



# Labor Market Analysis for Program Recommendation

## Accounting Occupations

### Santa Rosa Junior College

Prepared by the Bay Region Center of Excellence for Labor Market Research

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#### Recommendation

Based on all available data, there appears to be an “undersupply” of accounting workers compared to the demand for this cluster of occupations in the Bay Region and in the North Bay Sub-Region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 8,297 students in the Bay Region and 1,046 students in the North Bay Sub-Region.

#### Introduction

This report provides student outcomes data on employment and earnings for TOP 0502.00 - Accounting programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Santa Rosa Junior College and in the region.

This report profiles Accounting Occupations in the 12 county Bay Region and in the North Bay Sub-Region for program recommendation at Santa Rosa Junior College.

- **Accountants and Auditors (13-2011):** Examine, analyze, and interpret accounting records to prepare financial statements, give advice, or audit and evaluate statements prepared by others. Install or advise on systems of recording costs or other financial and budgetary data.  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 11%
- **Bookkeeping, Accounting, and Auditing Clerks (43-3031):** Compute, classify, and record numerical data to keep financial records complete. Perform any combination of routine calculating, posting, and verifying duties to obtain primary financial data for use in maintaining accounting records. May also check the accuracy of figures, calculations, and postings pertaining to business transactions recorded by other workers.  
Entry-Level Educational Requirement: Some college, no degree  
Training Requirement: Moderate-term on-the-job training  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 49%
- **Payroll and Timekeeping Clerks (43-3051):** Compile and record employee time and payroll data. May compute employees’ time worked, production, and commission. May compute and post wages and deductions, or prepare paychecks.  
Entry-Level Educational Requirement: High school diploma or equivalent  
Training Requirement: Moderate-term on-the-job training  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 48%

## Occupational Demand

**Table 1. Employment Outlook for Accounting Occupations in the Bay Region**

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Accountants and Auditors	47,164	49,067	1,904	4%	20,439	4,088	\$39	\$50
Bookkeeping, Accounting, and Auditing Clerks	39,000	39,043	43	0%	23,089	4,618	\$24	\$29
Payroll and Timekeeping Clerks	4,787	4,573	-214	-4%	2,359	472	\$26	\$33
<b>Total</b>	<b>90,951</b>	<b>92,683</b>	<b>1,732</b>	<b>2%</b>	<b>45,887</b>	<b>9,178</b>	<b>\$32</b>	<b>\$40</b>

Source: Lightcast 2024.3

The Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Accounting Occupations in the North Bay Sub-Region**

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Accountants and Auditors	4,978	5,037	59	1%	2,013	403	\$34	\$44
Bookkeeping, Accounting, and Auditing Clerks	5,769	5,771	1	0%	3,409	682	\$22	\$27
Payroll and Timekeeping Clerks	675	639	-36	-5%	331	66	\$25	\$30
<b>Total</b>	<b>11,422</b>	<b>11,447</b>	<b>25</b>	<b>0%</b>	<b>5,753</b>	<b>1,151</b>	<b>\$27</b>	<b>\$35</b>

Source: Lightcast 2024.3

North Bay Sub-Region includes: Marin, Napa, Solano, Sonoma Counties

### Job Postings in the Bay Region and North Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for the last 12 months**

Occupation	Bay Region	North Bay
Accountants and Auditors	7,274	645
Bookkeeping, Accounting, and Auditing Clerks	5,988	1,080
Payroll and Timekeeping Clerks	1,504	190

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

**Table 4a. Top Job Titles in Job Postings for Accounting Occupations in the Bay Region**

Title	Bay	Title	Bay
Accountants	1,583	Accounting Specialists	222
Accounts Payable Specialists	819	Full Charge Bookkeepers	206
Staff Accountants	696	Tax Accountants	182
Bookkeepers	594	Accounts Receivable Clerks	166

Title	Bay	Title	Bay
Payroll Specialists	539	Payroll Clerks	154
Accounting Clerks	507	Payroll Administrators	148
Accounts Payable Clerks	410	Fund Accountants	130
Accounting Assistants	321	Cost Accountants	117
Accounts Receivable Specialists	311	Accounting Managers	116

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

**Table 4b. Top Job Titles in Job Posting for Accounting Occupations in the North Bay Sub-Region**

Title	North Bay	Title	North Bay
Accountants	151	Full Charge Bookkeepers	53
Accounts Payable Specialists	139	Accounting Specialists	46
Staff Accountants	116	Accounts Receivable Clerks	35
Bookkeepers	112	Accounting Technicians	24
Accounting Clerks	90	Payroll Administrators	21
Accounts Payable Clerks	86	Accounting Managers	18
Payroll Specialists	63	Accounting Associates	16
Accounting Assistants	58	Accounts Payable Coordinators	16
Accounts Receivable Specialists	55	Accounts Payable/Accounts Receivable Clerks	16

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

## Industry Concentration

**Table 5. Industries Hiring for Accounting Occupations in the Bay Region**

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Offices of Certified Public Accountants	7,647	7,670	0%	8%
Other Accounting Services	5,680	5,522	-3%	6%
Corporate, Subsidiary, and Regional Managing Offices	3,686	3,417	-7%	4%
Local Government, Excluding Education and Hospitals	3,634	3,767	4%	4%
Tax Preparation Services	2,438	2,381	-2%	3%
Custom Computer Programming Services	2,224	2,607	17%	2%
Payroll Services	1,871	1,958	5%	2%
Software Publishers	1,521	1,693	11%	2%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Office Administrative Services	1,121	1,039	-7%	1%
Electronic Computer Manufacturing	1,117	1,258	13%	1%

Source: Lightcast 2024.3

**Table 6. Top Employers Posting Accounting Occupations in the Bay Region and the North Bay Sub-Region**

Employer	Bay	Employer	North Bay
Robert Half	2,110	Robert Half	251
Randstad	275	Nelson Connects	91
Ledgent	267	AppleOne	42
Lee Hecht Harrison	234	County Of Sonoma	39
Intuit	150	Perfect Timing Personnel Services	28
Nelson Connects	150	Ledgent	25

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

## Educational Supply

There are twenty-eight community colleges in the Bay Region issuing 881 awards on average annually (last 3 years ending 2021-23) on TOP 0502.00 - Accounting. In the North Bay Sub-Region, there are four community colleges that issued 105 awards on average annually (last 3 years) on this TOP code.

**Table 7. Community College Awards on TOP 0502.00 - Accounting in the Bay Region**

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Noncredit award	Total
Alameda	East Bay	6	0	0	0	6
Berkeley City	East Bay	6	0	5	0	11
Cabrillo	SC-Monterey	20	0	66	0	86
Canada	Mid-Peninsula	5	0	9	0	14
Chabot	East Bay	15	0	23	0	38
Contra Costa	East Bay	0	0	7	0	7
Deanza	Silicon Valley	28	11	24	0	63
Diablo Valley	East Bay	18	0	30	0	48
Evergreen Valley	Silicon Valley	13	0	5	0	18
Foothill	Silicon Valley	24	2	9	0	35
Gavilan	Silicon Valley	2	0	7	0	9
Hartnell	SC-Monterey	0	3	0	0	3
Laney	East Bay	18	0	13	0	31
Las Positas	East Bay	0	0	4	0	4
Los Medanos	East Bay	19	0	11	0	30
Marin	North Bay	0	0	10	0	10
Merritt	East Bay	14	0	2	0	16
Mission	Silicon Valley	13	0	10	0	23
Monterey	SC-Monterey	6	0	6	0	12
Napa	North Bay	13	4	2	0	19
Ohlone	East Bay	1	0	199	0	200

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Noncredit award	Total
San Francisco	Mid-Peninsula	9	0	13	5	27
San Jose City	Silicon Valley	7	0	12	0	19
San Mateo	Mid-Peninsula	19	0	36	0	55
Santa Rosa	North Bay	0	0	64	0	64
Skyline	Mid-Peninsula	9	0	4	0	13
Solano	North Bay	7	0	5	0	12
West Valley	Silicon Valley	0	0	2	6	8
<b>Total</b>	<b>-</b>	<b>272</b>	<b>20</b>	<b>578</b>	<b>11</b>	<b>881</b>

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

## Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 9,178 annual openings for the Accounting occupational cluster and 881 annual (3-year average) awards for an annual undersupply of 8,297 students. In the North Bay Sub-Region, there is also a gap with 1,151 annual openings and 105 annual (3-year average) awards for an annual undersupply of 1,046 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0502.00 - Accounting**

Metric Outcomes	Bay All CTE Program	Santa Rosa Junior College All CTE Program	State 0502.00	Bay 0502.00	North Bay 0502.00	Santa Rosa Junior College 0502.00
Students with a Job Closely Related to Their Field of Study	74%	76%	72%	76%	71%	85%
Median Annual Earnings for SWP Exiting Students	\$53,090	\$46,746	\$46,078	\$64,948	\$49,132	\$50,363
Median Change in Earnings for SWP Exiting Students	24%	31%	26%	29%	29%	26%
Exiting Students Who Attained the Living Wage	54%	61%	59%	63%	64%	65%

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

## Skills, Certifications and Education

**Table 9. Top Skills in Job Postings for Accounting Occupations in the Bay Region**

Skill	Posting	Skill	Posting
Accounting	11,193	Accounting Software	2,481
Auditing	5,609	Month-End Closing	2,372
Finance	5,571	Reconciliation	2,209

Skill	Posting	Skill	Posting
Accounts Payable	5,438	QuickBooks (Accounting Software)	2,029
Financial Statements	5,100	Billing	1,906
Invoicing	4,765	Account Reconciliation	1,822
Accounts Receivable	4,164	Data Entry	1,788
Generally Accepted Accounting Principles	3,352	External Auditing	1,718
General Ledger	2,802	Internal Controls	1,666
Bookkeeping	2,560	Payroll Processing	1,424

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

**Table 10. Certifications in Job Postings for Accounting Occupations in the Bay Region**

Certification	Posting	Certification	Posting
Certified Fraud Examiner	71	Certified Management Accountant	46
Certified Coding Specialist (CCS)	59	Certified Payroll Specialist	37
Fundamental Payroll Certification (FPC)	54		

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

**Table 11. Education Requirements for Accounting Occupations in the Bay Region**

Education Level	Job Postings	% of Total
High school or GED	1,440	13%
other	1,398	12%
Bachelor's degree & higher	8,366	75%

Source: Lightcast 2024.3; "Job Posting Analytics." Oct. 2023 - Sep. 2024

Note: 38% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

## Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O\*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCC Data Mart and CTE Launchboard.

## Sources

O\*Net Online  
 Lightcast  
 CTE LaunchBoard [www.calpassplus.org](http://www.calpassplus.org)  
 Launchboard  
 Statewide CTE Outcomes Survey  
 Employment Development Department Unemployment Insurance Dataset  
 Living Insight Center for Community Economic Development  
 Chancellor's Office MIS system

## Contacts

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