









Medical and Health Services Managers

Baccalaureate Labor Market Analysis

September 2023

SUMMARY

BDP PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 Do Not Proceed	 	 	<input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <input checked="" 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
DOES A SIMILAR PROGRAM EXIST AT A UC OR CSU?	EXISTING ASSOCIATE DEGREE PROGRAM IN REGION?	NUMBER OF ANNUAL JOB OPENINGS	
YES, a UC or CSU currently offers a similar program	 	<div style="background-color: #4a7c9c; color: white; padding: 2px; display: inline-block;">HIGH</div> 	

The San Diego & Imperial Center of Excellence (COE) developed this brief to determine if an unmet workforce need exists for a baccalaureate degree program (BDP) for [Medical and Health Services Managers](#). According to Assembly Bill No. 927, community college districts seeking approval for a BDP must 1) not offer “program curricula already offered by the California State University or the University of California” systems, 2) “continue to offer an associate degree program in the same academic subject”¹ of the proposed BDP, and 3) “provide evidence of unmet workforce needs.”²

This brief recommends that the San Diego & Imperial Counties Community Colleges do not proceed with developing a BDP for [Medical and Health Services Managers](#) because 1) **a similar program already exists in the UC or CSU systems**, 2) **no associate degree program currently exists in the region**, and 3) **613 job openings vs. 904 degree completions suggest an oversupply in the regional labor market**. However, entry-level and median wages are above the living wage.

¹ “The bill would require a community college district to continue to offer an associate degree program in the same academic subject for which a baccalaureate degree program has been approved, unless the community college district has received approval from the chancellor to eliminate the associate degree program, as specified.”

² [leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=202120220AB927](https://leginfo.ca.gov/faces/billTextClient.xhtml?bill_id=202120220AB927)

INTRODUCTION

According to Assembly Bill No. 927, community college districts seeking approval to offer a baccalaureate degree program (BDP) must:³

1. Not offer a BDP or “program curricula already offered by the California State University or the University of California”
2. “Continue to offer an associate degree program in the same academic subject for which a baccalaureate degree program has been approved”
3. Identify and document unmet workforce needs “in the local community or region of the district”

To determine the need for a new BDP, this brief examines labor market information (LMI) for [Medical and Health Services Managers](#) using the following Standard Occupational Classification (SOC)⁴ code:

Medical and Health Services Managers (SOC 11-9111): Plan, direct, or coordinate medical and health services in hospitals, clinics, managed care organizations, public health agencies, or similar organizations. Sample reported job titles include:

- Nursing Home Administrator
- Health Services Administrator
- Health Information Manager
- Clinical Director
- Mental Health Program Manager
- Medical Information Manager
- Nurse Manager
- Medical Records Manager

According to available LMI, employers require a minimum educational attainment of a bachelor’s degree for [Medical and Health Services Managers](#). The entry-level hourly earnings for this occupation is **\$37.25**, which is more than the \$18.43 per hour living wage for a single adult in San Diego County.⁵

SOC Title (SOC Code)	Entry-Level Hourly Earnings ⁶	Median Hourly Earnings	Typical Entry-Level Education
Medical and Health Services Managers (11-9111)	\$37.25	\$58.38	Bachelor’s Degree

The following sections “assess the workforce value of [a] proposed baccalaureate degree program” for [Medical and Health Services Managers](#) in accordance with AB-927.⁷

³ [leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=202120220AB927](https://leginfo.ca.gov/faces/billTextClient.xhtml?bill_id=202120220AB927)

⁴ 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/)

⁵ Lightcast. 2023.02; QCEW, Non-QCEW, Self-Employed.

⁶ 25th Percentile. Lightcast. 2023.02; QCEW, Non-QCEW, Self-Employed.

⁷ [leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=202120220AB927](https://leginfo.ca.gov/faces/billTextClient.xhtml?bill_id=202120220AB927)

BDP PROPOSAL REQUIREMENTS

UC and CSU Programs

According to AB-927, community colleges must not offer a BDP or program curricula already offered by the CSU or UC systems. To determine if a BDP already exists for [Medical and Health Services Managers](#), the COE examined CSU and UC programs in related Classification of Instructional Programs (CIP) codes.⁸

According to CIP data, the following institutions from the UC and CSU systems offer programs related to [Medical and Health Services Managers](#) (Exhibit 1).

Exhibit 1: California UC and CSU Institutions with Related Programs by CIP Code (2021)⁹

CIP Code and Title

[51.0701 Health/Health Care Administration/Management](#)

- California State University-Bakersfield
- California State University-East Bay
- California State University-Long Beach
- California State University-Los Angeles
- California State University-Northridge
- California State University-San Bernardino
- University of California-Berkeley
- University of California-Irvine
- University of California-San Diego
- University of California-San Francisco

[51.0702 Hospital and Health Care Facilities Administration/Management](#)

- No CSU or UC

[51.2211 Health Services Administration](#)

- California State University-Chico
- California State University-Northridge
- California State University-San Bernardino
- University of California-Los Angeles

⁸ CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data). The COE uses the national SOC-CIP crosswalk to determine which programs could potentially train for the occupation in question. nces.ed.gov/ipeds/cipcode/post3.aspx?y=56

⁹ Lightcast. Q2 2023 Data Set. Program Overview. Completions by Institutions. Completions data for 2019 and 2021 to account for programs not captured after decline in enrollment from the COVID-19 pandemic.

Existing Associate Degree Program(s)

AB-927 also states that districts should “continue to offer an associate degree program in the same academic subject for which a baccalaureate degree program has been approved.” To determine if an associate degree program in the same subject area exists, the COE reviewed the [California Community Colleges Chancellor’s Office’s official TOP-CIP crosswalk](#) and found that there is one TOP code and three CIP codes related to *Medical and Health Services Managers* (Exhibit 2).

Exhibit 2: Chancellor’s Office TOP-CIP Crosswalk for Baccalaureate Degree Programs

TOP Code	TOP Title	CIP Code	CIP Title
1202.00	Hospital and Health Care Administration	51.0701	Health/Health Care Administration/Management
1202.00	Hospital and Health Care Administration	51.0702	Hospital and Health Care Facilities Administration/Management
	No match	51.2211	Health Services Administration

According to the [Chancellor’s Office Curriculum Inventory \(COCI\)](#), no regional community college offers an associate degree program for the CIP codes listed above. Only the following California Community Colleges have programs in these CIP codes (Exhibit 3).¹⁰

Exhibit 3: California Community Colleges with Associate Degree Programs in Related CIP Codes

CIP Code	CIP Title	Community College(s) with Existing Program in CIP Code
51.0701	Health/Health Care Administration/Management	<ul style="list-style-type: none"> • Bakersfield • Glendale
51.0702	Hospital and Health Care Facilities Administration/Management	<ul style="list-style-type: none"> • Clovis • San Francisco City • San Francisco CTRS
51.2211	Health Services Administration	<ul style="list-style-type: none"> • None

¹⁰ coci2.ccctechcenter.org/programs

WORKFORCE NEEDS ASSESSMENT: SUPPLY VS. DEMAND

According to AB-927, community colleges must identify and document unmet workforce needs “in the local community or region of the district.” To assess the regional workforce need for [Medical and Health Services Managers](#), this section compares educational supply with labor market demand.

Educational Supply

Baccalaureate educational supply for an occupation can be estimated by analyzing the number of completions¹¹ in related CIP codes. According to CIP data, the following institutions supply [San Diego County](#) with awards for [Medical and Health Services Managers](#) (Exhibit 4).

Exhibit 4: Number of Completions by Postsecondary Institutions (San Diego County, 2021)

CIP Code	CIP Title	Completions (2021)
51.0701	Health/Health Care Administration/Management	
	• Ashford University	752
	• National University	104
	• University of California-San Diego	19
	• Northcentral University	7
51.0702	Hospital and Health Care Facilities Administration/Management	
	• University of St. Augustine for Health Sciences	22
51.2211	Health Services Administration	0
Total		904

Exhibit 5: Number of Completions by Postsecondary Institutions (California, 2021)

CIP Code	CIP Title	Completions (2021)
51.0701	Health/Health Care Administration/Management	2,082
51.0702	Hospital and Health Care Facilities Administration/Management	158
51.2211	Health Services Administration	146
Total		2,386

¹¹ Completion numbers include bachelor's degree programs or higher.

Labor Market Demand

Between 2022 and 2027, employers in San Diego County will need to hire 613 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement for [Medical and Health Services Managers](#) (Exhibit 5).

Exhibit 5: Labor Demand (Annual Job Openings) for Medical and Health Services Managers

SOC Code	Occupational Title	Average Annual Job Openings (2022-2027)	
		San Diego County	California
11-9111	Medical and Health Services Managers	613	6,972

Demand vs. Supply

Comparing labor market demand (annual job openings) with educational supply (bachelor's degree completions) suggests that there is an [oversupply](#) for [Medical and Health Services Managers](#) in San Diego County, with 613 annual openings and 904 awards. Comparatively, there are 6,972 annual openings in California and 2,386 awards, suggesting that a labor market supply gap across the state¹² (Exhibit 6).

Exhibit 6: Labor Demand (Job Openings) vs. Educational Supply (Completions)¹³

	Demand (Job Openings)	Supply (Completions)	Supply Gap or Oversupply
San Diego	613	904	-291
California	6,972	2,386	4,586

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

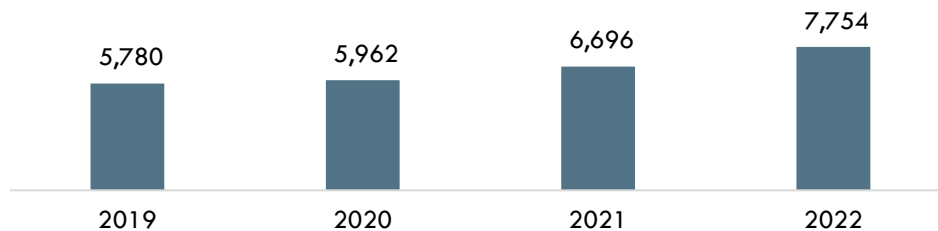
¹³ This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

OTHER LMI TO CONSIDER FOR PROGRAM DEVELOPMENT

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 6,548 online job postings per year for *Medical and Health Services Managers* 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 5). 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 Medical and Health Services Managers in San Diego County (2019-2022)¹⁴



¹⁴ Lightcast; "Job Posting Analytics." 2019-2022.

Top Employers

Between January 1, 2020 and December 31, 2022, the top five employers in San Diego County were University of California San Diego, Scripps Health, Elevance Health, Sharp Healthcare, and Rady Children's Hospital based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for Medical and Health Services Managers in San Diego County¹⁵

Top Employers	
<ul style="list-style-type: none"> University of California San Diego Scripps Health Elevance Health Sharp Healthcare Rady Children's Hospital 	<ul style="list-style-type: none"> UnitedHealth Group Clinical Management Consultants Prime Healthcare Services Healthcare Employment Network Mirati Therapeutics

Skills and Certifications

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 Medical and Health Services Managers in San Diego County¹⁶

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> Nursing Project Management Clinical Trials Marketing Pharmaceuticals Auditing Medical Records Mental Health Social Work Case Management Oncology Care Coordination Finance Psychology Pre-Clinical Development 	<ul style="list-style-type: none"> Management Communications Leadership Operations Planning Customer Service Coordinating Problem Solving Writing Research Interpersonal Communications Scheduling Detail Oriented Presentations Verbal Communication Skills 	<ul style="list-style-type: none"> Microsoft Excel Microsoft PowerPoint Microsoft Outlook Microsoft Word Spreadsheets Epic EMR Microsoft Access Clinical Trial Management Systems Salesforce Clinic Management Systems Microsoft SharePoint Microsoft Windows Dashboard eClinicalWorks R Programming

¹⁵ Lightcast; "Job Posting Analytics." 2020-2022.

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

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

Exhibit 10: Top Certification for Medical and Health Services Managers in San Diego County¹⁷

Top Certification in Online Job Postings

1. Registered Nurse (RN)
2. Basic Life Support (BLS) Certification
3. Licensed Clinical Social Worker (LCSW)
4. Cardiopulmonary Resuscitation (CPR) Certification
5. Board Certified/Board Eligible
6. Advanced Cardiovascular Life Support (ACLS) Certification
7. Licensed Marriage And Family Therapist (LMFT)
8. Master Of Business Administration (MBA)
9. First Aid Certification
10. Pediatric Advanced Life Support (PALS)
11. Licensed Vocational Nurse (LVN)
12. Medical License
13. Licensed Professional Clinical Counselor
14. Certified Perioperative Nurse (CNOR)
15. Licensed Practical Nurse (LPN)

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 Regional Centers of Excellence (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.