

Labor Market Analysis for Program Recommendation: 0506.00/Business Management (Associate of Science)

CVML Center of Excellence, October 2025



FOR LABOR MARKET RESEARCH
CENTRAL VALLEY/MOTHER LODE

Summary

Program LMI Endorsement	Endorsed: All LMI Criteria Met ☒	Endorsed: Some LMI Criteria Met ☐	Not LMI Endorsed ☐
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Program LMI Endorsement Criteria

	Yes ☒	No ☐
Supply Gap:	<i>Comments:</i> There are projected to be 1,579 annual job openings throughout the SCV/SML subregion for <i>human resource management</i> -related middle-skill occupations, which are more than the 1,472 awards conferred by educational institutions in the SCV/SML subregion (CC + Non-CC).	
Living Wage: (Entry-Level, 25th):	Yes ☒	No ☐
	<i>Comments:</i> All <i>human resource management</i> -related middle-skill occupations included in this report have an entry-level hourly wage above the SCV/SML living wage of \$16.08.	
Education:	Yes ☒	No ☐
	<i>Comments:</i> The typical entry-level education is a bachelor's degree for the following middle-skill occupations: <i>General and Operations Managers</i> , <i>Administrative Services Managers</i> , and an associate degree for <i>Human Resources Assistants, Except Payroll and Timekeeping</i> . Additionally, between 33% and 34% of middle-skill workers have completed some college or an associate degree as their highest level of education.	
	Note: The “above middle-skill” occupations are not included in the endorsement criteria, but are shown for informational purposes.	

Emerging Occupations(s)

Yes ☐	No ☒
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 South Central Valley/Southern Mother Lode regional labor market related to the following occupations:

- Middle-Skill
 - General and Operations Managers (11-1021)
 - Administrative Services Managers (11-3012)
 - Human Resources Assistants, Except Payroll and Timekeeping (43-4161)
- Above Middle-Skill - denoted with a caret (^) throughout this report
 - Human Resources Managers (11-3121)^
 - Human Resources Specialists (13-1071)^

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 *human resource management*-related middle-skill occupations. In addition to these middle-skill occupations having entry-level wages above the subregion's living wage, between 33% and 34% of middle-skill workers in this field have completed some college or an associate degree as their highest level of education. **Therefore, due to all 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 *human resource 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
General and Operations Managers (11-1021)	NCV/NML: 887 SCV/SML: 1,350	NCV/NML: 780 SCV/SML: 1,472	NCV/NML: \$34.75 SCV/SML: \$34.71	Bachelor's degree	33%
Administrative Services Managers (11-3012)	NCV/NML: 92 SCV/SML: 149		NCV/NML: \$36.88 SCV/SML: \$38.70	Bachelor's degree	33%
Human Resources Assistants, Except Payroll and Timekeeping (43-4161)	NCV/NML: 51 SCV/SML: 80		NCV/NML: \$22.55 SCV/SML: \$20.47	Associate degree	34%
Middle-Skill Total	2,609	2,252	-	-	-
Human Resources Managers (11-3121)^	NCV/NML: 53 SCV/SML: 88	NCV/NML: 780 SCV/SML: 1,472	NCV/NML: \$53.56 SCV/SML: \$53.00	Bachelor's degree	18%
Human Resources Specialists (13-1071)^	NCV/NML: 234 SCV/SML: 413		NCV/NML: \$28.44 SCV/SML: \$28.45	Bachelor's degree	24%
Above Middle-Skill Total	788	2,252	-	-	-
Total	3,397		-	-	-

Demand:

- The number of jobs related to the five *human resource management*-related occupations in this report are projected to increase 8% through 2029. There will be 2,080 annual job openings in the SCV/SML subregion.
- All five *human resource management*-related occupations have an entry-level hourly wage above the living wage of \$16.08 in the SCV/SML subregion.
- There were 3,284 online job postings for *human resource management*-related 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 occupations: *General and Operations Managers* and *Administrative Services Managers*, and an associate degree for *Human Resources Assistants, Except Payroll and Timekeeping*.
- National-level educational attainment data indicates that between 33% and 34% of 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 123 awards conferred by community colleges in the SCV/SML subregion.
- Between 2020 and 2023, non-community college institutions in the SCV/SML subregion conferred an average of 1,349 awards in relevant programs.

Demand

Occupational Projections

Exhibit 2 shows the annual percent change in jobs for the five *human resource management*-related occupations from 2019 through 2029. The SCV/SML subregion experienced the highest growth in 2021 at 20%, compared to the 2% growth across all CA occupations. The percent change for the SCV/SML subregion only experienced a negative growth in 2020 and has been positive since then. From 2025 to 2029, growth is projected to remain steady (between 1% and 2%) for the SCV/SML subregion, similar to all occupations in California.

Exhibit 2: Annual Percent Change in Jobs for Human Resource Management-Related Occupations, 2019-2029

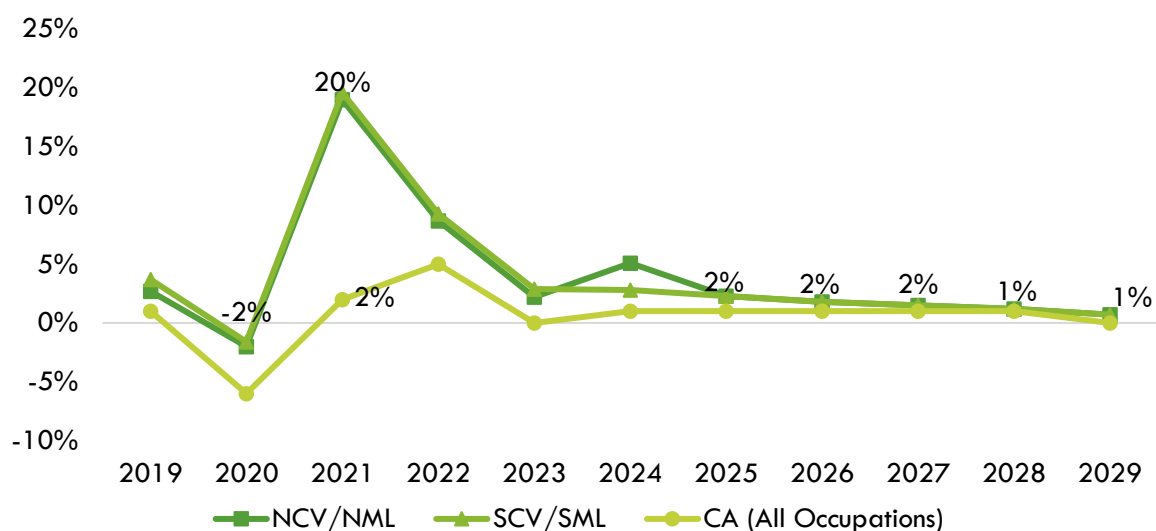


Exhibit 3 shows the five-year occupational demand projections for the five *human resource management*-related occupations. In the SCV/SML subregion, the number of jobs related to these occupations are projected to increase by 8% through 2029. There are projected to be 2,080 jobs available annually in the SCV/SML subregion.

Exhibit 3: Occupational Demand in NCV/NML, SCV/SML, and CVML¹

Geography	2024 Jobs	2029 Jobs	2024-2029 Change	2024-2029 % Change	Annual Openings
NCV/NML	13,252	14,267	1,015	8%	1,317
SCV/SML	20,916	22,525	1,609	8%	2,080
CVML	34,168	36,792	2,624	8%	3,397

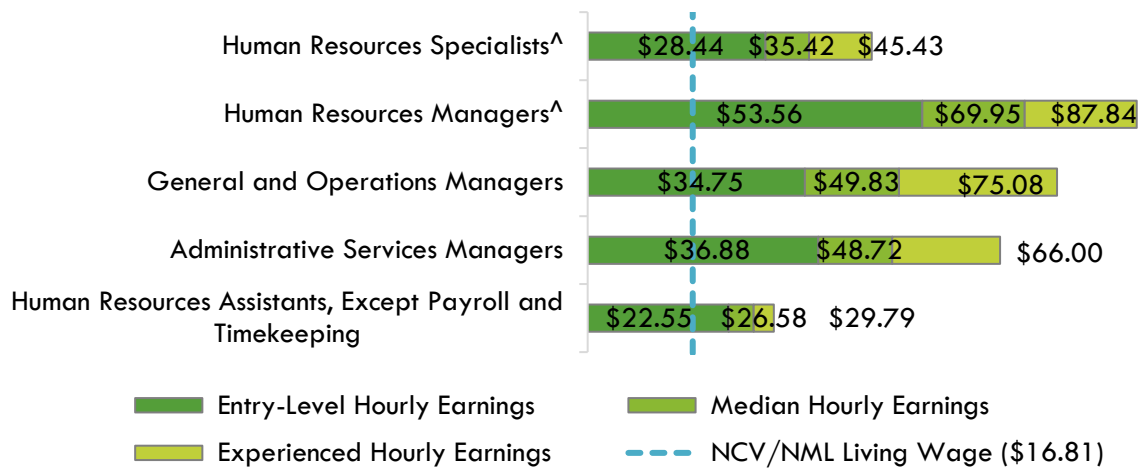
¹Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages:

The labor market endorsement in this report considers the entry-level hourly wages for the five *human resource 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.

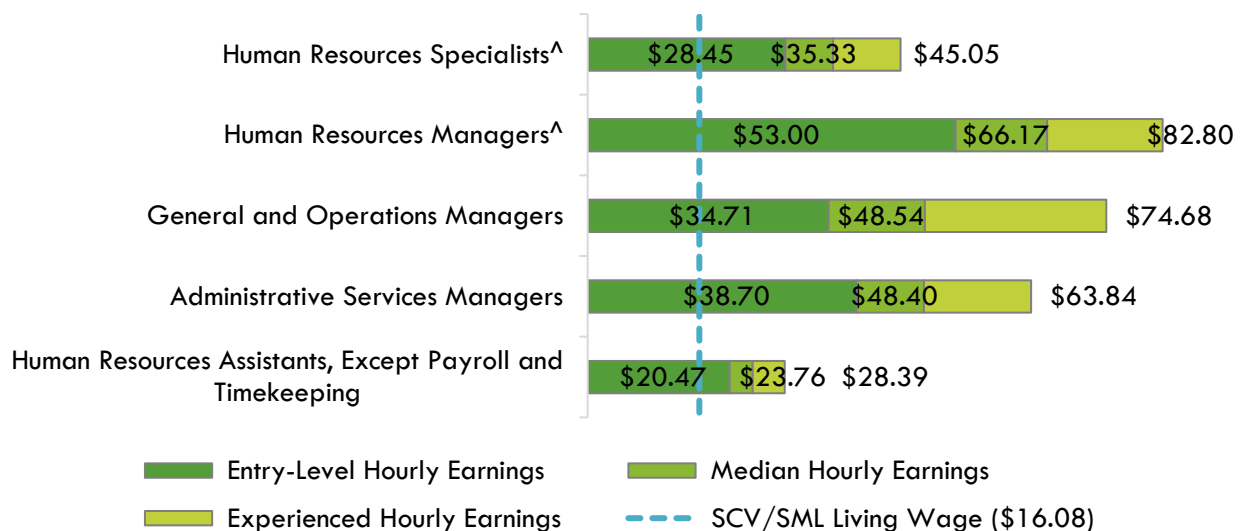
All five *human resource management*-related occupations have an entry-level hourly wage above the living wage for one adult in the NCV/NML subregion (\$16.81). The NCV/NML subregion average wage for these occupations is \$55.46, which is below the average statewide wage of \$69.44. Exhibit 4a shows the wage range for *human resource management*-related occupations and how they compare to the NCV/NML subregion's living wage.

Exhibit 4a: Wages by Occupation in NCV/NML



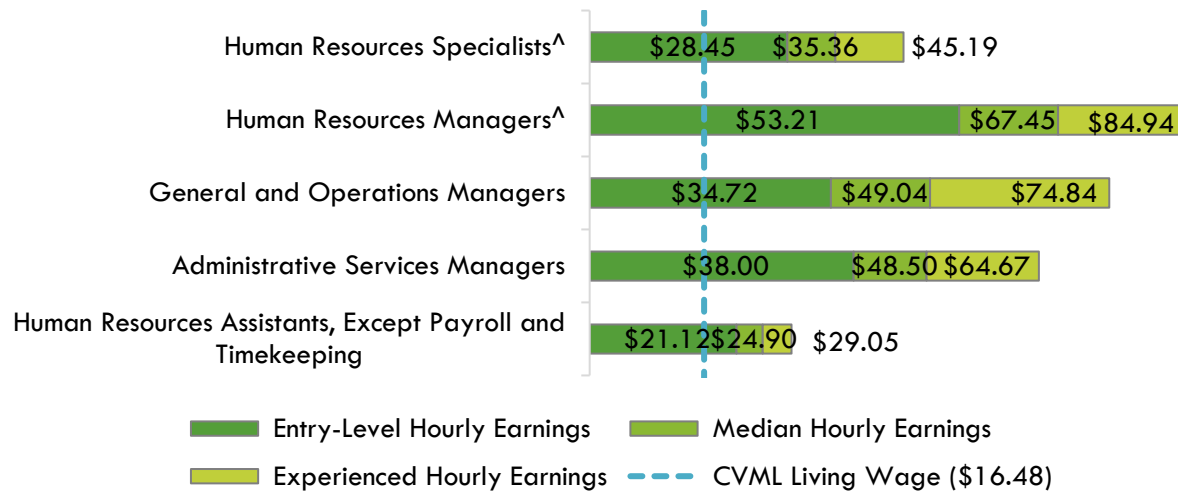
All five *human resource management*-related occupations have an entry-level hourly wage above the living wage for one adult in the SCV/SML subregion (\$16.08). The SCV/SML subregion average wage for these occupations is \$54.53, which is below the average statewide wage of \$69.44. Exhibit 4b shows the wage range for *human resource 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 *human resource 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 average wage for these occupations is \$54.89, which is below the average statewide wage of \$69.44. Exhibit 5 shows the wage range for *human resource 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.² 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 3,284 online job postings related to *human resource management*-related occupations listed in the past 12 months (Exhibit 6).

Exhibit 6: Number of Job Postings by Occupation (n=3,284)

Occupations	Job Postings	Percentage of Job Postings
General and Operations Managers	1,373	42%
Human Resources Specialists	907	28%
Human Resources Assistants, Except Payroll and Timekeeping	468	14%
Human Resources Managers	425	13%
Administrative Services Managers	111	3%

The top employers in the region for *human resource management*-related occupations, by number of job postings, are shown in Exhibit 7.

Exhibit 7: Top Employers by Number of Job Postings (n=3,284)

Employer	Job Postings	Percentage of Job Postings
AppleOne	88	3%
Robert Half	51	2%
AutoZone	50	2%
Kern Community College District	48	1%
Deloitte	39	1%

²K. 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
Creative Financial Staffing	35	1%
Amazon	32	1%
CVS Health	32	1%
Randstad	30	1%
University of California-Davis	27	1%

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

Exhibit 8: Top Skills by Number of Job Postings (n=3,284)

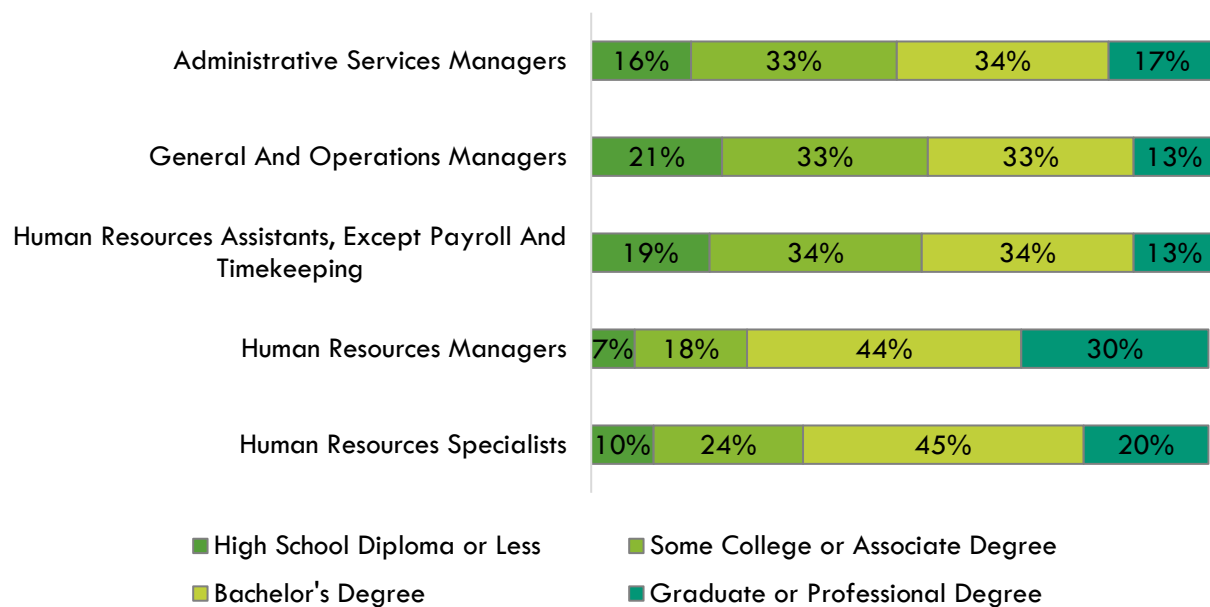
Top Specialized Skills	Top Soft Skills	Top Computer Skills
Employee Relations (519)	Communication (1510)	Microsoft Office (599)
Human Resources Information System (HRIS) (416)	Management (1397)	Human Resources Information System (HRIS) (416)
Auditing (391)	Operations (1233)	Microsoft Excel (406)
Performance Management (355)	Leadership (1185)	Microsoft Outlook (234)
Operations Management (348)	Customer Service (932)	Microsoft PowerPoint (217)
Labor Law (276)	Microsoft Office (599)	Applicant Tracking Systems (156)
Marketing (252)	Problem Solving (588)	Microsoft Word (151)
Employee Onboarding (248)	Detail Oriented (535)	Spreadsheets (115)
Bilingual (Spanish/English) (236)	Sales (519)	Workday (Software) (60)
Project Management (230)	Writing (469)	Payroll Systems (58)

Educational Attainment:

The Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry-level education for *General and Operations Managers*, *Administrative Services Managers*, *Human Resources Managers* and *Human Resources Specialists* and lists an associate degree as the typical entry-level education for *Human Resources Assistants, Except Payroll and Timekeeping*. National-level educational attainment data indicates that between 33% and 34% 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 *human resource management*-related occupations.

Of the 3,284 online job postings, 63% (equivalent to 2,058 postings) of cumulative job postings for the five *human resource management*-related occupations listed a minimum education requirement in the SCV/SML subregion. Of the 2,058 postings, 57% (1,182) requested a bachelor's degree.

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



Educational Supply

Community College Supply:

Exhibits 10a and 10b show 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. The colleges with the most completions are Reedley (South) and Fresno City (South).

**Exhibit 10a: NCV/NML Community College Awards (Certificates and Degrees)
2021-22 through 2023-24**

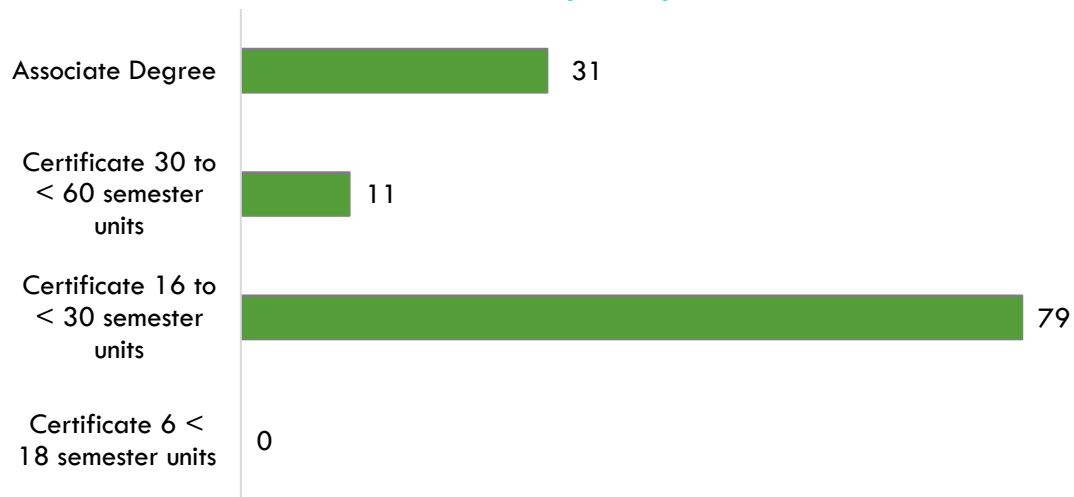
TOP Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average
0506.00	Business Management	Columbia	1	9	13	8
		Modesto	25	16	13	18
Subtotal/Average			26	25	26	26
NCV/NML Supply Grand Total			26	25	26	26

**Exhibit 10b: SCV/SML Community College Awards (Certificates and Degrees)
2021-22 through 2023-24**

TOP Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average
0506.00	Business Management	Cerro Coso	6	4	3	4
		Clovis	2	-	2	1
		Coalinga	13	7	7	9
		Fresno City	19	28	49	32
		Lemoore	14	20	19	18
		Porterville	10	2	2	5
		Reedley	68	29	64	54
Subtotal/Average			132	90	146	123
SCV/SML Supply Grand Total			132	90	146	123

Exhibit 11 shows the annual average community college awards by type from 2021-22 through 2023-24. Of the 121 awards conferred in the SCV/SML subregion, 65% (79) of these awards were for a certificate 16 to < 30 semester units.

Exhibit 11: Annual Average Community College Awards (SCV/SML) by Type, 2021-2024



Community College Student Outcomes:

Exhibit 12 shows the Strong Workforce Program (SWP) metrics for Business Management programs in Kern Community College District (KCCD), the SCV/SML subregion, the CVML region, and California.

Of the 44,272 business management program students statewide in the 2023-2024 academic year, 11% (4,881) attended a CVML institution. KCCD students that exited business management programs in the 2022-2023 academic year had greater median annual earnings (\$41,228) compared to all business management students in SCV/SML subregion (\$40,268). Notably, 50% of SCV/SML business management students attained a living wage, which is greater than the percentage of students who attained a living wage statewide (45%).

Exhibit 12: Business Management (0506.00) Strong Workforce Program Metrics

SWP Metric	KCCD	SCV/SML Subregion	CVML Region	California
SWP Students	513	4,460	4,881	44,272
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	39%	37%	38%	39%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	74%	65%	65%	76%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	2%	3%	3%	7%
SWP Students Who Transferred to a Four-Year Postsecondary Institution	5%	9%	9%	7%
SWP Students with a Job Closely Related to Their Field of Study	N/A	63%	63%	73%
Median Annual Earnings for SWP Exiting Students	\$41,228 (\$19.82)	\$40,268 (\$19.36)	\$40,966 (\$19.7)	\$45,308 (\$21.78)
Median Change in Earnings for SWP Exiting Students	37%	35%	34%	26%
SWP Exiting Students Who Attained the Living Wage	64%	50%	51%	45%



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. Exhibits 13a and 13b show 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, non-community college institutions in the SCV/SML subregion conferred an average of 1,349 awards annually in related programs.

Exhibit 13a: NCV/NML Subregional Non-Community College Awards, 2020-2023

CIP Code	Program	Institution	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Award Average
52.0201	Business Administration and Management, General	California State University-Stanislaus	512	489	480	494
		Humphreys University-Stockton and Modesto Campuses	38	25	34	32
		University of California-Merced	207	185	1	131
		University of the Pacific	102	101	90	98
Subtotal/Average			859	800	605	755
NCV/NML Supply Grand Total			859	800	605	755

Exhibit 13b: 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
52.0201	Business Administration and Management, General	Agape College of Business and Science	2	4	-	2
		California Aeronautical University	-	-	-	-
		California State	486	440	431	452

CIP Code	Program	Institution	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Award Average
		University-Bakersfield				
		California State University-Fresno	896	724	671	764
		Fresno Pacific University	225	69	99	131
Subtotal/Average			1,609	1,237	1,201	1,349
SCV/SML Supply Grand Total			1,609	1,237	1,201	1,349

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	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/ Wage figures are used by the CCCCCO to calculate the percentage of students that attained the regional living wage.
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	The CCCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: https://datamart.cccco.edu 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
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	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 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

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