



Labor Market Analysis for Program Recommendation

Human Resources Management Occupations

Merritt College

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

November 2024

Recommendation

Based on all available data, there appears to be an “undersupply” of Human Resources Management workers compared to the demand for this cluster of occupations in the Bay Region and in the East Bay Sub-Region (Alameda, Contra Costa counties). There is a projected annual gap of about 6,481 students in the Bay Region and 1,779 students in the East Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0506.00 - Business Management 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 Merritt College and in the region.

This report profiles Human Resources Management Occupations in the 12 county Bay Region and in the East Bay Sub-Region for program recommendation at Merritt College.

- **General and Operations Managers (11-1021):** Plan, direct, or coordinate the operations of public or private sector organizations, overseeing multiple departments or locations. Duties and responsibilities include formulating policies, managing daily operations, and planning the use of materials and human resources, but are too diverse and general in nature to be classified in any one functional area of management or administration, such as personnel, purchasing, or administrative services. Usually manage through subordinate supervisors. Excludes First-Line Supervisors.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 34%
- **Administrative Services Managers (11-3012):** Plan, direct, or coordinate one or more administrative services of an organization, such as records and information management, mail distribution, and other office support services.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 32%
- **Human Resources Managers (11-3121):** Plan, direct, or coordinate human resources activities and staff of an organization.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 21%

- Human Resources Specialists (13-1071):** Recruit, screen, interview, or place individuals within an organization. May perform other activities in multiple human resources areas.
 Entry-Level Educational Requirement: Bachelor's degree
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%
- Human Resources Assistants, Except Payroll and Timekeeping (43-4161):** Compile and keep personnel records. Record data for each employee, such as address, weekly earnings, absences, amount of sales or production, supervisory reports, and date of and reason for termination. May prepare reports for employment records, file employment records, or search employee files and furnish information to authorized persons.
 Entry-Level Educational Requirement: Associate's degree
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 34%

Occupational Demand

Table 1. Employment Outlook for Human Resources Management 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
General and Operations Managers	75,137	81,126	5,989	8%	36,831	7,366	\$45	\$68
Administrative Services Managers	9,095	9,593	498	5%	4,054	811	\$46	\$61
Human Resources Managers	9,714	10,145	432	4%	4,119	824	\$69	\$93
Human Resources Specialists	28,924	30,509	1,585	5%	13,788	2,758	\$35	\$46
Human Resources Assistants, Except Payroll and Timekeeping	2,996	3,023	27	1%	1,702	340	\$24	\$28
Total	125,866	134,396	8,530	7%	60,494	12,099	\$44	\$63

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 Human Resources Management Occupations in the East 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
General and Operations Managers	20,457	21,653	1,196	6%	9,509	1,902	\$42	\$62
Administrative Services Managers	2,455	2,528	74	3%	1,025	205	\$44	\$58
Human Resources Managers	2,589	2,624	35	1%	1,009	202	\$63	\$85
Human Resources Specialists	7,783	7,959	176	2%	3,405	681	\$33	\$42
Human Resources Assistants, Except Payroll and Timekeeping	853	852	-1	-0%	474	95	\$22	\$26
Total	34,137	35,616	1,479	4%	15,422	3,085	\$41	\$58

Source: Lightcast 2024.3

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
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East Bay Sub-Region includes: Alameda, Contra Costa Counties

Job Postings in the Bay Region and East Bay Sub-Region

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

Occupation	Bay Region	East Bay
General and Operations Managers	14,014	3,620
Human Resources Specialists	6,141	1,667
Human Resources Managers	4,362	989
Human Resources Assistants, Except Payroll and Timekeeping	2,202	634
Administrative Services Managers	972	235

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Table 4a. Top Job Titles in Job Postings for Human Resources Management Occupations in the Bay Region

Title	Bay	Title	Bay
Operations Managers	865	Directors of Operations	323
Human Resources Generalists	806	Executive Directors	287
Human Resources Managers	629	Recruiters	287
General Managers	446	Management Trainees	273
Human Resources Coordinators	421	Shift Supervisors	239
Human Resources Business Partners	406	Human Resources Specialists	233
Operations Supervisors	380	Recruiting Coordinators	230
Human Resources Assistants	348	Assistant General Managers	220
Directors of Human Resources	345	Assistant Managers	179

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Table 4b. Top Job Titles in Job Posting for Human Resources Management Occupations in the East Bay Sub-Region

Title	East Bay	Title	East Bay
Human Resources Generalists	253	Directors of Operations	89
Operations Managers	235	Executive Directors	87
Human Resources Managers	188	Human Resources Business Partners	83

Title	East Bay	Title	East Bay
General Managers	148	Recruiters	83
Human Resources Assistants	141	Human Resources Specialists	82
Operations Supervisors	139	Shift Supervisors	78
Human Resources Coordinators	109	Assistant Managers	72
Management Trainees	103	Business Office Managers	71
Directors of Human Resources	98	Area Managers	55

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Industry Concentration

Table 5. Industries Hiring for Human Resources Management 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)
Custom Computer Programming Services	5,105	6,033	18%	4%
Corporate, Subsidiary, and Regional Managing Offices	4,407	4,078	-7%	3%
Local Government, Excluding Education and Hospitals	4,013	4,168	4%	3%
Software Publishers	3,012	3,378	12%	2%
Temporary Help Services	2,934	2,691	-8%	2%
Web Search Portals and All Other Information Services	2,367	2,452	4%	2%
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	2,207	2,493	13%	2%
Computer Systems Design Services	2,154	2,155	0%	2%
Data Processing, Hosting, and Related Services	2,040	2,546	25%	2%
Administrative Management and General Management Consulting Services	2,037	2,363	16%	2%

Source: Lightcast 2024.4

Table 6. Top Employers Posting Human Resources Management Occupations in the Bay Region and the East Bay Sub-Region

Employer	Bay	Employer	East Bay
CVS Health	416	University of California	212

Employer	Bay	Employer	East Bay
University of California	397	CVS Health	133
Robert Half	346	Robert Half	105
Stanford University	225	Kaiser Permanente	96
Meta	197	PG&E	56
Google	164	Oakland Unified School District	45

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Educational Supply

There are fifteen community colleges in the Bay Region issuing 252 awards on average annually (last 3 years ending 2021-23) on TOP 0506.00 - Business Management. In the East Bay Sub-Region, there are five community colleges that issued 116 awards on average annually (last 3 years) on this TOP code.

There are seventeen four-year institutions in the Bay Region issuing 5,366 bachelor's degrees on average annually (last 3 years ending 2020-22) on CIP 52.0201 - Business Administration and Management, General. There are 5 four-year institutions in the East Bay Sub-Region issuing 1,190 bachelor's degrees on this CIP code.

Table 7a. Community College Awards on TOP 0506.00 - Business Management in the Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Cabrillo	SC-Monterey	2	0	0	2
Canada	Mid-Peninsula	4	0	3	7
Chabot	East Bay	4	0	17	21
Contra Costa	East Bay	46	0	30	76
Deanza	Silicon Valley	11	0	22	33
Diablo Valley	East Bay	0	0	8	8
Laney	East Bay	7	0	0	7
Merritt	East Bay	0	0	4	4
Mission	Silicon Valley	7	0	14	21
Monterey	SC-Monterey	0	0	3	3
San Jose City	Silicon Valley	2	2	4	8
San Mateo	Mid-Peninsula	9	0	7	16
Santa Rosa	North Bay	20	0	17	37
Solano	North Bay	4	0	1	5
West Valley	Silicon Valley	3	0	1	4
Total	-	119	2	131	252

Source: Data Mart

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

Table 7b. Bachelor's Degree Awards on CIP 52.0201- Business Administration and Management, General. in the Bay Region

College	Subregion	Bachelor's degree
California State University Maritime Academy	North Bay	39
California State University-East Bay	East Bay	773

College	Subregion	Bachelor's degree
California State University-Monterey Bay	SC-Monterey	256
Dominican University of California	North Bay	33
Golden Gate University	Mid-Peninsula	124
Holy Names University	East Bay	10
Lincoln University	East Bay	7
Menlo College	Mid-Peninsula	61
Mills College at Northeastern University	East Bay	5
Minerva University	Mid-Peninsula	30
Notre Dame de Namur University	Mid-Peninsula	36
San Francisco State University	Mid-Peninsula	1,392
San Jose State University	Silicon Valley	1,660
Sonoma State University	North Bay	416
University of California-Berkeley	East Bay	395
University of San Francisco	Mid-Peninsula	127
University of Silicon Valley	Silicon Valley	2
Total	-	5,366

Source: Data Mart

Note: The annual average for awards is 2019-20 to 2021-22.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 12,099 annual openings for the Human Resources Management occupational cluster and 5,618 annual (3-year average) awards for an annual undersupply of 6,481 students. In the East Bay Sub-Region, there is also a gap with 3,085 annual openings and 1,306 annual (3-year average) awards for an annual undersupply of 1,779 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0506.00 - Business Management

Metric Outcomes	Bay All CTE Program	Merritt College All CTE Program	State 0506.00	Bay 0506.00	East Bay 0506.00	Merritt College 0506.00
Students with a Job Closely Related to Their Field of Study	74%	66%	74%	77%	70%	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	\$46,924	\$40,815	\$53,874	\$46,094	\$53,523
Median Change in Earnings for SWP Exiting Students	24%	8%	20%	25%	30%	-18%

Metric Outcomes	Bay All CTE Program	Merritt College All CTE Program	State 0506.00	Bay 0506.00	East Bay 0506.00	Merritt College 0506.00
Exiting Students Who Attained the Living Wage	54%	54%	57%	58%	52%	61%

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

Skills and Education

Table 9. Top Skills in Job Postings for Human Resources Management Occupations in the Bay Region

Skill	Posting	Skill	Posting
Project Management	3,343	Continuous Improvement Process	1,775
Marketing	3,139	Accounting	1,686
Finance	3,062	Merchandising	1,685
Employee Relations	2,691	Key Performance Indicators (KPIs)	1,683
Auditing	2,672	Workflow Management	1,578
Operations Management	2,558	Talent Management	1,488
Performance Management	2,447	Change Management	1,385
Human Resources Information System (HRIS)	2,224	Business Strategies	1,371
Data Analysis	1,873	Labor Law	1,365
Process Improvement	1,858	Human Resource Management	1,360

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Table 10. Education Requirements for Human Resources Management Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	3,782	16%
Associate degree	1,522	7%
Bachelor's degree & higher	17,802	77%

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 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 CCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online

Lightcast

CTE LaunchBoard 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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