

**Labor Market Assessment:
Administrative Services Managers
& General and Operations Managers
(TOP 0506.40 Small Business and Entrepreneurship)
(CIP 52.0703 Small Business Administration/Management)**



Inland Empire/Desert Center of Excellence, March 2026

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Summary

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

Program LMI Endorsement Criteria	
Supply Gap	Yes ✓ No <input type="checkbox"/>
	<i>Comments:</i> There is <i>projected</i> to be 2,488 annual job openings throughout the Inland Empire/Desert region, which is more than the 82 annual average awards conferred by educational institutions over the last 3 years . Supply data includes both community college awards (82) and non-community college awards (0).
Living Wage	Yes ✓ No <input type="checkbox"/>
	<i>Comments:</i> The assessed occupations have entry-level hourly wages \$15-\$19 above the IE/D living wage of 20.42 . ¹
Education	Yes ✓ No <input type="checkbox"/>
	<i>Comments:</i> Neither of the assessed occupations have some college or postsecondary degree or associate degree as their typical entry-level education level , however more than 33% of all workers in the field (34%) have completed some college or an associate degree as their highest level of education . 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)
 - General and Operations Managers (11-1021)
 - Administrative Services Managers (11-3012)

Summary of findings

Demand

- The number of jobs related to the assessed occupations is projected to increase 7% through 2029, with 2,488 annual job openings (new and replacement jobs).
- Hourly entry-level wages for all occupations are above living wage at the 25th percentile hourly wage ranging from \$35.53 to \$39.18 in IE/D.
- There were 2,987 online job postings from 1,002 employers over the past 12 months with the highest postings for operations managers and assistant managers.
- Most job postings for target occupations require a bachelor’s degree (54%), followed by a high school diploma or equivalent (37%), associate degree (6%), and above a bachelor's degree (3%).

Supply

- On average, there were 82 annual awards conferred by educational institutions over the last 3 years in related fields: 82 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 \$36,784 (\$17.69 per hour).
- 42% of students that exited their program in 2022-23 reported that they are now earning a living wage.

¹ 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 Small Business and Entrepreneurship (TOP 0506.40) programs prepare students for employment in the principles, practices, and strategies of small business wholesale, retail, or service operations for owners/managers, and marketing principles and methods applicable to developing businesses (Taxonomy of Programs, 2023). The knowledge, skills, and abilities trained by Small Business and Entrepreneurship programs lead to employment in occupations related to small business operations.

Job Demand

In 2024, there were 26,838 jobs in occupations related to small business operations in the IE/D region. Regional employment for this occupation group is projected to increase by 7% through 2029 with 2,488 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 small business operations, 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)
General and Operations Managers	11-1021	24,198	25,874	7%	11,231	2,246
Administrative Services Managers	11-3012	2,640	2,784	5%	1,208	242
Total		26,838	28,658	7%	12,439	2,488

SOURCE: LIGHTCAST 2026.1

Job Postings

The following analysis for occupations related to small business operations 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.² 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 small business operations over the last 12 months and the median posting duration. Over the previous 12 months, there were 2,987 unique job postings for occupations related to small business operations in the region from 1,002 employers.

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

Job Title	Job Ads	Median Posting Duration
General and Operations Managers	2,861	22 days
Administrative Services Managers	126	22 days
Total	2,987	

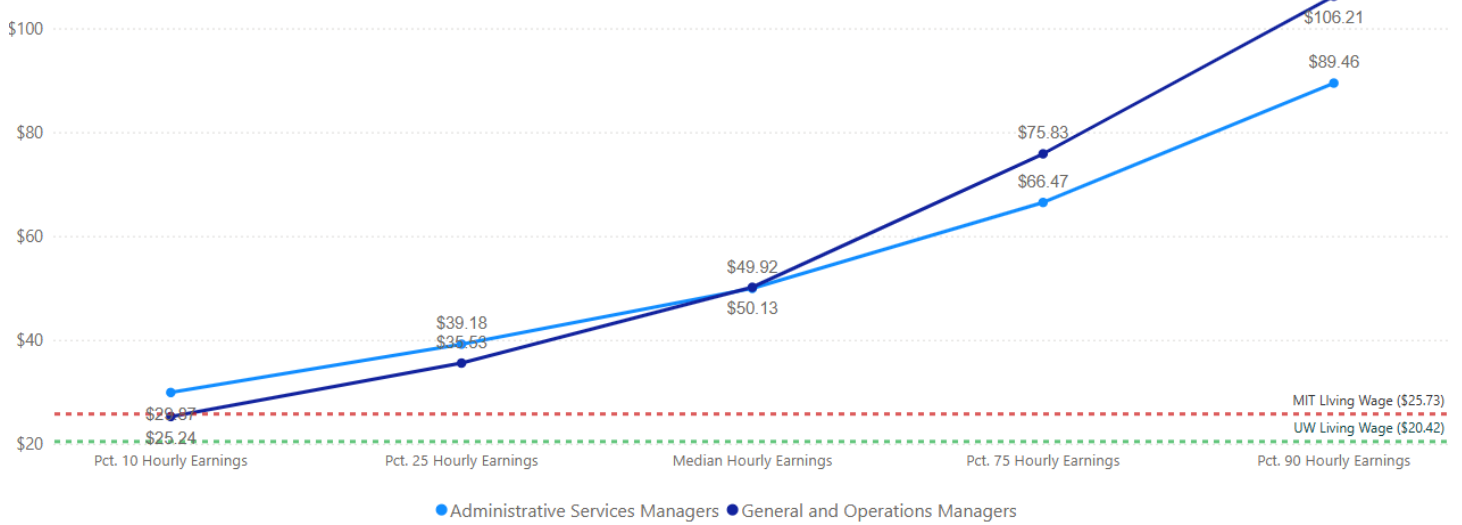
SOURCE: LIGHTCAST 2026.1

² "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 small business operations compared to both the UW Self-Sufficiency Standard for the IE/D of \$20.42³ and the MIT IE/D living wage of \$25.73.⁴

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
Administrative Services Managers	\$29.87	\$39.18	\$49.92	\$66.47	\$89.46
General and Operations Managers	\$25.24	\$35.53	\$50.13	\$75.83	\$106.21

SOURCE: 2026.1

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

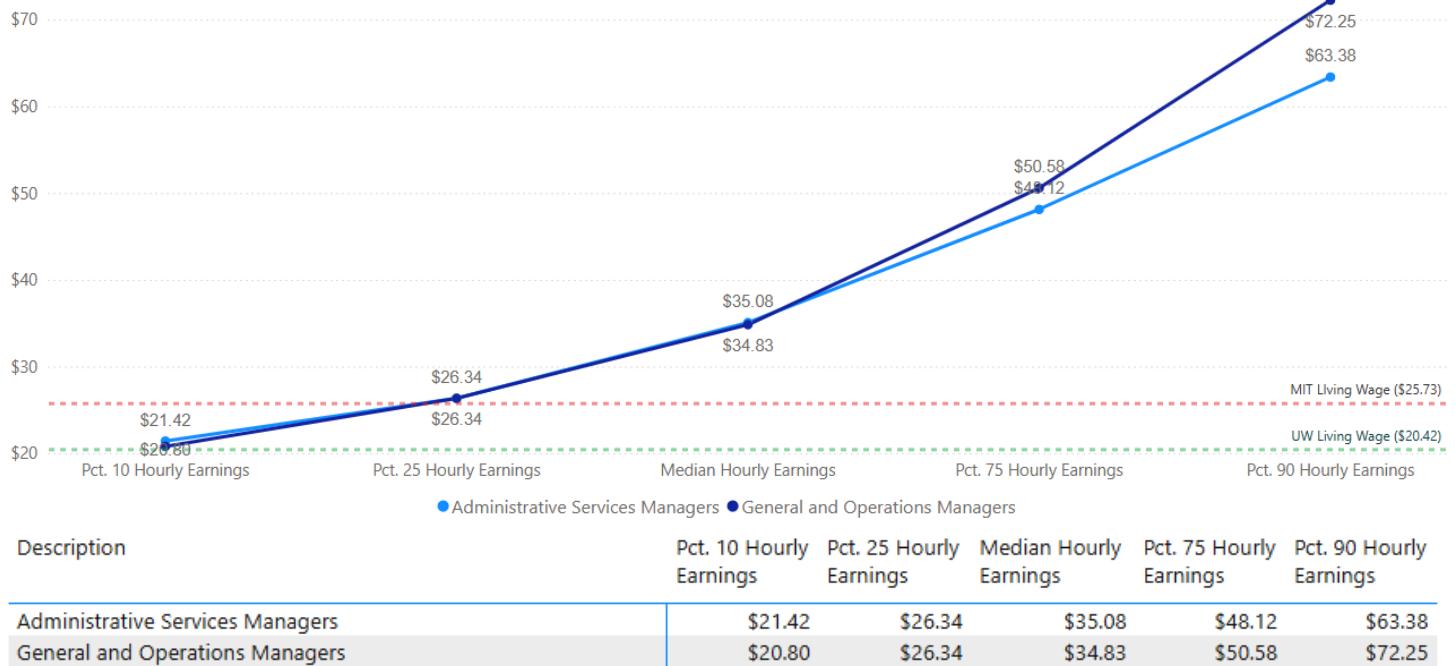
³ The UW self-sufficiency standard is currently used by the CO and other COEs, the self-sufficiency standard was last updated by UW in 2024. To provide an alternative perspective, the COE will provide an alternative living wage calculation from MIT in the analysis below as an additional reference point. 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.

⁴ *ibid.*

Advertised Salary from Online Job Ads

Exhibit 4 displays the regional online advertised salaries for the occupations related to small business operations over the last 12 months. The salary information of online job ad data suggests employers advertise entry level hourly wages equal to \$26.34 for both occupations (estimated to be equal to an annual salary of \$54,787).

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



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 small business operations 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
Operations Managers	277
Assistant Managers	227
Operations Supervisors	181
Manager Trainees	134
Assistant General Managers	108
General Managers	89
Sales Management Trainees	73
Directors of Operations	69
Management Trainees	64
Shift Supervisors	61

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. Amazon and CVS Health 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
Amazon	284 / 77	4 : 1	26 days
CVS Health	159 / 64	2 : 1	21 days
AutoZone	94 / 54	2 : 1	55 days
Enterprise Mobility	131 / 43	3 : 1	18 days
Eos Fitness	54 / 35	2 : 1	4 days
FedEx	130 / 32	4 : 1	16 days
European Wax	56 / 30	2 : 1	36 days
The Hertz Corporation	94 / 29	3 : 1	34 days
Think Together	81 / 29	3 : 1	22 days
Enterprise Rent-A-Car	32 / 26	1 : 1	46 days

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.⁵

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
Operations	2,160	Stable
Management	1,676	Stable
Communication	1,652	Lagging
Leadership	1,641	Stable
Customer Service	1,602	Stable
Sales	969	Stable
Problem Solving	631	Growing
Coaching	607	Growing
Planning	561	Growing
Training And Development	515	Growing

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

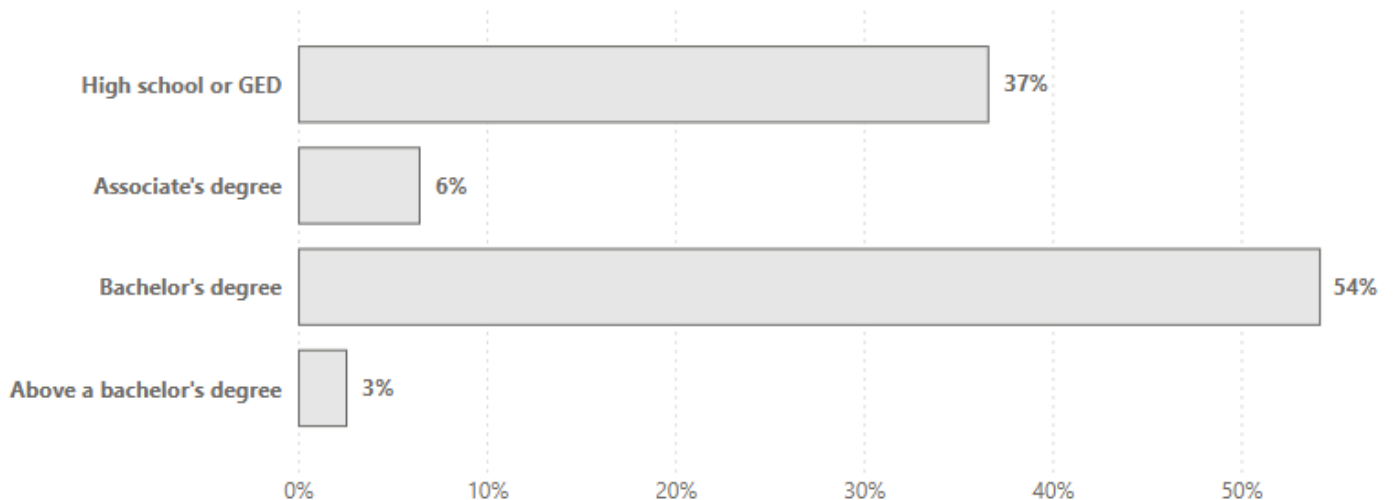
Specialized skills	Total Postings	Skill Growth Relative to Market
Operations Management	831	Rapidly Growing
Marketing	466	Rapidly Growing
Key Performance Indicators (KPIs)	399	Growing
Finance	396	Rapidly Growing
Inventory Management	375	Growing
Continuous Improvement Process	356	Rapidly Growing
Warehousing	347	Growing
Auditing	342	Rapidly Growing
Process Improvement	313	Rapidly Growing
Merchandising	289	Growing

Computer Skills	Total Postings	Skill Growth Relative to Market
Microsoft Office	376	Growing
Microsoft Excel	321	Growing
Microsoft Outlook	193	Rapidly Growing
Microsoft PowerPoint	147	Rapidly Growing
Microsoft Word	112	Stable
Warehouse Management Systems	103	Growing
Dashboard	50	Rapidly Growing
Productivity Software	48	Growing
Spreadsheets	33	Rapidly Growing
SAP Applications	25	Rapidly Growing

SOURCE: LIGHTCAST 2026.1

Exhibit 8 includes the minimum educational requirements from job postings for this occupational group with bachelor's degree (54%) greater than high school diploma or equivalent (37%) or associate degree (6%) or above a bachelor's degree (3%).

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 32% and 34% 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

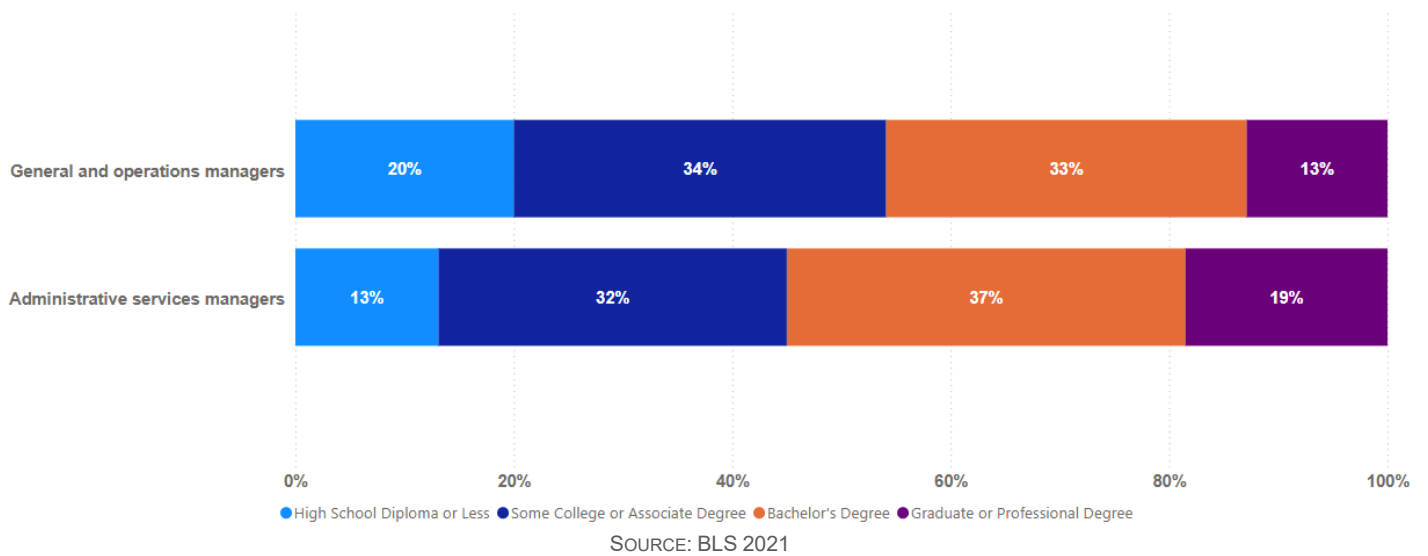
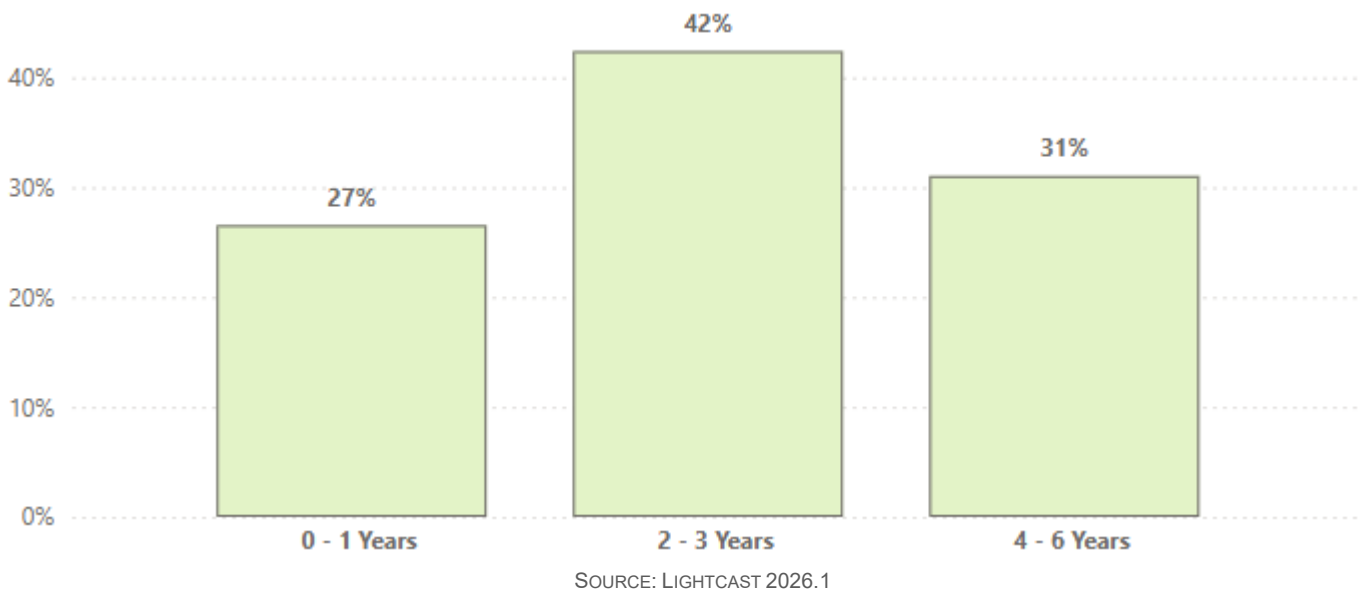


Exhibit 10 displays the work experience typically required from employer job ads for this occupational group. The plurality (42%) of employers listing minimum experience requirements sought candidates with 2-3 years of previous work experience.

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



Student Completions and Program Outcomes

Exhibit 11 displays student completions for the Small Business and Entrepreneurship (TOP 0506.40) programs over the last three academic years (2021-2024). In the previous three academic years, 7 regional community colleges issued an average of 82 awards in relevant programs.

Exhibit 11 Annual average community college awards for Small Business and Entrepreneurship (TOP 0506.40), IE/D, 2021-2024

Top Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average
0506.40	Small Business and Entrepreneurship	Riverside	49	49	54	51
0506.40	Small Business and Entrepreneurship	Chaffey	10	14	9	11
0506.40	Small Business and Entrepreneurship	Palo Verde	14	7	12	11
0506.40	Small Business and Entrepreneurship	Barstow	1	2	9	4
0506.40	Small Business and Entrepreneurship	San Bernardino	5	0	1	2
0506.40	Small Business and Entrepreneurship	Mt. San Jacinto	1	2	2	2
0506.40	Small Business and Entrepreneurship	Moreno Valley	0	3	1	1
Total			80	77	88	82

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: Entrepreneurship/Entrepreneurial Studies (CIP 52.0701), Small Business Administration/Management (CIP 52.0703), Social Entrepreneurship (CIP 52.0704).

In the previous three academic years, 0 regional non-community college institutions issued an average of 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 12.

Exhibit 12 Small Business and Entrepreneurship strong workforce program outcomes, IE/D & California, AY 2022-23

Program Metric Title	Inland Empire	Statewide
Students	886	9,521
Earned 9+ Career Education Units	32%	31%
Completed Noncredit Workforce Preparation Milestone	65%	70%
Earned an Award: Degree or Cert or Attained Appren. Journey Level Status	5%	9%
Transferred to a Four-Year Institution: Four-Year Postsecondary Institution	3%	5%
Median Annual Earnings	\$36,784	\$39,930
Median Change in Earnings	25%	26%
Attained Living Wage	42%	39%

SOURCE: DATAVISTA

Appendix: Methodology

Exhibit 11 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2021 and 2024 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. https://lightcast.io/
Living Wage (UW)	Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024. http://www.selfsufficiencystandard.org/California . 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, https://livingwage.mit.edu/states/06/locations 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: https://livingwage.mit.edu/pages/methodology 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 https://www.bls.gov/emp/documentation/education/tech.htm
Educational Supply	The CCCCO 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

	<p>number of postsecondary awards earned (completions). For more information, see https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</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: https://datavista.cccco.edu/data_views/swp_report</p>