



Centers of Excellence for Labor Market Research

Occupational Analysis



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Occupational Analysis: Educational Attainment



Career Education Guide

Minimum educational attainment that an individual needs to have in order to be qualified for the occupation.

Wages listed for each occupation are based on 25th percentile to 75th percentile earnings, which represent wages from entry-level to experienced workers, respectively.

Only occupations with **median earnings** of at least \$15.38 per hour (i.e., living wage) and a sufficient **labor market demand*** are included in this list.

*Varies by Sector Based on Total Openings



BUSINESS AND ENTREPRENEURSHIP JOBS AND WAGES

HIGH SCHOOL DIPLOMA OR EQUIVALENT + ADDITIONAL TRAINING	
Bill and Account Collectors	\$15.77 - \$24.30
Billing and Posting Clerks	\$16.60 - \$23.79
Customer Service Representatives	\$14.41 - \$22.07
Data Entry Keyers	\$13.95 - \$19.48
Executive Secretaries and Executive Administrative Assistants	\$26.48 - \$38.61
First-Line Supervisors of Office and Administrative Support Workers	\$21.94 - \$34.79
Information and Record Clerks, All Other	\$17.58 - \$25.95
Insurance Claims and Policy Processing Clerks	\$14.66 - \$24.83
Insurance Sales Agents	\$18.63 - \$40.54
Legal Secretaries	\$17.56 - \$28.30
Loan Interviewers and Clerks	\$19.81 - \$29.05
Office and Administrative Support Workers, All Other	\$13.08 - \$23.62
Payroll and Timekeeping Clerks	\$17.45 - \$27.22
Property, Real Estate, and Community Association Managers	\$16.32 - \$40.98
Real Estate Brokers	\$19.27 - \$69.21
Real Estate Sales Agents	\$16.74 - \$48.19
Sales and Related Workers, All Other	\$14.88 - \$28.51
Sales Representatives, Services, All Other	\$16.37 - \$35.38
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$17.49 - \$39.95
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$16.27 - \$24.87
Tellers	\$13.83 - \$18.19
SOME COLLEGE OR POSTSECONDARY NON-DEGREE AWARD	
Hairdressers, Hairstylists, and Cosmetologists	\$11.00 - \$20.43



BUSINESS AND ENTREPRENEURSHIP JOBS AND WAGES

BACHELOR'S DEGREE OR HIGHER	
Accountants and Auditors	\$27.75 - \$48.84
Administrative Services Managers*	\$37.02 - \$63.83
Agents and Business Managers of Artists, Performers, and Athletes*	\$12.61 - \$39.97
Buyers and Purchasing Agents*	\$23.53 - \$41.75
Chief Executives	\$48.13 - \$125.73
Compliance Officers*	\$28.53 - \$48.27
Financial Analysts	\$30.18 - \$54.07
Financial Managers*	\$41.40 - \$79.16
Financial Specialists, All Other*	\$27.86 - \$45.19
Human Resources Specialists*	\$24.28 - \$41.17
Lawyers	\$37.78 - \$103.51
Loan Officers*	\$20.76 - \$47.90
Management Analysts	\$27.82 - \$57.15
Managers, All Other*	\$17.90 - \$63.15
Market Research Analysts and Marketing Specialists	\$21.38 - \$42.35
Marketing Managers	\$40.42 - \$92.13
Personal Financial Advisors	\$23.94 - \$75.76
Securities, Commodities, and Financial Services Sales Agents	\$20.05 - \$40.06
Training and Development Specialists*	\$22.76 - \$46.71

*Nationally, 33% or more of workers currently employed in this occupation have an associate degree or less.

Career Education Guide



The Career Education Guide can support pathway mapping based on educational attainment for occupations with sufficient demand and earnings.



Occupational Analysis: Middle-Skill Gap Analysis





Sector Briefs: Defining Middle-Skill Jobs

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.

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.



Sector Briefs: Supply Gap Analysis

Top middle-skill jobs have the most labor market demand, stable employment growth, and entry-level wages at or above the California Family Needs Calculator.

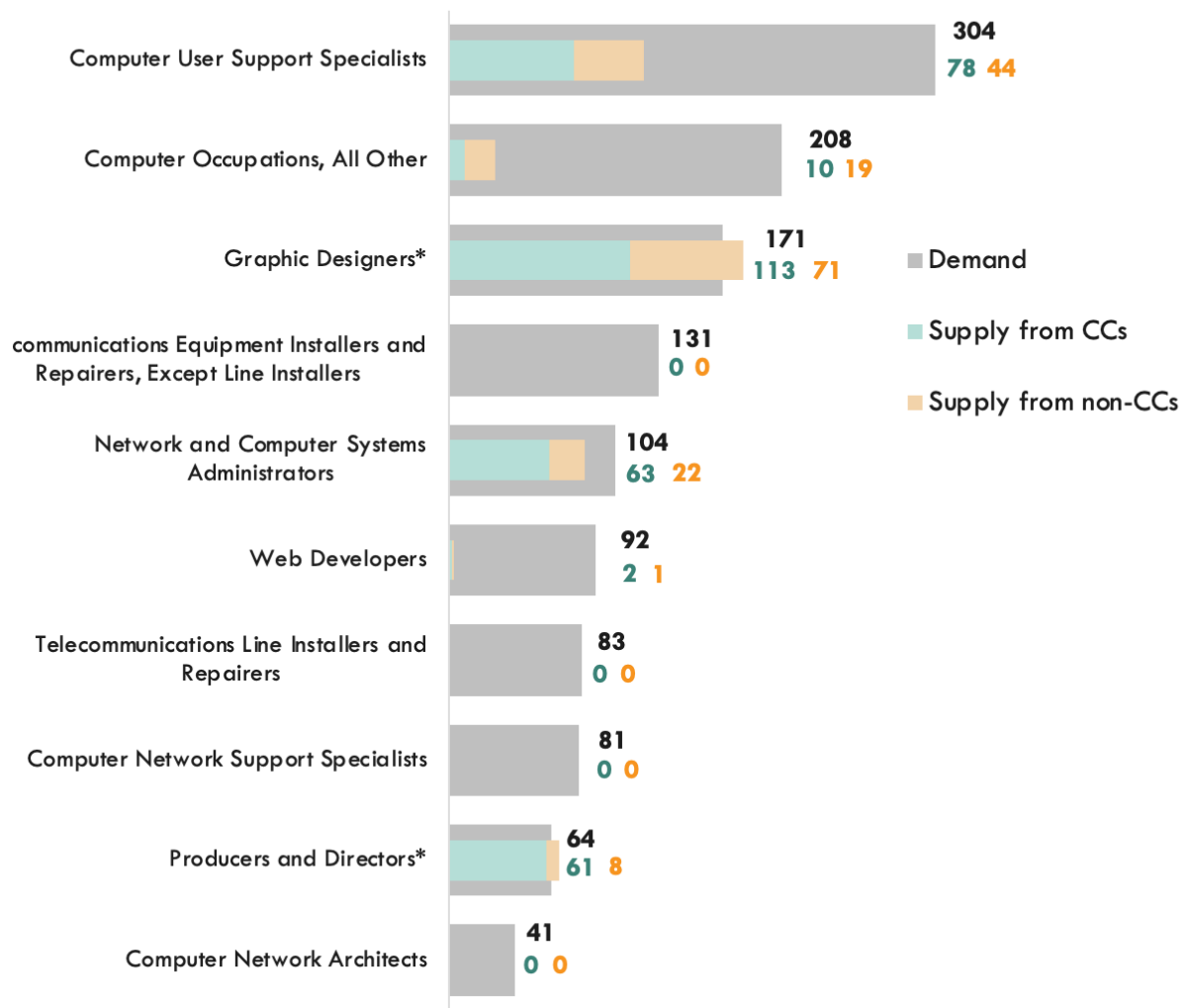
For this analysis **labor market demand** is determined by the number of annual job openings employers expect to fill due to job growth and employee turnover between 2018 and 2023.

An indicator of whether South Central Coast is providing enough **program supply** to meet labor market demand is the average annual-number of related awards (e.g., certificates, degrees) generated between 2015 and 2017 by the region.



ICT and Digital Media

**Exhibit 1. ICT and Digital Media Top Middle-Skill Jobs in South Central Coast:
Labor Market Demand vs. Program Supply**





ICT and Digital Media

Exhibit 2. ICT and Digital Media Top Middle-Skill Jobs in South Central Coast: Entry-Level and Median Wages

SOC Code	SOC (Occupational) Title	Demand (Annual Openings)	Entry-Level Wage (25 th Percentile)	Median Wage
15-1151	Computer User Support Specialists	304	\$20.79	\$26.66
15-1199	Computer Occupations, All Other	208	\$28.78	\$41.12
27-1024	Graphic Designers	171	\$15.91	\$23.76
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers	131	\$21.11	\$28.07
15-1142	Network and Computer Systems Administrators	104	\$31.84	\$41.11
15-1134	Web Developers	92	\$16.98	\$26.08
49-9052	Telecommunications Line Installers and Repairers	83	\$19.19	\$27.97
15-1152	Computer Network Support Specialists	81	\$26.68	\$34.19
27-2012	Producers and Directors	64	\$20.15	\$34.56
15-1143	Computer Network Architects	41	\$37.98	\$52.17

Supply and Demand Summary

	Top Middle-Skill Jobs Annual Openings - Demand	Average Annual Program Awards - Supply	Top Middle-Skill Jobs Supply Gap
Advanced Manufacturing	2,334	186	2,148
Advanced Transportation	2,755	188	2,567
Agriculture, Water and Environmental Technologies	1,327	197	1,130
Business and Entrepreneurship	8,969	3,220	5,749
Education and Human Development	1,437	631	1,019
Energy, Construction and Utilities	3,023	234	2,789
Global Trade	2,758	189	2,569
Health	5,863	2,952	2,911
Information and Communication Technologies/Digital Media	1,440	547	893
Life Sciences Biotech	490	7	483
Public Safety/Government	1,126	418	495
Retail, Hospitality, Tourism	4,172	216	3,956

Sector Briefs

The COE Industry Sector Briefs compare labor market demand with program supply for middle-skill jobs in the South Central Coast Region.

The information in these reports can be used for:

- Strategic program development and career pathways including noncredit to credit pipelines
- To explore opportunities to help students gain additional experience such as apprenticeship and work-based learning





Resilient Jobs Report



Resilient Jobs Report

Pandemic-resilient jobs are defined as jobs with the greatest number of online job postings per month between March 1 and August 31, 2020.

Reviewed more than 86,000 online job postings during this period to identify the top 50 jobs each month in the South Central Coast Region.

This list of occupations was then compared to the top middle-skill jobs in the region from the full year prior to the pandemic (2019).



Pandemic-Resilient Jobs

Exhibit 1: Pandemic-Resilient Jobs

Sector	Occupational Title	March 2020	April 2020	May 2020	June 2020	July 2020	August 2020	# of Months in the Top 50 Jobs
Business and Entrepreneurship	Accountants and Auditors	x	x	x	x	x	x	6
Business and Entrepreneurship	Bookkeeping, Accounting, and Auditing Clerks	x	x	x	x	x	x	6
ICT & Digital Media	Computer Occupations, All Other	x	x	x	x	x	x	6
ICT & Digital Media	Computer User Support Specialists	x	x	x	x	x	x	6
Health	Critical Care Nurses	x	x	x	x	x	x	6
Business and Entrepreneurship	Customer Service Representatives	x	x	x	x	x	x	6
Business and Entrepreneurship	First-Line Supervisors of Office and Administrative Support Workers	x	x	x	x	x	x	6
Retail, Hospitality, and Tourism	First-Line Supervisors of Retail Sales Workers	x	x	x	x	x	x	6



Pandemic-Resilient Top Middle-Skill Jobs

Exhibit 3: Pandemic-Resilient Top Middle-Skill Jobs

Sector	Occupational Title	March 2020	April 2020	May 2020	June 2020	July 2020	August 2020	# of Months in the Top 50 Jobs
Advanced Transportation	Automotive Service Technicians and Mechanics			x	x		x	3
Business and Entrepreneurship	Bookkeeping, Accounting, and Auditing Clerks	x	x	x	x	x	x	6
ICT & Digital Media	Computer Occupations, All Other	x	x	x	x	x	x	6
ICT & Digital Media	Computer Systems Analysts	x	x					2
ICT & Digital Media	Computer User Support Specialists	x	x	x	x	x	x	6
Business and Entrepreneurship	Customer Service Representatives	x	x	x	x	x	x	6
Retail, Hospitality, and Tourism	First-Line Supervisors of Food Preparation and Serving Workers	x			x	x		3
Advanced Transportation	First-Line Supervisors of Mechanics, Installers, and Repairers					x		1
Business and Entrepreneurship	First-Line Supervisors of Office and Administrative Support Workers	x	x	x	x	x	x	6

Resilient Jobs Report



- 77 pandemic-resilient jobs identified
- 40% (30) were identified as middle-skill
- All 30 of these middle-skill jobs were also top middle-skill jobs in the region the year prior to the pandemic (2019)



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