



# Labor Market Analysis for Program Recommendation Business and Commerce Occupations Santa Cruz and Monterey Subregion

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

Certificate Program

April 2026

Recommendation Based on Labor Market Data: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> With Reservations <input type="checkbox"/> No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage- \$45 Mid-Career Hourly Wage- \$66  Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 8,180 Supply: 423 (5% of Demand is Met) Gap: 7,757  In-Demand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Santa Cruz and Monterey Subregion	Entry Level Hourly Wage- \$37 Mid-Career Hourly Wage-\$52  Mid-Career Hourly Wage at or above the Subregion Living Wage (\$27)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 507 Supply: 54 (11% of Demand is Met) Gap: 453  In-Demand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

**Note:** An occupation is considered to provide a living wage if the mid-career wage is at or above the amount required for a single adult to be economically self-sufficient within a specified region. As a rule of thumb, an occupation will be considered **in-demand** when the supply is less than 75% of the demand **and** the labor market gap exceeds 40 openings (a reasonable regional threshold for starting a new program), but this approach may not apply in all cases. For definitions of demand, supply, and living wage, please scroll to the bottom of the report under **Definitions**.

## Recommendation

Based on the labor market data, we recommend this proposed certificate program that focuses on service learning. The skills learned in this program can be beneficial across many fields, but students are most likely to pursue careers in

business and commerce. The occupations meet both the Bay Region and Santa Cruz and Monterey subregion living wage at the entry and mid-career levels. An additional 7,757 students are needed in the Bay Region and 453 students in the Santa Cruz and Monterey subregion to complete their program. Lastly, only 5% of labor market demand is being met in the Bay Region, and 11% of demand is being met in the Santa Cruz and Monterey subregion overall.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 0501.00 - Business and Commerce, General 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 subregion in the state and region.

This report profiles Business and Commerce Occupations in the 12 county Bay Region and in the Santa Cruz and Monterey subregion. The occupations classified as middle-skill occupations require a certificate, or an associate degree, or it may require a bachelor's degree, but 33% or fewer of current workers in these roles hold one. I

- **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.  
Typical Entry-Level Educational: Bachelor's degree  
Skill Level: Middle-Skill  
Work Experience Required: 5 years or more  
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 33%
- **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.  
Typical Entry-Level Educational: Bachelor's degree  
Skill Level: Middle-Skill  
Work Experience Required: Less than 5 years  
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 32%
- **Facilities Managers (11-3013):** Plan, direct, or coordinate operations and functionalities of facilities and buildings. May include surrounding grounds or multiple facilities of an organization's campus.  
Typical Entry-Level Educational: Bachelor's degree  
Skill Level: Middle-Skill  
Work Experience Required: Less than 5 years  
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 36%
- **Cost Estimators (13-1051):** Prepare cost estimates for product manufacturing, construction projects, or services to aid management in bidding on or determining price of product or service. May specialize according to particular service performed or type of product manufactured.  
Typical Entry-Level Educational: Bachelor's degree  
Skill Level: Middle-Skill  
Work Experience Required: None  
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 36%

## Occupational Demand

**Table 1. Employment Outlook for Business and Commerce Occupations in the Bay Region**

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
General and Operations Managers	74,574	76,922	2,347	3%	31,633	6,327	\$45	\$69
Administrative Services Managers	9,601	9,823	221	2%	4,129	826	\$46	\$61
Facilities Managers	5,555	5,689	133	2%	2,478	496	\$46	\$62
Cost Estimators	6,556	6,333	-222	-3%	2,655	531	\$36	\$47
<b>Total</b>	<b>96,286</b>	<b>98,767</b>	<b>2,481</b>	<b>3%</b>	<b>40,895</b>	<b>8,180</b>	<b>\$45</b>	<b>\$66</b>

Source: Lightcast 2026.1

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 Business and Commerce Occupations in the Santa Cruz and Monterey Subregion**

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
General and Operations Managers	4,583	4,780	196	4%	1,994	399	\$37	\$53
Administrative Services Managers	523	536	12	2%	222	44	\$38	\$55
Facilities Managers	317	327	9	3%	143	29	\$40	\$53
Cost Estimators	394	400	6	2%	174	35	\$29	\$38
<b>Total</b>	<b>5,817</b>	<b>6,043</b>	<b>226</b>	<b>4%</b>	<b>2,533</b>	<b>507</b>	<b>\$37</b>	<b>\$52</b>

Source: Lightcast 2026.1

Santa Cruz and Monterey Subregion includes: Monterey, San Benito, Santa Cruz Counties

## Job Postings in the Bay Region and Santa Cruz and Monterey Subregion

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

Occupation	Bay Region	Santa Cruz and Monterey
General and Operations Managers	16,218	512
Facilities Managers	3,569	148
Cost Estimators	3,099	65
Administrative Services Managers	789	26

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

**Table 4a. Top Job Titles in Job Postings for Business and Commerce Occupations in the Bay Region**

Title	Bay	Title	Bay
Estimators	912	Project Estimators	191
Operations Managers	837	Shift Supervisors	181

Title	Bay	Title	Bay
Facilities Managers	461	Assistant General Managers	176
Directors of Operations	443	Management Trainees	170
Assistant Managers	428	Business Operations Managers	170
General Managers	345	Program Operations Managers	168
Operations Supervisors	301	Strategy and Operations Managers	154
Facilities Coordinators	261	Executive Directors	132
Vice Presidents of Operations	257	Facilities Assistants	124

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

**Table 4b. Top Job Titles in Job Posting for Business and Commerce Occupations in the Santa Cruz and Monterey Subregion**

Title	Santa Cruz and Monterey	Title	Santa Cruz and Monterey
Assistant Managers	37	Directors of Operations	11
Operations Managers	30	Manager Trainees	11
Shift Supervisors	24	Facilities Assistants	11
General Managers	23	District Managers	10
Operations Supervisors	18	Facilities Coordinators	10
Estimators	18	Maintenance Engineers	8
Facilities Managers	17	Assistant General Managers	7
Facilities Supervisors	13	Executive Directors	7
Management Trainees	12	Engineers	7

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

## Industry Concentration

**Table 5. Industries Hiring for Business and Commerce Occupations in the Bay Region**

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2024)	Jobs in Industry (2029)	% Change (2024-29)	% Occupation Group in Industry (2024)
Corporate, Subsidiary, and Regional Managing Offices	3,693	4,474	21%	4%
Local Government, Excluding Education and Hospitals	3,138	3,310	5%	3%
Custom Computer Programming Services	2,620	2,748	5%	3%
Software Publishers	1,749	1,906	9%	2%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2024)	Jobs in Industry (2029)	% Change (2024-29)	% Occupation Group in Industry (2024)
Full-Service Restaurants	1,615	1,663	3%	2%
Web Search Portals and All Other Information Services	1,508	1,575	4%	2%
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	1,537	1,569	2%	2%
Plumbing, Heating, and Air-Conditioning Contractors	1,437	1,426	-1%	1%
Limited-Service Restaurants	1,364	1,422	4%	1%
Electrical Contractors and Other Wiring Installation Contractors	1,403	1,319	-6%	1%

Source: Lightcast 2026.1

**Table 6. Top Employers Posting Business and Commerce Occupations in the Bay Region and the Santa Cruz and Monterey Subregion**

Employer	Bay	Employer	Santa Cruz and Monterey
Google	634	CVS Health	21
GPAC	500	Enterprise Mobility	15
Apple	373	Hyatt	14
Robert Half	208	University of California-Santa Cruz	13
Meta	201	Joby Aviation	12
Amazon	184	Wells Fargo	11

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

## Educational Supply

There are fifteen community colleges in the Bay Region issuing 423 awards on average annually (last 3 years ending 2023-24) on TOP 0501.00 - Business and Commerce, General. In the Santa Cruz and Monterey subregion, there are two community colleges that issued 54 awards on average annually (last 3 years) on this TOP code.

There are no other CTE educational institutions in the Bay Region issuing awards on average annually (last 3 years ending 2022-23) on CIP 0501.00- Business and Commerce, General.

**Table 7. Community College Awards on TOP 0501.00 - Business and Commerce, General in the Bay Region**

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Noncredit award	Total
Berkeley City	East Bay	3	3	0	0	6
Cabrillo	Santa Cruz and Monterey	50	0	2	0	52
Chabot	East Bay	0	0	78	0	78

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Noncredit award	Total
Diablo Valley	East Bay	57	0	19	0	76
Gavilan	Silicon Valley	12	0	8	0	20
Las Positas	East Bay	7	0	0	0	7
Marin	North Bay	11	0	3	0	14
Merritt	East Bay	3	0	0	0	3
Mission	Silicon Valley	0	0	1	0	1
Monterey	Santa Cruz and Monterey	0	2	0	0	2
Napa	North Bay	10	0	0	0	10
Ohlone	East Bay	114	0	0	0	114
San Francisco	Mid-Peninsula	26	0	0	0	26
San Mateo	Mid-Peninsula	2	0	0	0	2
Santa Rosa	North Bay	0	0	0	12	12
<b>Total</b>	<b>-</b>	<b>295</b>	<b>5</b>	<b>111</b>	<b>12</b>	<b>423</b>

Source: Data Mart

Note: The annual average for awards is 2021-22 to 2023-24.

## Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 8,180 annual openings for the Business and Commerce occupational cluster and 423 annual (3-year average) awards for an annual undersupply of 7,757 students. In the Santa Cruz and Monterey subregion, there is also a gap with 507 annual openings and 54 annual (3-year average) awards for an annual undersupply of 453 students.

## Student Outcomes

\*\*Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0501.00 - \_Business and Commerce, General\*\*

Metric Outcomes	Bay All CTE Program	State 0501.00	Bay 0501.00	Santa Cruz and Monterey 0501.00
Students with a Job Closely Related to Their Field of Study	75%	72%	73%	68%
Median Annual Earnings for SWP Exiting Students	\$58,379	\$39,048	\$47,130	\$36,798
Median Change in Earnings for SWP Exiting Students	31%	37%	41%	46%
Exiting Students Who Attained the Living Wage	50%	37%	37%	17%

Source: DataVista Program Median of 2020 to 2022.

## Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Business and Commerce Occupations in the Bay Region

Skill	Posting	Skill	Posting
Project Management	5,839	Auditing	2,169

Skill	Posting	Skill	Posting
Finance	4,418	Operational Efficiency	1,946
Operations Management	4,255	Cross-Functional Collaboration	1,940
Marketing	3,251	Data Analysis	1,940
Workflow Management	3,052	Artificial Intelligence	1,933
Construction	2,817	Business Operations	1,917
Key Performance Indicators (KPIs)	2,766	Subcontracting	1,878
Continuous Improvement Process	2,388	Scalability	1,825
Operational Excellence	2,271	Facility Management	1,711
Process Improvement	2,250	Business Development	1,650

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

**Table 10. Certifications in Job Postings for Business and Commerce Occupations in the Bay Region**

Certification	Posting	Certification	Posting
Project Management Professional Certification	225	Project Management Certification	49
ServSafe Certification	79		

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

**Table 11. Education Requirements for Business and Commerce Occupations in the Bay Region**

Education Level	Job Postings	% of Total
High school or GED	2,677	14%
Associate degree	896	5%
Bachelor's degree & higher	16,030	82%

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Note: 41% 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.

## Definitions

**Demand** refers to average annual openings which includes a combination of both [new jobs and replacement jobs](#) between 2024 to 2029. New jobs represent the total number of additional workers required in an occupation, calculated as the difference between the current number of workers and the projected number of unfilled positions. Replacements are jobs that will need to be filled by [new hires](#) due to existing workers leaving the occupation. The average annual openings figure is derived by dividing total openings (2024 to 2029) by five years.

**Supply** refers to the average number of [graduates](#) between academic years 2021–2022 and 2023–2024. Graduates include students from community colleges, other two-year private and public institutions, as well as four-year institutions.

**Living wage** refers to the amount of income required for working families to meet basic needs at a minimally adequate level, considering family composition, ages of children, and geographic differences in costs based on the Self-Sufficiency Standard methodology.

**Entry-level** wages are the hourly earnings paid to workers who are newly entering an occupation.

**Mid-career wages** are the hourly earnings paid to workers who have accumulated several years of experience in an occupation, reflecting increased productivity, skill proficiency, and responsibility beyond entry-level roles but short of late-career or senior positions.

## Sources

O\*Net Online

Lightcast

CTE LaunchBoard [www.calpassplus.org](http://www.calpassplus.org)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCO Data Mart

## Contacts

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