

Labor Market Analysis for Program Recommendation: 0836.10/ Recreation Assistant (Associate in Science for Transfer)

CVML Center of Excellence, July 2025



FOR LABOR MARKET RESEARCH
CENTRAL VALLEY/MOTHER LODGE

Summary

Program LMI Endorsement	Endorsed: All LMI Criteria Met <input type="checkbox"/>	Endorsed: Some LMI Criteria Met <input checked="" type="checkbox"/>	Not LMI Endorsed <input type="checkbox"/>
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Program LMI Endorsement Criteria		
	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Supply Gap:	Comments: There are projected to be 388 annual job openings throughout the NCV/NML subregion for <i>sports management</i> -related middle-skill occupations, which are more than the 0 awards conferred by educational institutions in the NCV/NML subregion (non-CC).	
Living Wage: (Entry-Level, 25th):	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Comments: Two of the three <i>sports management</i> -related middle-skill occupations included in this report have an entry-level hourly wage above the NCV/NML living wage of \$16.81.		
Education:	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Comments: The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for the following middle-skill occupations: <i>First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services and Exercise Trainers and Group Fitness Instructors</i> and lists a bachelor's degree as the typical entry-level education for the following middle skill occupation: <i>Facilities Managers</i> . Additionally, between 28% and 41% of workers in middle-skill occupations have completed some college or an associate degree as their highest level of education.		

Emerging Occupations(s)	
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Comments: N/A	

The Central/Valley Mother Lode Center of Excellence for Labor Market Research (CVML COE) prepared this report to determine whether there is a supply gap in the North Central Valley/Northern Mother Lode regional labor market related to the following occupations:

- Middle-Skill
 - Facilities Managers (SOC 11-3013)
 - First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services (SOC 39-1014)
 - Exercise Trainers and Group Fitness Instructors (SOC 39-9031)
- Above Middle-Skill - denoted with a caret (^) throughout this report
 - Entertainment and Recreation Managers, Except Gambling (SOC 11-9072)
 - Coaches and Scouts (SOC 27-2022)

Middle-skill occupations typically require a community college education while above middle-skill occupations typically require at least a bachelor's degree.

Based on the available data, there appears to be a supply gap for *sports management*-related middle-skill occupations. Two of the three middle-skill occupations have an entry-level wage above the subregion's living wage, and the typical entry-level education is a high school diploma or equivalent for *First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services* and *Exercise Trainers and Group Fitness Instructors* and a bachelor's degree for *Facilities Managers*. Overall, between 28% and 41% of incumbent middle-skill workers have completed some college or an associate degree as their highest level of education. **Therefore, due to some of the regional labor market criteria being met, the COE endorses this proposed program.**

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for *sports management*-related occupations.

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
Facilities Managers (11-3013)	NCV/NML: 71 SCV/SML: 93	NCV/NML: 0 SCV/SML: 4	NCV/NML: \$39.32 SCV/SML: \$37.19	Bachelor's degree	37%
First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services (39-1014)	NCV/NML: 57 SCV/SML: 93		NCV/NML: \$20.50 SCV/SML: \$18.47	High school diploma or equivalent	41%
Exercise Trainers and Group Fitness Instructors (39-9031)	NCV/NML: 260 SCV/SML: 389		NCV/NML: \$16.67 SCV/SML: \$16.74	High school diploma or equivalent	28%
Middle-Skill Total	963	-	-	-	-
Entertainment and Recreation Managers, Except Gambling (11-9072)^	NCV/NML: 35 SCV/SML: 56	NCV/NML: 0 SCV/SML: 0	NCV/NML: \$27.17 SCV/SML: \$24.67	Bachelor's degree	33%
Coaches and Scouts (27-2022)^	NCV/NML: 172 SCV/SML: 282		NCV/NML: \$16.96 SCV/SML: \$16.39	Bachelor's degree	19%
Above Middle-Skill Total	545	-	-	-	-
Total	1,508	4	-	-	-

Demand:

- The number of jobs related to *sports management*-related middle-skill occupations are projected to increase 8% through 2028, equating to 388 annual job openings (NCV/NML).
- Two of the three *sports management*-related middle-skill occupations included in this report have entry-level hourly wages above the NCV/NML living wage of \$16.81.

- There were 404 online job postings for *sports management*-related middle-skill occupations over the past 12 months.
- The Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry-level education for the following middle-skill occupation: *Facilities Managers* and lists a high-school diploma or equivalent for the following middle-skill occupation: *First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services* and *Exercise Trainers and Group Fitness Instructors*.
- National-level educational attainment data indicates that between 28% to 41% of incumbent middle-skill workers in the field have completed some college or an associate degree as their highest level of education.

Supply:

- Between 2021 and 2024, there was an average of no awards conferred by community colleges in the NCV/NML subregion.
- Between 2020 and 2023, no non-community college institutions in the NCV/NML subregion conferred awards in relevant programs.

Demand

Occupational Projections

Exhibit 2 shows the annual percent change in jobs for the five *sports management*-related occupations from 2018 through 2028. Employment in these occupations experienced a 17% increase in 2022 (NCV/NML) compared to the 5% growth across all CA occupations. The percent change for the NCV/NML subregion experienced a decline of 12% in 2020 but then showed a 3% growth in 2021. In 2023, these occupations experienced an 8% increase (NCV/NML) compared to the 0% increase across all CA occupations. From 2025 to 2028, growth is projected to remain steady in the NCV/NML subregion (around 1% - 2%).

Exhibit 2: Annual Percent Change in Jobs for Sports Management-Related Occupations, 2018-2028

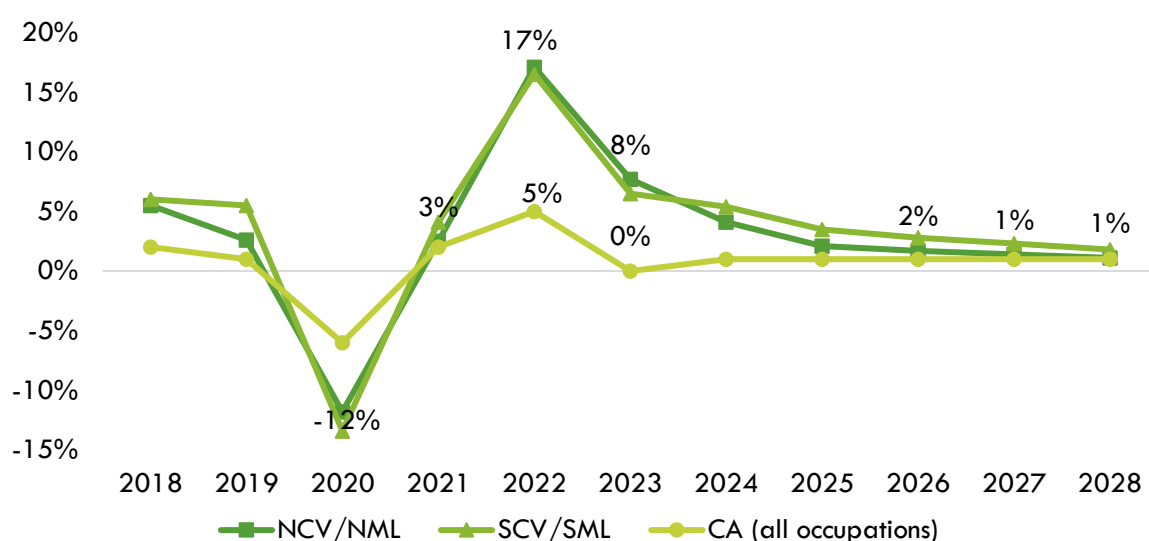


Exhibit 3a shows the five-year occupational demand projections for sports management middle-skill occupations. In the NCV/NML subregion, the number of jobs related to these occupations are projected to increase by 8% through 2028. There are projected to be 388 jobs available annually in the NCV/NML subregion.

Exhibit 3a: Middle-Skill Occupational Demand in NCV/NML, SCV/SML, and CVML¹

Geography	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	Annual Openings
NCV/NML	2,273	2,471	198	8%	388
SCV/SML	3,138	3,620	482	15%	575
CVML	5,411	6,091	680	13%	963

¹Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Exhibit 3b shows the five-year occupational demand projections for sports management above middle-skill occupations. In the NCV/NML subregion, the number of jobs related to these occupations are projected to increase by 15% through 2028. There are projected to be 206 jobs available annually in the NCV/NML subregion.

Exhibit 3b: Above Middle-Skill Occupational Demand in NCV/NML, SCV/SML, and CVML²

Geography	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	Annual Openings
NCV/NML	1,274	1,459	185	15%	206
SCV/SML	1,961	2,330	369	19%	338
CVML	3,235	3,789	554	17%	544

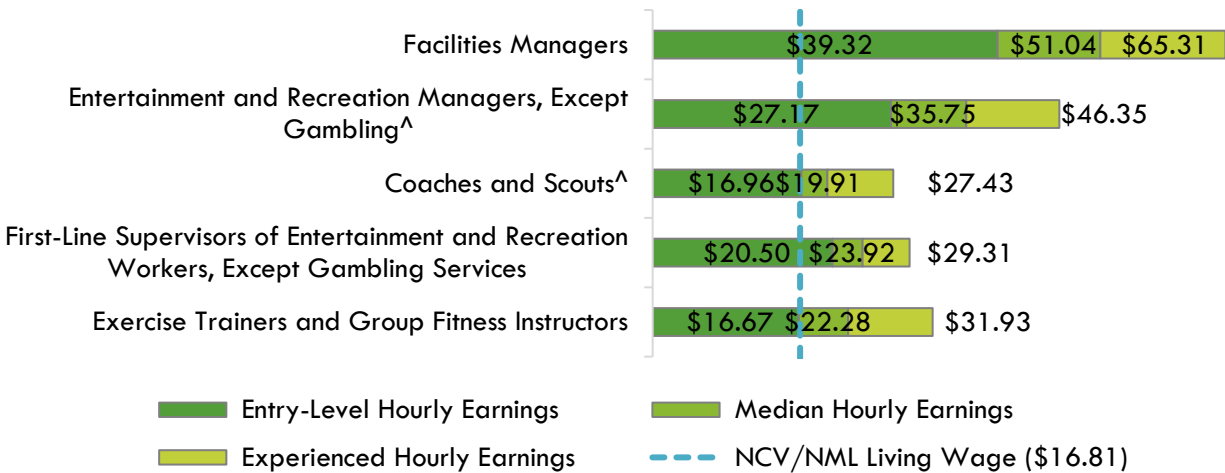
²Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages:

The labor market endorsement in this report considers the entry-level hourly wages for the five *sports management*-related occupations as they relate to the subregions and region's living wage. NCV/NML, SCV/SML, and CVML wages are included below to provide a complete analysis of the region.

Four of the five *sports management*-related occupations have an entry-level hourly wage above the living wage for one adult in the NCV/NML subregion (\$16.81). The NCV/NML subregion average wage for these occupations is \$33.38, which is below the average statewide wage of \$35.69. Exhibit 4a shows the wage range for *sports management*-related occupations and how they compare to the NCV/NML subregion's living wage.

Exhibit 4a: Wages by Occupation in NCV/NML



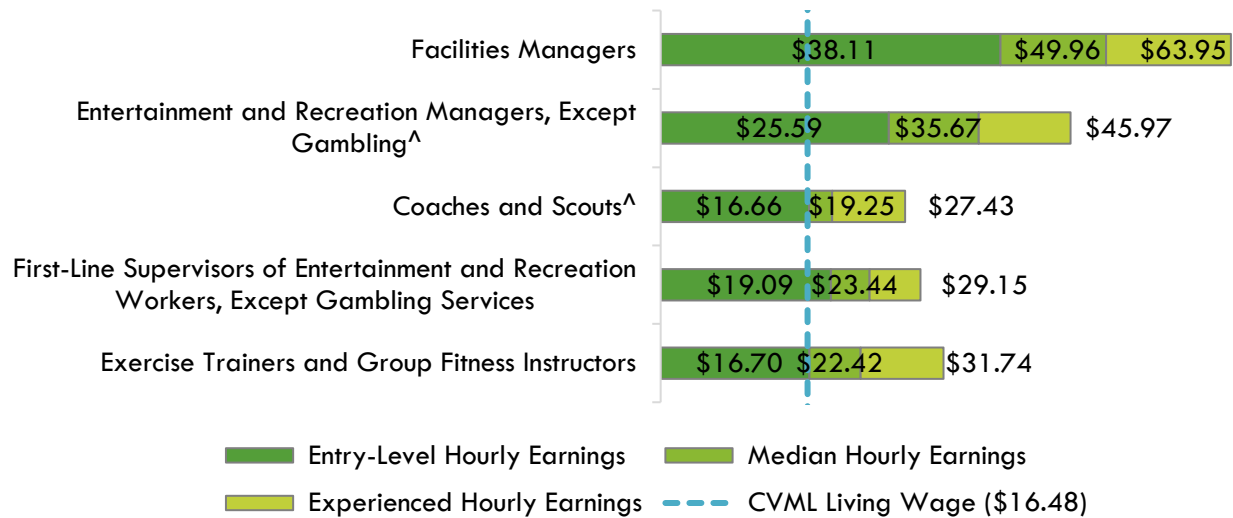
All five *sports management*-related occupations have an entry-level hourly wage above the living wage for one adult in the SCV/SML subregion (\$16.08). The SCV/SML subregion average wage for these occupations is \$32.22, which is below the average statewide wage of \$35.69. Exhibit 4b shows the wage range for *sports management*-related occupations and how they compare to the SCV/SML subregion's living wage.

Exhibit 4b: Wages by Occupation in SCV/SML



All five *sports management*-related occupations have an entry-level hourly wage above the living wage for one adult in the CVML region (\$16.48). The CVML region's average wage for these occupations is \$32.70, which is below the average statewide wage of \$35.69. Exhibit 5 shows the wage range for *sports management*-related occupations and how they compare to the CVML region's living wage.

Exhibit 5: Wages by Occupation in CVML



Job Postings:

Important Online Job Postings Data Note: Online job postings data is sourced from Lightcast, a labor market analytics firm that scrapes, collects, and organizes data from online job boards such as LinkedIn, Indeed, Glassdoor, Monster, GovernmentJobs.com, and thousands more. Lightcast uses natural language processing (NLP) to determine the related company, industry, occupation, and other information for each job posting. However, NLP has limitations that include understanding contextual words of phrases; determining differences in words that can be used as nouns, verbs, and/or adjectives; and misspellings or grammatical errors.³ For these reasons, job postings could be assigned to the wrong employer, industry, or occupation within Lightcast's database.

Additionally, there are several limitations when analyzing job postings. A single job posting may not represent a single job opening, as employers may be creating a pool of candidates for future openings or hiring for multiple positions with a single posting. Additionally, not all jobs are posted online, and jobs may be filled through other methods such as internal promotion, word-of-mouth advertising, physical job boards, or a variety of other channels.

There were 908 online job postings related to *sports management*-related middle-skill and above middle-skill occupations listed in the past 12 months (Exhibit 6).

Exhibit 6: Number of Job Postings by Occupation (n=908)

Occupations	Job Postings	Percentage of Job Postings
Coaches and Scouts [^]	487	54%
Facilities Managers	280	31%
Exercise Trainers and Group Fitness Instructors	103	11%
First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services	21	2%
Entertainment and Recreation Managers, Except Gambling [^]	17	2%

The top employers in the region for *sports management*-related middle-skill occupations, by number of job postings, are shown in Exhibit 7a.

Exhibit 7a: Top Middle-Skill Employers by Number of Job Postings (n=404)

Employer	Job Postings	Percentage of Job Postings
State of California	27	7%
McDonald's	17	4%
Adventist Health	15	4%
Vasa Fitness	14	3%

³K. R. Chowdhary, Fundamentals of Artificial Intelligence (Basingstoke: Springer Nature, 2020), <https://link.springer.com/book/10.1007/978-81-322-3972-7>

Employer	Job Postings	Percentage of Job Postings
California State University-Stanislaus	9	2%
University of the Pacific	8	2%
Delaware North	8	2%
Stanislaus County	6	1%
California Health Care Facility	6	1%
Club Pilates	5	1%

The top employers in the region for *sports management*-related above middle-skill occupations, by number of job postings, are shown in Exhibit 7b.

Exhibit 7b: Top Above Middle-Skill Employers by Number of Job Postings (n=504)

Employer	Job Postings	Percentage of Job Postings
Teachme.to	67	13%
University of the Pacific	27	5%
Merced Union High School District	27	5%
Amador County Unified School District	19	4%
Mariposa	14	3%
Los Banos Unified	10	2%
Ceres Unified School District	9	2%
Modesto City Schools	9	2%
Yosemite Community College District	9	2%
Dos Palos	9	2%

The top specialized, common, and software skills for *sports management*-related middle-skill occupations are listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 8a.

Exhibit 8a: Top Skills for Middle-Skill Occupations by Number of Job Postings (n=404)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Facility Management (75)	Communication (180)	Microsoft Office (55)
HVAC (58)	Operations (133)	Microsoft Excel (34)
Construction (48)	Management (129)	Microsoft Outlook (22)
Preventive Maintenance (44)	Customer Service (76)	Microsoft PowerPoint (22)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Project Management (41)	Leadership (71)	Microsoft Word (18)
Community Reintegration (31)	Planning (59)	Spreadsheets (9)
Contract Compliance (30)	Problem Solving (57)	Microsoft Access (8)
Plumbing (27)	Microsoft Office (55)	IBM MQ (8)
Auditing (25)	Training and Development (51)	Inventory Control Systems (6)
Restorative Justice (25)	Coordinating (51)	Yardi (Property Management Software) (4)

The top specialized, common, and software skills for *sports management*-related above middle-skill occupations are listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 8b.

Exhibit 8b: Top Skills for Above Middle-Skill Occupations by Number of Job Postings (n=504)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Lesson Planning	Coaching	Jakarta Persistence API
Customer Support	Communication	Apache Flex
Cardiopulmonary Resuscitation (CPR)	Teaching	Canva (Software)
Heat Illness	Innovation	Learning Management Systems
Sports Coaching	Scheduling	Microsoft Office
Adolescent Psychology	Management	Software Systems
Bloodborne Pathogens	Positivity	Calendaring Software
Safety Standards	Leadership	Program Files
Lifeguarding	Operations	-
Asthma	Interpersonal Communications	-

Educational Attainment:

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for *First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services* and *Exercise Trainers and Group Fitness Instructors* and lists a bachelor's degree as the typical entry-level education for *Facilities Managers, Entertainment and Recreation Managers, Except Gambling* and *Coaches and*

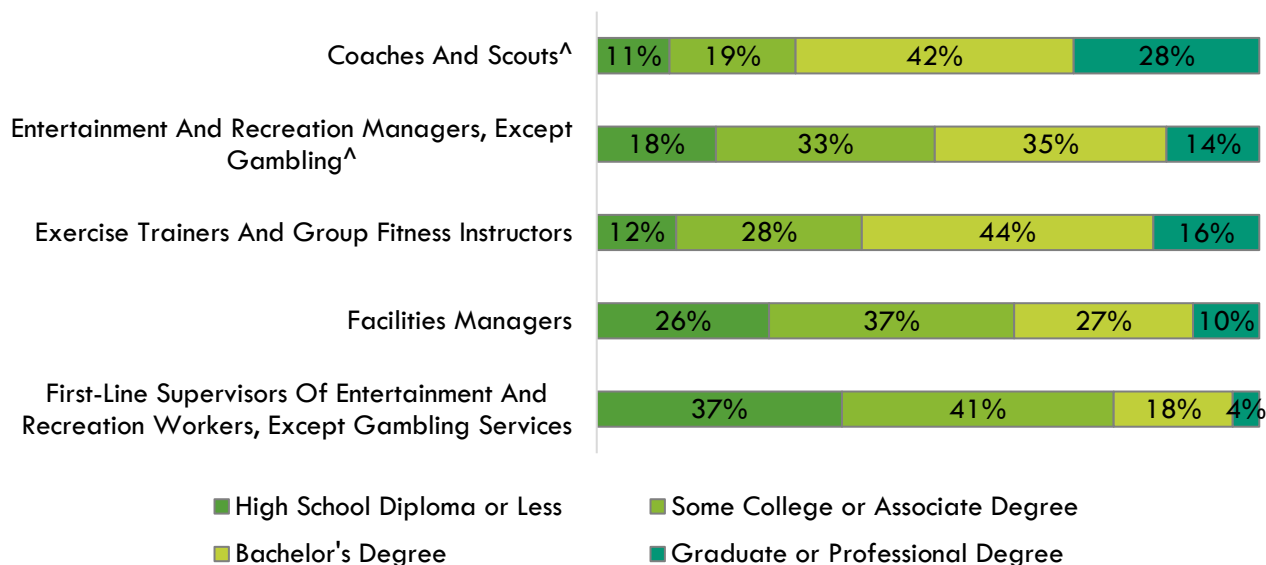
Scouts. National-level educational attainment data indicates that between 28% and 41% of middle-skill workers in the field have completed some college or an associate degree as their highest level of education.

Exhibit 9 shows the educational attainment for the five *sports management*-related occupations.

Of the 404 online job postings for the middle-skill occupations, 48% (equivalent to 195 postings) of cumulative job postings listed a minimum education requirement in the NCV/NML subregion. Of the 195 postings, 45% (88) requested a high school or GED.

Of the 504 online job postings for the above middle-skill occupations, 27% (equivalent to 137 postings) of cumulative job postings listed a minimum education requirement in the NCV/NML subregion. Of the 137 postings, 55% (76) requested a high school or GED.

Exhibit 9: National-level Educational Attainment for Sports Management-Related Occupations



Educational Supply

Community College Supply:

Community college supply shows the annual and three-year average number of awards conferred by community colleges in the programs that have historically trained for the occupations included in this report. No community colleges in the NCV/NML subregion conferred awards.

For the annual average community college awards by type from 2021-22 through 2023-24, no community colleges in the NCV/NML subregion conferred awards.

Community College Student Outcomes:

Exhibits 11 shows the Strong Workforce Program (SWP) metrics for the Recreation Assistant program in Yosemite Community College District (YCCD), the NCV/NML subregion, the CVML region, and California.

Of the 794 recreation assistant students statewide in the 2023-2024 academic year, 8% (60) attended a CVML Institution. CVML students that exited recreation assistant programs in the 2022-2023 academic year had lower median annual earnings (\$24,346) compared to all recreation assistant students statewide (\$34,436). Notably, 69% of CVML students in the 2021-2022 academic year, attained a living wage, which is greater than the percentage of students in the 2022-2023 academic year who attained a living wage statewide (29%).

Exhibit 11: Recreation Assistant (0836.10) Strong Workforce Program Metrics

SWP Metric	YCCD	NCV/NML Subregion	CVML Region	California
SWP Students	40	40	60	794
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	25%	25%	30%	28%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	N/A	N/A	N/A	42%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	N/A	N/A	N/A	N/A
SWP Students Who Transferred to a Four-Year Postsecondary Institution	N/A	N/A	21%	9%
SWP Students with a Job Closely Related to Their Field of Study	N/A	N/A	N/A	94%
Median Annual Earnings for SWP Exiting Students	N/A	N/A	\$24,346 (\$11.70)	\$34,436 (\$16.56)
Median Change in Earnings for SWP Exiting Students	N/A	N/A	N/A	29%
SWP Exiting Students Who Attained the Living Wage	N/A	N/A	69%	29%



2023-2024



2022-2023



2021-2022



N/A

Non-Community College Supply:

For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for the occupations studied in this report. Exhibit 12 shows the annual and three-year average number of awards conferred by non-community college institutions in programs that have historically trained for the occupations of interest. Between 2020 and 2023, there were no non-community college institutions in the NCV/NML subregion that conferred awards annually in related training programs. In the SCV/SML subregion, there were 4 awards conferred annually in related training programs.

Exhibit 12: SCV/SML Subregional Non-Community College Awards, 2020-2023

CIP Code	Program	Institution	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Award Average
31.0504	Sport and Fitness Administration/Management	Fresno Pacific University	5	6	1	4
Subtotal/Average			5	6	1	4
SCV/SML Supply Grand Total			5	6	1	4

Appendix A: Methodology

The CVML COE prepared this report by analyzing data from occupations and education programs.

Occupational data is derived from Lightcast, a labor market analytics firm that consolidates data from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS) and other government agencies. Program supply data is drawn from two systems: Taxonomy of Programs (TOP) and Classification of Instructional Programs (CIP).

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

- All occupations that require 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 CVML COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. The COE developed a “supply table” with this information, which is the source of the program supply data for this report. TOP code data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP code data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data), also known as IPEDS. 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 in the United States and Canada. Institutions outside of the California Community College system do not use TOP codes in their reporting systems.

Data included in this analysis represent the labor market demand for relevant positions most closely related to the proposed program as expressed by the requesting college in consultation with the CVML COE. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study which can signal demand and show what employers are looking for in potential employees but is not a perfect measure of the quantity of open positions.

All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

Appendix B: Data Sources

Data Type	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 Statistics and the American Community Survey. For more information, see https://lightcast.io/
Living Wage	<p>The living wage is derived from the Insight Center's California Family Needs 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: https://selfsufficiencystandard.org/California/</p> <p>Wage figures are used by the CCCCCO to calculate the percentage of students that attained the regional living wage.</p>
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 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, knowledges, work activities, and interests associated with occupations. For more information, see https://www.onetonline.org/help/online/
Educational Supply	<p>The CCCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: https://datamart.cccco.edu</p> <p>The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see 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 California Community Colleges 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, see: https://datavista.cccco.edu/
Population and Occupation Demographics	<p>The Census Bureau's American Community Survey (ACS) is the premier source for detailed population and housing information. For more information, see: https://www.census.gov/programs-surveys/acs</p> <p>Data is sourced from IPUMS USA, a database providing access to ACS and other Census Bureau data products. For more information, see: https://usa.ipums.org/usa/about.shtml</p>

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