

⚠ Endorsed: Caution Advised			
Program LMI Endorsement Criteria			
	Met <input type="checkbox"/>	Partially Met <input type="checkbox"/>	Not Met <input checked="" type="checkbox"/>
Supply Gap:	There are projected to be <b>8,806 annual job openings</b> throughout Los Angeles and Orange counties for these <i>general and operations managers</i> , which <b>is less than the 25,052 awards conferred by educational institutions</b> . However, these educational programs also prepare students for <b>2 other related occupations</b> , which account for <b>4,598 additional annual job openings</b> . <i>Because this program trains a variety of occupations with high demand, there is most likely an oversupply of labor for general and operations managers.</i>		
Self-Sufficiency Standard Living Wage <sup>1</sup> :	Met <input checked="" type="checkbox"/>	Partially Met <input type="checkbox"/>	Not Met <input type="checkbox"/>
	The typical entry-level wage for <i>general and operations managers</i> is <b>\$40.33</b> , which is <b>above the OC living wage of \$27.13</b> .		
Education:	Met <input checked="" type="checkbox"/>	Partially Met <input type="checkbox"/>	Not Met <input type="checkbox"/>
	Although the typical education requirement for <i>general and operations managers</i> is bachelor's degree, <b>33% of workers in the field have completed some college or an associate degree as their highest level of education</b> .		

## 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:

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

Based on the available data, typical education requirements for *general and operations managers* align with a community college education, and entry-level wages are above the Self-Sufficiency Standard living wage. However, the number of awards exceeds demand for *general and operations managers*. **Therefore, due to some of the regional labor market criteria being met, the COE endorses this proposed program.**

<sup>1</sup> 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.

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: 6,195 OC: 2,610	LA: 17,194 OC: 7,858	OC: \$40.33	Bachelor's degree	33%
<b>Total</b>	<b>8,806</b>	<b>25,052</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

#### Demand

- In Los Angeles and Orange counties, the number of jobs related to these real estate occupations is projected to increase 2% through 2029, equating to 8,806 annual job openings.
- Hourly entry-level wages for *general and operations managers* are \$40.33 in Orange County, which is above the Self-Sufficiency Standard living wage.
- There were 14,424 online job postings for *general and operations managers* over the past 12 months. The highest number of postings were for operations managers, directors of operations, and assistant managers.
- The typical entry-level education for *general and operations managers* ranges is a bachelor's degree.
- Approximately 33% of workers in the field have completed some college or an associate degree as their highest level of educational attainment.

#### Supply

- Between 2021 to 2024, an average of 9,763 awards were conferred by 29 community colleges for the middle-skill occupation in Los Angeles and Orange counties.
- From 2020 to 2023, non-community college institutions conferred an average of 15,289 awards for the middle-skill occupation.
- Datavista shows that there is insufficient data regarding median annual wages post-exit, attaining a living wage, and employment in a related field of study.

## Demand

### Occupational Projections

Exhibit 2 shows the annual percentage change in jobs for *general and operations managers* from 2019 through 2029. Between 2019 and 2020, employment levels across Los Angeles and Orange counties declined sharply due to the broader economic impacts of the COVID-19 pandemic. From 2021 to 2024, Orange County saw growth in employment. Beginning in 2025, job levels are projected to grow at relatively the same rate as all occupations through 2029.

Exhibit 2: Annual Percentage Change in Jobs for General and Operations Managers, 2019-2029

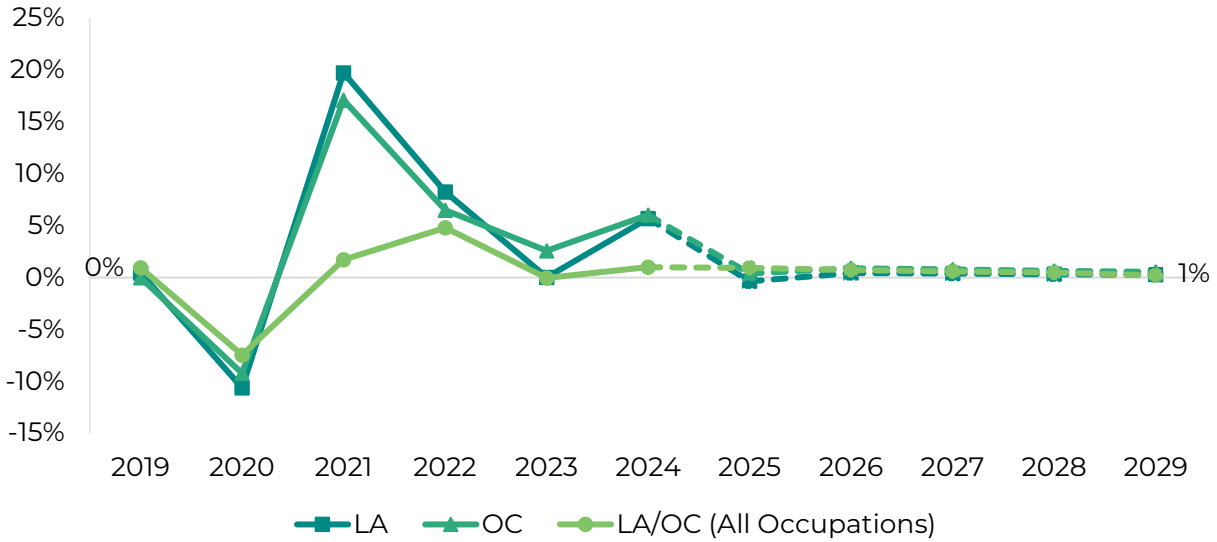


Exhibit 3 shows the five-year occupational demand projections for *general and operations managers*. In Los Angeles and Orange counties, the number of jobs related to this occupation is projected to increase 2% through 2029. There are projected to be 8,806 available annually.

Exhibit 3: Middle-Skill Occupational Demand in Los Angeles and Orange Counties<sup>2</sup>

Geography	2024 Jobs	2029 Jobs	2024-2029 Change	2024-2029 % Change	Annual Openings
Los Angeles	77,418	78,224	806	1%	6,195
Orange	30,844	31,866	1,022	3%	2,610
<b>Total</b>	<b>108,262</b>	<b>110,090</b>	<b>1,828</b>	<b>2%</b>	<b>8,806</b>

### Wages

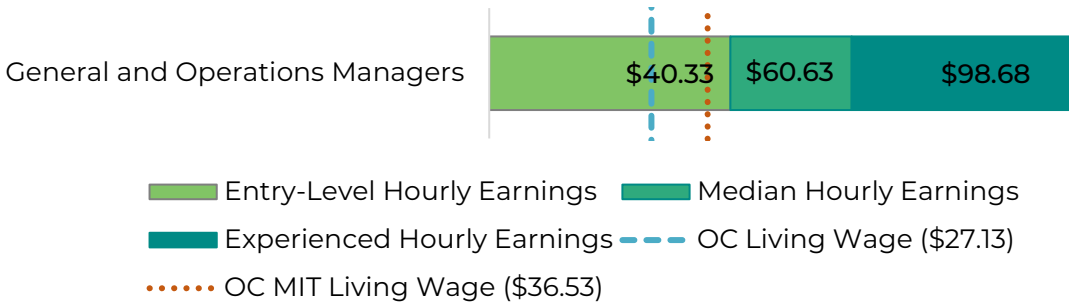
The labor market endorsement in this report considers the entry-level hourly wages for *general and operations managers* in Orange County as they relate to the county's living wage. Los Angeles County wages are included below to provide a complete analysis of the LA/OC region.

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, the typical entry-level wage for *general and operations managers* is \$40.33, which is above the Self-Sufficiency living wage of \$27.13 for a single adult. Exhibit 4 shows the wage range for *general and operations managers* in Orange County and how it compares to the regional living wage.

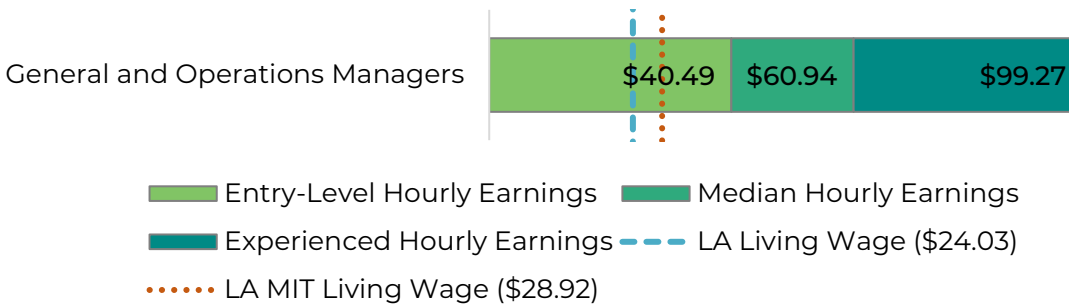
<sup>2</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

### Exhibit 4: Wages by Occupation in Orange County



In Los Angeles County, the typical entry-level wage for *general and operations managers* is \$40.49, which is above the Self-Sufficiency living wage of \$24.03 for a single adult. Exhibit 5 shows the wage range for this occupation in Los Angeles County and how it compares to the regional living wage.

### Exhibit 5: Wages by Occupation in Los Angeles County



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

Exhibit 6 shows if this occupation is considered an Orange County Great Recession-Resilient, COVID-19 Pandemic Recession-Resilient Job, or a 2025 U.S. News & World Report (USN&WR) Best Job<sup>3</sup>. This occupation is considered a COVID-19 Pandemic Recession-Resilient Job and a 2025 USN&WR Best Job.

### Exhibit 6: Resilient Jobs and USN&WR Best Jobs Designations

Occupation	Great Recession-Resilient Job	COVID-19 Pandemic Recession-Resilient Job	2025 USN&WR Best Job
General and Operations Managers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## 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.*

This section provides two job posting analyses to provide a comprehensive assessment of regional demand for the proposed program. The first analysis examines all job postings for *general and operations managers*, and the second narrows the focus to postings for this occupation with international and global keywords.

<sup>3</sup> "100 Best Jobs," U.S. News & World Report, accessed January 28, 2025, <https://money.usnews.com/careers/best-jobs/rankings/the-100-best-jobs>.

Please note, job postings do not equate to labor market demand. Rather, they provide insights for program development, such as which employers are hiring and the skills they look for from candidates.

### Job Postings for General and Operations Managers

There were 14,424 online job postings related to *general and operations managers*, listed in the past 12 months. Exhibit 7 shows the number of job postings by occupation.

Exhibit 7: Number of Job Postings by Occupation (n=14,424)

Occupation	Job Postings	Percentage of Job Postings
General and Operations Managers	14,424	100%
<b>Total Postings</b>	<b>14,424</b>	<b>100%</b>

The top job titles for *general and operations managers* in the region, by number of job postings, are shown in Exhibit 8.

Exhibit 8: Top Job Titles by Number of Job Postings for the Middle-Skill Occupation (n= 14,424)

Job Titles	Job Postings	Percentage
Operations Managers	951	7%
Directors of Operations	736	5%
Assistant Managers	606	4%
General Managers	468	3%
Operations Supervisors	407	3%
Assistant General Managers	271	2%
Vice Presidents of Operations	236	2%
Sales Management Trainees	201	1%
Shift Supervisors	187	1%
Manager Trainees	149	1%

The top employers for *general and operations managers* in the region, by number of job postings, are shown in Exhibit 9.

Exhibit 9: Top Employers by Number of Job Postings for the Middle-Skill Occupation (n=14,424)

Employer	Job Postings	Percentage of Job Postings
CVS Health	256	2%
Google	122	>1%
Tiktok	101	>1%
NBC	99	>1%
Enterprise Mobility	96	>1%
Amazon	92	>1%
GPAC	88	>1%
Disney	80	>1%
Apple	78	>1%
Marriott International	67	>1%

The top specialized, soft, and computer skills for *general and operations managers*, listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 10.

Exhibit 10: Top Skills by Number of Job Postings for the Middle-Skill Occupation (n=14,424)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Operations Management (3,815)	Operations (10,433)	Microsoft Excel (1,907)
Finance (2,876)	Leadership (8,797)	Microsoft Office (1,699)
Marketing (2,691)	Communication (8,500)	Microsoft PowerPoint (1,117)
Key Performance Indicators (KPIs) (2,312)	Management (7,532)	Microsoft Outlook (796)
Workflow Management (2,192)	Customer Service (5,597)	Dashboard (708)
Project Management (2,157)	Sales (4,495)	Microsoft Word (404)
Continuous Improvement Process (1,930)	Planning (3,421)	Productivity Software (374)
Process Improvement (1,751)	Problem Solving (3,418)	Tableau (Business Intelligence Software) (332)
Operational Excellence (1,663)	Coordinating (2,505)	SQL (Programming Language) (321)
Auditing (1,633)	Detail Oriented (2,478)	Salesforce (274)

### Supplemental Job Postings for 'International' or 'Global' General and Operations Managers

Of the 14,424 online job postings for *general and operations managers*, 3% (3,934) had 'international' and 'global' keywords. Exhibit 11 shows the number of job postings.

Exhibit 11: Number of Total and Supplemental Job Postings (n=14,424)

Occupation	Keywords	Job Postings	Percentage of Job Postings
General and Operations Managers	All Other	10,490	97%
	International / Global	3,934	3%
<b>Total Postings</b>		<b>14,424</b>	<b>100%</b>

The top job titles for *general and operations managers* with these keywords in the region, by number of job postings, are shown in Exhibit 12.

Exhibit 12: Top Job Titles by Number of Job Postings for General and Operations Managers with Keywords (n=3,934)

Job Titles	Job Postings	Percentage
Operations Managers	203	5%
Sales Management Trainees	161	4%
Directors of Operations	106	3%
Vice Presidents of Operations	84	2%
Operations Supervisors	75	2%
General Managers	69	2%

Job Titles	Job Postings	Percentage
Assistant General Managers	53	1%
Branch Operations Coordinators	33	>1%
Strategy and Operations Managers	30	>1%
District Managers	27	>1%

The top employers for *general and operations managers* with these keywords in the region, by number of job postings, are shown in Exhibit 13.

Exhibit 13: Top Employers by Number of Job Postings for General and Operations Managers with Keywords (n=3,934)

Employer	Job Postings	Percentage of Job Postings
Google	109	3%
Enterprise Mobility	97	2%
Tiktok	95	2%
Enterprise Rent-A-Car	66	2%
Amazon	58	1%
Disney	55	1%
NBC	54	1%
Precision Castparts	49	1%
Marriott International	46	1%
Wells Fargo	45	1%

The top specialized, soft, and computer skills for *general and operations managers* with these keywords listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 14.

Exhibit 14: Top Skills by Number of Job Postings for General and Operations Managers with Keywords (n=3,934)

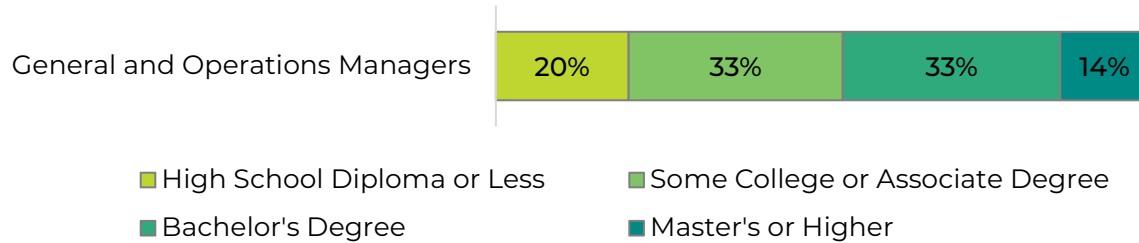
Top Specialized Skills	Top Soft Skills	Top Computer Skills
Finance (1,174)	Operations (2,778)	Microsoft Excel (699)
Marketing (1,040)	Leadership (2,466)	Microsoft PowerPoint (487)
Operations Management (966)	Communication (2,419)	Microsoft Office (432)
Project Management (779)	Management (1,933)	Dashboard (281)
Key Performance Indicators (KPIs) (770)	Sales (1,417)	Microsoft Outlook (204)
Workflow Management (633)	Customer Service (1,246)	Tableau (Business Intelligence Software) (178)
Business Development (615)	Planning (1,208)	SQL (Programming Language) (159)
Influencing Without Authority (581)	Problem Solving (1,081)	Power BI (121)
Continuous Improvement Process (567)	Strategic Planning (831)	Productivity Software (119)
Data Analysis (535)	Influencing Skills (782)	TikTok (117)

## Educational Attainment

The Bureau of Labor Statistics (BLS) lists bachelor's degree as typical education for *general and operations managers*.

The national-level educational attainment data indicates 33% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 15 shows the educational attainment for this occupation.

Exhibit 15: National-level Educational Attainment for Occupation



## Requested Minimum Education Requirement

Of the cumulative job postings for *general and operations managers* in Los Angeles and Orange counties that listed a minimum education requirement:

- 62% (8,934) of Middle-Skill Job Postings
  - 27% (2,440) requested a high school diploma or associate degree
  - 69% (6,179) requested a bachelor's degree
- 72% (2,842) of the Job Postings with "Global" or "International" Keywords
  - 12% (345) requested a high school diploma or associate degree
  - 83% (2,365) requested a bachelor's degree

## Educational Supply

The following supply tables display the total supply for international business and trade occupations that align with these TOP and CIP codes and program needs.

### Community College Supply

Exhibit 16 shows the three-year average number of awards conferred by community colleges in the related TOP codes:

- Business and Commerce, General (0501.00)
- Business Administration (0505.00)
- Business Management (0506.00)
- International business and trade (0506.40)
- International Business and Trade (0508.00)

The colleges with the most completions in the region are Cerritos (1,117), followed by Pasadena (973), then Mt San Antonio (725). Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

Exhibit 16: Regional Community College Awards (Certificates and Degrees), 2021-2024

TOP Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average	
0501.00	Business and Commerce, General	Cerritos	1	2	0	1	
		Glendale	73	81	94	83	
		LA City	60	57	56	58	
		LA Harbor	12	15	17	15	
		LA Mission	1	0	0	0	
		LA Pierce	24	8	20	17	
		LA Southwest	24	13	7	15	
		LA Trade	0	30	26	19	
		Long Beach	195	190	170	185	
		Mt San Antonio	136	91	135	121	
		Santa Monica	14	15	13	14	
		West LA	83	48	95	75	
		<b>LA Subtotal</b>		<b>623</b>	<b>550</b>	<b>633</b>	<b>602</b>
		Coastline	4	1	2	2	
		Saddleback	73	49	68	63	
<b>OC Subtotal</b>		<b>77</b>	<b>50</b>	<b>70</b>	<b>66</b>		
<b>Supply Subtotal/Average</b>			<b>700</b>	<b>600</b>	<b>703</b>	<b>668</b>	
0505.00	Business Administration	Cerritos	299	361	344	335	
		Citrus	386	351	333	357	
		Compton	22	22	26	23	
		East LA	309	256	241	269	
		El Camino	325	261	285	290	

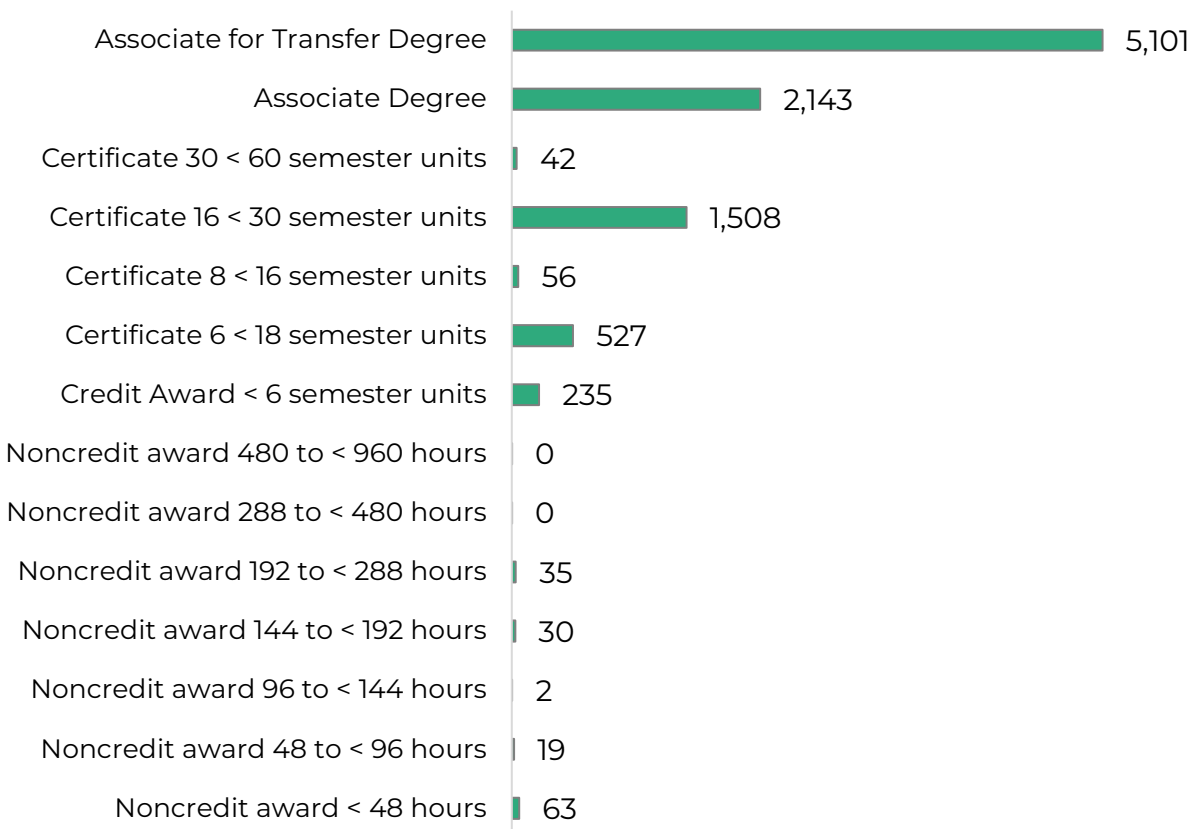
TOP Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average
		Glendale	221	186	170	192
		LA City	112	104	76	97
		LA Harbor	68	75	51	65
		LA Mission	89	78	74	80
		LA Pierce	266	216	227	236
		LA Southwest	38	26	26	30
		LA Trade	32	0	5	12
		LA Valley	197	183	218	199
		Long Beach	296	292	281	290
		Mt San Antonio	281	373	449	368
		Pasadena	859	753	962	858
		Rio Hondo	254	248	228	243
		Santa Monica	370	301	381	351
		West LA	127	97	69	98
		<b>LA Subtotal</b>	<b>4,551</b>	<b>4,183</b>	<b>4,446</b>	<b>4,393</b>
		Coastline	410	381	295	362
		Cypress	206	226	208	213
		Fullerton	367	343	344	351
		Golden West	186	183	244	204
		Irvine	383	292	277	317
		Orange Coast	412	337	388	379
		Saddleback	327	398	372	366
		Santa Ana	187	174	158	173
		Santiago Canyon	143	150	143	145
		<b>OC Subtotal</b>	<b>2,621</b>	<b>2,484</b>	<b>2,429</b>	<b>2,511</b>
<b>Supply Subtotal/Average</b>			<b>7,172</b>	<b>6,667</b>	<b>6,875</b>	<b>6,905</b>
0506.00	Business Management	Cerritos	276	469	1,526	757
		Citrus	0	0	2	1
		Compton	0	1	1	1
		East LA	18	18	23	20
		El Camino	22	40	31	31
		Glendale	28	22	28	26
		LA City	16	40	33	30
		LA Mission	6	3	4	4
		LA Pierce	14	9	9	11
		LA Valley	39	34	37	37

TOP Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average
		Long Beach	28	26	43	32
		Mt San Antonio	188	158	193	180
		Pasadena	0	2	7	3
		Santa Monica	0	0	1	0
		<b>LA Subtotal</b>	<b>635</b>	<b>822</b>	<b>1,938</b>	<b>1,132</b>
		Coastline	33	40	36	36
		Cypress	1	5	1	2
		Fullerton	19	20	39	26
		Golden West	13	10	8	10
		Irvine	23	20	36	26
		North Orange Adult	32	27	37	32
		Orange Coast	16	2	0	6
		Saddleback	0	0	7	2
		Santa Ana	39	62	63	55
		Santiago Canyon	25	173	72	90
		<b>OC Subtotal</b>	<b>201</b>	<b>359</b>	<b>299</b>	<b>286</b>
<b>Supply Subtotal/Average</b>			<b>836</b>	<b>1,181</b>	<b>2,237</b>	<b>1,418</b>
0506.40	Small Business and Entrepreneurship	Cerritos	15	13	10	13
		Citrus	1	0	0	0
		East LA	36	19	14	23
		Glendale	0	6	2	3
		LA City	7	19	26	17
		LA Pierce	5	31	17	18
		LA Trade	3	10	6	6
		LA Valley	99	174	169	147
		Long Beach	0	1	0	0
		Mt San Antonio	36	21	39	32
		Pasadena	186	65	36	96
		Rio Hondo	6	13	8	9
		Santa Monica	28	17	22	22
		West LA	5	12	8	8
		<b>LA Subtotal</b>	<b>427</b>	<b>401</b>	<b>357</b>	<b>395</b>
		Coastline	4	4	2	3
		Fullerton	5	2	6	4
		Golden West	3	2	0	2

TOP Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average
		Irvine	233	233	237	234
		Orange Coast	8	0	0	3
		Saddleback	10	6	9	8
		Santa Ana	1	3	10	5
		Santiago Canyon	1	4	5	3
		<b>OC Subtotal</b>	<b>265</b>	<b>254</b>	<b>269</b>	<b>263</b>
<b>Supply Subtotal/Average</b>			<b>692</b>	<b>655</b>	<b>626</b>	<b>658</b>
0508.00	International Business and Trade	Cerritos	8	2	24	11
		East LA	1	4	6	4
		Glendale	6	0	1	2
		Long Beach	15	5	14	11
		Mt San Antonio	32	18	24	25
		Pasadena	23	13	13	16
		Rio Hondo	2	2	0	1
		Santa Monica	3	1	2	2
		<b>LA Subtotal</b>	<b>90</b>	<b>45</b>	<b>84</b>	<b>73</b>
		Coastline	0	0	2	1
		Fullerton	2	3	5	3
		Saddleback	11	3	0	5
		Santa Ana	30	44	26	33
		<b>OC Subtotal</b>	<b>43</b>	<b>50</b>	<b>33</b>	<b>42</b>
		<b>Supply Subtotal/Average</b>			<b>133</b>	<b>95</b>
<b>Supply Total/Average</b>			<b>9,533</b>	<b>9,198</b>	<b>10,558</b>	<b>9,763</b>

Exhibit 17 shows the annual average community college awards by type from 2021-22 to 2023-24. The plurality of the awards are for associate for transfer degree, followed by associate degree then certificate 16 to 30 semester units.

### Exhibit 17: Annual Average Community College Awards by Type, 2021-2024



### Community College Student Outcomes

Exhibit 18 shows the Strong Workforce Program (SWP) metrics for international business and trade programs in South Orange County Community College District (SOCCCD), the Orange County Region, and California. Of the 464 Orange County international business and trade students in the 2023-24 academic year, 10% (45) attended an SOCCCD college. Datavista shows there is insufficient data for several student outcomes at the district- and county-levels.

### Exhibit 18: International Business and Trade (0508.00) Strong Workforce Program Metrics, 2021-24<sup>4</sup>

SWP Metric	SOCCCD	OC Region	California
SWP Students	45	464	2,993
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	44%	40%	44%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Insufficient Data	Insufficient Data	67%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	Insufficient Data	12	88

<sup>4</sup> All SWP metrics are for 2023-24 unless otherwise noted.

SWP Metric	SOCCCD	OC Region	California
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2022-23)	Insufficient Data	23	144
SWP Students with a Job Closely Related to Their Field of Study (2021-22)	Insufficient Data	Insufficient Data	71%
Median Annual Earnings for SWP Exiting Students (2022-23)	Insufficient Data	\$39,576 (\$19.03)	\$42,468 (\$20.42)
Median Change in Earnings for SWP Exiting Students (2022-23)	Insufficient Data	27%	25%
SWP Exiting Students Who Attained the Living Wage (2022-23)	Insufficient Data	26%	39%

### Non-Community College Supply

To comprehensively analyze the regional supply, it is crucial to include data from other institutions offering international business and trade programs. Exhibit 19 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)
- International Business/Trade/Commerce (52.1101)

The available data covers 2020 to 2023. During this period, non-community college institutions in the region conferred an average of 15,289 awards annually in related programs.

Exhibit 19: Regional Non-Community College Awards, 2020-2023

CIP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
52.0101	Business/Commerce, General	Azusa Pacific University	70	15	10	32
		Biola University	26	32	28	29
		Fremont University	0	11	5	5
		Loyola Marymount University	38	39	65	47
		Mount Saint Mary's University	0	0	0	0
		Pacific States University	0	8	2	3
		University of Southern California	1	0	0	0
<b>Supply Subtotal/Average</b>			<b>135</b>	<b>105</b>	<b>110</b>	<b>117</b>
52.0201	Business Administration and Management, General	Abraham Lincoln University	1	3	3	2
		America Evangelical University	8	9	2	6
		American Jewish University	5	1	2	3

CIP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
		Angeles College	10	21	0	10
		Azusa Pacific University	142	182	151	158
		Bethesda University	57	39	39	45
		Biola University	120	106	111	112
		California Institute of Advanced Management	32	62	37	44
		California State Polytechnic University-Pomona	1,690	1,678	1,641	1,670
		California State University-Dominguez Hills	657	599	539	598
		California State University-Fullerton	2,504	2,289	2,194	2,329
		California State University-Long Beach	1,584	1,688	1,533	1,602
		California State University-Los Angeles	956	854	1,026	945
		California State University-Northridge	825	840	1,101	922
		Chapman University	535	526	439	500
		Claremont Graduate University	92	41	53	62
		Concordia University-Irvine	122	99	142	121
		Fremont University	15	3	6	8
		Haven University	0	3	2	2
		Hope International University	56	59	49	55
		InterCoast Colleges-West Covina	1	2	4	2
		Latin American Bible Institute	0	0	0	0
		Learnet Academy Inc	10	6	7	8

CIP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
		Life Pacific University	17	19	22	19
		Los Angeles Pacific College	3	1	5	3
		Los Angeles Pacific University	16	27	52	32
		Loyola Marymount University	71	68	78	72
		Mount Saint Mary's University	33	21	16	23
		Pacific College	0	0	0	0
		Pacific Oaks College	16	11	11	13
		Pacific States University	6	8	2	5
		Pepperdine University	600	677	779	685
		Platt College-Anaheim	9	5	9	8
		Platt College-Los Angeles	4	6	3	4
		Presbyterian Theological Seminary in America	0	0	0	0
		Saybrook University	1	5	5	4
		The Chicago School at Anaheim	4	0	0	1
		The Chicago School at Los Angeles	24	3	0	9
		The Master's University and Seminary	40	43	54	46
		Touro University Worldwide	0	10	11	7
		University of Antelope Valley	32	26	20	26
		University of California-Irvine	560	528	565	551
		University of California-Los Angeles	42	15	68	42
		University of La Verne	559	465	325	450
		University of Massachusetts Global	433	467	408	436

CIP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
		University of Southern California	1,490	1,258	260	1,003
		University of the People	815	1,365	2,362	1,514
		University of the West	21	10	12	14
		Vanguard University of Southern California	66	50	53	56
		West Coast University-Orange County	0	11	21	11
		Westcliff University	574	434	364	457
		Whittier College	62	39	64	55
		Woodbury University	70	47	39	52
		<b>Supply Subtotal/Average</b>			<b>14,990</b>	<b>14,729</b>
52.0701	Entrepreneurship/ Entrepreneurial Studies	Azusa Pacific University	3	3	2	3
		Biola University	0	0	5	2
		Hussian College-Los Angeles	0	0	0	0
		Loyola Marymount University	62	52	88	67
		Mount Saint Mary's University	4	6	7	6
		The Master's University and Seminary	0	0	1	0
		Touro University Worldwide	0	0	0	0
		University of California-Irvine	31	43	63	46
		University of La Verne	0	1	0	0
		Westcliff University	0	5	4	3
		<b>Supply Subtotal/Average</b>			<b>100</b>	<b>110</b>
52.1101	International Business/Trade/ Commerce	Azusa Pacific University	8	3	4	5
		California State University-Fullerton	72	50	58	60
		Claremont Graduate University	3	0	0	1

CIP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
		Learnet Academy Inc	0	3	3	2
		Mount Saint Mary's University	3	3	0	2
		Pepperdine University	182	131	89	134
		University of La Verne	3	2	4	3
		University of Southern California	56	45	0	34
		Westcliff University	0	4	3	2
<b>Supply Subtotal/Average</b>			<b>327</b>	<b>241</b>	<b>161</b>	<b>243</b>
<b>Supply Total/Average</b>			<b>15,552</b>	<b>15,185</b>	<b>15,130</b>	<b>15,289</b>

# Regional Demographics

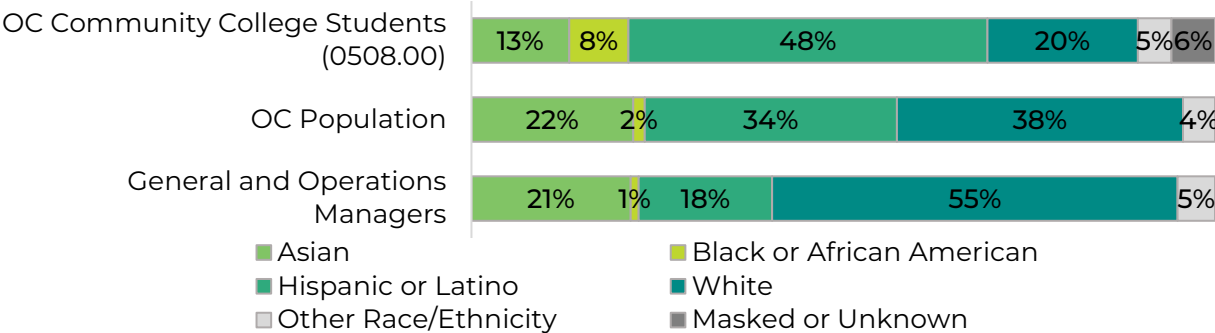
The following section presents occupational, community college program, and population demographic data for Orange County. This comparison can help identify possible equity gaps between the local workforce and the student pipeline who are preparing for these occupations. These insights can inform program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

## Ethnicity

Exhibit 20 compares the ethnicity of Orange County community college students enrolled in international business and trade programs, the overall Orange County population, and occupation-specific data for *general and operations managers*.

More than half (55%) of *general and operations managers* are white, which is more than two times larger than their representation among community college students (20%), suggesting that white workers may be entering these jobs through alternate training pathways. In contrast, Hispanic or Latino individuals make up only 18% of the workforce but account for 48% of program enrollment, indicating a potential disconnect between education and employment outcomes. Meanwhile, Asian (students 13%, workers 21%) and Black or African American (students 8%, workers 1%) individuals show misaligned shares, suggesting a disproportionate education-to-employment pipeline.

Exhibit 20: Program and County Demographics by Ethnicity

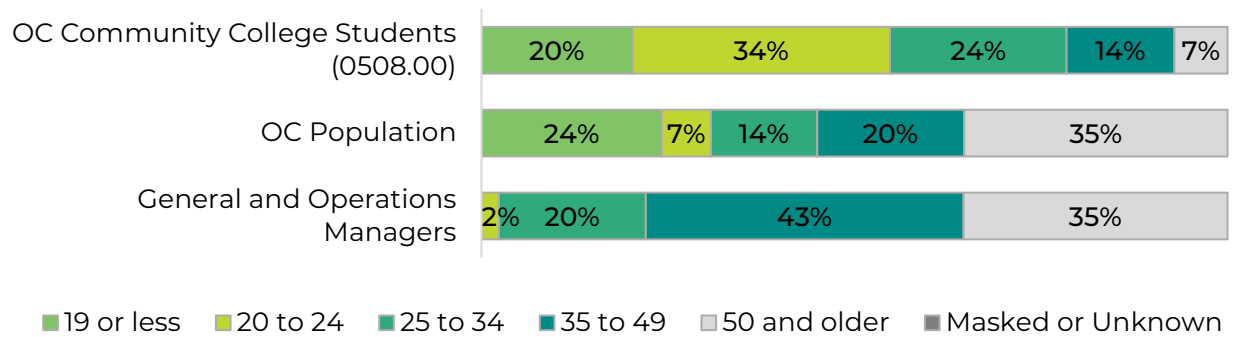


## Age

Exhibit 22 compares the age of Orange County community college students enrolled in international business and trade programs, the overall Orange County population, and occupation-specific data for *general and operations managers*.

Community college students enrolled in international business and trade programs skew younger, with 54% under age 25 compared to just 2% in the workforce. In contrast, 78% of workers are aged 35 or older, suggesting that these roles may require additional experience or advanced training prior to entry.

Exhibit 21: Program and County Demographics by Age

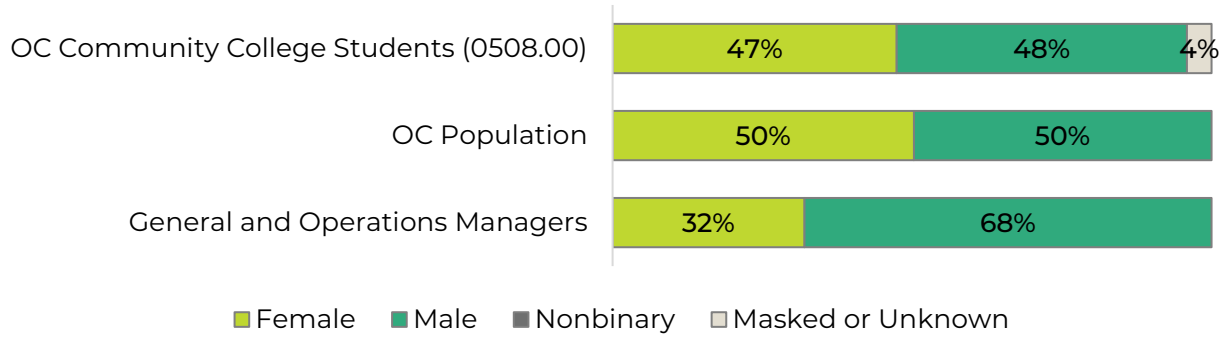


## Sex

Exhibit 24 compares the sex of Orange County community college students enrolled in international business and trade programs, the overall Orange County population, and occupation-specific data for *general and operations managers*.

Though the population and community college students are split evenly between women and men, only 32% of workers in the field are women.

Exhibit 22: Program and County Demographics by Sex



## 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](http://datamart.cccco.edu)) and the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](http://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. 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 <a href="#">Lightcast</a> (v.2026.2), a labor market analytics firm.
Living Wage	Per the CCCC's this report's endorsement criteria uses the <a href="#">University of Washington's Center for Women's Welfare Self-Sufficiency Standard</a> last updated in March 2024, which is \$27.13 per hour (\$57,294 annually) in Orange County. The <a href="#">MIT Living Wage</a> , 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 <a href="#">Bureau of Labor Statistics (BLS)</a> 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 <a href="#">O*NET</a> database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations.
Educational Supply	The <a href="#">CCCCO Data Mart</a> provides information about students, courses, student services, outcomes and faculty and staff. The <a href="#">National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS)</a> collects data on the number of postsecondary awards earned (completions).
Student Metrics and Demographics	<a href="#">Data Vista</a> (v.2.0), 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 <a href="#">Census Bureau's American Community Survey (ACS)</a> is the premier source for detailed population and housing information. Data is sourced from <a href="#">IPUMS USA</a> , a database providing access to ACS and other Census Bureau data products.

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