



## Coaching (TOP 0835.60)

November 2023

Prepared by the South Central Coast Center of Excellence for  
Labor Market Research

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Coaching. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

### Key Findings

- In the South Central Coast region, **the number of jobs related to Coaching are expected to increase** for Coaches and Scouts.
- Coaching is anticipated to experience a **low risk of automation** for Coaches and Scouts.
- In 2021 there were 473 regional completions in programs related to the occupation identified as aligned with Coaching and 521 openings, indicating **supply is meeting demand**.
- Typical entry-level education is a **bachelor's degree** for Coaches and Scouts.
- Completers of Coaching programs from the 2019-2020 academic year in California had a **median annual wage upon completion of \$25,138**.
- 57% of students are **employed within a year** after completing a program.
- 36% of students **attained a living wage** within a year of completion.
- Completers experienced an average of **+55% change in earnings after exiting**.
- 40% of students were **part-time**, 6% **skill builders**, 34% **first-generation**, and 74% **economically disadvantaged**.

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<sup>1</sup> The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

## Occupation Codes and Descriptions

There is one occupation in the standard occupational classification (SOC) system that was identified as related to Coaching for this analysis. The occupation title and description, as well as reported job titles, are included in Exhibit 1.

**Exhibit 1 – Occupation, Description, and Sample Job Titles**

SOC Code	Title	Description	Sample of Reported Job Titles
27-2022	<b>Coaches and Scouts</b>	Instruct or coach groups or individuals in the fundamentals of sports for the primary purpose of competition. Demonstrate techniques and methods of participation. May evaluate athletes' strengths and weaknesses as possible recruits or to improve the athletes' technique to prepare them for competition. Those required to hold teaching certifications should be reported in the appropriate teaching category.	Baseball Coach, Basketball Coach, Coach, Cross Country Coach, Football Coach, Gymnastics Coach, Soccer Coach, Softball Coach, Track and Field Coach, Volleyball Coach

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs related to Coaching are expected to increase for Coaches and Scouts.

**Exhibit 2 – Five-Year Projections for Coaching in the South Central Coast Region**

SOC	Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change
27-2022	<b>Coaches and Scouts</b>	1,801	1,985	184	10%

Source: Lightcast™ Analyst 2022

**Earnings**

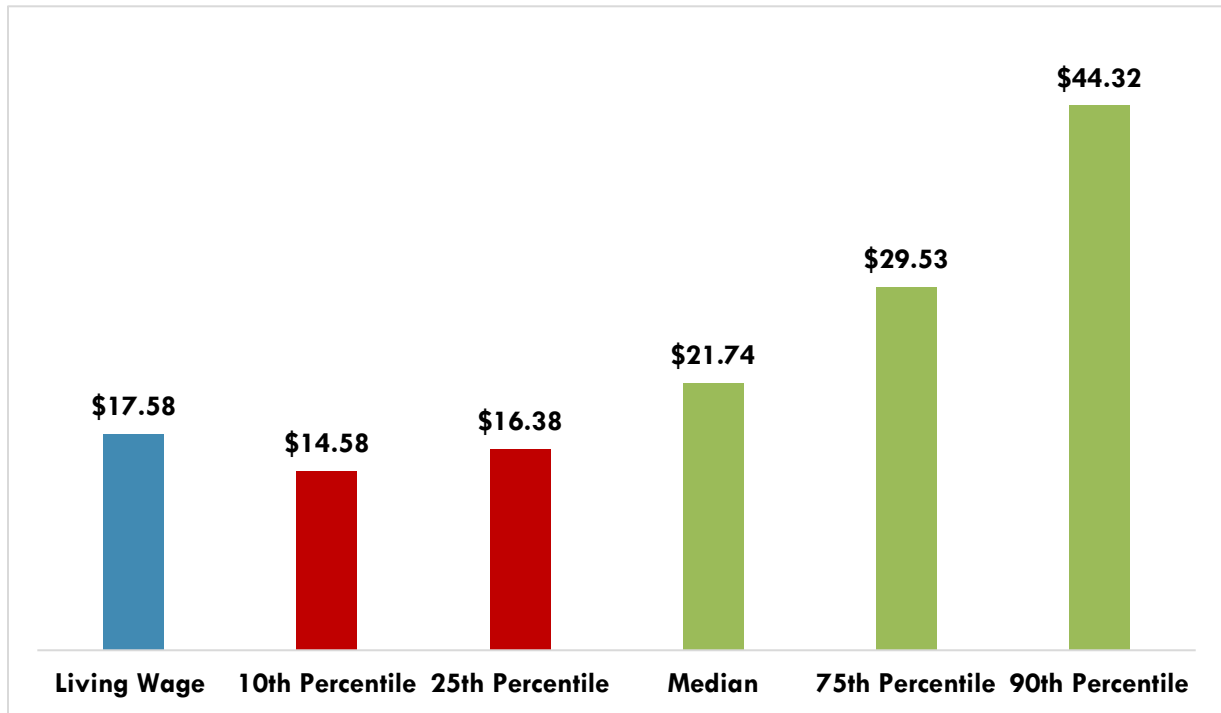
Exhibit 3 contains hourly wages and annual average earnings for this occupation. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for Coaching in the South Central Coast Region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-2022	Coaches and Scouts	\$16.38	\$21.74	\$29.53

Source: Lightcast™ Analyst 2022

**Exhibit 3b – Earnings for Coaching in the South Central Coast Region**



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Lightcast™ Analyst 2022

## Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for the occupation relevant to the field of study. Employer job postings are consulted to understand who is looking for professionals in a given field, and what they are looking for in potential candidates. To identify job postings related to Coaching the following standard occupational classification was used:

21-1093                      Coaches and Scouts

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## Top Occupations

In 2022, there were 1,021 employer postings for the occupation related to Coaching.

**Exhibit 4 – Top Occupations by Job Postings**

SOC Code	Occupation	Job Postings, Full Year 2022
27-2022	Coaches and Scouts	1,021

Source: Lightcast™ Analyst 2022

**Exhibit 4b – Top Occupations and Risk of Automation**

SOC Code	Occupation	Risk of Automation
27-2022	Coaches and Scouts	Low

Source: Lightcast™ Analyst 2022

## Top Titles

The top job titles for employers posting ads for jobs related to Coaching are listed in Exhibit 5. Fitness Coaches is mentioned as the job title in 12% of all relevant job postings (51 postings).

**Exhibit 5 – Job Titles**

<b>Title</b>	<b>Job Postings, Full Year 2022</b>
Fitness Coaches	51
Swim Team Coaches	25
Coaches	22
Volleyball Coaches	18
Soccer Coaches	32

Source: Lightcast™ Analyst 2022

## Top Employers

Exhibit 6 lists the major employers hiring professionals in the Coaching field. The top employer posting job ads was Ventura County Community College District. The top worksite cities for this occupation were Santa Barbara, San Luis Obispo, Thousand Oaks, Oxnard, and Santa Clarita.

**Exhibit 6 – Top Employers (n= 610)**

<b>Employer</b>	<b>Job Postings, Full Year 2022</b>
Ventura County Community College District	38
California Lutheran University	32
YMCA	30
Oaks Christian School	16
Orangetheory	16

Source: Lightcast™ Analyst 2022

## Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Coaching. Cardiopulmonary Resuscitation (CPR) is the most sought-after specialized skill for employers, followed by Fundraising and General Mathematics. Communications, Coaching, and Teaching were the most requested baseline skills. Microsoft Excel, Microsoft Office, and Microsoft Outlook were the most commonly requested software and programming skills.

**Exhibit 7 – Specialized Skills (n= 2,009)**

<b>Skills</b>	<b>Job Postings, Full Year 2022</b>
Cardiopulmonary Resuscitation (CPR)	107
Fundraising	97
General Mathematics	67
Kinesiology	61
Public Relations	59
Marketing	56
Diving	52
Safety Standards	50
Lesson Planning	48
Child Development	44
Intercollegiate Athletics	43
Youth Athletics	43
Working With Children	42
Mechanics	41
Student Services	40

Source: Lightcast™ Analyst 2022

**Exhibit 7b – Baseline Skills (n= 4,329)**

<b>Skills</b>	<b>Job Postings, Full Year 2022</b>
Communications	399
Coaching	343
Teaching	236
Leadership	181
Management	157
Writing	151
Customer Service	150
Good Driving Record	145
Problem Solving	118
Patience	113

Source: Lightcast™ Analyst 2022

**Exhibit 7c – Software and Programming Skills (n= 190)**

<b>Skills</b>	<b>Job Postings, Full Year 2022</b>
Microsoft Excel	30
Microsoft Office	22
Microsoft Outlook	21
Google Workspace	13
Microsoft PowerPoint	12
Google Docs	9
Software Systems	9
Zoom	9
Google Sheets	8
Spreadsheets	6

Source: Lightcast™ Analyst 2022

### Industry Concentration

Exhibit 8 shows the industries with the most Coaching postings in the South Central Coast region. Note: 40% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

**Exhibit 8 – Industries Employing the Most in the Coaching Field, 2022**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Educational Services	236	38%
Health Care and Social Assistance	180	29%
Arts, Entertainment, and Recreation	80	13%
Professional, Scientific, and Technical Services	24	4%
Other Services (except Public Administration)	19	3%

Source: Lightcast™ Analyst 2022

### Certifications

Exhibit 9 lists the most in-demand certifications in the Coaching field. The top requested certification in job postings was Valid Driver's License.

**Exhibit 9 – Certifications (n= 1,019)**

Certifications	Job Postings, Full Year 2022
Valid Driver's License	291
Cardiopulmonary Resuscitation (CPR) Certification	273
First Aid Certification	255
Automated External Defibrillator (AED) Certification	78
Commercial Driver's License (CDL)	16

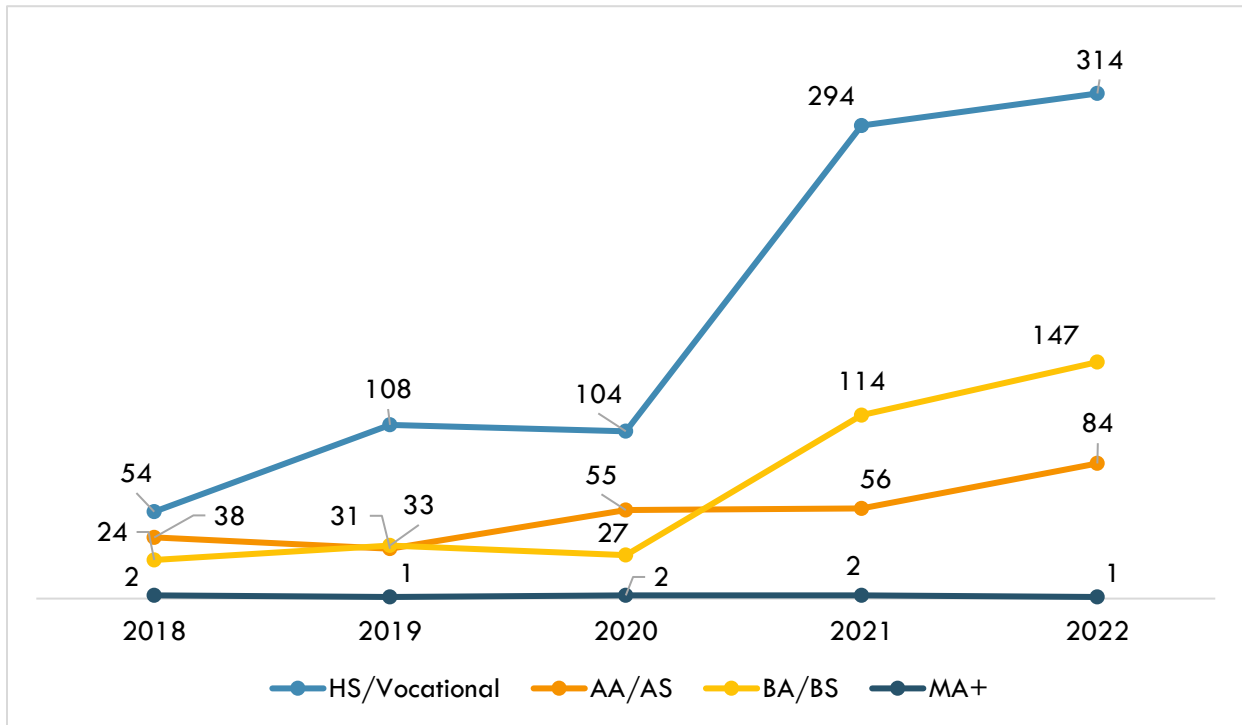
Source: Lightcast™ Analyst 2022



### Job Postings - Minimum Educational Attainment Over Time

Exhibit 10 displays the change in job advertisements over the last five years for Coaching, according to the minimum advertised education. In 2022, there were 546 total job ads posted with a minimum advertised education, with 314 of them requiring a high school diploma or vocational training.

**Exhibit 10 – Educational Demand, Minimum Advertised**



Source: Lightcast™ Analyst 2022

### Job Postings – Proportion of Job Postings by Minimum Educational Attainment Required

To gauge employer preference for candidates with particular education levels, the proportion of job postings by minimum advertised education appears in Exhibit 11. Employers posting job ads for Coaching have frequently sought candidates with a high school diploma or vocational training.

**Exhibit 11 – Occupational Demand by Education, Minimum Advertised**

Minimum Education Requirement	2018	2019	2020	2021	2022
<b>HS Diploma / Vocational Training</b>	46%	62%	56%	63%	58%
<b>Associate Degree</b>	32%	18%	29%	12%	15%
<b>Bachelor’s Degree</b>	20%	19%	14%	24%	27%
<b>Graduate Degree</b>	2%	1%	1%	0%	0%

Source: Lightcast™ Analyst 2022

## Education and Training

Exhibit 12 shows the typical entry-level education requirement for the occupation of interest, along with the typical on-the-job training needed to attain competency in the occupation.

**Exhibit 12 – Education and Training Requirements**

SOC	Occupation	Typical entry-level education	Typical on-the-job training
27-2022	<b>Coaches and Scouts</b>	Bachelor's degree	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

## Regional Completions and Openings

There were 473 regional completions (2021) and 521 regional openings (2021) in the South Central Coast region aligned with programs related to the occupation in this report.

**Exhibit 13 – Completions and Openings**

<b>12</b> Regional Institutions had Related Programs (2021)	<b>473</b> Regional Completions (2021)	<b>521</b> Annual Openings (2021)
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Source: Lightcast™ Analyst 2022

## Related Programs

CIP Code	Program	Completions (2021)
31.0501	Sports, Kinesiology, and Physical Education/Fitness, General	453
31.0504	Sport and Fitness Administration/Management	20

Source: Lightcast™ Analyst 2022

## CCC and Non-CCC Awards

Exhibit 14 lists the number of completers from programs related to Coaching in the South Central Coast region.

**Exhibit 14 – CCC and Non-CCC Awards the South Central Coast, 2021**

<b>CCC Programs</b>	<b>Completers</b>
College of the Canyons	328
Santa Barbara City College	2
Antelope Valley College	1
Cuesta College	1
Allan Hancock College	0
Moorpark College	0
<b>Non-CCC Programs</b>	<b>Completers</b>
Cal Poly San Luis Obispo	108
University of Antelope Valley	19
International Sports Sciences Association	14
California Lutheran University	0
The Master's University and Seminary	0
UC Santa Barbara	0

Source: Lightcast™ Analyst 2022

## Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. Because regional data for Coaching Programs (TOP: 0835.60) is currently unavailable, the following student outcome information was collected from exiters of programs statewide for the 2019-2020 academic year.

- Completers of Coaching programs from the 2019-2020 academic year in California had a **median annual wage upon completion of \$25,138**.
- 57% of students are **employed within a year** after completing a program.
- 36% of students **attained a living wage** within a year of completion.
- Completers experienced an average of **+55% change in earnings after exiting**.
- 40% of students were **part-time**, 6% **skill builders**, 34% **first-generation**, and 74% **economically disadvantaged**.

## **Sources**

O\*Net Online, Lightcast™ Analyst 2022, MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

## **Notes**

Data included in this analysis represent the labor market demand for relevant positions most closely related to Coaching. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; 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 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.