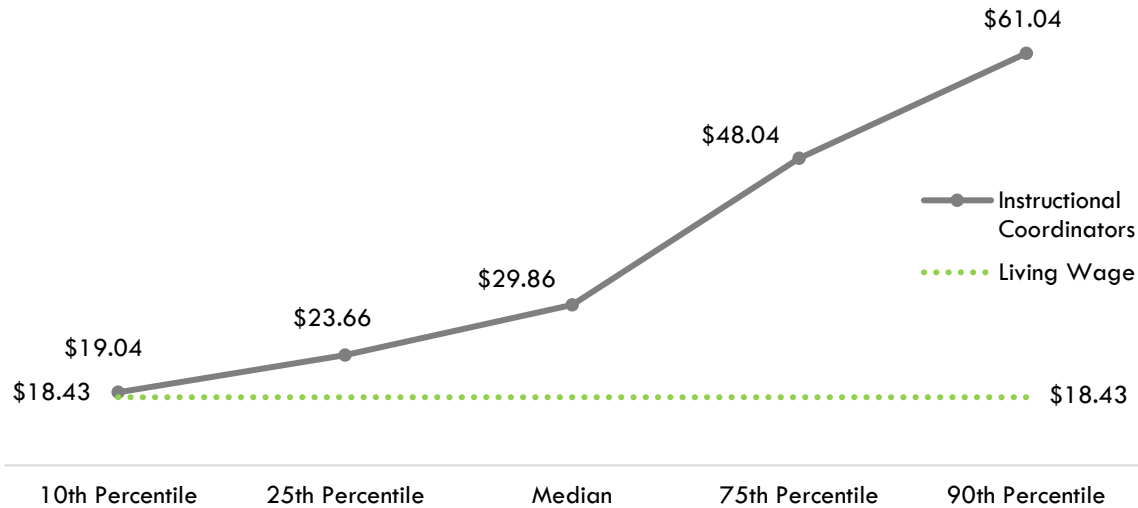
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

² Lightcast 2023.02; QCEW, Non-QCEW, Self-Employed.

Earnings

Instructional Coordinators receive entry-level hourly earnings of **\$23.66**; this is more than the living wage for a single adult in San Diego County, which is **\$18.43** per hour (Exhibit 2).³

Exhibit 2: Hourly Earnings⁴ for *Instructional Coordinators* in San Diego County⁵



³ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2022. insightccd.org/family-needs-calculator.

⁴ 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.

⁵ Lightcast 2023.02; 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.⁶ There are **no** TOP codes and **two** CIP codes related to *Instructional Coordinators* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for Instructional Coordinators⁷

TOP or CIP Code	TOP or CIP Program Title
CIP 13.0301	Curriculum and Instruction
CIP 13.0501	Educational/Instructional Technology

According to TOP data, **no** community college supplies the region with awards for this occupation. According to CIP data, **six** non-community-college institutions supply the region with awards: **Ashford University, California State University-San Marcos, National University, Northcentral University, San Diego State University, and University of San Diego** (Exhibit 4).

Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2019-20 through Program Year 2021-22 Average)

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY19-20 to PY21-22)	Other Educational Institutions 2-Yr Annual Average Awards (PY19-20 to PY20-21)	Total Average Supply (PY19-20 to PY21-22)
13.0301	Curriculum and Instruction	0	88	88
	<ul style="list-style-type: none"> California State University-San Marcos 	0	8	
	<ul style="list-style-type: none"> Northcentral University 	0	5	
	<ul style="list-style-type: none"> San Diego State University 	0	0	
	<ul style="list-style-type: none"> University of San Diego 	0	75	
13.0501	Educational/Instructional Technology	0	72	72
	<ul style="list-style-type: none"> Ashford University 	0	34	
	<ul style="list-style-type: none"> National University 	0	37	

⁶ 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).

⁷ This brief uses a conservative estimate of program supply and only calculates awards from the TOP code listed in Exhibit 3.

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY19-20 to PY21-22)	Other Educational Institutions 2-Yr Annual Average Awards (PY19-20 to PY20-21)	Total Average Supply (PY19-20 to PY21-22)
	<ul style="list-style-type: none"> San Diego State University 	0	1	
	<ul style="list-style-type: none"> University of San Diego 	0	0	
			Total	160

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁸ suggests that there is an **supply gap** for this occupation in San Diego County, with **207** annual openings and **160** awards. Comparatively, there are **2,118** annual openings in California and **967** awards, suggesting that there is a supply gap across the state⁹ (Exhibit 5).

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

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	207	160	47
California	2,118	967	1,151

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.

⁸ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁹ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/our-resources.

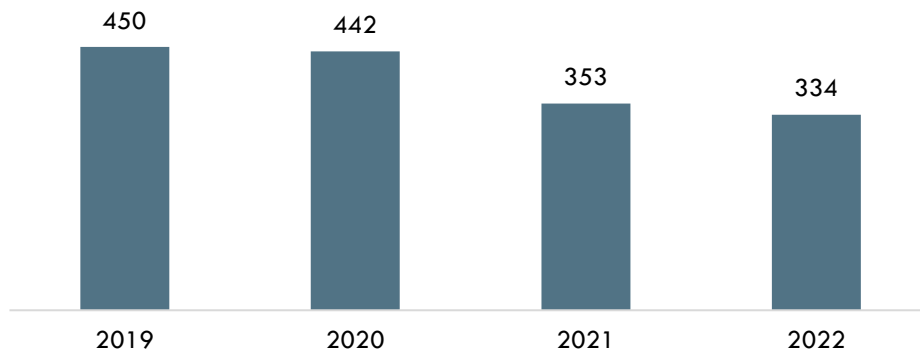
Student Outcomes and Regional Comparisons

There are no student outcomes data available in the California Community Colleges LaunchBoard for this occupation because there is no TOP code related to SOC 25-9031: Instructional Coordinators.

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 395 online job postings per year for *Instructional Coordinators* in San Diego County (Exhibit 6). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). 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 6: Number of Online Job Postings for *Instructional Coordinators* in San Diego County (2019-2022)¹⁰



¹⁰ 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 *Instructional Coordinators* were University of California San Diego, University of San Diego, San Diego State University, Tranzeal Incorporated, and General Dynamics based on online job postings (Exhibit 7).

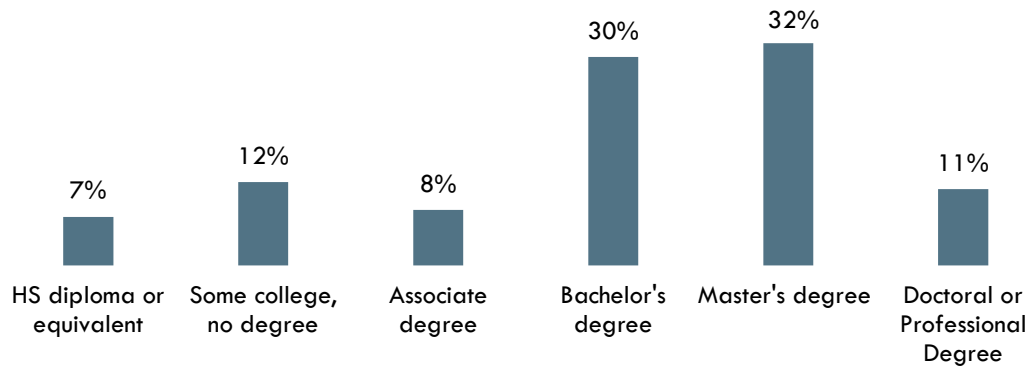
Exhibit 7: Top Employers for *Instructional Coordinators* in San Diego County¹¹

Top Employers	
<ul style="list-style-type: none"> University of California San Diego University of San Diego San Diego State University Tranzeal Incorporated General Dynamics 	<ul style="list-style-type: none"> Cape Henry Associates California State University San Diego County Office Of Education Seismic United States Navy

Education, Skills, and Certifications

Exhibit 8a indicates that the typical educational attainment for the occupation found currently in the California labor force is between a *bachelor's degree* and a *master's degree*. The typical entry-level education is a *master's degree*.¹²

Exhibit 8a: California Educational Attainment of *Instructional Coordinators*¹³



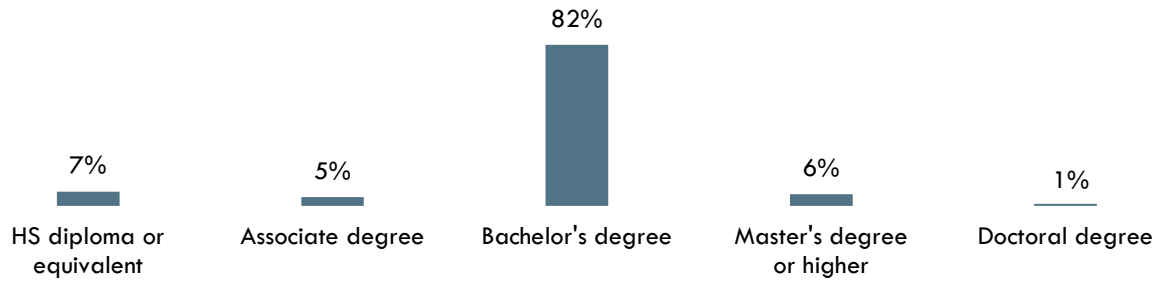
¹¹ Lightcast; "Job Posting Analytics." 2020-2022.

¹² Lightcast 2023.02; QCEW, Non-QCEW, Self-Employed.

¹³ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 8, 2022. bls.gov/emp/tables/educational-attainment.htm.

Based on online job postings between January 1, 2020 and December 31, 2022 in San Diego County, employers posted a **bachelor's degree** as the most requested educational requirement for *Instructional Coordinators* (Exhibit 8b).¹⁴

Exhibit 8b: Educational Requirements for *Instructional Coordinators* in San Diego County¹⁵



*May not total 100 percent due to rounding

Exhibit 9 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2020 and December 31, 2022.

Exhibit 9: Top Skills for *Instructional Coordinators* in San Diego County¹⁶

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Instructional Design • Adult Education • Curriculum Development • Camtasia Studio • Articulate Storyline • Storyboarding • E-Learning Development • Technical Training • Educational Technologies • ADDIE Instructional Design Model • Blended Learning • Adult Learning Principles • Marketing 	<ul style="list-style-type: none"> • Communications • Management • Writing • Research • Presentations • Detail Oriented • Planning • Teaching • Problem Solving • Needs Assessment • Customer Service • Innovation • Leadership • Interpersonal Communications • Operations 	<ul style="list-style-type: none"> • Learning Management Systems • Microsoft PowerPoint • Microsoft Excel • Microsoft Office • Camtasia Studio • Adobe Photoshop • Educational Software • Adobe Captivate • Adobe Illustrator • Microsoft SharePoint • Articulate 360 • Microsoft Outlook

¹⁴ Lightcast; "Job Posting Analytics." 2020-2022.

¹⁵ "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.

¹⁶ Lightcast; "Job Posting Analytics." 2020-2022.

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

Exhibit 10: Top Certifications for *Instructional Coordinators* in San Diego County¹⁷

Top Certifications in Online Job Postings

1. Secret Clearance
 2. Security Clearance
 3. Administrative Services Credential
 4. Licensed Professional Counselor (LPC)
 5. Cardiopulmonary Resuscitation (CPR) Certification
 6. First Aid Certification
 7. Basic Life Support (BLS) Certification
 8. English Learner Authorization
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¹⁷ Lightcast; "Job Posting Analytics." 2020-2022.

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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.