

**Labor Market Assessment:**  
**Entertainment and Recreation Managers, Except Gambling**  
**& Agents and Business Managers of Artists, Performers,**  
**and Athletes**  
**(TOP 0835.60 Coaching)**  
**(CIP 31.0504 Sport and Fitness Administration/Mgmt.)**



Inland Empire/Desert Center of Excellence, March 2026  
 Prepared by: Christopher Cruzcosa, ccruzcosa@iegocollaborative.org

**Summary**

<b>Program LMI Endorsement</b>	<b>All LMI Criteria Met</b>	<b>Some LMI Criteria Met (Proceed with Caution)</b>	<b>LMI Criteria NOT Met</b>
	✓	<input type="checkbox"/>	<input type="checkbox"/>

Program LMI Endorsement Criteria		
<b>Supply Gap</b>	<b>Yes</b> ✓	<b>No</b> <input type="checkbox"/>
	<i>Comments:</i> There is <i>projected</i> to be <b>126 annual job openings</b> throughout the Inland Empire/Desert region, which is more than the <b>5 annual average awards conferred by educational institutions over the last 3 years</b> . Supply data includes both community college awards (5) and non-community college awards (0).	
<b>Living Wage</b>	<b>Yes</b> ✓	<b>No</b> <input type="checkbox"/>
	<i>Comments:</i> <b>The majority (87%) of annual job openings</b> for these two occupations <b>have entry-level hourly wages above the IE/D living wage of 20.42.</b> <sup>1</sup>	
<b>Education</b>	<b>Yes</b> ✓	<b>No</b> <input type="checkbox"/>
	<i>Comments:</i> Neither of the two occupations have <b>some college or postsecondary degree or associate degree</b> as their <b>typical entry-level education level</b> , however 33% of all workers in the field have completed <b>some college or an associate degree</b> as their <b>highest level of education</b> . See Exhibit 9 for more details.	

The Inland Empire/ Desert (IE/D) Center of Excellence for Labor Market Research (IE/D COE) reviewed the following occupations to prepare this report:

- Above Middle-Skill (typically require a bachelor’s degree)
  - Entertainment and Recreation Managers, Except Gambling (11-9072)
  - Agents and Business Managers of Artists, Performers, and Athletes (13-1011)

**Summary of findings**

**Demand**

- The number of jobs related to the assessed occupations is projected to increase by 5% through 2029, with 126 annual job openings (new and replacement jobs).
- Hourly entry-level wages for one of the two occupations are above living wage at the 25<sup>th</sup> percentile hourly wage ranging from \$16.02 to \$27.22 in IE/D.
- There were 113 online job postings from 38 employers over the past 12 months with the highest postings for club managers and pool managers.
- Most job postings for target occupations require a high school diploma or equivalent (59%), followed by a bachelor’s degree (41%).

**Supply**

- On average, there were 5 annual awards conferred by educational institutions over the last 3 years in related fields: 5 from community colleges and 0 from other institutions (e.g., 4-year universities, private schools).
- IE/D community college students that exited these programs in the 2022-23 academic year earned a median annual wage of \$25,036 (\$12.04 per hour).
- 30% of California students that exited their program in 2022-23 reported that they are now earning a living wage.

<sup>1</sup> The [UW self-sufficiency standard](#) is currently used by the CO and other COEs, the self-sufficiency standard was last updated by UW in 2024. To provide an alternative perspective, the COE will provide an alternative living wage calculation from MIT in the analysis below as an additional reference point. MIT estimates, the living wage for an adult with no kids living in 2024 is \$26.30 in Riverside County and \$25.17 in San Bernadino County.

## Introduction

California Community College Coaching (TOP 0835.60) programs prepare students for employment by [preparing] for occupational coaching in schools or clubs (Taxonomy of Programs, 2023). The knowledge, skills, and abilities trained by Coaching programs lead to employment in occupations related to sports management.

## Job Demand

In 2024, there were 975 jobs in occupations related to sports management in the IE/D region. Regional employment for this occupation group is projected to increase by 5% through 2029 with 126 job openings projected annually. Exhibit 1 displays the job count, five-year projected job growth, and job openings in the region.

**Exhibit 1. Five-year projections for occupations related to sports management, IE/D Region, 2024-2029**

Occupation	SOC	2024 Jobs	2029 Jobs	2024 - 2029 % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Entertainment and Recreation Managers, Except Gambling	11-9072	798	864	8%	548	110
Agents and Business Managers of Artists, Performers, and Athletes	13-1011	177	158	-10%	81	16
<b>Total</b>		<b>975</b>	<b>1,022</b>	<b>5%</b>	<b>629</b>	<b>126</b>

SOURCE: LIGHTCAST 2026.1

## Job Postings

The following analysis for occupations related to sports management using online job posting data.

**Important note:** The data produced in this section were generated by leveraging online job posting data sourced from Lightcast, which is the labor market analytics software tool COEs use to produce these briefs. The job posting data is collected from scraping online job boards such as LinkedIn, Indeed, Glassdoor and many others. The process Lightcast uses to assemble this data does have some limitations due to methods that recruitment professionals sometimes use (e.g., posting one job to fill multiple positions). For example, the number of jobs posted is not necessarily the same as the number of job vacancies.<sup>2</sup> While not perfect, Lightcast leverages machine learning and other AI technologies to enrich, deduplicate and aggregate this information to make it a meaningful dataset.

Exhibit 2 displays the number of job ads posted for occupations related to sports management over the last 12 months and the median posting duration. Over the previous 12 months, there were 113 unique job postings for occupations related to sports management in the region from 38 employers.

**Exhibit 2. Job ads and posting duration, IE/D Region, Mar 2025 – Feb 2026**

Job Title	Job Ads	Median Posting Duration
Entertainment and Recreation Managers, Except Gambling	93	15 days
Agents and Business Managers of Artists, Performers, and Athletes	20	32 days
<b>Total</b>	<b>113</b>	

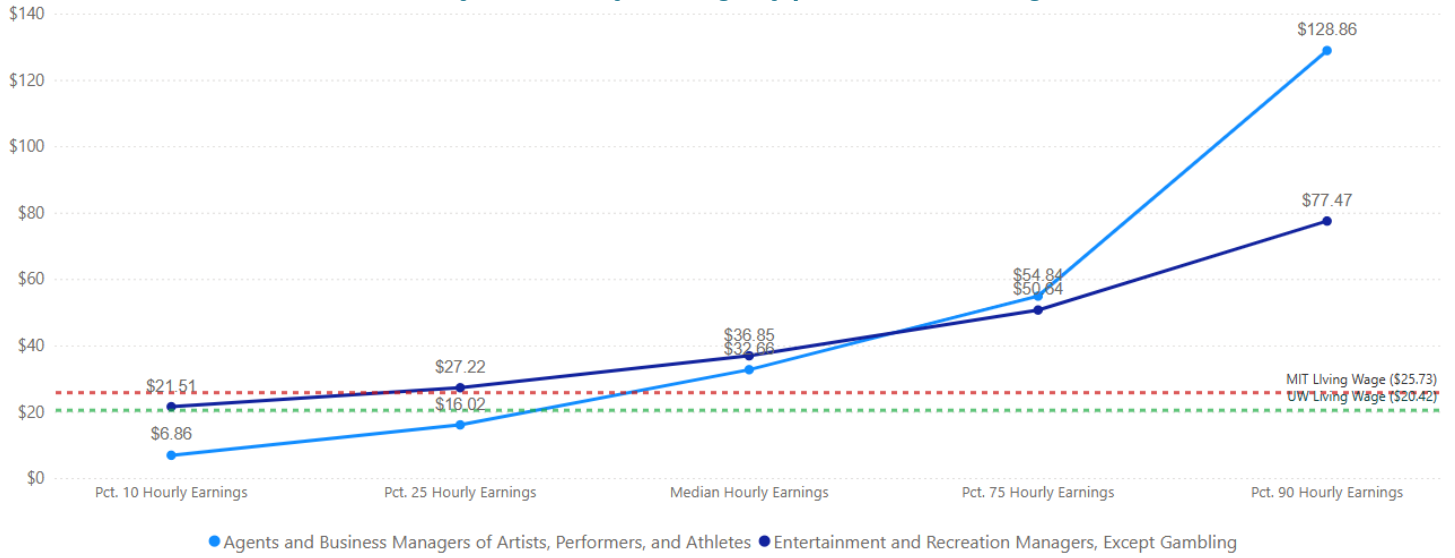
SOURCE: LIGHTCAST 2026.1

<sup>2</sup> "Job Posting Analytics (JPA) Methodology." Lightcast Knowledge Base, <https://kb.lightcast.io/en/articles/6957446-job-posting-analytics-jpa-methodology>

# Earnings

Exhibit 3 displays the hourly earnings for occupations related to sports management compared to both the UW Self-Sufficiency Standard for the IE/D of \$20.42<sup>3</sup> and the MIT IE/D living wage of \$25.73.<sup>4</sup>

**Exhibit 3. Projected hourly earnings by percentile, IE/D Region, 2024**



Description	Pct. 10 Hourly Earnings	Pct. 25 Hourly Earnings	Median Hourly Earnings	Pct. 75 Hourly Earnings	Pct. 90 Hourly Earnings
Entertainment and Recreation Managers, Except Gambling	\$21.51	\$27.22	\$36.85	\$50.64	\$77.47
Agents and Business Managers of Artists, Performers, and Athletes	\$6.86	\$16.02	\$32.66	\$54.84	\$128.86

SOURCE: 2026.1

All projected entry-level earnings (that is, the earnings of the lowest paid 25% of employees in the IE/D) for one of the two occupations were above the UW Self-Sufficiency Standard for the IE/D (see Exhibit 3). One of the two occupations listed was also above the MIT living wage for an adult with no children (\$25.73) in projected entry-level earnings (see Exhibit 3).

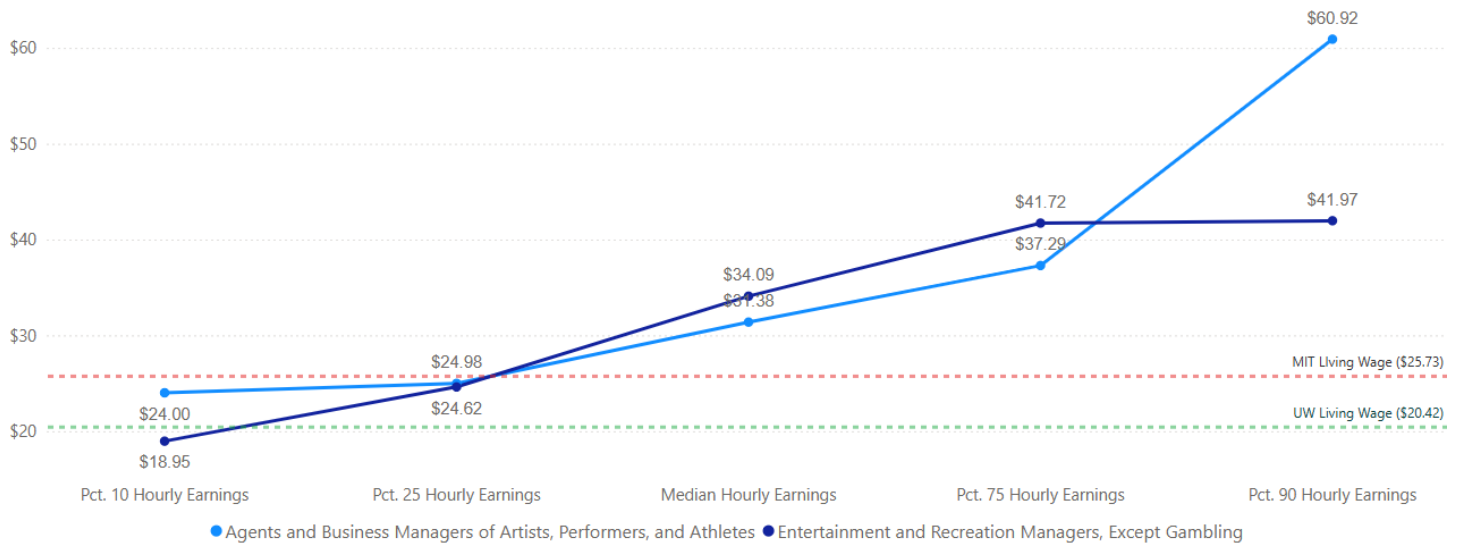
<sup>3</sup> The UW self-sufficiency standard is currently used by the CO and other COEs, the self-sufficiency standard was last updated by UW in 2024. To provide an alternative perspective, the COE will provide an alternative living wage calculation from MIT in the analysis below as an additional reference point. MIT estimates, the living wage for an adult with no kids living in 2024 is \$26.30 in Riverside County and \$25.17 in San Bernadino County.

<sup>4</sup> *ibid.*

## Advertised Salary from Online Job Ads

Exhibit 4 displays the regional online advertised salaries for the occupations related to sports management over the last 12 months. The salary information of online job ad data suggests employers advertise entry level hourly wages between \$24.62 and \$24.98 (estimated to be equal to an annual salary between \$51,210 and \$51,958).

**Exhibit 4. Hourly earnings of job postings by percentile, IE/D Region, Mar 2025 – Feb 2026**



Description	Pct. 10 Hourly Earnings	Pct. 25 Hourly Earnings	Median Hourly Earnings	Pct. 75 Hourly Earnings	Pct. 90 Hourly Earnings
Agents and Business Managers of Artists, Performers, and Athletes	\$24.00	\$24.98	\$31.38	\$37.29	\$60.92
Entertainment and Recreation Managers, Except Gambling	\$18.95	\$24.62	\$34.09	\$41.72	\$41.97

SOURCE: LIGHTCAST 2026.1

## Online Job Advertisements: top job titles, skills, education & work experience.

Exhibit 5 displays the job titles most frequently used in job postings for the occupations related to sports management over the last 12 months. Assessing the top advertised job titles may provide insight into the types of positions sought by employers.

**Exhibit 5. Job titles most frequently used in job ads, IE/D Region, Mar 2025 – Feb 2026**

Job Title	Unique Postings
Club Managers	21
Pool Managers	18
Kids Club Associates	12
Activities Directors	5
Activity Therapists	5
Agents	4
Parks and Recreation Managers	3
Pool Supervisors	3
Aquatics Coordinators	2
Aquatics Managers	2
Entertainment Managers	2

SOURCE: LIGHTCAST 2026.1

Exhibit 6 displays the employers posting the most job ads for this occupational group during the last 12 months. Showing employer names can provide insight into where students may find employment after completing a program and may inform job development and other employer engagement targets for faculty and staff involved in related programs. Planet Fitness and Eos Fitness had the highest unique job posts for this occupational group in the last 12 months. Posting intensity is the ratio of total job posts to unique job posts which are deduplicated. A higher posting intensity can represent the level of effort and activity the organization is putting into hiring for that position. The following report comes directly from Lightcast’s Job Posting Analytics dashboard.

**Exhibit 6. Employers posting the most job ads, IE/D Region, Mar 2025 – Feb 2026**

Company	Total/Unique (Mar 2025 - Feb 2026)	Posting Intensity	Median Posting Duration
Planet Fitness	65 / 17	4 : 1	n/a
Eos Fitness	14 / 12	1 : 1	4 days
City Of Ontario	7 / 5	1 : 1	n/a
Hyatt	5 / 3	2 : 1	n/a
City Of Riverside	5 / 3	2 : 1	n/a
City Of Riverside Ca	10 / 3	3 : 1	15 days
San Bernardino County	7 / 3	2 : 1	n/a
City Of Banning	4 / 2	2 : 1	n/a
LA Fitness	3 / 2	2 : 1	37 days
City Of San Bernardino	10 / 2	5 : 1	n/a

SOURCE: LIGHTCAST 2026.1

Exhibit 7 displays the top common, specialized and computer skills that were included in the job postings over the last 12 months. Today’s demand is an important indicator of which skills employers are looking for in the current market. Analyzing skills from a historical perspective as well as projecting the future needs of employers may provide insight into how the job posting skills demand compares to the market as a whole. Rapidly growing skills are those that are increasing in demand at a faster rate than the market as a whole.<sup>5</sup>

**Exhibit 7. Top 10 in-demand skills from employer job ads, IE/D Region, Mar 2025 – Feb 2026**

Common skills	Total Postings	Skill Growth Relative to Market
Communication	62	Lagging
Customer Service	50	Stable
Management	44	Stable
Problem Solving	43	Growing
Operations	42	Stable
Leadership	38	Stable
Cleanliness	24	Growing
Planning	21	Growing
Tactfulness	21	Growing
Coaching	19	Growing
Honesty	19	Growing
Record Keeping	19	Growing

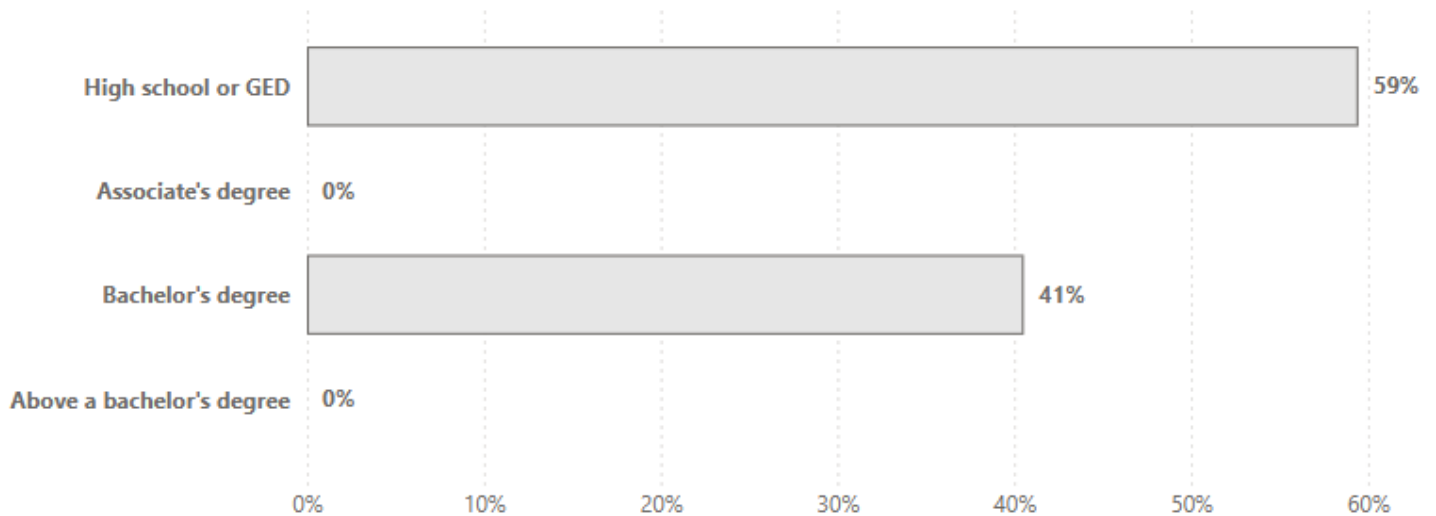
<sup>5</sup> “What are Lightcast Skill Projects”, Lightcast Knowledge base, <https://kb.lightcast.io/en/articles/8496296-what-are-lightcast-skill-projections>

Specialized skills	Total Postings	Skill Growth Relative to Market
First Aid	29	Growing
Lifeguarding	29	Growing
Lifting Ability	29	Growing
Marketing	27	Rapidly Growing
Swimming Pool Maintenance	20	Stable
Cardiopulmonary Resuscitation (CPR)	19	Growing
Effective Communication	18	
Swimming	16	Growing
Emergency Procedures	14	Rapidly Growing
Operations Management	14	Rapidly Growing
Computer Skills	Total Postings	Skill Growth Relative to Market
Microsoft Office	15	Growing
Microsoft Excel	13	Growing
Activity Manager	3	Growing
Firewall	3	Rapidly Growing
Application Programming Interface (API)	2	Growing
IBM Planning Analytics	2	Growing
TikTok	2	Growing

SOURCE: LIGHTCAST 2026.1

Exhibit 8 includes the minimum educational requirements from job postings for this occupational group with high school diploma or equivalent (59%) significantly greater than bachelor's degree (41%).

**Exhibit 8 Minimum educational requirements in job postings for this occupational group, IE/D Region, Mar 2025 – Feb 2026**



SOURCE: LIGHTCAST 2026.1

For the assessed occupations, the Bureau of Labor Statistics (BLS) education attainment data in Exhibit 9 for current professionals in the occupations of interest indicates that between 21% and 35% of workers have completed some college or an associate degree as their highest level of education.

**Exhibit 9 National-level Education Attainment for the Occupational Group**

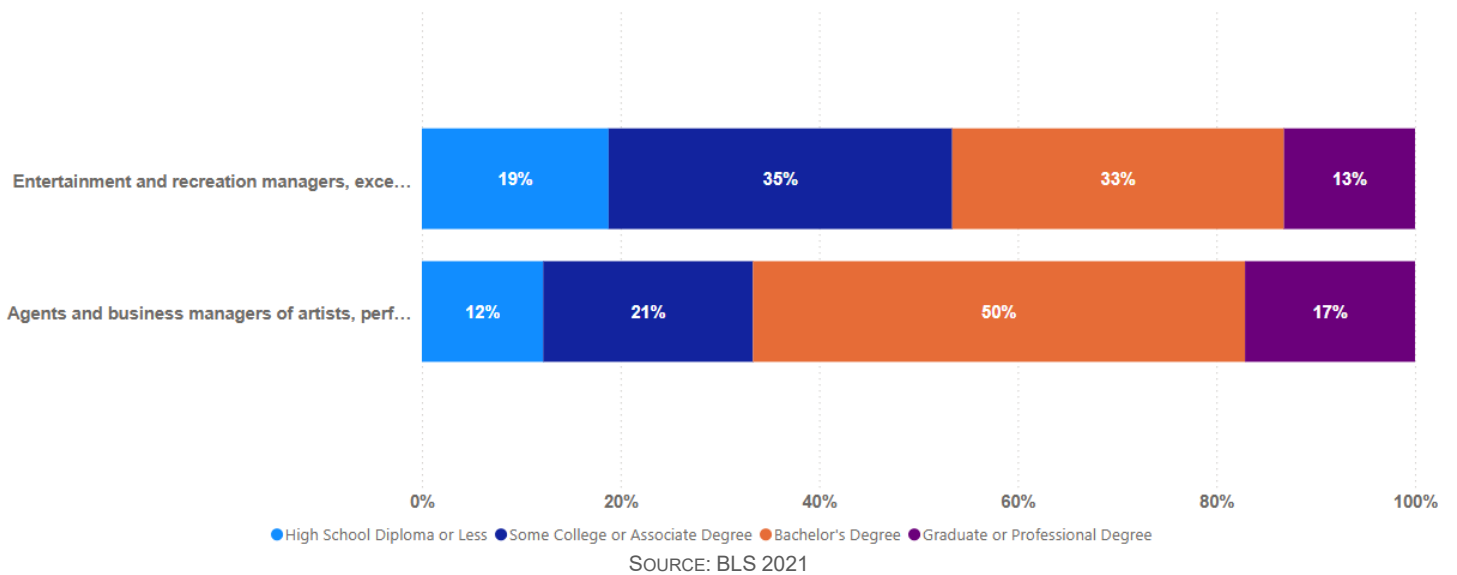
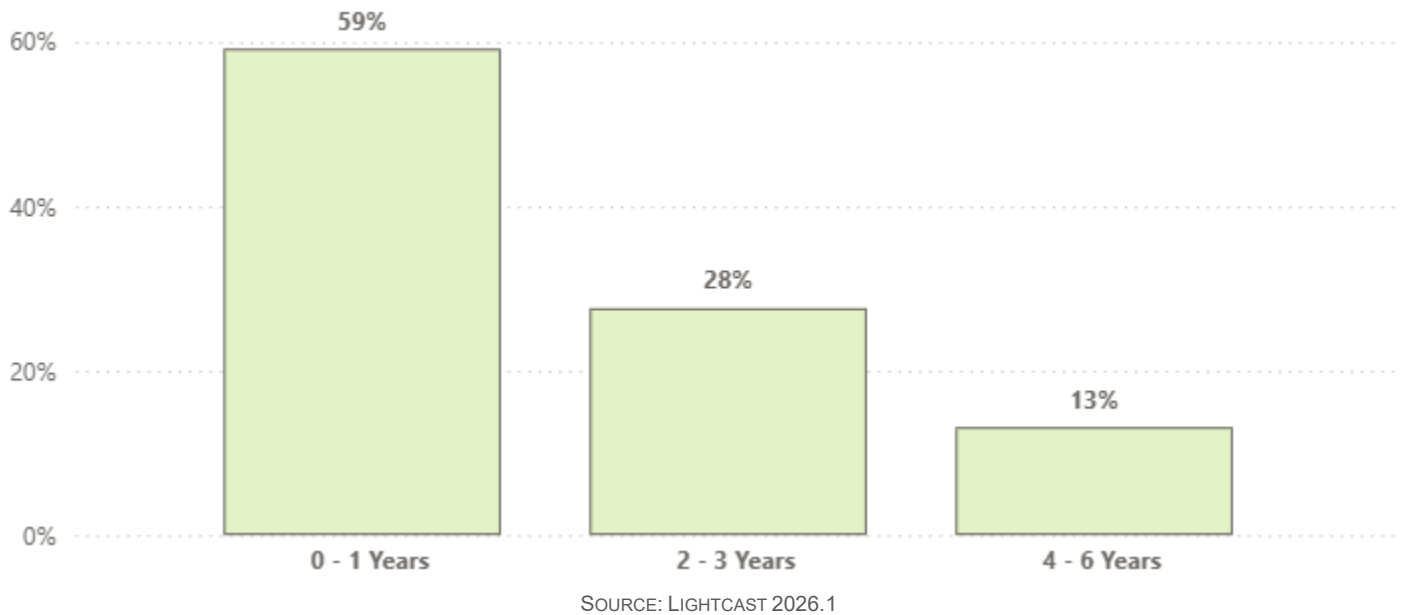


Exhibit 10 displays the work experience typically required from employer job ads for this occupational group. The majority (59%) of employers listing minimum experience requirements sought candidates with 0-1 years of previous work experience.

**Exhibit 10 Work experience requirements, IE/D Region, Mar 2025 – Feb 2026**



## Student Completions and Program Outcomes

Exhibit 11 displays student completions for the Coaching (TOP 0835.60) programs over the last three academic years (2021-2024). In the previous three academic years, 1 regional community college issued an average 5 awards in relevant programs.

**Exhibit 11 Annual average community college awards for Coaching (TOP 0835.60), IE/D, 2021-2024**

Top Code	Program	College	2022-2023 Awards	2023-2024 Awards	2024-2025 Awards	3-Year Award Average
0835.60	Coaching	Riverside	8	1	6	5

SOURCE: MIS DATA MART

### Non-Community College Supply

Student award completion data was not found in the IE/D for other related non-community college programs: Sport and Fitness Administration/Management (CIP 31.0504).

In the previous three academic years, 0 regional non-community college institutions issued an average 0 awards in relevant programs.

### Strong Workforce Program Outcomes

California SWP program outcome data may provide useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 13.

**Exhibit 13 Coaching strong workforce program outcomes, IE/D & California, AY 2022-23**

Program Metric Title	Inland Empire	Statewide
Students	223	2,582
Earned 9+ Career Education Units	13%	17%
Completed Noncredit Workforce Preparation Milestone	-	-
Earned an Award: Degree or Cert or Attained Appren. Journey Level Status	-	1%
Transferred to a Four-Year Institution: Four-Year Postsecondary Institution	9%	10%
Median Annual Earnings	\$25,036	\$33,432
Median Change in Earnings	4%	34%
Attained Living Wage	-	30%

SOURCE: DATAVISTA

## Appendix: Methodology

Exhibit 11 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2022 and 2025 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variations that might be present in a single year.

Community college student outcome information is from DataVista and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for DataVista's Strong Workforce Program Metrics Data Element Dictionary in the Resources section (DataVista, 2025).

## Appendix: References

Type of Data	Source
Occupational Projections, Wages, and Job Postings	Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment. <a href="https://lightcast.io/">https://lightcast.io/</a>
Living Wage (UW)	Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024. <a href="http://www.selfsufficiencystandard.org/California">http://www.selfsufficiencystandard.org/California</a> .  The COE refers to the Self-Sufficiency Wage as a "living wage." This calculation measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, childcare, health care, transportation, and taxes. The living wage for one adult in San Bernardino County is \$20.07 per hour (\$42,392 annually). The living wage for one adult in Riverside County is \$20.76 per hour (\$43,854 annually). The average living wage to represent Inland Empire/Desert is \$20.42 per hour (\$43,123 annually).
Living Wage (MIT)	Glasmeier, A. K. (2024). <i>Living wage calculator</i> . Massachusetts Institute of Technology. Accessed on April 14, 2025, <a href="https://livingwage.mit.edu/states/06/locations">https://livingwage.mit.edu/states/06/locations</a>  The living wage is derived from MITs Living Wage Calculator, which measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, childcare, health care, transportation, and taxes. For more information, see: <a href="https://livingwage.mit.edu/pages/methodology">https://livingwage.mit.edu/pages/methodology</a> The living wage for one adult in San Bernardino County is \$25.17 per hour (\$52,353.60 annually). The living wage for one adult in Riverside County is \$26.30 per hour (\$54,704 annually). The average living wage to represent Inland Empire/Desert is \$25.74 per hour (53,539.20 annually)
Typical Education and Training Requirements, 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, see <a href="https://www.bls.gov/emp/documentation/education/tech.htm">https://www.bls.gov/emp/documentation/education/tech.htm</a>
Educational Supply	The CCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: <a href="https://datamart.cccco.edu">https://datamart.cccco.edu</a> The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the

	<p>number of postsecondary awards earned (completions). For more information, see <a href="https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions">https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</a></p>
<p>Student Metrics and Demographics</p>	<p>DataVista aims to provide up-to-date and useful information on students within the California Community Colleges and its Adult Education partners. DataVista is a modernization of the supporting architecture and visualization of metrics previously available on the LaunchBoard.</p> <p>DataVista is a collaboration between the California Community Colleges Chancellor's Office and WestEd, see: <a href="https://datavista.cccco.edu/data_views/swp_report">https://datavista.cccco.edu/data_views/swp_report</a></p>