

Labor Market Analysis for Program Recommendation:

Business Information Technology
Professionals in Greater Sacramento

Prepared by the North Far North Center of Excellence
February 2026



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Summary

The North Far North Center of Excellence for Labor Market Research (NFN COE) prepared this report to provide an analysis of occupational demand and educational supply for selected occupations employed across the 22-county North Far North region. This report aims to determine if demand in the local labor market is unmet by the supply from existing community college programs and other postsecondary training providers, with a primary focus on training that leads to living wage jobs in middle-skilled occupations.¹

Key Findings

- **Business information technology jobs are projected to grow at a similar rate in the Greater Sacramento subregion compared to California.** Business information technology jobs are projected to grow by 3% in Greater Sacramento by 2029, compared to 2% in California.
- **Business information technology aligns well with community college offerings.** Between 40% to 58% of business information technology workers have some college or an associate degree as their highest level of educational attainment.
- **A supply gap exists for business information technology professionals.** There are 5,822 projected annual job openings in the Greater Sacramento subregion and 66 average annual awards conferred, with 50 of those awards coming from community colleges.

Recommendation

Based on the findings, the North Far North COE recommends that community colleges **proceed** when developing new business information technology programs. The NFN COE will defer to community colleges for program modifications. Key considerations include:

- Business information technology aligns well with community college offerings.
- A significant supply gap exists for business information technology professionals, with 5,822 projected annual openings and only an average of 66 annual awards conferred.
- Further education beyond high school or a certificate could provide more job opportunities for students, considering 13% of job postings (1103 postings) required an associate's degree or further education for their minimum education requirements.

¹ Pursuant to California Education Code §78015, labor market information (LMI) is required for all new career education certificate and degree program proposals, and the North Far North Regional Consortium (NFNRC) requires LMI to come from the NFN COE. This report should serve to satisfy those requirements.

Introduction

The North Far North Center of Excellence (COE) was asked to provide labor market data to support a proposed new career education program or modifications to existing programs at a regional community college (see Appendix A for methodology and data sources).

The proposed program is at Woodland College's Colusa campus, so the four-county area of Lake County, Colusa County, Glenn County, and Yolo County is primarily considered for this report.

This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

- First-Line Supervisors of Office and Administrative Support Workers (43-1011)
- Customer Service Representatives (43-4051)
- Receptionists and information clerks (43-4171)
- Executive secretaries and executive administrative assistants (43-6011)
- Secretaries and administrative assistants, except legal, medical, and executive (43-6014)

A review of related programs revealed the following Taxonomy of Programs (TOP) title(s) and code(s) are appropriate for inclusion in this report:

- Office Technology/Office Computer Applications (0514.00)
- Customer Service (0518.00)

The corresponding Classification of Instructional Program (CIP) title(s) and code(s) are:

- Administrative Assistant and Secretarial Science, General (52.0401)
- Executive Assistant/Executive Secretary (52.0402)
- Receptionist (52.0406)
- Business/Office Automation/Technology/Data Entry (52.0407)
- General Office Occupations and Clerical Services (52.0408)
- Customer Service Support/Call Center/Teleservice Operation (52.0411)

Occupational Demand

Exhibit 1 summarizes the five-year projected job growth for the targeted occupational groups in the Greater Sacramento subregion, the 22-county North Far North region, and California.²

Exhibit 1. Current employment and projected occupational demand, 2024-2029

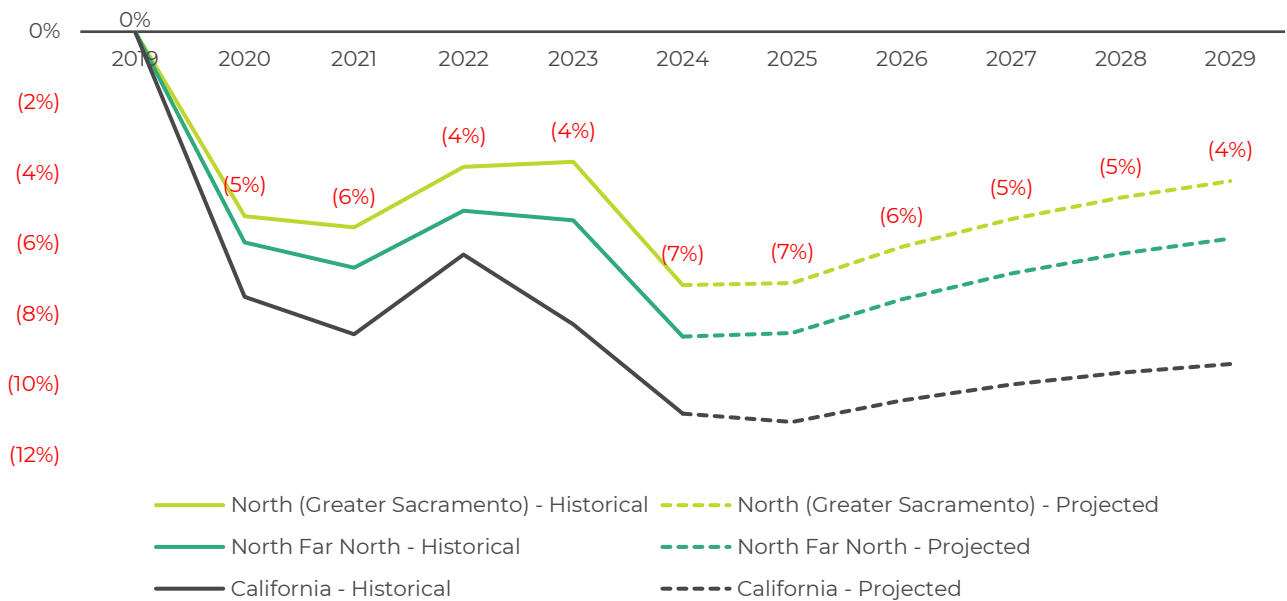
Occupational Group	2024 Jobs	2024-2029 Change	2024-2029 % Change	2024-2029 Annual Openings
First-Line Supervisors of Office and Administrative Support Workers	11,311	398	4%	1,148
Customer Service Representatives	14,720	-44	(0%)	1,928
Receptionists and Information Clerks	6,320	415	7%	914
Executive Secretaries and Executive Administrative Assistants	3,869	170	4%	436
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	11,642	581	5%	1,396
Greater Sacramento	47,862	1,520	3%	5,822
First-Line Supervisors of Office and Administrative Support Workers	14,387	447	3%	1,452
Customer Service Representatives	17,427	0	0%	2,300
Receptionists and Information Clerks	8,047	464	6%	1,151
Executive Secretaries and Executive Administrative Assistants	4,736	199	4%	534
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	15,552	718	5%	1,855
North Far North	60,149	1,828	3%	7,292
First-Line Supervisors of Office and Administrative Support Workers	171,708	2,309	1%	16,796
Customer Service Representatives	194,753	-1,105	(1%)	25,985
Receptionists and Information Clerks	87,199	5,344	6%	12,531
Executive Secretaries and Executive Administrative Assistants	66,407	595	1%	7,050

² The 22-county North Far North is a dual region. It is represented by the North (Greater Sacramento) subregion that covers seven counties, including El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba, and the 15-county Far North subregion which includes Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity.

Occupational Group	2024 Jobs	2024-2029 Change	2024-2029 % Change	2024-2029 Annual Openings
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	196,095	4,122	2%	22,184
California	716,162	11,265	2%	84,546

Exhibit 2 compares historical and projected annual change in employment for the period 2019 to 2029 with the base number of jobs in 2019 for Greater Sacramento, the 22-county North Far North region, and California.

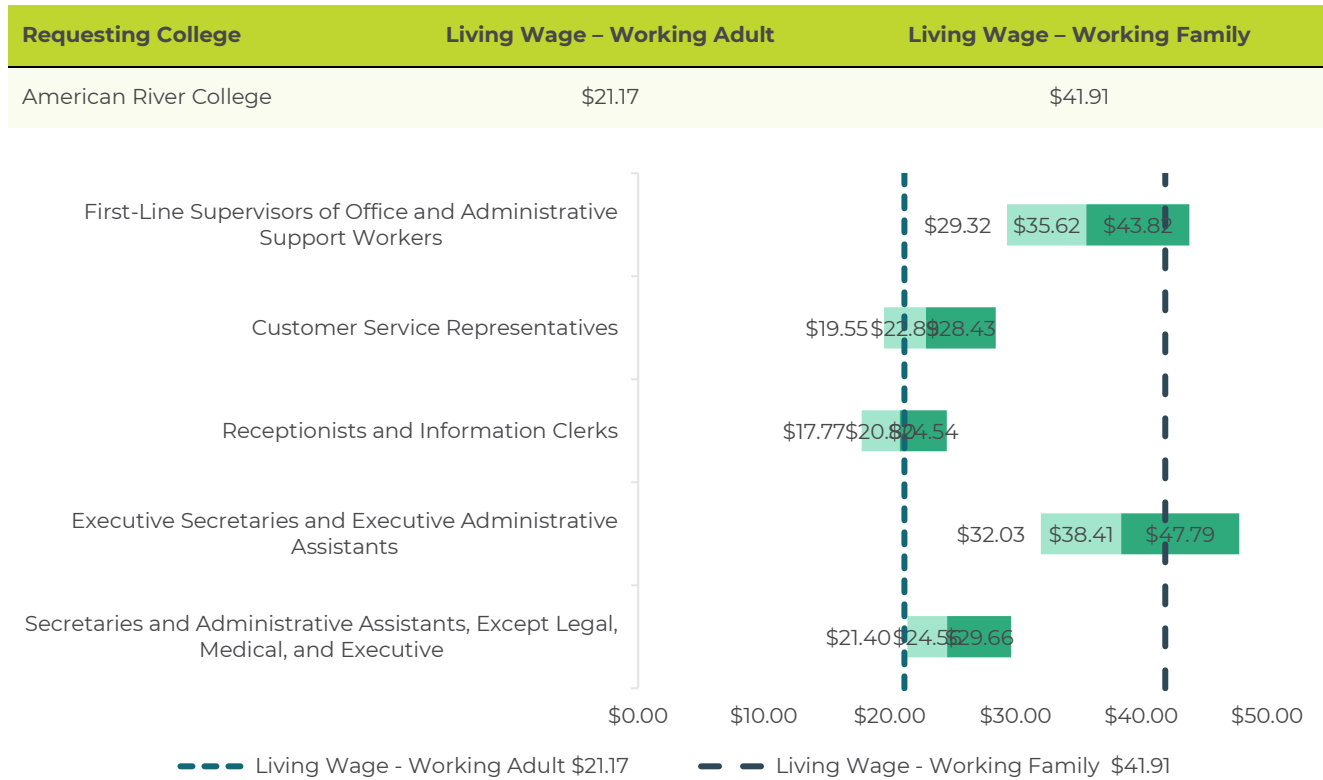
Exhibit 2. Changes in employment, 2019-2029



Earnings

Exhibit 3 compares the percentile hourly earnings for the selected occupations to the living wage for a single working adult and a working family residing in the county of the community college district that requested this report.^{3,4} Earnings data includes wages from employed and self-employed workers. Also, it's important to note that living wage thresholds vary by county, and in the Greater Sacramento subregion, range from \$17 to \$24 per hour for a single working adult.

Exhibit 3. Hourly earnings compared to the community college district's living wage



³ A “living wage” is defined as the level of income one working adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. Please note that the 25th-percentile and 75th-percentile hourly wages are used as proxies for entry-level and experienced-level wages.

⁴

A “working family” is defined as one working adult and one infant (between the ages of 0 and 2 years).

Job Postings

Analysis of online job postings can offer additional insights into recent labor market changes not reflected in historical trends. However, it is important to note that job postings do not equate to actual labor market demand, which is based on projected annual job openings.

There are several limitations to interpreting online job postings. Employers may repost the same position multiple times to attract more applicants, or job postings may remain active even if the position is no longer being filled. Additionally, a single job posting can be used to hire for multiple openings, and not all job opportunities are advertised online. Despite these limitations, job posting analyses can be valuable for guiding community college curriculum development and identifying potential employers for targeted experiential learning opportunities.

The North Far North COE identified 8,621 online job postings for the selected occupations across the Greater Sacramento subregion. Job posting data comes from and represents unique advertisements posted online during the last 12 months, from February 2025 to January 2026.

Exhibit 4. Job postings by occupation

Occupation	Number of Job Postings	Share of Postings	Median Advertised Salary
First-Line Supervisors of Office and Administrative Support Workers	1,738	20%	\$29.05
Customer Service Representatives	3,032	35%	\$21.78
Receptionists and Information Clerks	1,078	13%	\$19.94
Executive Secretaries and Executive Administrative Assistants	351	4%	\$33.60
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	2,422	28%	\$24.00
Total	8,621	100%	\$23.38

Top employers

Exhibit 5 shows the employers with the most job postings for the selected occupations across Greater Sacramento.

Exhibit 5. Employers with the most job postings

Employer	Number of Job Postings
State of California	75
California State University – Sacramento	62
University of California - Davis	49

Employer	Number of Job Postings
H&R Block	46
Elk Grove Unified School District	42
Los Rios Community College District	37
Edward Jones	36
Cardinal Health	36
Goodleap	31
City of Sacramento	29

Top titles

Exhibit 6 shows the job titles with the most job postings for the selected occupations across Greater Sacramento.

Exhibit 6. Job titles with the most job postings

Job title	Number of Job Postings
Administrative Assistant	643
Customer Service Representatives	631
Receptionists	346
Front Desk Receptionists	198
Executive Assistants	177
Member Service Representatives	129
Office Managers	124
Service Advisors	105
Office Administrators	104
Veterinary Receptionists	102

Skills and qualifications

Exhibit 7 shows the most requested skills in job postings by occupation in Greater Sacramento.⁵

⁵ Specialized skills are those primarily required to perform specific tasks in an occupation. Common skills are typically related to employability; these are skills that are prevalent across many occupations and usually include a mix of interpersonal attributes and soft skills. Software skills are specific to any software tool or programming component used to accomplish tasks in a job.

Exhibit 7. Most requested in-demand skills in job postings

Specialized Skills	Common or Employability Skills	Software and Technology Skills
<ul style="list-style-type: none"> • Administrative Support • Data Entry • Invoicing • Office Equipment • Office Management • Billing • Accounting • Office Supply Management • Workflow Management • Marketing 	<ul style="list-style-type: none"> • Customer Service • Communication • Detail-Oriented • Operations • Management • Sales • Multitasking • Professionalism • Scheduling • Organizational Skills 	<ul style="list-style-type: none"> • Microsoft Office (Excel, Outlook, PowerPoint, Word) • Spreadsheets • QuickBooks (Accounting Software) • Salesforce • Productivity Software • Microsoft Access • Zoom • SAP Applications • Project Management Software • Customer Relationship Management (CRM) Software

Exhibit 8 shows the employer-preferred minimum level of education in job postings related to the selected occupations in Greater Sacramento.

Exhibit 8. Employer-preferred education levels for the studied occupations

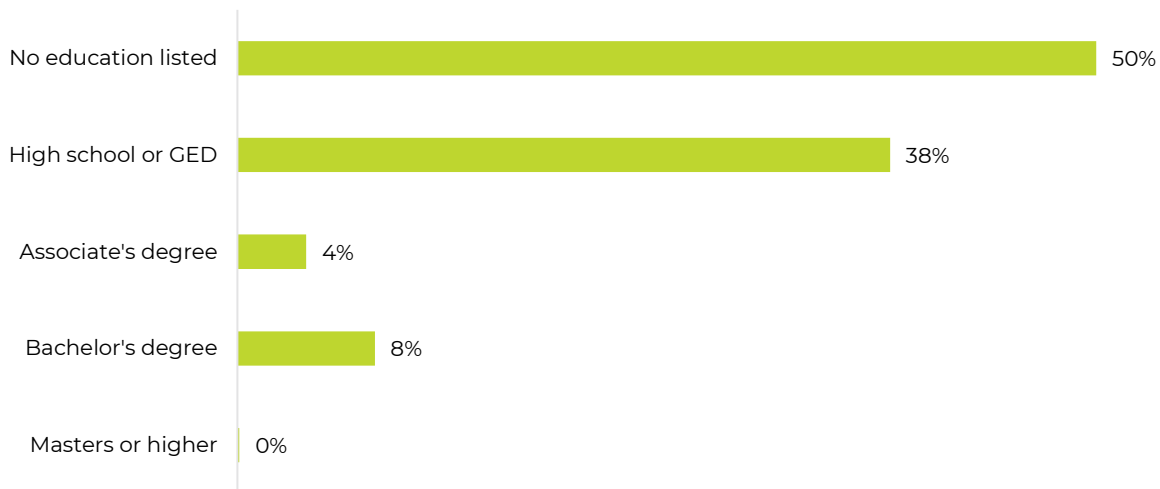
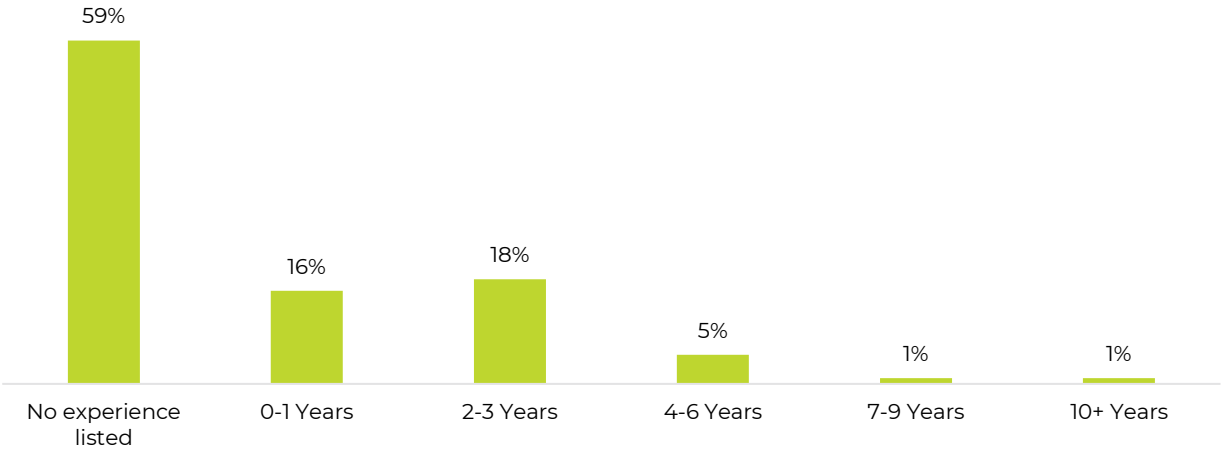


Exhibit 9 shows the employer-preferred minimum level of experience in job postings related to the selected occupations in Greater Sacramento.

Exhibit 9. Employer-preferred experience levels for the studied occupations



Education and Training Requirements

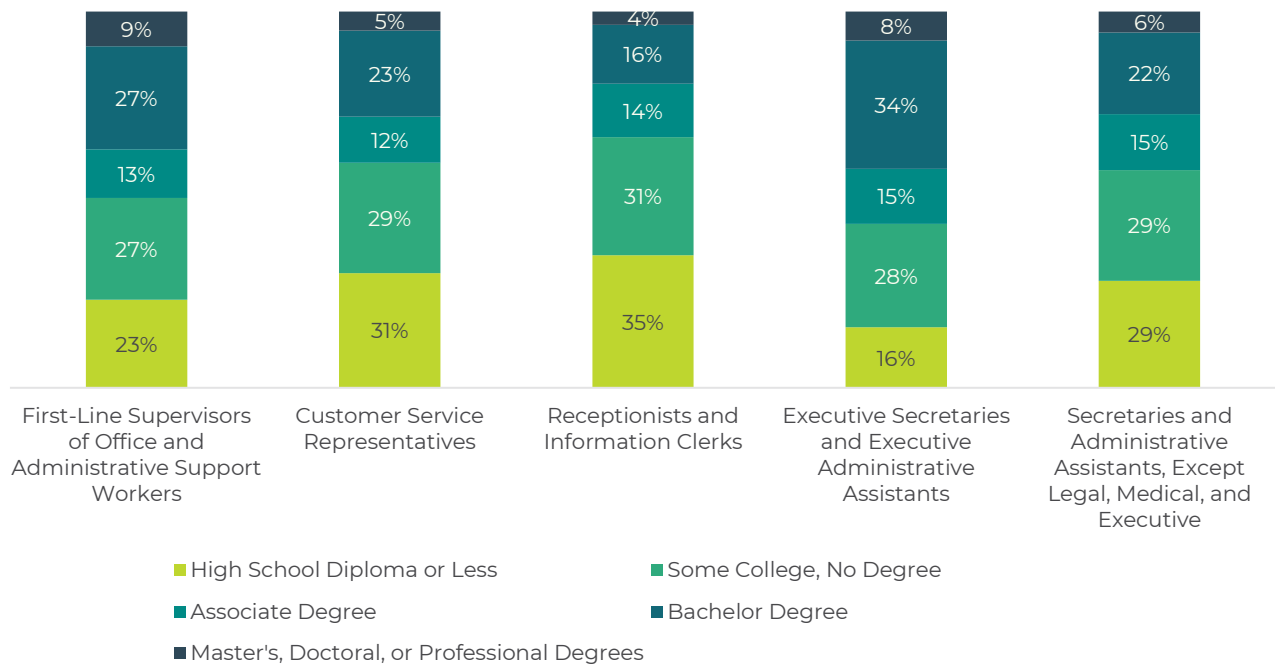
The U.S. Bureau of Labor Statistics (BLS) assigns each occupation a typical entry-level education, related work experience, and on-the-job training category in its projection data. Exhibit 10 summarizes these requirements by occupation.

Exhibit 10. Typical entry-level job requirements for the studied occupations

Occupation	Entry-Level Education	Work Experience	On-The-Job Training
First-Line Supervisors of Office and Administrative Support Workers	High school diploma or equivalent	Less than 5 years	None
Customer Service Representatives	High school diploma or equivalent	None	Short-term on-the-job training
Receptionists and Information Clerks	High school diploma or equivalent	None	Short-term on-the-job training
Executive Secretaries and Executive Administrative Assistants	High school diploma or equivalent	Less than 5 years	None
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	High school diploma or equivalent	None	Short-term on-the-job training

The U.S. Census Bureau tracks the highest education level attained by workers in all occupations. Exhibit 11 presents this data for the current U.S. workforce in the studied occupations.

Exhibit 11. Educational attainment for workers 25 years and older by occupation, 2021-22



Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.

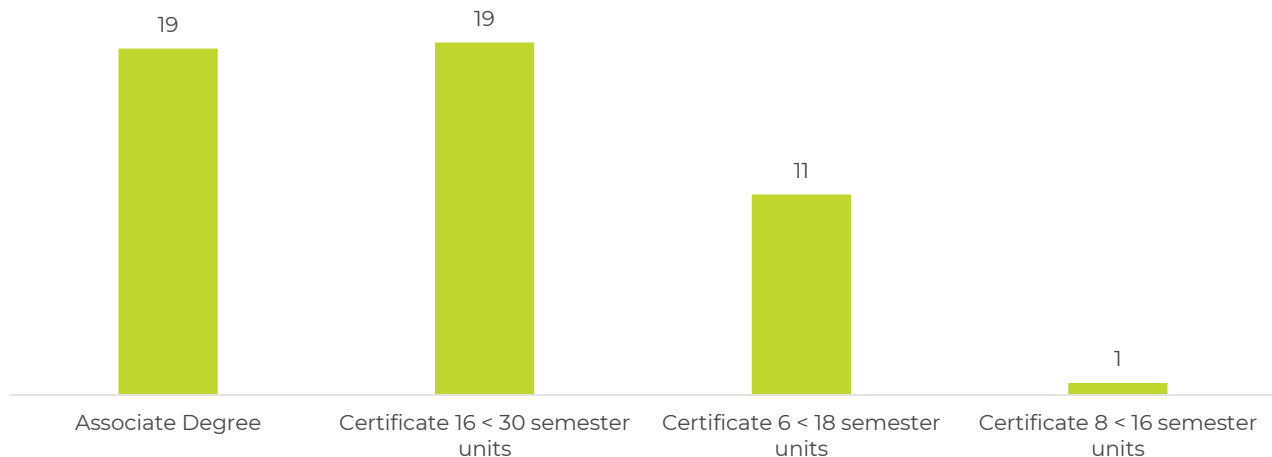
Community college supply

Exhibits 12 and 13 summarize the three-year average of awards (certificates and degrees) conferred by the subregion's community college programs relevant to the occupations studied.

Exhibit 12. Average annual community college awards by TOP program

TOP Program and Code	College	2022-23 Annual Awards	2023-24 Annual Awards	2024-25 Annual Awards	Three-Year Average Awards
Office Technology/Office Computer Applications-051400	American River	9	4	9	7
	Cosumnes River	4	4	4	4
	Folsom Lake	3	0	5	3
	Sacramento City	0	0	4	1
	Sierra	34	23	31	29
	Woodland	2	3	2	2
	Yuba	5	1	3	3
	Totals		57	35	58

Exhibit 13. Average annual community college awards by award type and program area



Other postsecondary supply

Exhibit 14 summarizes the three-year average of awards conferred by postsecondary institutions that are outside of the community college system and located in Greater Sacramento.

Exhibit 14: Average annual post-secondary awards by award type and program area

CIP Program and Code	Institution	Award Level	2020-2023 Average Annual Awards
52.0408 - General Office Occupations and Clerical Services	Asher College	Award 1 < 2 academic yrs	6
	MTI College	Award 1 < 2 academic yrs	1
	MTI College	Award < 1 academic yr	9
Totals			16

Conclusion and Recommendations

Data insights

Demand— Business information technology jobs are projected to grow at a similar rate in the Greater Sacramento subregion compared to California. Business information technology jobs are projected to grow by 3% in Greater Sacramento by 2029, compared to 2% in California.

Living Wage— Fifty-two percent of projected job openings for business information technology jobs have entry-level wages above the living wage for a single working adult. Business information technology professionals have entry-level wages ranging from \$17.17 to \$32.03 per hour. Occupations with entry-level wages above the for \$21.17 threshold for a single working adult in American River College’s community college district include executive secretaries and executive administrative assistants; first-line supervisors of office and administrative support workers; and secretaries and administrative assistants, except legal, medical, and executive.

Education— Business information technology aligns well with community college offerings. Between 40% to 58% of business information technology workers have some college or an associate degree as their highest level of educational attainment.

Supply Gap— A supply gap exists for business information technology professionals. There are 5,822 projected job openings in the Greater Sacramento subregion and 66 average annual awards conferred, with 50 of those awards coming from community colleges.

Recommendation

Based on the current analysis, the North Far North COE recommends that community colleges exercise caution when developing new programs related to business information technology professionals. While a high school diploma is typically the minimum entry-level education requirement, there are a significant number of job postings that request additional education, and most current business information technology professionals have some education beyond a high school diploma. The NFN COE will defer to community colleges for program modifications.

New Program Recommendation		
Proceed	Use Caution	Do Not Proceed
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Support for Program Modification	
Yes	No
<input checked="" type="checkbox"/>	<input type="checkbox"/>

Appendix A. Methodology and Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Occupations were identified by using the Center of Excellence TOP-to-CIP-to-SOC Crosswalk: <http://coecc.net/>. This report's findings were primarily determined with labor market and educational supply data from the Bureau of Labor Statistics (BLS), the economic modeling firm and job postings aggregator Lightcast, and the California Community Colleges Chancellor's Office.

Data Sources

The following table summarizes the data sources used in this study.

Data Type	Source
Labor Market Information and Job Postings	Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast's occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and non-QCEW employee classes of worker) and the American Community Survey (self-employed and extended proprietors). For more information, see https://lightcast.io/ .
Living Wage	The living wage is derived from the Insight Center's California Family Needs Calculator, which measures the income necessary for an individual or family to afford basic expenses. The data assesses the cost of housing, food, childcare, health care, transportation, and taxes. The Chancellor's Office uses wage data to calculate the percentage of students who attained a regional living wage. For more information, visit https://selfsufficiencystandard.org/California/ .
Typical Education Level, On-the-job Training, and Educational Attainment	The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. 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. For more information, visit https://www.bls.gov/emp/documentation/education/tech.htm .
Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences	The O*NET database includes information on skills, abilities, knowledge areas, work activities, and interests associated with occupations. For more information, visit https://www.onetonline.org/help/online/ .
Labor Force, Employment and Unemployment Estimates	The California Employment Development Department's Labor Market Information Division is a source of labor market and workforce data. For more information, visit labormarketinfo.edd.ca.gov .
Educational Supply	<p>The CCCCO Management Information Systems (MIS) Data Mart provides information about students, courses, student services, outcomes, and faculty and staff. For more information, visit https://datamart.cccco.edu.</p> <p>The Chancellor's Office Curriculum Inventory System (COCI) collects data on courses and programs offered by the California Community Colleges. For more information, visit https://coci2.ccctechcenter.org/.</p> <p>The National Center for Education Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS) collects data from providers of postsecondary education, including the number of postsecondary awards earned (completions). For more information, visit https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions.</p>
Student Metrics and Demographics	DataVista, a statewide data system supported by the Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. For more information, visit https://datavista.cccco.edu/ .

Living Wage

Beginning in October 2024, to determine if an occupation meets the living wage threshold, the NFN COE compared the 25th percentile hourly wage of an occupation in the subregion to the living wage for a single adult (no dependents) living in the county where the requesting community college district was located.

This change aligned with the Chancellor's Office methodology for calculating the share of students earning a living wage after leaving the California Community College system, as reported in the Data Vista living wage metric (802S). For details, see the *DataVista Metric Definition Dictionary*.

The NFN COE updated this practice as needed to remain consistent with the Chancellor's Office. The table below summarizes hourly living wages by community college district and county.

2024 Single Adult Living Wage			
Community College District	County	Hourly	Annual
Butte-Glenn	Butte	\$16.77	\$35,416
Feather River	Plumas	\$15.11	\$31,909
Lake Tahoe	El Dorado	\$22.11	\$46,703
Lassen	Lassen	\$14.81	\$31,274
Los Rios	Sacramento	\$21.17	\$44,709
Mendocino-Lake	Mendocino	\$17.06	\$36,039
Redwoods	Humboldt	\$16.59	\$35,046
Shasta-Tehama-Trinity Joint	Shasta	\$16.99	\$35,874
Sierra Joint	Placer	\$23.92	\$50,519
Siskiyou Joint	Siskiyou	\$14.51	\$30,639
Yuba	Sutter	\$17.08	\$36,074
California Minimum Wages			
All industries, except fast food and healthcare (Effective January 2026)		\$16.90	\$35,152
Fast food (Effective April 2024)		\$20.00	\$41,600
Healthcare (Effective July 2025)		\$18.63-\$24.00, depending on facility type	\$38,750-\$49,920

Sources: University of Washington Self Sufficiency Standard and State of California Department of Industrial Relations, "Minimum Wage," https://www.dir.ca.gov/dlse/minimum_wage.htm

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