

Labor Market Analysis: 0514.00/Office Technology-Office Computer Applications

Business Communications- Noncredit award requiring 48 to <96 hours

Career Development for Tech Professionals- Noncredit award requiring 48 to <96 hours

Computer Keyboarding & Document Production- Noncredit award requiring 48 to <96 hours

Critical Thinking Using Computers- Noncredit award requiring 48 to <96 hours

Customer Service- Noncredit award requiring 96 to <144 hours

Digital and Social Media- Noncredit award requiring 96 to <144 hours

Interpersonal Skills for the Workplace- Noncredit award requiring 48 to <96 hours

Microsoft Windows Operating System- Noncredit award requiring 48 to <96 hours

Los Angeles Center of Excellence, January 2024

Summary

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>		No <input type="checkbox"/>
Living Wage: (Entry-Level, 25th)	Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>
Education:	Yes <input checked="" type="checkbox"/>		No <input type="checkbox"/>
Emerging Occupation(s)			
	Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>

The Los Angeles Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to four middle-skill occupations:

- **Customer Service Representatives (43-4051)** Interact with customers to provide basic or scripted information in response to routine inquiries about products and services. May handle and resolve general complaints. Excludes individuals whose duties are primarily installation, sales, repair, and technical support.¹
- **Executive Secretaries and Executive Administrative Assistants (43-6011)** Provide high-level administrative support by conducting research, preparing statistical reports, and handling information requests, as well as performing routine administrative functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings. May also train and supervise lower-level clerical staff.²
- **Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)** Perform routine administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files, or providing information to callers.³

¹ [Customer Service Representatives : Occupational Outlook Handbook: : U.S. Bureau of Labor Statistics \(bls.gov\)](#)

² [Executive Secretaries and Executive Administrative Assistants \(bls.gov\)](#)

³ [Secretaries and Administrative Assistants: Occupational Outlook Handbook: U.S. Bureau of Labor Statistics \(bls.gov\)](#)

- **Office Clerks, General (43-9061)** Perform duties too varied and diverse to be classified in any specific office clerical occupation, requiring knowledge of office systems and procedures. Clerical duties may be assigned in accordance with the office procedures of individual establishments and may include a combination of answering telephones, bookkeeping, typing or word processing, office machine operation, and filing.⁴

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.⁵ This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data, there appears to be a supply gap for these middle-skill office technology occupations in the region. While the majority of annual openings have entry-level wages that are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, more than one-third of current workers in the field have completed some college or an associate degree. **Therefore, due to some of the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, **35,562 jobs are projected to be available annually** in the region due to retirements and workers leaving the field, **which is more than the three-year average of 1,361 awards conferred** by educational institutions in the region.
- **Living Wage Criteria** – Within Los Angeles County, the **majority (69%) of annual job openings** for these middle-skill office technology occupations have **entry-level wages below the self-sufficiency standard hourly wage (\$18.10/hour)**.⁶
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a **high school diploma or equivalent as the typical entry-level education** for each of the occupations in this report.
 - However, the national-level educational attainment data indicates **between 42% and 46% of workers in the field have completed some college or an associate degree.**

⁴ [General Office Clerks : Occupational Outlook Handbook: : U.S. Bureau of Labor Statistics \(bls.gov\)](#)

⁵ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

⁶ Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

Supply:

- There are **27 community colleges** in the greater LA/OC region that issue awards related to office technology, conferring an average of **1,091 awards annually** between 2019 and 2022.
- Between 2019 and 2021, there was an average of **270 awards conferred annually** in related training programs by non-community college institutions throughout the greater LA/OC region.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these middle-skill office technology occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to slightly decrease by less than 1% through 2027. There will be more than 35,500 job openings per year through 2027 due to job growth and replacements. The majority of jobs in 2022 for these middle-skill office technology occupations (72%) were located in Los Angeles County.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties⁷

Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	211,384	210,612	(772)	(0%)	25,679
Orange	80,513	80,499	(14)	(0%)	9,883
Total	291,897	291,111	(786)	(0%)	35,562

Wages

The labor market endorsement in this report considers the entry-level hourly wages for these middle-skill office technology occupations in Los Angeles County as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County

The majority (69%) of annual openings for these middle-skill office technology occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$16.74 and \$27.62. Two occupations in this report have entry-level wages that exceed the county's minimum wage: *executive secretaries and executive administrative assistants* (\$27.62), and *secretaries and administrative assistants, except legal, medical, and executive* (\$19.04). Experienced workers can expect to earn wages between \$24.32 and \$40.45, which are higher than the self-sufficiency standard.

⁷ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Exhibit 2: Earnings for Occupations in LA County

Occupation	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)	Median Annual Earnings*
Customer Service Representatives (43-4051)	\$17.40	\$20.42	\$24.73	\$42,500
Executive Secretaries and Executive Administrative Assistants (43-6011)	\$27.62	\$32.82	\$40.45	\$68,300
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	\$19.04	\$23.22	\$28.54	\$48,300
Office Clerks, General (43-9061)	\$16.74	\$19.33	\$24.32	\$40,200

*Rounded to the nearest \$100

Orange County

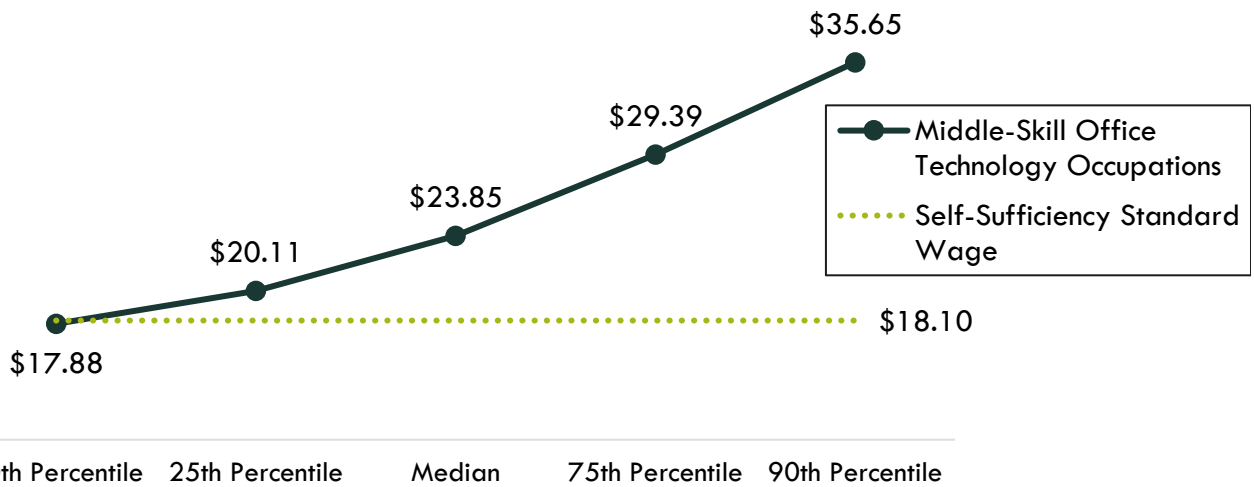
The majority (94%) of annual openings for middle-skill office technology occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$16.64 and \$26.82. One occupation has entry-level wages above the county’s self-sufficiency standard wage: *executive secretaries and executive administrative assistants* (\$26.82). Experienced workers can expect to earn wages between \$24.17 and \$39.27, which are higher than the self-sufficiency standard.

Exhibit 3: Earnings for Occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)	Median Annual Earnings*
Customer Service Representatives (43-4051)	\$17.25	\$20.24	\$24.49	\$42,100
Executive Secretaries and Executive Administrative Assistants (43-6011)	\$26.82	\$31.87	\$39.27	\$66,300
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	\$18.85	\$22.99	\$28.23	\$47,800
Office Clerks, General (43-9061)	\$16.64	\$19.21	\$24.17	\$40,000

*Rounded to the nearest \$100

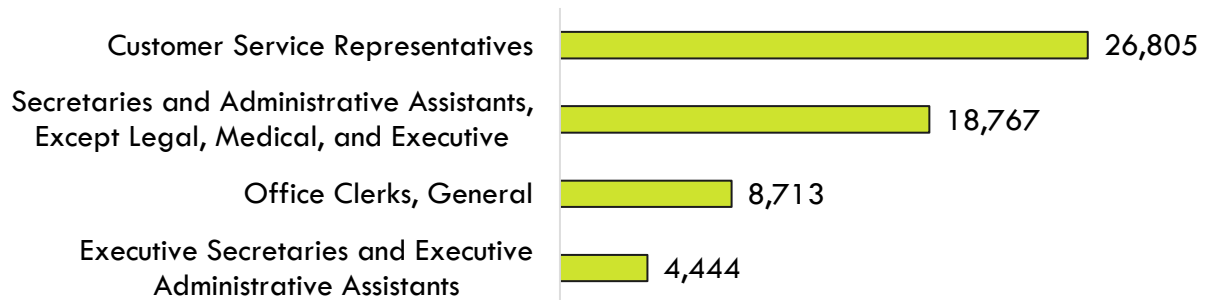
On average, the entry-level earnings for the occupations in this report are \$20.11; this is above the living wage for one single adult in Los Angeles County (\$18.10). Exhibit 4 shows the average wage for the occupations in this report, from entry-level to experienced workers.



Job Postings

There were 58,729 online middle-skill job postings related to office technology listed in the past 12 months. Exhibit 5 displays the number of job postings by occupation. The majority of job postings (46%) were for *customer service representatives*, followed by *secretaries and administrative assistants, except legal, medical, and executive* (32%) and *office clerks, general* (15%). The highest number of job postings were for administrative assistants, customer service representatives, executive assistants, office assistants, and customer service associates. The top skills were administrative support, data entry, invoicing, call center experience, and accounting. The top three employers, by number of job postings, in the region were Robert Half (staffing company), University of California, and Walgreens Boots Alliance.

Exhibit 5: Job postings by occupation (last 12 months)



Educational Attainment

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for each of the occupations in this report. However, the national-level educational attainment data indicates between 42% and 46% of workers in the field have completed some college or an associate degree. Of the 49% of middle-skill office technology job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 68%

(19,509) requested high school or vocational training, 9% (2,652) requested an associate degree, and 22% (6,372) requested a bachelor's degree.

Educational Supply

Community College Supply

Exhibit 6 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are Mt. San Antonio, Santa Ana, and Santiago Canyon.

Exhibit 6: Regional community college awards (certificates and degrees), 2019-2022

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
0509.40	Sales and Salesmanship	Glendale	-	9	5	5
		Santa Monica	19	25	23	22
		LA Subtotal	19	34	28	27
		Orange Coast	5	6	10	7
		OC Subtotal	5	6	10	7
Supply Subtotal/Average			24	40	38	34
0514.00	Office Technology/ Office Computer Applications	Cerritos	10	14	14	13
		Citrus	3	-	3	2
		East LA	34	51	47	44
		El Camino	2	3	1	2
		Glendale	25	30	53	36
		LA City	6	5	35	15
		LA Harbor	11	7	13	10
		LA Mission	12	11	17	13
		LA Pierce	44	75	66	62
		LA Southwest	-	6	9	5
		LA Trade-Tech	22	21	24	22
		LA Valley	107	80	65	84
		Long Beach	57	88	92	79
		Mt San Antonio	228	183	233	215
		Pasadena	13	59	43	38
		Rio Hondo	-	16	9	8
		Santa Monica	12	8	11	10
		West LA	1	1	-	1
		LA Subtotal	587	658	735	660
		Coastline	9	1	-	3
Cypress	16	8	5	10		

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
		Golden West	1	-	-	0
		Irvine	16	9	12	12
		N. Orange Adult	33	37	34	35
		Orange Coast	-	-	1	0
		Saddleback	8	7	4	6
		Santa Ana	223	246	130	200
		Santiago Canyon	97	71	100	89
		OC Subtotal	403	379	286	356
		Supply Subtotal/Average	990	1,037	1,021	1,016
0518.00	Customer Service	Citrus	-	-	3	1
		East LA	11	4	4	6
		LA Pierce	2	3	5	3
		Santa Monica	10	21	8	13
		LA Subtotal	23	28	20	24
		Santiago Canyon	8	2	10	7
		OC Subtotal	8	2	10	7
		Supply Subtotal/Average	31	30	30	30
1301.10	Consumer Services	LA City	-	1	7	3
		Mt San Antonio	-	1	1	1
		LA Subtotal	-	2	8	3
		Orange Coast	15	6	-	7
		OC Subtotal	15	6	-	7
		Supply Subtotal/Average	15	8	8	10
		Supply Total/Average	1,060	1,115	1,097	1,091

Non-Community College Supply

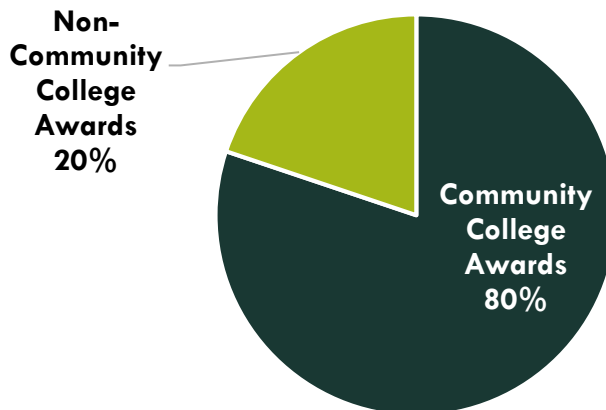
For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for middle-skill office technology occupations. Exhibit 7 shows the annual and three-year average number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2019 to 2021. Between 2019 and 2021, non-community college institutions in the region conferred an average of 270 sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards.

Exhibit 7: Regional non-community college awards, 2019-2021

CIP	Program	Institution	2019-20 Awards	2020-21 Awards	2-Year Average
52.0401	Administrative Assistant and Secretarial Science, General	Hacienda La Puente Adult Education	20	23	22
		InterCoast Colleges-West Covina	-	3	2
		Pomona USD Adult & Career Ed.	3	1	2
52.0407	Business/Office Automation/Technology/Data Entry	Learnet Academy	4	14	9
52.0408	General Office Occupations and Clerical Services	ABC Adult School	16	11	14
		Diversified Vocational College	-	102	51
		Fremont College	-	3	2
		Hacienda La Puente Adult Ed.	21	-	11
		Pomona USD Adult & Career Ed.	-	1	1
		Premiere Career College	5	-	3
		UEI College-Gardena	34	31	33
		United Education Institute-Encino	34	32	33
		United Ed. Institute-Garden Grove	29	26	28
		United Ed. Institute-Huntington Park	31	40	36
		United Ed. Institute-West Covina	26	30	28
Supply Total/Average			223	317	270

Exhibit 8 shows the proportion of community college awards conferred in LA/OC compared to the number of non-community college awards for the programs in this report. Four out of five awards conferred in these programs are awarded by community colleges in the LA/OC region.

Exhibit 8: Community College Awards Compared to Non-Community College Awards in LA/OC Region, 3-Year Average



Appendix A: Occupational demand and wage data by county

Exhibit 9. Los Angeles County

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Customer Service Representatives (43-4051)	58,721	58,586	(135)	(0%)	7,933	\$17.40	\$20.42	\$24.73
Executive Secretaries and Executive Administrative Assistants (43-6011)	17,828	16,705	(1,122)	(6%)	1,779	\$27.62	\$32.82	\$40.45
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	56,340	55,900	(441)	(1%)	6,301	\$19.04	\$23.22	\$28.54
Office Clerks, General (43-9061)	78,495	79,421	926	1%	9,666	\$16.74	\$19.33	\$24.32
Total	211,384	210,612	(772)	(0%)	25,679	-	-	-

Exhibit 10. Orange County

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Customer Service Representatives (43-4051)	24,648	24,802	154	1%	3,371	\$17.25	\$20.24	\$24.49
Executive Secretaries and Executive Administrative Assistants (43-6011)	6,312	5,888	(424)	(7%)	628	\$26.82	\$31.87	\$39.27
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	19,910	19,782	(129)	(1%)	2,229	\$18.85	\$22.99	\$28.23
Office Clerks, General (43-9061)	29,642	30,027	385	1%	3,655	\$16.64	\$19.21	\$24.17
Total	80,513	80,499	(14)	(0%)	9,883	-	-	-

Exhibit 11. Los Angeles and Orange Counties

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	% Age 55 and older*	Typical Entry-Level Education
Customer Service Representatives (43-4051)	83,369	83,388	19	0%	11,305	20%	HS diploma or equivalent
Executive Secretaries and Executive Administrative Assistants (43-6011)	24,140	22,594	(1,546)	(6%)	2,407	34%	HS diploma or equivalent
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	76,251	75,682	(569)	(1%)	8,530	35%	HS diploma or equivalent
Office Clerks, General (43-9061)	108,137	109,448	1,311	1%	13,321	30%	HS diploma or equivalent
Total	291,897	291,111	(786)	(0%)	35,562	-	-

*The average percentage of workers age 55 and older across all occupations in the greater LA/OC region is 27%. *Customer service representatives* have a smaller share of older workers, which typically indicates fewer replacements needs to offset the amount of impending retirements.

Appendix B: Sources

- O*NET Online
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor’s Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women’s Welfare, University of Washington
- Chancellor’s Office Curriculum Inventory (COCI 2.0)

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