Labor Market Analysis for Noncredit Program Recommendation:
0506.40/ Small Business and Entrepreneurship
CIP: 52.0701/Entrepreneurship/Entrepreneurial Studies
(Entrepreneurship Non Credit Certificate)

Orange County Center of Excellence, November 2026

FOR LABOR MARKET RESEARCH
ORANGE COUNTY

⚠ Endorsed: Caution Advised			
Program LMI Endorsement Criteria			
	Met ☐	Partially Met ☑	Not Met ☐
Supply Gap:	There are projected to be **8,989 annual job openings** throughout Los Angeles and Orange counties for *general and operations managers*, which **is less than the 26,699 awards conferred by educational institutions**. However, these educational programs also prepare students for **42 other related occupations, which account for 33,721 additional annual job openings.** *Because this program trains for a variety of occupations with high demand, there is most likely an undersupply of labor for general and operations managers.*		
	Met ☑	Partially Met ☐	Not Met ☐
Self-Sufficiency Standard Living Wage[1]:	**All (100%) of annual job openings** for *general and operations managers* **have entry-level hourly wages above the OC living wage of $27.13**.		
	Met ☑	Partially Met ☐	Not Met ☐
Education:	Although the typical entry-level education for *general and operations managers* is a bachelor's degree, **about 33% of workers in the field have completed some college or an associate degree as their highest level of education.**		

This LMA brief is valid for 12 months and expires November 2027.

Summary

The Orange County Center of Excellence for Labor Market Research (OC COE) prepared this report to determine whether there is a supply gap in the Los Angeles and Orange counties regional labor market related to one occupation:

- Middle-Skill
  - *General and Operations Managers (11-1021)*

The occupation included in this report was selected due to its relationship to entrepreneurial business skills, as well as its historical alignment with the small business and entrepreneurship programs at community colleges. Additionally, this report includes data on the top middle-skill occupations for self-employment throughout the region to better understand other occupations for which entrepreneurial skills can be utilized. Regional community colleges should consider aligning entrepreneurship programs with programs

[1] The living wage endorsement criteria in this report uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard, which the COE refers to as a living wage; Orange County's living wage of $27.13, was last updated in March 2024.

that train for occupations with high self-employment rates such as cosmetology and barbering, real estate, and photography.

Based on the available data, there appears to be a supply gap for *general and operations managers*. Though the number of awards for this occupation exceeds demand, supply is overstated because the related educational programs train for an additional 42 occupations. When considering the high demand for all 43 occupations, there is most likely an undersupply of labor for *general and operations managers*. In addition, typical education requirements for this occupation align with a community college education and typical entry-level wages are above the California Insight living wage. **Therefore, due to some regional labor market criteria being met, the COE endorses this proposed program.**

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for the middle-skill occupations included in this report.

Exhibit 1: Labor Market Endorsement Summary

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25th Percentile)	Typical Entry-Level Education	Community College Educational Attainment
General and Operations Managers (11-1021)	LA: 6,319 OC: 2,670	LA: 18,868 OC: 7,831	OC: $39.42	Bachelor's degree	33%
Total	**8,989**	**26,699**	**N/A**	**N/A**	**N/A**

Demand

- In Los Angeles and Orange counties, the number of jobs related to *general and operations managers* is projected to increase 2% through 2030, equating to 8,989 annual job openings.
- Hourly entry-level wages for *general and operations managers* are $39.42 in Orange County; which is above the Self-Sufficiency Standard living wage.
- There were 16,859 online job postings for *general and operations managers* over the past 12 months. The highest number of postings were for operations managers, general managers, and directors of operations.
- The typical entry-level education for *general and operations managers* is a bachelor's degree.
- About 33% of workers in the field have completed some college or an associate degree as their highest level of educational attainment.

Supply

- Between 2022 to 2024, an average of 11,028 awards were conferred by 29 community colleges for *general and operations managers* in Los Angeles and Orange counties.
    - Community colleges awards applicable towards the above middle-skill occupation were accounted for in the middle-skill occupation.
- From 2021 to 2024, non-community college institutions conferred an average of 15,671 awards for *general and operations managers*.
    - Non-community colleges awards applicable towards the above middle-skill occupation were accounted for in the middle-skill occupation.

- In the 2023-24 academic year, Orange County community college students that exited small business and entrepreneurship programs had a median annual wage of $37,948 ($18.24 per hour) post-exit, and 31% attained the regional living wage.
- In 2022-23, 49% of Orange County small business and entrepreneurship students that exited their programs reported working a job closely related to their field of study.

Above Middle-Skill Occupations

Although the endorsement summary is based on occupations attainable at the community college level, including related above middle-skill occupations can help illustrate potential career pathways and emerging labor market trends. Since the related program may serve as a stepping-stone toward further education and training, the following above middle-skill occupations, which require a bachelor's degree or higher, is included in this report:

- Above Middle-Skill – denoted with a caret (^) throughout this report.
    - *Chief Executives (11-1011)^*

Exhibit 2 lists the occupational demand, supply, typical entry-level education, and educational attainment for the above middle-skill occupations included in this report.

Exhibit 2: Labor Market Summary for Above Middle-Skill Occupation

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25th Percentile)	Typical Entry-Level Education	Community College Educational Attainment
Chief Executives (11-1011)^	LA: 785 OC: 290	*Accounted for Above*	OC: $50.85	Bachelor's degree	18%
Total	**1,075**	***Accounted for Above***	**N/A**	**N/A**	**N/A**

Demand

Occupational Projections

Exhibit 3 shows the annual percentage change in jobs for *general and operations managers* from 2020 through 2030. Beginning in 2025, Orange County job levels are projected to grow at a similar rate than all occupations through 2030.

Exhibit 3: Annual Percentage Change in Jobs for Small Business and Entrepreneurship Occupations, 2020-2030

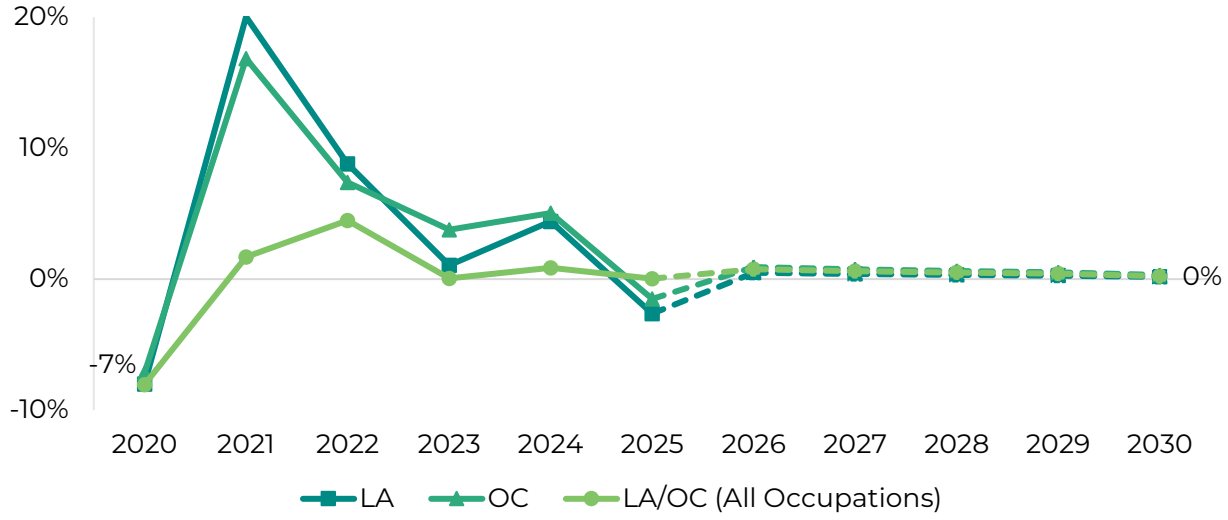


Exhibit 4 shows the five-year occupational demand projections for *general and operations managers*. In Los Angeles and Orange counties, the number of jobs related to these occupations is projected to increase 2% through 2030. There is projected to be 8,989 jobs available annually.

Exhibit 4: Middle-Skill Occupational Demand in Los Angeles and Orange Counties[2]

Geography	2025 Jobs	2030 Jobs	2025-2030 Change	2025-2030 % Change	Annual Openings
Los Angeles	77,644	79,073	1,429	2%	6,319
Orange	31,333	32,416	1,083	3%	2,670
Total	**108,977**	**111,489**	**2,512**	**2%**	**8,989**

Exhibit 5 shows the five-year occupational demand projections for *chief executives^*. In Los Angeles and Orange counties, the number of jobs related to this occupation is projected to increase 0.5% through 2030. There is projected to be 1,075 jobs available annually.

Exhibit 5: Above-Middle Skill Occupational Demand in Los Angeles and Orange Counties

Geography	2025 Jobs	2030 Jobs	2025-2030 Change	2025-2030 % Change	Annual Openings
Los Angeles	11,741	11,775	34	0.3%	290
Orange	4,242	4,284	42	1.0%	290
Total	**15,983**	**16,059**	**76**	**0.5%**	**1,075**

To better understand other occupations for which entrepreneurial skills can be utilized, Exhibit 6 shows 15 middle-skill occupations with the highest rates of self-employment in Los Angeles/Orange County. These 15 occupations have an average self-employment rate of 64%, which is significantly higher than the average of 20% across all occupations. Additionally, community colleges throughout the region have related programs for several of these occupations, including *barbers*; *photographers*; *hairdressers, hairstylists, and cosmetologists*; *real estate sales agents*; *real estate brokers*; and *court reporters and simultaneous captioners*.

Exhibit 6: Top Self-Employed Occupations in Los Angeles and Orange Counties

Occupation	2025 Self-Employed Jobs	2025 Employed Jobs	2025 Total Jobs	2025 % Self-Employed
Barbers	3,409	496	3,904	87.3%
Real Estate Brokers	4,882	1,557	6,439	75.8%
Real Estate Sales Agents	17,554	8,195	25,749	68.2%
Woodworkers, All Other	292	148	440	66.4%
Photographers	7,796	4,075	11,871	65.7%
Court Reporters and Simultaneous Captioners	529	314	843	62.7%

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

Occupation	2025 Self-Employed Jobs	2025 Employed Jobs	2025 Total Jobs	2025 % Self-Employed
Hairdressers, Hairstylists, and Cosmetologists	17,589	11,466	29,055	60.5%
Musical Instrument Repairers and Tuners	253	166	419	60.5%
Choreographers	158	120	277	56.9%
Massage Therapists	5,364	5,752	11,116	48.3%
Interpreters and Translators	1,440	1,581	3,021	47.7%
Desktop Publishers	89	103	192	46.2%
Animal Trainers	746	884	1,629	45.8%
Wind Turbine Service Technicians	84	110	194	43.2%
Jewelers and Precious Stone and Metal Workers	859	1,179	2,038	42.2%

Wages

The labor market endorsement in this report considers the entry-level hourly wages for these small business and entrepreneurship occupations in Orange County as they relate to the county's living wage. Los Angeles County wages are included below to provide a complete analysis of the LA/OC region.

In addition to the Self Sufficiency Standard living wage, data for the MIT Living Wage (updated on February 15, 2026) is provided as a reference. Currently, the MIT Living Wage in Orange County is $36.53. Both figures account for geographic-specific costs of necessities such as housing, food, health care, and transportation to assess the cost of living, and are notated in the exhibits below.

In Orange County, all annual openings for these small business and entrepreneurship occupations have entry-level wages above the Self-Sufficiency living wage of $27.13 for a single adult, ranging from $39.42 to $50.85. Exhibit 7 shows the wage range for each of these small business and entrepreneurship occupations in Orange County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

Exhibit 7: Wages by Occupation in Orange County

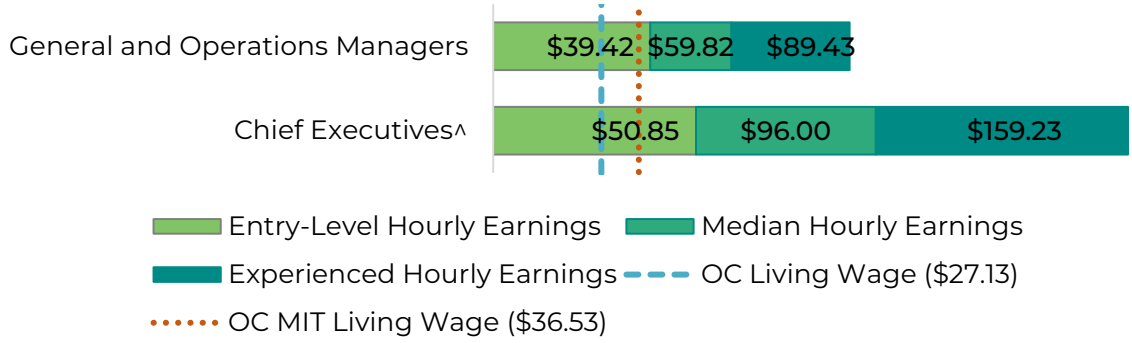


Exhibit 8 shows the reported entry-level wages for the top 15 middle-skill occupations for self-employment compared to those of traditionally employed workers. While none of the wages for self-employed workers are above Orange County's living wage, 20% (3) of the occupations

for traditionally employed workers do. On average, self-employed entry-level wages are around 43% lower than wages for traditionally employed workers.

Exhibit 8: Orange County Wages for Top 15 Middle-Skill Self-Employed Occupations

Occupation	Self-Employed Entry-Level Wages	Employed Entry-Level Wages
Barbers	$8.57	$16.90
Real Estate Brokers	$21.39	**$38.80**
Real Estate Sales Agents	$16.57	$22.12
Woodworkers, All Other	$7.12	$19.90
Photographers	$14.94	$16.63
Court Reporters and Simultaneous Captioners	$21.39	$25.04
Hairdressers, Hairstylists, and Cosmetologists	$10.25	$16.80
Musical Instrument Repairers and Tuners	$9.24	$21.10
Choreographers	$10.97	$22.84
Massage Therapists	$12.43	$16.96
Interpreters and Translators	$18.85	**$27.73**
Desktop Publishers	$13.52	$24.15
Animal Trainers	$9.05	$17.02
Wind Turbine Service Technicians	$14.55	**$34.68**
Jewelers and Precious Stone and Metal Workers	$7.91	$23.07

In Los Angeles County, all annual openings for these small business and entrepreneurship occupations have entry-level wages above the Self-Sufficiency living wage of $24.03 for a single adult, ranging from $39.56 to $49.87. Exhibit 9 shows the wage range for each of these small business and entrepreneurship occupations in Los Angeles County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

Exhibit 9: Wages by Occupation in Los Angeles County

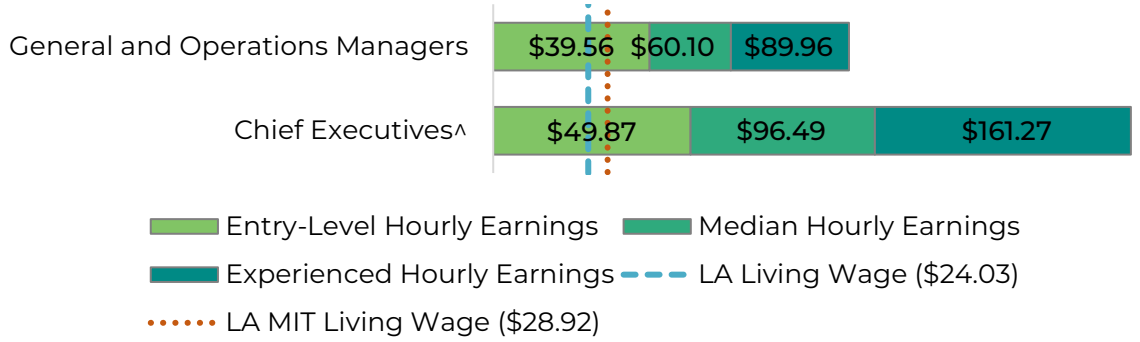


Exhibit 10 shows the reported entry-level wages for the top 15 middle-skill occupations for self-employment compared to those of traditionally employed workers. While none of the wages for self-employed workers are above Los Angeles County's living wage, 40% (6) of the occupations for traditionally employed workers do. On average, self-employed entry-level wages are around 44% lower than wages for traditionally employed workers.

Exhibit 10: Los Angeles County Wages for Top 15 Middle-Skill Self-Employed Occupations

Occupation	Self-Employed Entry-Level Wages	Employed Entry-Level Wages
Barbers	$8.53	$18.32
Real Estate Brokers	$21.39	**$35.16**
Real Estate Sales Agents	$16.56	$19.80
Woodworkers, All Other	$7.21	$18.84
Photographers	$14.82	$19.18
Court Reporters and Simultaneous Captioners	$21.27	**$27.00**
Hairdressers, Hairstylists, and Cosmetologists	$10.25	$18.05
Musical Instrument Repairers and Tuners	$9.21	$21.42
Choreographers	$11.09	**$26.77**
Massage Therapists	$12.38	$16.63
Interpreters and Translators	$18.82	**$29.81**
Desktop Publishers	$13.57	$23.58
Animal Trainers	$9.02	$19.27
Wind Turbine Service Technicians	$14.67	**$32.09**
Jewelers and Precious Stone and Metal Workers	$7.94	**$24.61**

Resilient Jobs and U.S. News & World Report Best Jobs

Exhibit 11 shows if each occupation is considered an Orange County Great Recession-Resilient, COVID-19 Pandemic Recession-Resilient Job, or a 2026 U.S. News & World Report (USN&WR) Best Job[3]. Both occupations meet the criteria to be considered a COVID-19 Pandemic Recession-Resilient Job and USN&WR Best Jobs. Neither of these small business and entrepreneurship occupations are Great Recession-Resilient Jobs.

Exhibit 11: Resilient Jobs and USN&WR Best Jobs Designations

Occupation	Great Recession-Resilient Job	COVID-19 Pandemic Recession-Resilient Job	2026 USN&WR Best Job
Chief Executives^	☐	☑	☑
General and Operations Managers	☐	☑	☑

[3] "100 Best Jobs," U.S. News & World Report, accessed January 12, 2026, https://money.usnews.com/careers/best-jobs/rankings/the-100-best-jobs.

Job Postings

Important Job Postings Data Note: *There are limitations when analyzing job postings. A single job posting may not represent a single job opening for a variety of reasons.*

There were 16,527 online job postings related to these small business and entrepreneurship occupations listed in the past 12 months. Exhibit 12 shows the number of job postings by occupation. About 86% of job postings were for *general operations managers* and about 14% were for *chief executives*.

Exhibit 12: Number of Job Postings by Occupation (n=19,616)

Occupation	Job Postings	Percentage of Job Postings
General and Operations Managers	16,859	86%
Chief Executives^	2,757	14%
Total Postings	**19,616**	**100%**

Job Postings for Middle-Skill Occupation

The top job titles for *general operations managers* in the region, by number of job postings, are shown in Exhibit 13.

Exhibit 13: Top Job Titles by Number of Job Postings for Middle-Skill Occupation (n=16,859)

Job Titles	Job Postings	Percentage
Operations Managers	1,054	6%
General Managers	864	5%
Directors of Operations	717	4%
Assistant Managers	585	3%
Operations Supervisors	455	3%
Assistant General Managers	338	2%
Vice Presidents of Operations	278	2%
Regional Directors of Operations	154	<1%
Business Managers	136	<1%
Operations Leads	126	<1%

The top employers for *general operations managers* in the region, by number of job postings, are shown in Exhibit 14.

Exhibit 14: Top Employers by Number of Job Postings for Middle-Skill Occupation (n=16,859)

Employer	Job Postings	Percentage of Job Postings
CVS Health	152	<1%
Tiktok	123	<1%
Google	113	<1%
Amazon	98	<1%
Anduril Industries	96	<1%
Marriott International	91	<1%
Banc Of California	84	<1%
NBC	79	<1%
Eos Fitness	78	<1%
PetCo	77	<1%

The top specialized, soft, and computer skills for *general operations managers* listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 15.

Exhibit 15: Top Skills by Number of Job Postings for Middle-Skill Occupation (n=16,859)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Operations Management (4,136)	Operations (12,354)	Microsoft Office (2,181)
Finance (3,472)	Leadership (10,827)	Microsoft Excel (2,175)
Workflow Management (3,262)	Communication (10,682)	Microsoft PowerPoint (1,253)
Marketing (3,063)	Management (8,589)	Dashboard (1,063)
Key Performance Indicators (KPIs) (2,944)	Customer Service (6,438)	Microsoft Outlook (900)
Continuous Improvement Process (2,826)	Sales (5,301)	Productivity Software (472)
Project Management (2,511)	Problem Solving (4,424)	Microsoft Word (404)
Operational Excellence (2,392)	Planning (4,206)	Tableau (Business Intelligence Software) (378)
Auditing (2,305)	Accountability (3,538)	Salesforce (367)
Process Improvement (2,257)	Coordinating (3,359)	SQL (Programming Language) (362)

Job Postings for Above Middle-Skill Occupation

The top job titles for *chief executives^* in the region, by number of job postings, are shown in Exhibit 13.

Exhibit 6: Top Job Titles by Number of Job Postings for Above Middle-Skill Occupation (n=2,757)

Job Titles	Job Postings	Percentage
Chiefs of Staff	193	7%
Chief Operating Officers	144	5%
Directors of Finance	90	3%
Executive Directors	64	2%
Affordable Housing Specialists	54	2%
Program Directors	50	2%
Chief Executive Officers	49	2%
City Managers	30	1%
Housing Program Managers	28	1%
Directors of Fiscal Services	26	<1%

The top employers for *chief executives^* in the region, by number of job postings, are shown in Exhibit 14.

Exhibit 7: Top Employers by Number of Job Postings for Above Middle-Skill Occupation(n=2,757)

Employer	Job Postings	Percentage of Job Postings
The People Concern	62	2%
Solari Enterprises	40	1%
Futuresight	33	1%
County Of Los Angeles	32	1%
University of California	30	1%
Addison Group	21	<1%
County Orange-Health Care Agency	20	<1%
Los Angeles County Department Of Human Resources	19	<1%
Social Vocational Services	19	<1%
Volunteers of America	18	<1%

The top specialized, soft, and computer skills for *chief executives^* listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 15.

Exhibit 8: Top Skills by Number of Job Postings for Above Middle-Skill Occupation(n=2,757)

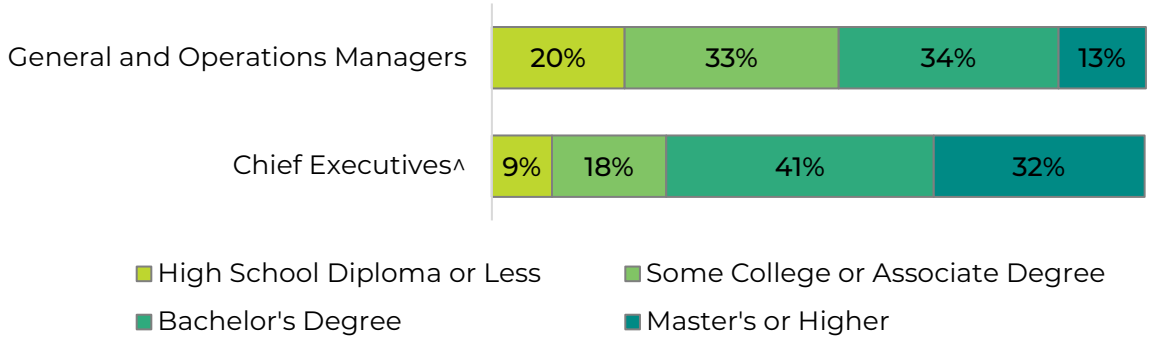
Top Specialized Skills	Top Soft Skills	Top Computer Skills
Finance (782)	Leadership (1,577)	Microsoft Excel (333)
Accounting (476)	Communication (1,547)	Microsoft Office (314)
Auditing (469)	Operations (1,442)	Microsoft Outlook (207)
Project Management (462)	Management (1,320)	Microsoft PowerPoint (163)
Marketing (400)	Planning (831)	Dashboard (157)
Workflow Management (357)	Coordinating (816)	Spreadsheets (119)
Financial Statements (333)	Budgeting (780)	Google Workspace (101)
Public Administration (309)	Accountability (574)	Microsoft Word (99)
Fundraising (300)	Strategic Planning (524)	Homeless Management Information System (73)
Financial Management (282)	Presentations (512)	Productivity Software (60)

Educational Attainment

The Bureau of Labor Statistics (BLS) lists bachelor's degree as the typical entry-level education for *chief executives^* and *general and operations managers*.

The national-level educational attainment data indicates between 18% and 33% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 16 shows the educational attainment for each occupation, sorted by highest community college educational attainment to lowest.

Exhibit 9: National-level Educational Attainment for Occupations



Requested Minimum Education Requirement

Of the cumulative job postings for these small business and entrepreneurship occupations in Los Angeles and Orange counties that listed a minimum education requirement:

- 60% (10,084) of Middle-Skill Occupations Job Postings
  - 26% (2,635) requested a high school diploma or associate degree
  - 70% (7,060) requested a bachelor's degree.
- 62% (1,704) of Above Middle-Skill Occupations Job Postings
  - 10% (168) requested a high school diploma or an associate degree
  - 78% (1,334) requested a bachelor's degree.

Educational Supply

The following tables display the total educational supply for the TOP and CIP codes associated with the middle-skill occupations.

Community College Supply

Exhibit 17 shows the three-year average number of awards conferred by community colleges in the related TOP codes:

- Business and Commerce, General (0501.00)
- Banking and Finance (0504.00)
- Business Administration (0505.00)
- Business Management (0506.00)
- Small Business and Entrepreneurship (0506.40)
- Retail Store Operations and Management (0506.50)
- International Business and Trade (0508.00)
- Insurance (0512.00)

The colleges with the most completions in the region are Cerritos (1,981), followed by Pasadena (993), and Mt San Antonio (799). Over the past 12 months, there were two other related program recommendation requests from regional community colleges.

Exhibit 10: Regional Community College Awards (Certificates and Degrees), 2022-2025

TOP Code	Program	College	2022-2023 Awards	2023-2024 Awards	2024-2025 Awards	3-Year Award Average
0501.00	Business and Commerce, General	Citrus	0	0	2	1
		Glendale	81	94	74	83
		LA City	57	56	96	70
		LA Harbor	15	17	42	25
		LA Pierce	8	20	17	15
		LA Southwest	13	7	9	10
		LA Trade	30	26	0	19
		Long Beach	190	170	313	224
		Mt San Antonio	91	135	108	111
		Santa Monica	15	13	33	20
		West LA	48	95	126	90
		LA Subtotal	**548**	**633**	**820**	**667**
		Coastline	1	2	2	2
		Saddleback	48	68	76	64
		OC Subtotal	**49**	**70**	**78**	**66**
Supply Subtotal/Average			**597**	**703**	**898**	**733**
0504.00	Banking and Finance	East LA	0	0	4	1
		Glendale	14	9	11	11
		LA City	8	16	11	12
		LA Pierce	4	6	5	5

TOP Code	Program	College	2022-2023 Awards	2023-2024 Awards	2024-2025 Awards	3-Year Award Average
		LA Valley	34	42	51	42
		Long Beach	5	5	1	4
		Pasadena	7	10	20	12
		Rio Hondo	1	1	1	1
		LA Subtotal	**73**	**89**	**104**	**89**
		Fullerton	0	4	2	2
		Santa Ana	0	3	4	2
		Santiago Canyon	12	12	15	13
		OC Subtotal	**12**	**19**	**21**	**17**
Supply Subtotal/Average			**85**	**108**	**125**	**106**
0505.00	Business Administration	Cerritos	361	344	502	402
		Citrus	351	333	272	319
		Compton	22	26	28	25
		East LA	256	241	197	231
		El Camino	261	285	275	274
		Glendale	186	170	141	166
		LA City	104	76	117	99
		LA Harbor	75	51	59	62
		LA Mission	78	74	97	83
		LA Pierce	216	227	239	227
		LA Southwest	25	26	26	26
		LA Trade	0	5	35	13
		LA Valley	183	218	216	206
		Long Beach	292	281	375	316
		Mt San Antonio	373	449	493	438
		Pasadena	753	962	1,044	920
		Rio Hondo	248	228	219	232
		Santa Monica	301	381	349	344
		West LA	97	69	50	72
		LA Subtotal	**4,182**	**4,446**	**4,734**	**4,454**
		Coastline	381	295	306	327
		Cypress	225	208	227	220
		Fullerton	343	344	355	347
		Golden West	183	244	218	215
		Irvine	292	277	406	325
		Orange Coast	337	388	412	379

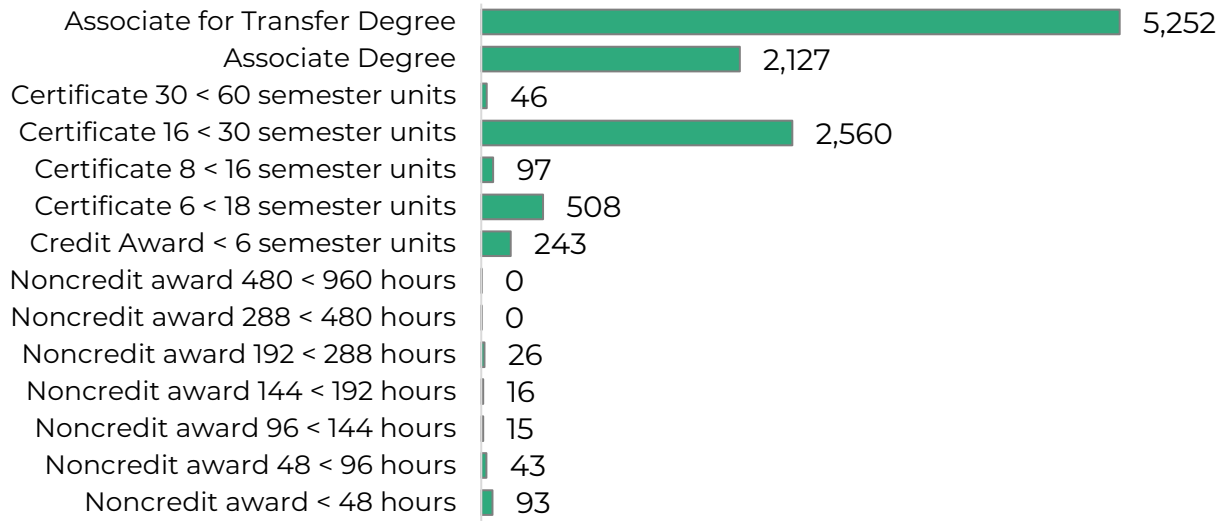
TOP Code	Program	College	2022-2023 Awards	2023-2024 Awards	2024-2025 Awards	3-Year Award Average
		Saddleback	398	372	509	426
		Santa Ana	174	158	210	181
		Santiago Canyon	150	143	135	143
		OC Subtotal	**2,483**	**2,429**	**2,778**	**2,563**
Supply Subtotal/Average			**6,665**	**6,875**	**7,512**	**7,017**
0506.00	Business Management	Cerritos	469	1,526	1,115	1,037
		Citrus	0	2	5	2
		Compton	0	1	2	1
		East LA	14	23	20	19
		El Camino	40	31	42	38
		Glendale	22	28	23	24
		LA City	40	33	27	33
		LA Mission	3	4	7	5
		LA Pierce	9	9	9	9
		LA Valley	34	37	74	48
		Long Beach	26	43	38	36
		Mt San Antonio	157	192	226	192
		Pasadena	2	7	13	7
		Santa Monica	0	1	20	7
		LA Subtotal	**816**	**1,937**	**1,621**	**1,458**
		Coastline	40	36	30	35
		Cypress	3	1	0	1
		Fullerton	20	39	51	37
		Golden West	5	8	12	8
		Irvine	20	36	30	29
		Orange Coast	2	0	8	3
		Saddleback	0	7	13	7
		Santa Ana	62	63	60	62
		Santiago Canyon	173	72	21	89
		North Orange Continuing Education	0	37	38	25
		OC Subtotal	**325**	**299**	**263**	**296**
Supply Subtotal/Average			**1,141**	**2,236**	**1,884**	**1,754**

TOP Code	Program	College	2022-2023 Awards	2023-2024 Awards	2024-2025 Awards	3-Year Award Average
0506.40	Small Business and Entrepreneur-ship	Cerritos	13	10	13	12
		Citrus	0	0	1	0
		East LA	19	14	5	13
		El Camino	0	0	6	2
		Glendale	6	2	9	6
		LA City	19	26	36	27
		LA Pierce	31	17	42	30
		LA Trade	10	6	12	9
		LA Valley	174	169	415	253
		Long Beach	1	0	1	1
		Mt San Antonio	20	39	29	29
		Pasadena	22	36	54	37
		Rio Hondo	13	8	3	8
		Santa Monica	17	22	84	41
		West LA	12	8	37	19
		LA Subtotal	**357**	**357**	**747**	**487**
		Coastline	4	2	0	2
		Fullerton	2	6	6	5
		Irvine	233	237	261	244
		Saddleback	6	9	11	9
		Santa Ana	3	10	2	5
		Santiago Canyon	4	5	0	3
		OC Subtotal	**252**	**269**	**280**	**267**
Supply Subtotal/Average			**609**	**626**	**1,027**	**754**
0506.50	Retail Store Operations and Management	Cerritos	339	590	615	515
		El Camino	2	4	1	2
		LA City	0	1	5	2
		LA Trade	0	0	1	0
		LA Valley	2	1	1	1
		Mt San Antonio	4	2	4	3
		Pasadena	0	0	3	1
		Rio Hondo	1	2	0	1
		LA Subtotal	**348**	**600**	**630**	**526**
		Irvine	0	0	1	0
		Saddleback	1	0	1	1

TOP Code	Program	College	2022-2023 Awards	2023-2024 Awards	2024-2025 Awards	3-Year Award Average
		Santa Ana	3	12	5	7
		OC Subtotal	**4**	**12**	**7**	**8**
Supply Subtotal/Average			**352**	**612**	**637**	**534**
0508.00	International Business and Trade	Cerritos	2	24	20	15
		East LA	4	6	1	4
		Glendale	0	1	5	2
		LA Harbor	0	0	1	0
		Long Beach	5	14	17	12
		Mt San Antonio	17	24	35	25
		Pasadena	13	13	21	16
		Rio Hondo	1	0	1	1
		Santa Monica	1	2	3	2
		LA Subtotal	**43**	**84**	**104**	**77**
		Coastline	0	2	0	1
		Fullerton	3	5	6	5
		Saddleback	1	0	2	1
		Santa Ana	44	26	19	30
		OC Subtotal	**48**	**33**	**27**	**36**
Supply Subtotal/Average			**91**	**117**	**131**	**113**
0512.00	Insurance	Glendale	0	4	3	2
		LA Pierce	6	6	4	5
		LA Valley	5	0	6	4
		Santa Monica	1	7	10	6
		LA Subtotal	**12**	**17**	**23**	**17**
		-	**-**	**-**	**-**	**-**
		OC Subtotal	**-**	**-**	**-**	**-**
Supply Subtotal/Average			**12**	**17**	**23**	**17**
Supply Total/Average			**9,552**	**11,294**	**12,237**	**11,028**

Exhibit 18 shows the annual average community college awards by type from 2022-23 to 2024-25. The plurality of the awards are for certificate 16 to 30 semester units, followed by credit award to 6 semester units then associate degree.

Exhibit 11: Annual Average Community College Awards by Type, 2022-2025



Community College Student Outcomes

Exhibit 19 shows the Strong Workforce Program (SWP) metrics for small business and entrepreneurship programs in Coast Community College District (CCCD), the Orange County Region, and California. Of the 2,370 Orange County small business and entrepreneurship students in the 2024-25 academic year, 41% (983) attended an CCCD college.

CCCD students that exited small business and entrepreneurship programs in the 2023-24 academic year had lower median annual earnings ($24,678 or $11.86 per hour) compared to all small business and entrepreneurship students in Orange County ($37,948 or $18.24 per hour). A lower percentage of CCCD small business and entrepreneurship students attained the living wage (26%) when compared to all small business and entrepreneurship students in Orange County (31%).

Exhibit 12: Small Business and Entrepreneurship (0506.40) Strong Workforce Program Metrics, 2022-25[4]

SWP Metric	CCCD	OC Region	California
SWP Students	983	2,370	11,863
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	24%	23%	34%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Insufficient Data	57%	63%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	Insufficient Data	21	1,179
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2023-24)	37	90	460
SWP Students with a Job Closely Related to Their Field of Study (2022-23)	50%	49%	32%

[4] All SWP metrics are for 2024-25 unless otherwise noted.

SWP Metric	CCCD	OC Region	California
Median Annual Earnings for SWP Exiting Students (2023-24)	$24,678 ($11.86)	$37,948 ($18.24)	$40,340 ($19.39)
Median Change in Earnings for SWP Exiting Students (2023-24)	19%	31%	23%
SWP Exiting Students Who Attained the Living Wage (2023-24)	26%	31%	41%

Non-Community College Supply

To comprehensively analyze the regional supply, it is crucial to include data from other institutions offering small business and entrepreneurship programs. Exhibit 20 displays the annual and three-year average awards granted by these institutions under the related Classification of Instructional Programs (CIP) codes:

- Business/Commerce, General (52.0101)
- Business Administration and Management, General (52.0201)
- Entrepreneurship/Entrepreneurial Studies (52.0701)
- Finance, General (52.0801)
- International Business/Trade/Commerce (52.1101)

No awards conferred for the CIP codes: Retail Management (52.0212).

The available data covers 2021 to 2024. During this period, non-community college institutions in the region conferred an average of 15,671 awards annually in related programs.

Exhibit 13: Regional Non-Community College Awards, 2021-2024

CIP Code	Program	College	2022-2023 Awards	2023-2024 Awards	2024-2025 Awards	3-Year Award Average
52.0101	Business/ Commerce, General	Azusa Pacific University	15	10	9	11
		Biola University	32	28	32	31
		Fremont University	11	5	5	7
		Loyola Marymount University	39	65	59	54
		Mount Saint Mary's University	0	0	0	0
		Pacific States University	8	2	0	3
		University of Southern California	0	0	0	0
Supply Subtotal/Average			**105**	**110**	**105**	**107**
52.0201	Business Administration and Management, General	Abraham Lincoln University	3	3	4	3
		America Evangelical University	9	2	0	4
		American Jewish University	1	2	0	1

CIP Code	Program	College	2022-2023 Awards	2023-2024 Awards	2024-2025 Awards	3-Year Award Average
		Angeles College	21	0	4	8
		Azusa Pacific University	182	151	106	146
		Bethesda University	39	39	38	39
		Biola University	106	111	108	108
		California Institute of Advanced Management	62	37	39	46
		California State Polytechnic University-Pomona	1,678	1,641	1,420	1,580
		California State University-Dominguez Hills	599	539	554	564
		California State University-Fullerton	2,289	2,194	2,350	2,278
		California State University-Long Beach	1,688	1,533	1,581	1,601
		California State University-Los Angeles	854	1,026	1,003	961
		California State University-Northridge	840	1,101	1,243	1,061
		Chapman University	526	439	428	464
		Claremont Graduate University	41	53	52	49
		Concordia University-Irvine	99	142	123	121
		Fremont University	3	6	9	6
		Haven University	3	2	10	5
		Hope International University	59	49	67	58
		InterCoast Colleges-West Covina	2	4	5	4
		Latin American Bible Institute	0	0	0	0
		Learnet Academy Inc	6	7	0	4

CIP Code	Program	College	2022-2023 Awards	2023-2024 Awards	2024-2025 Awards	3-Year Award Average
		Life Pacific University	19	22	13	18
		Los Angeles Pacific College	1	5	17	8
		Los Angeles Pacific University	27	52	33	37
		Loyola Marymount University	68	78	76	74
		Mount Saint Mary's University	21	16	20	19
		Pacific College	0	0	1	0
		Pacific Oaks College	11	11	19	14
		Pacific States University	8	2	2	4
		Pepperdine University	677	779	635	697
		Platt College-Anaheim	5	9	5	6
		Platt College-Los Angeles	6	3	1	3
		Presbyterian Theological Seminary in America	0	0	0	0
		Saybrook University	5	5	3	4
		The Chicago School at Anaheim	1	0	0	0
		The Chicago School at Los Angeles	19	0	2	7
		The Master's University and Seminary	43	54	45	47
		Touro University Worldwide	10	11	14	12
		University of Antelope Valley	26	20	0	15
		University of California-Irvine	528	565	585	559
		University of California-Los Angeles	15	68	35	39
		University of La Verne	465	325	250	347
		University of Massachusetts Global	467	408	293	389

CIP Code	Program	College	2022-2023 Awards	2023-2024 Awards	2024-2025 Awards	3-Year Award Average
		University of Southern California	1,258	260	173	564
		University of the People	1,365	2,362	3,292	2,340
		University of the West	10	12	11	11
		Vanguard University of Southern California	50	53	72	58
		West Coast University-Orange County	11	21	29	20
		Westcliff University	434	364	494	431
		Whittier College	39	64	38	47
		Woodbury University	47	39	20	35
Supply Subtotal/Average			**14,746**	**14,689**	**15,322**	**14,919**
52.0701	Entrepreneur-ship/ Entrepreneurial Studies	Azusa Pacific University	3	2	2	2
		Biola University	0	5	7	4
		Hussian College-Los Angeles	0	0	0	0
		Loyola Marymount University	52	88	107	82
		Mount Saint Mary's University	6	7	3	5
		The Master's University and Seminary	0	1	11	4
		University of California-Irvine	43	63	55	54
		University of La Verne	1	0	0	0
		Westcliff University	5	4	14	8
Supply Subtotal/Average			**110**	**170**	**199**	**160**
52.0801	Finance, General	California State University-Northridge	256	75	16	116
		Claremont McKenna College	18	13	13	15
		Loyola Marymount University	114	104	107	108
		Pepperdine University	8	20	24	17

CIP Code	Program	College	2022-2023 Awards	2023-2024 Awards	2024-2025 Awards	3-Year Award Average
		University of La Verne	26	10	8	15
		University of Southern California	17	14	23	18
		Westcliff University	16	8	15	13
Supply Subtotal/Average			**455**	**244**	**206**	**302**
52.1101	International Business/Trade /Commerce	Azusa Pacific University	3	4	3	3
		California State University-Fullerton	50	58	56	55
		Claremont Graduate University	0	0	0	0
		Learnet Academy Inc	3	3	0	2
		Mount Saint Mary's University	3	0	3	2
		Pepperdine University	131	89	72	97
		University of La Verne	2	4	1	2
		University of Southern California	45	0	0	15
		Westcliff University	4	3	14	7
Supply Subtotal/Average			**241**	**161**	**149**	**184**
Supply Total/Average			**15,657**	**15,374**	**15,981**	**15,671**

Regional Demographics

The following section presents occupational, community college program, and population demographic data for Orange County. This comparison can help identify possible equity gaps between the local workforce and the student pipeline who are preparing for these occupations. These insights can inform program development, outreach, and support strategies to better align community college programs with current labor market needs.

Ethnicity

Exhibit 21 compares the ethnicity of Orange County community college students enrolled in small business and entrepreneurship programs, the overall Orange County population, and occupation-specific data for these small business and entrepreneurship occupations included in this report.

White workers have more than double the representation in small business and entrepreneurship occupations (64%) compared to the proportion of white community college small business and entrepreneurship students (24%). Conversely, Hispanic or Latino individuals make up 43% of small business and entrepreneurship students, but only 11% of the workforce, indicating a potential disconnect between training and employment outcomes.

Exhibit 14: Program and County Demographics by Ethnicity

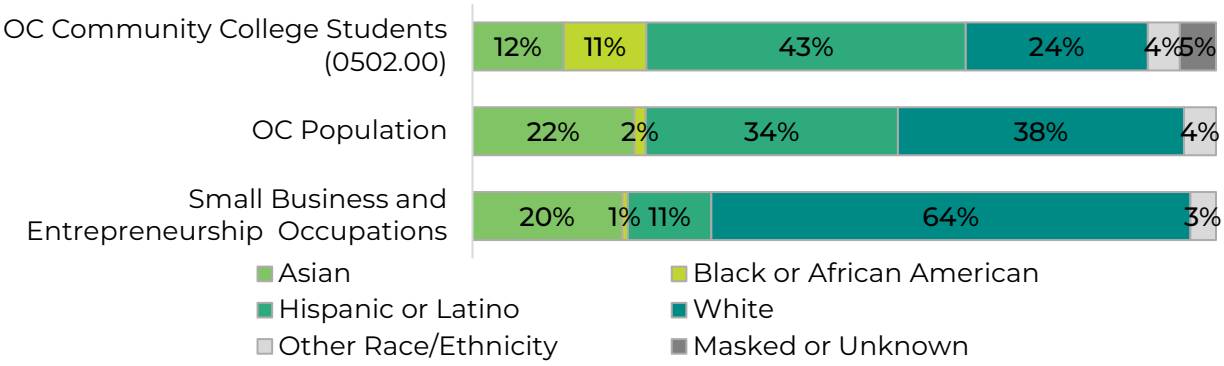
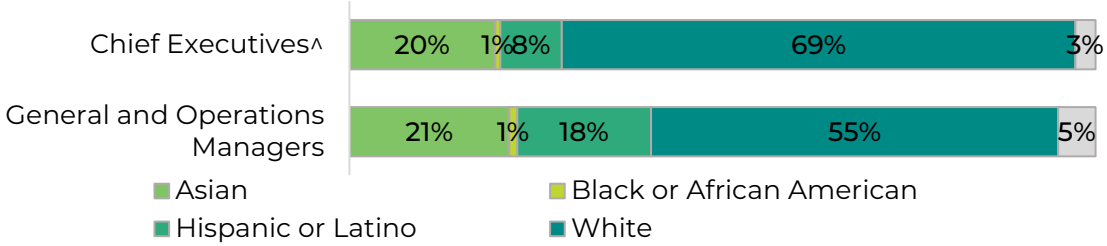


Exhibit 22 shows the disaggregated ethnicity data for each occupation, revealing potential disparities in entry into well-paying occupations or career advancement.

Out of all small business and entrepreneurship workers, white workers make up the majority of the workforce in both occupations, 69% of *chief executives^* and 55% of *general and operations managers*.

Exhibit 15: Disaggregated Ethnic Distribution by Occupation



Age

Exhibit 22 compares the age of Orange County community college students enrolled in small business and entrepreneurship programs, the overall Orange County population, and occupation-specific data for these small business and entrepreneurship occupations included in this report.

Although only 1% of small business and entrepreneurship workers are 24 and younger, about 9% are 25 to 34 years of age, which is much smaller than the proportion of small business and entrepreneurship students in this age range (58%). This may indicate the need for more on-the-job experience to become a small business and entrepreneurship worker. Additionally, there are significantly more small business and entrepreneurship workers who are 35 and older (90%) compared to small business and entrepreneurship students (42%), indicating a possible shift in careers to small business and entrepreneurship later in life.

Exhibit 16: Program and County Demographics by Age

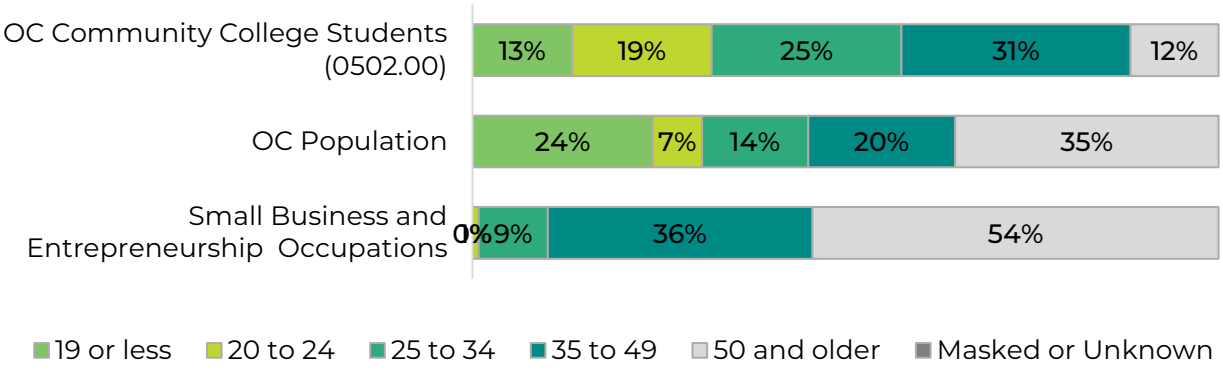
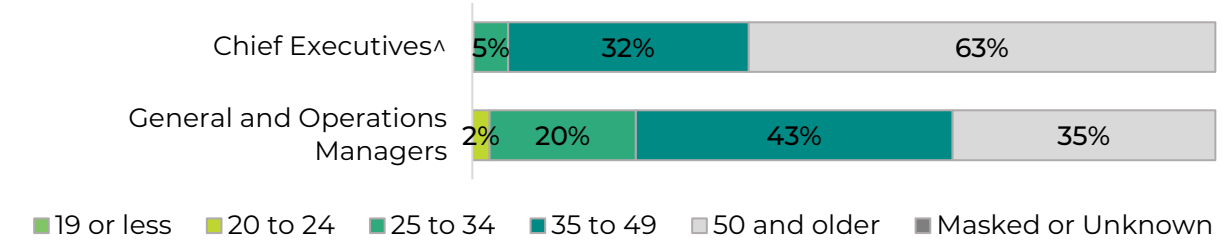


Exhibit 24 shows the disaggregated age data for each occupation, revealing potential disparities in entry into well-paying occupations or career advancement.

Out of all small business and entrepreneurship workers, those who are 35 to 49 years of age make up 43% of the workforce in the lower paying ($139.42) middle skill occupation *general operations managers* and 32% of the higher wage ($50.85) above middle skill occupation *chief executives^*. Additionally, the majority of *chief executives^* are 50 and older (63%), much higher than the proportion who are *general operations managers* (35%).

Exhibit 17: Disaggregated Age Distribution by Occupation



Sex

Exhibit 23 compares the sex of Orange County community college students enrolled in small business and entrepreneurship programs, the overall Orange County population, and occupation-specific data for these small business and entrepreneurship occupations.

Though the population is split evenly between women and men, only 27% of small business and entrepreneurship workers in the field, and 37% of community college students, are women.

Exhibit 18: Program and County Demographics by Sex

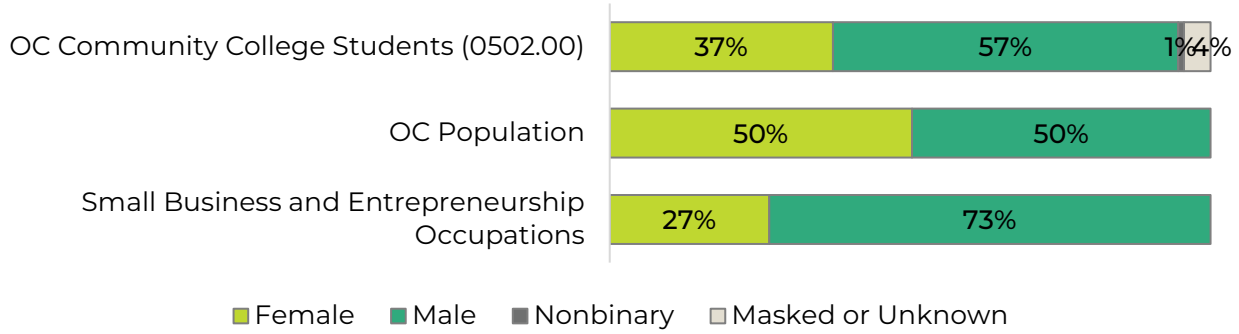
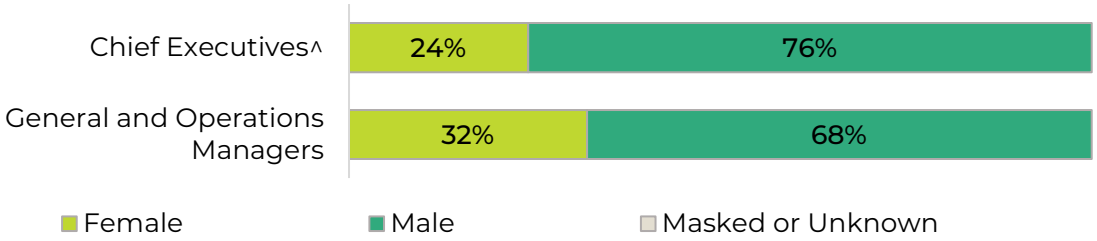


Exhibit 26 shows the disaggregated sex data for each occupation, revealing potential disparities in entry into well-paying occupations or career advancement.

The proportion of women and men in the lower wage ($39.42) middle skill occupation *general operations managers* is greater than the higher wage ($50.85) above middle skill occupation *chief executives^*. Specifically, more *general operations managers* are women (32%) compared to *chief executives^* (24%), alluding to gender pay and career advancement gaps in this industry.

Exhibit 19: Disaggregated Sex Distribution by Occupation



Appendix A: Methodology

OC COE prepared this report by analyzing occupational and educational program data. Occupational data comes from Lightcast, a labor market analytics firm which compiles information from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS), and other agencies. Analysis of emerging occupations is predicated on online job postings data combined with Occupational Information Network (O*NET) profile descriptions. Program supply data was sourced from the California Community Colleges Chancellor's Office Data Mart (MIS Data Mart) (datamart.cccco.edu) and the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data), also known as IPEDS, which was integrated into the COE's Supply Table. (IPEDS).

Using a TOP-SOC crosswalk, the OC COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- All occupations that have 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.

The OC COE determined labor market supply for each occupation (SOC code) by analyzing the number of 3-year average program completers or awards in related TOP and CIP codes. TOP code data comes from MIS Data Mart and CIP code data comes from the IPEDS. The TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education throughout the United States and Canada. The California Community Colleges are the only system that use TOP codes.

The analysis reflects labor market demand for occupations closely related to the proposed program as expressed by the requesting college in consultation with the OC COE. Traditional labor market data was used to assess current and projected employment based on data trends for detailed occupations, as well as annual average awards granted by regional postsecondary educational institutions. Real-time labor market information (online job postings) assesses employer preferences but cannot be used to measure the quantity of open positions, number of jobs, or annual openings.

All findings are based on the most current available data and a combination of primary and secondary sources. While care was taken to ensure accuracy, the OC COE, its host district, and the California Community Colleges Chancellor's Office are not responsible for individual decisions made based on this report.

Appendix B: Data Sources

Data Type	Source
Occupational Projections, Wages, and Job Postings	Traditional and real-time labor market information are captured using data from Lightcast (v.2026.3), a labor market analytics firm.
Living Wage	Per the CCCCO's this report's endorsement criteria uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard last updated in March 2024, which is $27.13 per hour ($57,294 annually) in Orange County. The MIT Living Wage, updated on February 15, 2026, is a nationally recognized living wage metric and is provided for reference. The current MIT Living Wage in Orange County is $36.53.
Typical Education and Training Requirements, and Educational Attainment	The Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data.
Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences	The O*NET database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations.
Educational Supply	The CCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions).
Student Metrics and Demographics	Data Vista, a statewide data system supported by the California Community Colleges Chancellor's Office provides data on progress, success, employment, and earnings outcomes for California community college students.
Population and Occupation Demographics	The Census Bureau's American Community Survey (ACS) is the premier source for detailed population and housing information. Data is sourced from IPUMS USA, a database providing access to ACS and other Census Bureau data products.

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ORANGE COUNTY