

# Program Overview

3 Programs

Lightcast Q3 2023 Data Set

August 2023

San Mateo County Community College District



# Parameters

Completions Year: 2020

Jobs Timeframe: 2022 - 2029

Job Postings Timeframe: Jun 2021 - Jul 2023

Programs:

Code	Description
30.7102	Business Analytics
52.0101	Business/Commerce, General

Code	Description
52.0201	Business Administration and Management, General

Regions:

Code	Description
6001	Alameda County, CA
6013	Contra Costa County, CA
6075	San Francisco County, CA

Code	Description
6081	San Mateo County, CA
6085	Santa Clara County, CA

Education Level:

Description
Associate degree

Tuition Type: Tuition & Fees

Graduate Status: Undergraduate

Residency: In-State

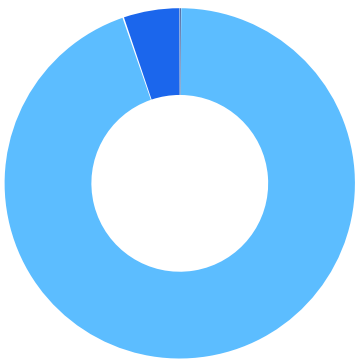
<p>22</p> <p>Institutions</p> <p>5% Growth (2016-2020)</p>	<p>2,565</p> <p>Completions</p> <p>30% Growth (2016-2020)</p>	<p>Completions Distribution</p> <p>Average: 116.6</p> <p>1 ————— 350</p> <p>Median: 93.5</p>
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### Program Overview



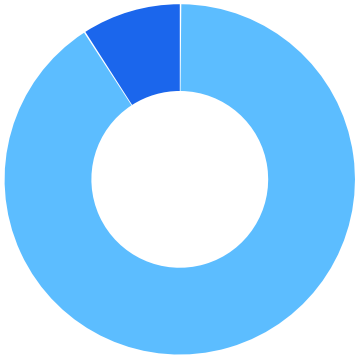
	Completions (2020)	% Completions	Institutions (2020)	% Institutions
● All Programs	2,565	100%	22	100%
● Distance Offered Programs	897	35%	7	32%
● Non-Distance Offered Programs	1,668	65%	16	73%

### Market Share by Institution Type



Institution Type	Completions (2020)	Market Share
● Public, 2-year	2,429	94.7%
● Public, 4-year or above	135	5.3%
● Private not-for-profit, 4-year or above	1	0.0%

## Market Share by Program

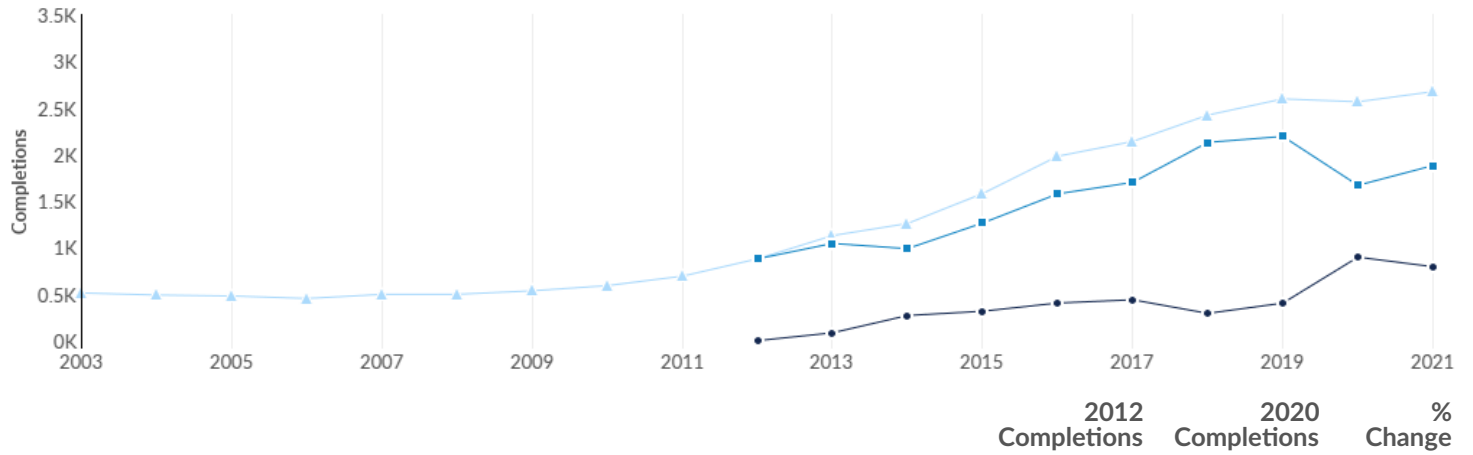


Program	Completions (2020)	Market Share
● Business Administration and Management, General (52.0201)	2,329	90.8%
● Business/Commerce, General (52.0101)	236	9.2%

## Completions by Institution

Institution	Associate's Degree Completions (2020)	Growth % YOY (2020)	Market Share (2020)	IPEDS Tuition & Fees (2020)	Completions Trend (2016-2020)
De Anza College	350	-10.9%	13.6%	\$1,561	
Diablo Valley College	257	1.6%	10.0%	\$1,312	
Ohlone College	203	-22.8%	7.9%	\$1,196	
Las Positas College	166	20.3%	6.5%	\$1,168	
Evergreen Valley College	149	-15.8%	5.8%	\$1,448	
Chabot College	141	6.8%	5.5%	\$1,150	
Foothill College	135	0.7%	5.3%	\$1,563	
College of San Mateo	135	-15.1%	5.3%	\$1,434	
Skyline College	133	9.9%	5.2%	\$1,464	
West Valley College	122	9.9%	4.8%	\$1,486	

## Regional Trends



	2012 Completions	2020 Completions	% Change
Distance Offered Programs	0	897	+Inf. Data
Non-Distance Offered Programs	878	1,668	+90.0%
All Programs	878	2,565	+192.1%

## Regional Completions by Award Level

Award Level	Completions (2020)	Percent
Associate's Degree	2,565	100.0%



## Similar Programs

132  
Programs (2020)

12,479  
Completions (2020)

CIP Code	Program	Associate's Degree Completions (2020)
24.0101	Liberal Arts and Sciences/Liberal Studies	2,419
30.0101	Biological and Physical Sciences	1,682
42.0101	Psychology, General	1,513
45.0101	Social Sciences, General	1,399
27.0101	Mathematics, General	689
26.0101	Biology/Biological Sciences, General	684
43.0103	Criminal Justice/Law Enforcement Administration	678
45.1101	Sociology, General	664
45.0601	Economics, General	607
45.1001	Political Science and Government, General	283

# Target Occupations


\*Filtered by the proportion of the national workforce in these occupations with an Associate's degree

<p>64,533</p> <p>Jobs (2022)*</p> <p>24% <i>above</i> National average*</p>	<p>+9.0%</p> <p>% Change (2022-2029)*</p> <p>Nation: +9.0%*</p>	<p>\$56.08/hr</p> <p>\$116.7K/yr</p> <p>Median Earnings</p> <p>Nation: \$34.91/hr;</p> <p>\$72.6K/yr</p>	<p>6,986</p> <p>Annual Openings*</p>
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Occupation	2022 Jobs*	Annual Openings*	Median Earnings	Growth (2022 - 2029)*	Employment Concentration (2022)*
General and Operations Managers	5,910	652	\$68.55/hr	+12.42%	0.78
Computer Occupations, All Other	4,630	403	\$70.41/hr	+8.88%	3.20
Customer Service Representatives	4,592	713	\$23.86/hr	+6.27%	0.59
Business Operations Specialists, All Other	4,198	458	\$43.18/hr	+8.50%	1.76
First-Line Supervisors of Office and Administrative Support Workers	3,611	420	\$37.26/hr	+3.99%	0.82
Managers, All Other	3,541	320	\$84.21/hr	+6.72%	1.95
Computer and Information Systems Managers	3,500	347	\$104.74/hr	+14.60%	3.74
Accountants and Auditors	3,324	334	\$48.52/hr	+7.70%	1.20
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	3,210	416	\$42.83/hr	+11.28%	1.62
Computer User Support Specialists	3,107	345	\$37.30/hr	+18.60%	1.23
Sales Managers	2,594	235	\$81.31/hr	+4.12%	2.36
Financial Managers	2,145	209	\$92.33/hr	+13.10%	1.70
First-Line Supervisors of Retail Sales Workers	2,103	229	\$23.64/hr	-4.28%	0.69
Human Resources Specialists	2,032	229	\$45.91/hr	+9.69%	1.26
Project Management Specialists	2,018	206	\$62.61/hr	+12.04%	1.60
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	1,935	194	\$38.35/hr	-1.86%	0.74
Management Analysts	1,759	191	\$53.37/hr	+9.27%	1.61
Market Research Analysts and Marketing Specialists	1,419	185	\$48.08/hr	+16.98%	1.64

Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	1,167	136	\$67.30/hr	+8.14%	2.00
Marketing Managers	1,077	110	\$96.07/hr	+7.99%	2.76
Construction Managers	1,017	96	\$54.12/hr	+9.73%	0.97
Administrative Services Managers	1,009	100	\$57.56/hr	+8.72%	1.51
Human Resources Managers	656	65	\$86.32/hr	+8.23%	2.00
Cost Estimators	642	61	\$46.20/hr	+2.34%	1.12
Industrial Production Managers	548	48	\$75.69/hr	+9.12%	1.30
Transportation, Storage, and Distribution Managers	547	50	\$59.33/hr	+4.75%	1.37
Chief Executives	539	40	\$110.64/hr	-0.37%	1.68
Data Scientists	508	61	\$72.49/hr	+27.36%	3.71
Facilities Managers	508	48	\$58.75/hr	+7.68%	1.60
Social and Community Service Managers	332	39	\$39.24/hr	+16.87%	1.47
Meeting, Convention, and Event Planners	296	38	\$35.33/hr	+13.18%	1.28
Statisticians	51	6	\$76.06/hr	+31.37%	1.81
Mathematical Science Occupations, All Other	<10	Insf. Data	\$50.82/hr	+Insf. Data	Insf. Data

## Job Postings Summary

<p>29,994</p> <p>Unique Postings</p> <p>110,700 Total Postings</p>	<p>4 : 1</p> <p>Posting Intensity</p>  <p>Regional Average: 4 : 1</p>	<p>5,697</p> <p>Employers Competing</p> <p>86,762 Total Employers</p>	<p>31 days</p> <p>Median Posting Duration</p> <p>Regional Average: 30 days</p>
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There were 110,700 total job postings for your selection from June 2021 to July 2023, of which 29,994 were unique. These numbers give us a Posting Intensity of 4-to-1, meaning that for every 4 postings there is 1 unique job posting.

This is close to the Posting Intensity for all other occupations and companies in the region (4-to-1), indicating that they are putting average effort toward hiring for this position.



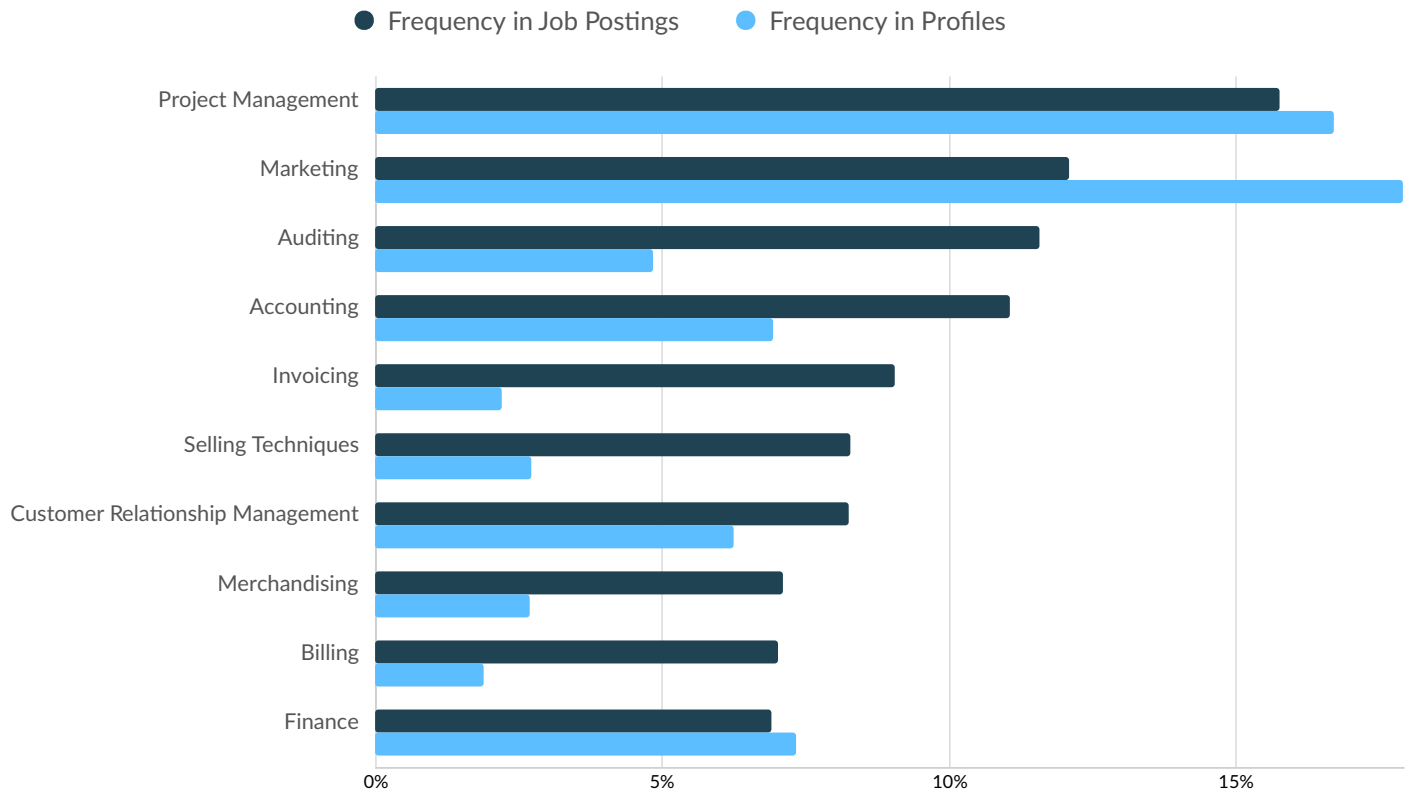
## Top Companies Posting

Company	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Accenture	1,977 / 1,008	2 : 1	32 days
Walmart	1,458 / 498	3 : 1	25 days
Marriott International	2,319 / 443	5 : 1	35 days
Stanford University	1,815 / 425	4 : 1	33 days
Randstad	696 / 415	2 : 1	29 days
Bank of America	1,010 / 252	4 : 1	34 days
Allied Universal	1,281 / 248	5 : 1	35 days
Lawrence Livermore National Laboratory	655 / 205	3 : 1	32 days
Brightview	605 / 192	3 : 1	32 days
CBRE	1,027 / 173	6 : 1	36 days

## Top Posted Job Titles

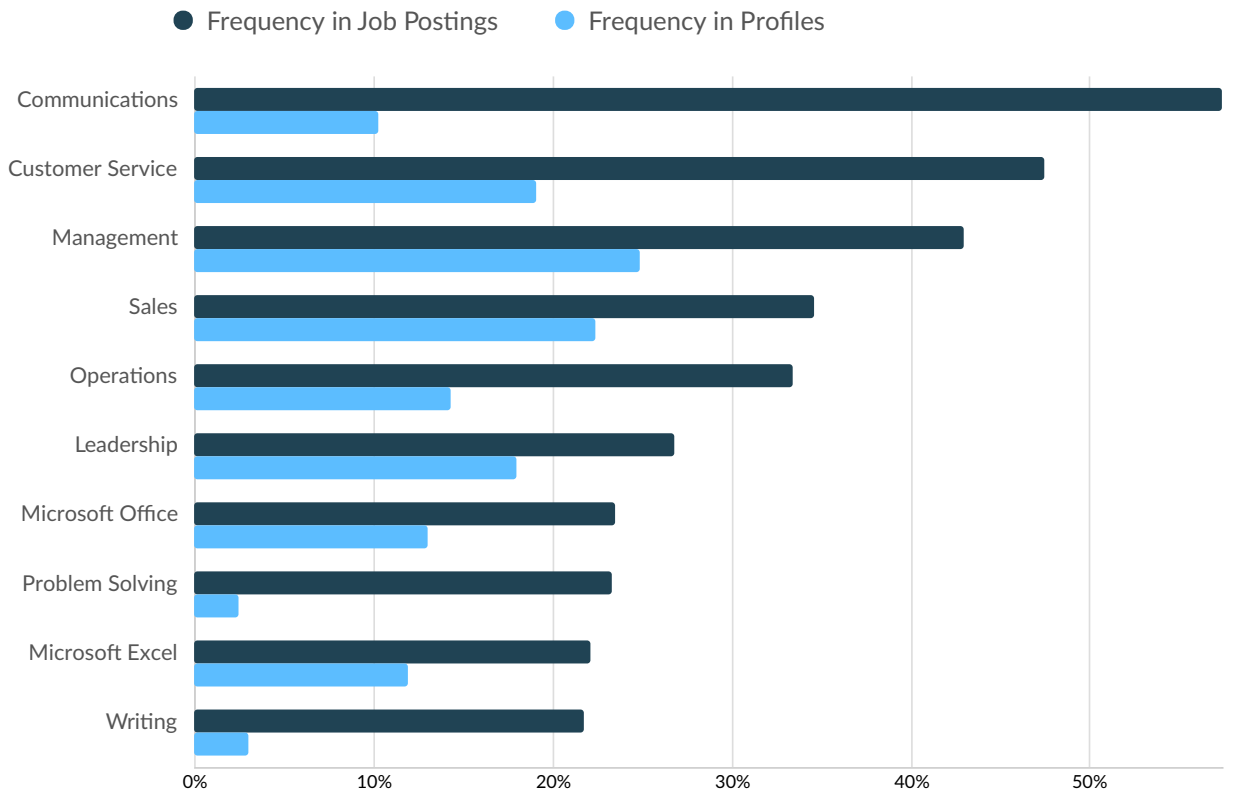
Job Title	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Customer Service Representatives	2,393 / 436	5 : 1	29 days
Project Coordinators	1,818 / 431	4 : 1	29 days
Office Managers	1,762 / 333	5 : 1	31 days
Accountants	742 / 305	2 : 1	27 days
Assistant Store Managers	3,372 / 270	12 : 1	29 days
Store Managers	1,094 / 258	4 : 1	35 days
Facilities Coordinators	784 / 253	3 : 1	33 days
Project Managers	998 / 252	4 : 1	27 days
Human Resources Coordinators	1,082 / 226	5 : 1	26 days
Account Managers	592 / 207	3 : 1	34 days

# Top Specialized Skills



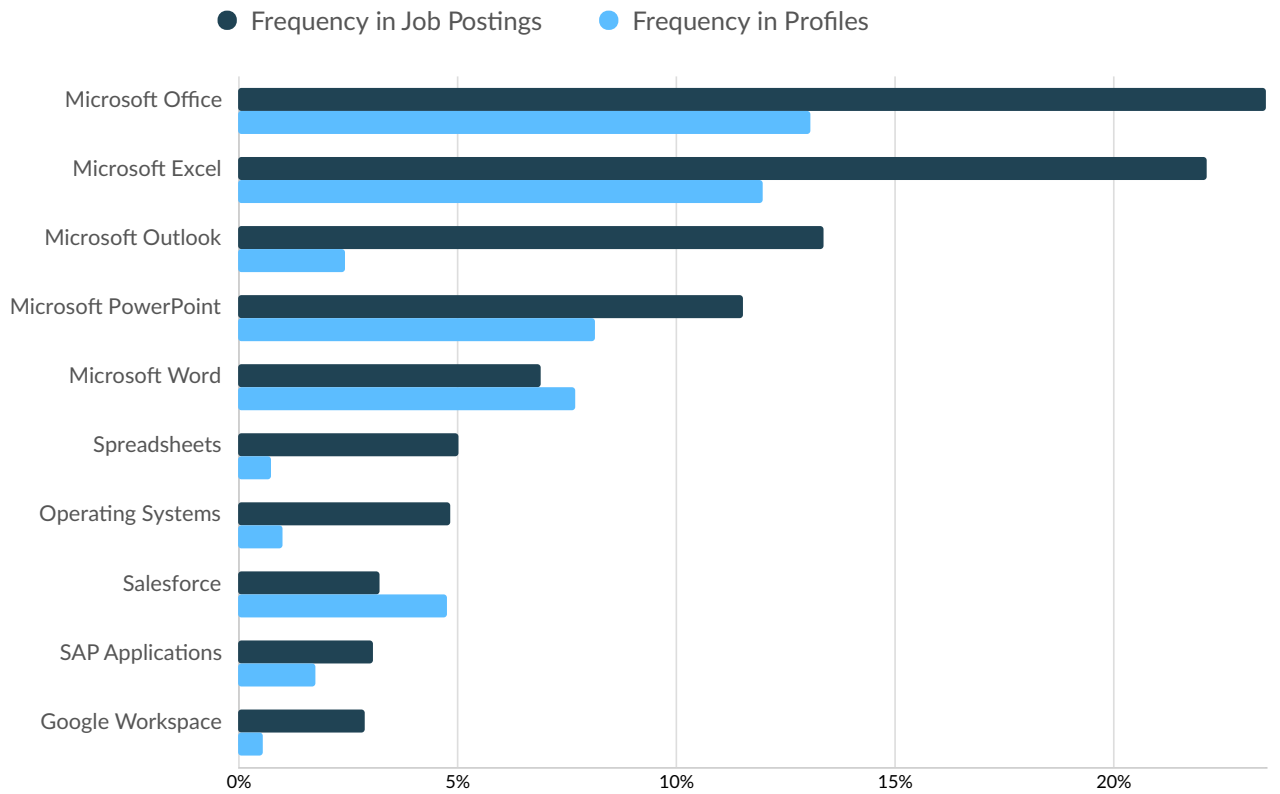
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Project Management	4,728	16%	246,324	17%
Marketing	3,628	12%	264,055	18%
Auditing	3,475	12%	71,374	5%
Accounting	3,318	11%	102,249	7%
Invoicing	2,716	9%	32,361	2%
Selling Techniques	2,487	8%	40,278	3%
Customer Relationship Management	2,475	8%	92,071	6%
Merchandising	2,131	7%	39,681	3%
Billing	2,104	7%	27,878	2%
Finance	2,070	7%	108,132	7%

# Top Common Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	17,216	57%	150,872	10%
Customer Service	14,243	47%	280,745	19%
Management	12,878	43%	366,993	25%
Sales	10,374	35%	329,554	22%
Operations	10,029	33%	210,425	14%
Leadership	8,040	27%	265,812	18%
Microsoft Office	7,043	23%	192,425	13%
Problem Solving	6,993	23%	36,574	2%
Microsoft Excel	6,633	22%	176,455	12%
Writing	6,533	22%	44,100	3%

# Top Software Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Microsoft Office	7,043	23%	192,425	13%
Microsoft Excel	6,633	22%	176,455	12%
Microsoft Outlook	4,009	13%	35,820	2%
Microsoft PowerPoint	3,465	12%	120,084	8%
Microsoft Word	2,079	7%	113,280	8%
Spreadsheets	1,507	5%	10,805	1%
Operating Systems	1,456	5%	14,934	1%
Salesforce	965	3%	70,083	5%
SAP Applications	923	3%	25,815	2%
Google Workspace	873	3%	8,180	1%

# Top Qualifications

Qualification	Postings with Qualification
Valid Driver's License	4,434
CompTIA A+	579
Project Management Professional Certification	495
Cardiopulmonary Resuscitation (CPR) Certification	492
First Aid Certification	423
Security Clearance	386
Registered Nurse (RN)	360
Microsoft Certified Professional	324
Master Of Business Administration (MBA)	306
CompTIA Network+	274

# Appendix A

## Program Selection Details

CIP Code	Program Name
30.7102	Business Analytics
52.0101	Business/Commerce, General
52.0201	Business Administration and Management, General

# Appendix B - Data Sources and Calculations

## Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

## Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

## Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

## State Data Sources

This report uses state data from the following agencies: California Employment Development Department