

# Program Market Demand

2 Business, Management, Marketing, and Related Support Services

Emsi Q3 2018 Data Set

September 2018

College of San Mateo



3401 CSM Drive  
San Mateo, California 94402  
650.358.6880

# Parameters

## Programs

Code	Description
52.0401	Administrative Assistant and Secretarial Science, General
52.0204	Office Management and Supervision

## Regions

Code	Description
6001	Alameda County, CA
6013	Contra Costa County, CA
6075	San Francisco County, CA
6081	San Mateo County, CA
6085	Santa Clara County, CA

## Education Levels

Any

## Completions Year

2015

## Jobs Timeframe

2017 - 2024

## Job Postings Timeframe

Sep 2016 - Aug 2018

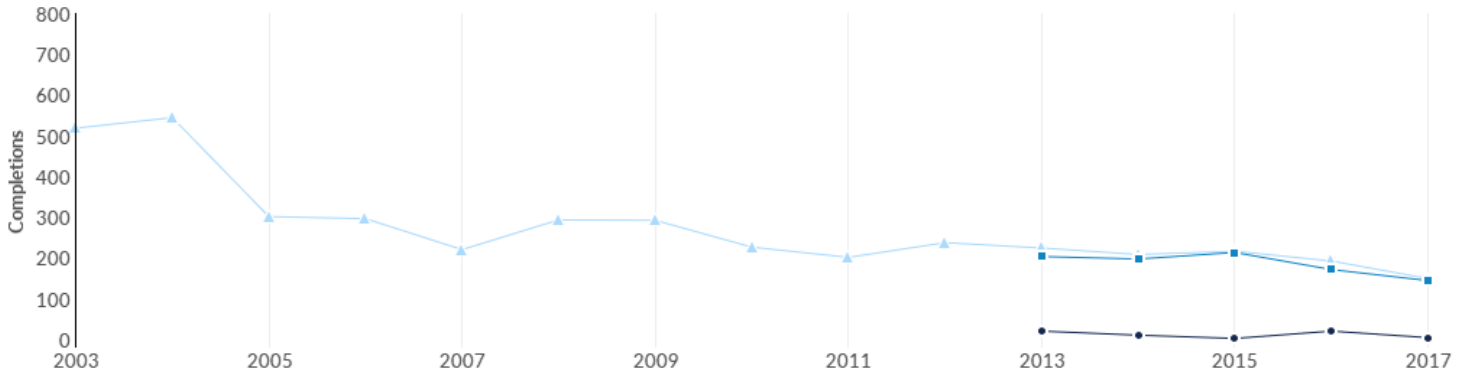
# Program Overview



	Completions (2015)	% Completions	Institutions (2015)	% Institutions
● All Programs	217	100%	19	100%
● Distance Offered Programs	3	1%	1	5%
● Non-Distance Offered Programs	214	99%	19	100%

Institution	Completions (2015)	Growth % YOY (2015)	Market Share (2015)
Chabot College	47	11.9%	21.7%
Los Medanos College	32	23.1%	14.7%
City College of San Francisco	28	-22.2%	12.9%
Laney College	24	100.0%	11.1%
Ohlone College	14	366.7%	6.5%
Skyline College	12	-29.4%	5.5%
Mt. Diablo Adult Education-Mt. Diablo USD	9	0.0%	4.1%
Contra Costa College	9	350.0%	4.1%
Diablo Valley College	6	-25.0%	2.8%
West Valley College	6	0.0%	2.8%
Gavilan College	5	150.0%	2.3%
Las Positas College	5	-16.7%	2.3%
San Jose City College	4	100.0%	1.8%
Canada College	4	-60.0%	1.8%
Evergreen Valley College	3	-40.0%	1.4%
Mission College	3	-66.7%	1.4%
College of San Mateo	3	-57.1%	1.4%
Berkeley City College	2	-50.0%	0.9%
Merritt College	1	Insf. Data	0.5%

# Regional Trends



	2013 Completions	2015 Completions	% Change
● Distance Offered Programs	21	3	-85.7%
■ Non-Distance Offered Programs	204	214	+4.9%
▲ All Programs	225	217	-3.6%

# Job Postings vs. Hires

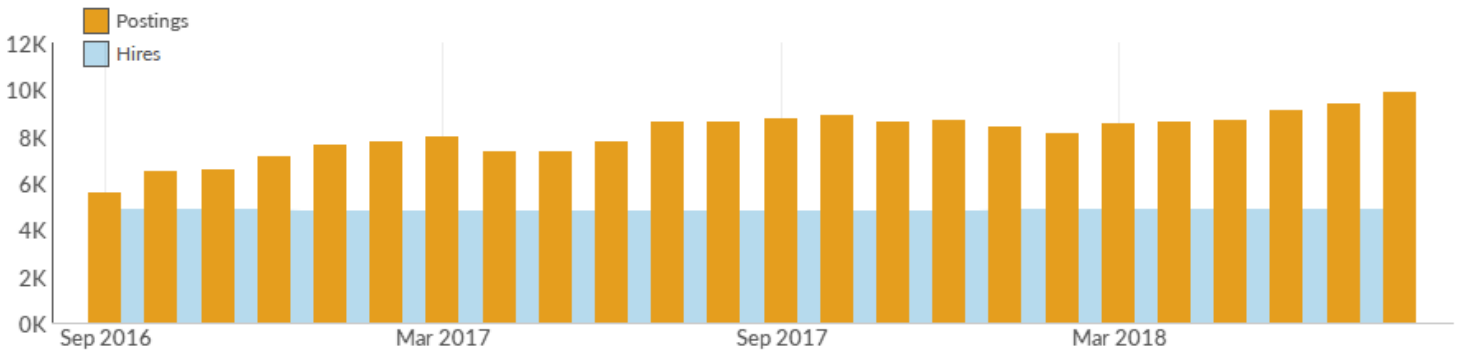
8,096

Avg. Monthly Postings (Sep 2016 - Aug 2018)

4,823


Avg. Monthly Hires (Sep 2016 - Aug 2018)

In an average month, there were 8,096 unique job postings for 3 Occupations, and 4,823 actually hired. This means there was approximately 1 hire for every 2 unique job postings for 3 Occupations.



Occupation	Avg Monthly Postings (Sep 2016 - Aug 2018)	Avg Monthly Hires (Sep 2016 - Aug 2018)
First-Line Supervisors of Office and Administrative Support Workers	3,904	1,343
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	2,354	2,587
Executive Secretaries and Executive Administrative Assistants	1,838	893

## Job Postings Summary

<p>72,432</p> <p>Unique Postings</p> <p>328,392 Total Postings</p>	<p>5 : 1</p> <p>Posting Intensity</p>  <p>Regional Average: 4 : 1</p>	<p>32 days</p> <p>Median Posting Duration</p> <p>Regional Average: 33 days</p>
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There were 328,392 total job postings for your selection from September 2016 to August 2018, of which 72,432 were unique. These numbers give us a Posting Intensity of 5-to-1, meaning that for every 5 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.

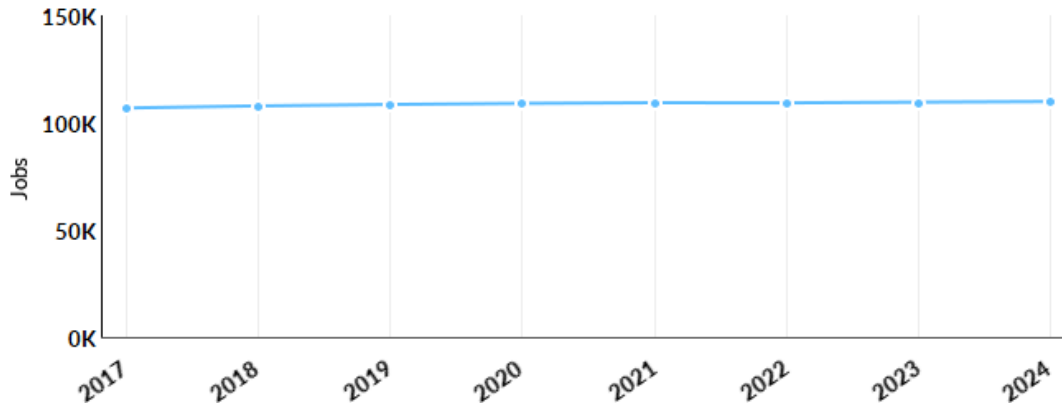
## Target Occupations

<p>106,776</p> <p>Jobs (2017)</p> <p>5% <b>below</b> National average</p>	<p><b>+2.8%</b></p> <p>% Change (2017-2024)</p> <p>Nation: <b>+0.5%</b></p>	<p>\$26.83/hr</p> <p>Median Hourly Earnings</p> <p>Nation: \$20.56/hr</p>	<p>11,884</p> <p>Annual Openings</p>
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Occupation	2017 Jobs	Annual Openings	Median Hourly Earnings	Growth (2017 - 2024)	Location Quotient (2017)
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	54,092	6,140	\$22.40/hr	<b>+3.49%</b>	0.87
First-Line Supervisors of Office and Administrative Support Workers	31,145	3,531	\$31.07/hr	<b>+8.52%</b>	0.89
Executive Secretaries and Executive Administrative Assistants	21,539	2,213	\$35.53/hr	<b>-7.17%</b>	1.48

# Growth

106,776 2017 Jobs	109,772 2024 Jobs	2,996 Change (2017-2024)	2.8% % Change (2017-2024)
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Occupation	2017 Jobs	2024 Jobs	Change	% Change
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	31,145	33,797	2,652	9%
Executive Secretaries and Executive Administrative Assistants (43-6011)	21,539	19,995	-1,544	-7%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	54,092	55,980	1,888	3%



# Percentile Earnings

\$20.85/hr

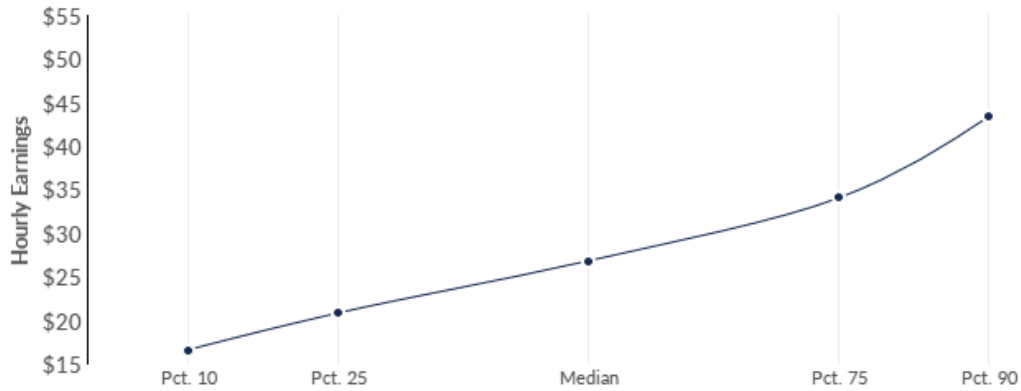
25th Percentile Earnings

\$26.83/hr

Median Earnings

\$34.06/hr

75th Percentile Earnings



Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	\$25.02	\$31.07	\$39.55
Executive Secretaries and Executive Administrative Assistants (43-6011)	\$29.07	\$35.53	\$42.95
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	\$17.86	\$22.40	\$27.33






















# Top Companies Posting

Company	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Robert Half International Inc.	44,967 / 5,782	8 : 1	23 days
AppleOne	5,584 / 1,560	4 : 1	29 days
University of California	4,312 / 854	5 : 1	42 days
H&R Block, Inc.	2,728 / 728	4 : 1	49 days
Kaiser Permanente	3,505 / 572	6 : 1	47 days
Oracle Corporation	2,074 / 572	4 : 1	45 days
Kelly Services, Inc.	2,547 / 500	5 : 1	33 days
RANDSTAD HOLDING nv	3,479 / 494	7 : 1	32 days
Marriott International, Inc.	2,704 / 476	6 : 1	31 days
Ajilon LLC	1,223 / 463	3 : 1	31 days
Career Group Inc.	1,080 / 459	2 : 1	39 days
Wells Fargo & Company	4,408 / 421	10 : 1	20 days
Aerotek, Inc.	1,982 / 313	6 : 1	15 days
Premier Staffing Inc	902 / 309	3 : 1	50 days
California State University	1,031 / 300	3 : 1	38 days
Target Corporation	1,081 / 284	4 : 1	49 days
Anthem, Inc.	697 / 260	3 : 1	17 days
Talentburst, Inc.	3,442 / 259	13 : 1	37 days
Fedex Corporation	1,664 / 257	6 : 1	50 days
RANDSTAD UK HOLDING LTD	1,217 / 252	5 : 1	32 days
ACCENTURE, INC.	1,148 / 240	5 : 1	36 days
Apple Inc.	1,134 / 203	6 : 1	48 days
COMPASS GROUP PLC	1,220 / 199	6 : 1	33 days
Cisco Systems, Inc.	1,132 / 194	6 : 1	39 days
Rose International, Inc.	1,184 / 182	7 : 1	45 days

University of San Francisco	837 / 181	5 : 1		57 days
Atrium Staffing Services Ltd.	2,045 / 178	11 : 1		65 days
Accountemps	2,095 / 174	12 : 1		24 days
Pridestaff, Inc	1,119 / 173	6 : 1		37 days
Sutter Health	1,015 / 171	6 : 1		30 days
Manpower	687 / 163	4 : 1		38 days
Contra Costa Community College District	705 / 158	4 : 1		64 days
Autonation, Inc.	946 / 154	6 : 1		55 days
Bank of America Corporation	1,035 / 139	7 : 1		62 days
Stanford Health Care	642 / 126	5 : 1		33 days
Uber Technologies, Inc.	302 / 126	2 : 1		47 days
24 Hour Fitness Worldwide, Inc.	567 / 125	5 : 1		35 days
Cybercoders, Inc.	623 / 119	5 : 1		32 days
Kforce Inc.	574 / 118	5 : 1		40 days
Lyft, Inc.	282 / 112	3 : 1		5 days
Cushman & Wakefield	426 / 111	4 : 1		48 days
Gap Inc.	604 / 111	5 : 1		51 days
Allied Universal	613 / 109	6 : 1		32 days
Ajilon Professional Staffing, LLC	348 / 104	3 : 1		41 days
JPMorgan Chase & Co.	741 / 104	7 : 1		42 days
State of California	643 / 102	6 : 1		21 days
Adecco Group	293 / 101	3 : 1		31 days
Amazon.com, Inc.	509 / 100	5 : 1		40 days
Angellist, LLC	114 / 95	1 : 1		29 days
Experis Us, Inc.	667 / 95	7 : 1		28 days

## Top Posted Job Titles

Job Title	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Administrative Assistant	88,223 / 16,696	5 : 1 	32 days
Executive Assistant	33,258 / 7,172	5 : 1 	33 days
Office Manager (Office and Administrative Support)	20,266 / 4,866	4 : 1 	33 days
Customer Service Representative	9,289 / 2,060	5 : 1 	33 days
Office Assistant	8,411 / 1,756	5 : 1 	27 days
Customer Service Manager	3,777 / 1,089	3 : 1 	36 days
Administrative Coordinator	5,139 / 1,013	5 : 1 	32 days
Office Coordinator	4,263 / 971	4 : 1 	33 days
Office Administrator	4,028 / 937	4 : 1 	31 days
Support Administrator (Office and Administrative Support)	3,941 / 852	5 : 1 	32 days
Customer Experience Manager (Management)	2,597 / 770	3 : 1 	39 days
Account Manager (Management)	2,415 / 754	3 : 1 	35 days
Front Desk Coordinator	3,431 / 638	5 : 1 	29 days
Program Assistant	1,869 / 545	3 : 1 	34 days
Customer Service Supervisor	2,107 / 544	4 : 1 	34 days
Payroll Manager	1,989 / 504	4 : 1 	36 days
Project Assistant	2,340 / 486	5 : 1 	27 days
Sales Assistant	1,996 / 450	4 : 1 	31 days
Administrative Associate	3,774 / 432	9 : 1 	31 days
Office Manager (Management)	1,364 / 418	3 : 1 	33 days
Secretary (Office and Administrative Support)	1,278 / 369	3 : 1 	23 days
Administrative Specialist	1,637 / 351	5 : 1 	30 days
Bank Teller	2,724 / 338	8 : 1 	31 days
Automotive Service Manager	1,482 / 316	5 : 1 	51 days

Customer Experience Manager (Office and Administrative Support)	873 / 314	3 : 1		39 days
Office Supervisor	1,319 / 296	4 : 1		35 days
Escrow Assistant (Office and Administrative Support)	1,586 / 283	6 : 1		33 days
Operations Assistant	1,105 / 272	4 : 1		38 days
Client Service Coordinator	967 / 268	4 : 1		41 days
Operations Manager	953 / 252	4 : 1		38 days
Operations Coordinator	1,315 / 236	6 : 1		42 days
Automotive Sales Service Advisor	863 / 231	4 : 1		42 days
Retail Sales Associate	924 / 230	4 : 1		63 days
Payroll Administrator	1,138 / 218	5 : 1		31 days
Sales Manager (Sales and Related)	850 / 218	4 : 1		33 days
Call Center Agent	1,131 / 213	5 : 1		47 days
Account Coordinator (Office and Administrative Support)	928 / 209	4 : 1		34 days
Teller (Office and Administrative Support)	785 / 204	4 : 1		29 days
Human Resources (HR) Coordinator	847 / 198	4 : 1		30 days
Member Service Representative	833 / 196	4 : 1		37 days
Customer Care Manager	411 / 191	2 : 1		33 days
Customer Service Coordinator	981 / 187	5 : 1		34 days
Accounts Payable Supervisor	755 / 179	4 : 1		32 days
Receptionist	738 / 176	4 : 1		29 days
Support Services Manager	676 / 174	4 : 1		38 days
Human Resources Assistant	592 / 173	3 : 1		29 days
Guest Services Representative	509 / 172	3 : 1		34 days
Guest Services Manager	727 / 170	4 : 1		34 days
Data Entry Clerk	642 / 168	4 : 1		31 days



The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings against skills present in today's workforce. Along with Emsi's job posting analytics, this comparison leverages Emsi's dataset of more than 100M online resumés and profiles. All resumés and profiles used in these comparisons have been updated within the last three years.

*\*The skills associated with workforce profiles represent workers of all education and experience levels.*

## Top Hard Skills



## Top Hard Skills

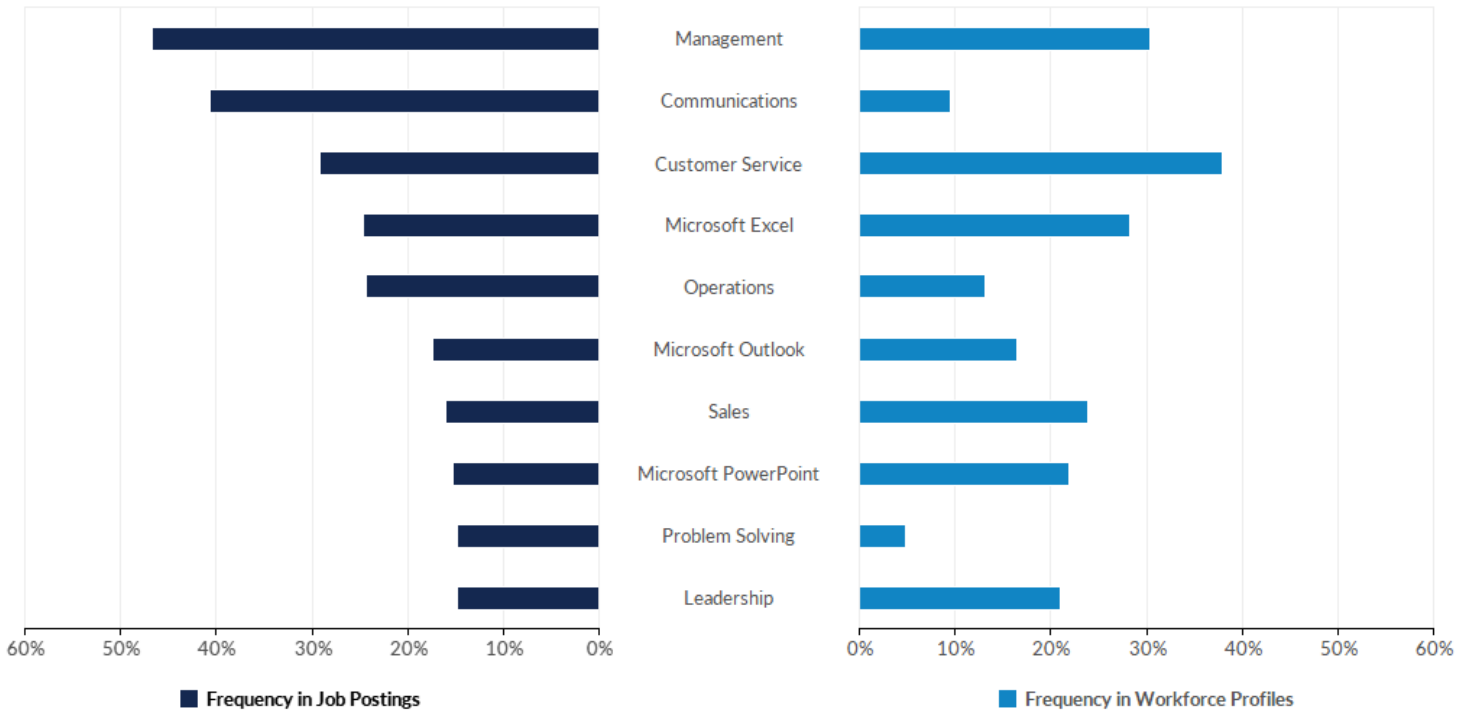
Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Accounting	9%	6,768 / 72,432	8%	5,789 / 70,407
Microsoft Access	9%	6,520 / 72,432	6%	4,027 / 70,407
Office Management	8%	6,085 / 72,432	23%	15,922 / 70,407
Accounts Payable	4%	2,902 / 72,432	7%	4,606 / 70,407
Purchasing	4%	2,882 / 72,432	6%	4,006 / 70,407
Customer Relationship Management	4%	2,806 / 72,432	6%	4,362 / 70,407
Customer Satisfaction	4%	2,721 / 72,432	6%	3,956 / 70,407

Auditing	3%	2,409 / 72,432	3%	2,141 / 70,407
Billing	3%	2,391 / 72,432	5%	3,562 / 70,407
Onboarding	3%	2,306 / 72,432	2%	1,500 / 70,407
Booking (Sales)	3%	2,164 / 72,432	2%	1,276 / 70,407
Office Assistant	3%	1,908 / 72,432	4%	3,110 / 70,407
Bookkeeping	3%	1,884 / 72,432	4%	2,744 / 70,407
Accounts Receivable	3%	1,855 / 72,432	6%	3,952 / 70,407
Punctuation	3%	1,827 / 72,432	0%	60 / 70,407
Customer Experience	2%	1,721 / 72,432	2%	1,217 / 70,407
Selling Techniques	2%	1,641 / 72,432	3%	1,762 / 70,407
Budgeting	2%	1,625 / 72,432	7%	5,095 / 70,407
Collections	2%	1,622 / 72,432	3%	2,028 / 70,407
Workflows	2%	1,576 / 72,432	1%	615 / 70,407
Professional Services	2%	1,491 / 72,432	1%	592 / 70,407
Account Management	2%	1,484 / 72,432	4%	3,146 / 70,407
Restaurant Operation	2%	1,475 / 72,432	2%	1,438 / 70,407
Taking Meeting Minutes	2%	1,427 / 72,432	1%	826 / 70,407
Eager Evaluations	2%	1,337 / 72,432	0%	122 / 70,407
Customer Support	2%	1,301 / 72,432	2%	1,476 / 70,407
Operations Management	2%	1,208 / 72,432	4%	2,701 / 70,407
Deposit Accounts	2%	1,125 / 72,432	2%	1,692 / 70,407
Event Planning	2%	1,101 / 72,432	19%	13,113 / 70,407
Business Development	1%	1,064 / 72,432	4%	2,956 / 70,407
Merchandising	1%	1,045 / 72,432	4%	2,745 / 70,407
Balancing (Ledger/Billing)	1%	1,034 / 72,432	1%	762 / 70,407
Salesforce.Com	1%	1,031 / 72,432	4%	2,676 / 70,407



Property Management	1%	979 / 72,432	1%	998 / 70,407
Pharmaceuticals	1%	973 / 72,432	1%	577 / 70,407
Warehousing	1%	967 / 72,432	1%	966 / 70,407
Multitasking	1%	961 / 72,432	1%	538 / 70,407
Call Centers	1%	960 / 72,432	2%	1,111 / 70,407
Financial Statements	1%	953 / 72,432	2%	1,757 / 70,407
Food Services	1%	943 / 72,432	1%	464 / 70,407
Investments	1%	934 / 72,432	2%	1,224 / 70,407
Client Rapport	1%	931 / 72,432	1%	677 / 70,407
Process Improvements (Business)	1%	931 / 72,432	0%	328 / 70,407
Performance Management	1%	901 / 72,432	1%	614 / 70,407
Reconciliation	1%	899 / 72,432	2%	1,641 / 70,407
Service Delivery	1%	865 / 72,432	0%	236 / 70,407
Procurement	1%	836 / 72,432	1%	1,028 / 70,407
Quality Management	1%	816 / 72,432	1%	991 / 70,407
Employee Assistance Programs	1%	764 / 72,432	0%	0 / 70,407
Business Process Improvement	1%	753 / 72,432	5%	3,229 / 70,407

## Top Common Skills



## Top Common Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Management	47%	33,868 / 72,432	30%	21,422 / 70,407
Communications	41%	29,424 / 72,432	10%	6,721 / 70,407
Customer Service	29%	21,163 / 72,432	38%	26,663 / 70,407
Microsoft Excel	25%	17,802 / 72,432	28%	19,882 / 70,407
Operations	24%	17,672 / 72,432	13%	9,233 / 70,407
Microsoft Outlook	17%	12,558 / 72,432	16%	11,612 / 70,407
Sales	16%	11,624 / 72,432	24%	16,790 / 70,407
Microsoft PowerPoint	15%	11,053 / 72,432	22%	15,415 / 70,407
Problem Solving	15%	10,753 / 72,432	5%	3,372 / 70,407
Leadership	15%	10,751 / 72,432	21%	14,771 / 70,407
Clerical Works	15%	10,626 / 72,432	4%	3,029 / 70,407
Microsoft Office	14%	10,078 / 72,432	27%	19,054 / 70,407

Written Communication	13%	9,466 / 72,432	1%	705 / 70,407
Presentations	13%	9,262 / 72,432	7%	5,114 / 70,407
Filing	12%	8,720 / 72,432	8%	5,672 / 70,407
Coordinating	12%	8,400 / 72,432	7%	4,629 / 70,407
Interpersonal Skills	11%	7,947 / 72,432	1%	1,044 / 70,407
Research	11%	7,703 / 72,432	17%	11,884 / 70,407
Innovation	10%	7,169 / 72,432	1%	923 / 70,407
Computer Literacy	10%	7,071 / 72,432	2%	1,225 / 70,407
Prioritization	9%	6,305 / 72,432	1%	943 / 70,407
Verbal Communication Skills	8%	6,153 / 72,432	0%	213 / 70,407
Office Suite	8%	6,114 / 72,432	0%	134 / 70,407
Time Management	8%	6,042 / 72,432	8%	5,940 / 70,407
Data Entry	8%	5,488 / 72,432	11%	7,623 / 70,407
Microsoft Word	7%	4,771 / 72,432	21%	14,952 / 70,407
Spreadsheets	6%	4,439 / 72,432	4%	2,633 / 70,407
Writing	6%	4,145 / 72,432	5%	3,840 / 70,407
Word Processor	5%	3,583 / 72,432	1%	1,005 / 70,407
Telephone Skills	4%	3,155 / 72,432	4%	2,790 / 70,407
Decision Making	4%	3,007 / 72,432	1%	595 / 70,407
Grammars	4%	2,761 / 72,432	0%	290 / 70,407
Hospitality	4%	2,730 / 72,432	2%	1,729 / 70,407
Typing	4%	2,703 / 72,432	2%	1,742 / 70,407
Memos	4%	2,697 / 72,432	2%	1,160 / 70,407
Multilingualism	3%	2,318 / 72,432	2%	1,200 / 70,407
Financial Services	3%	2,171 / 72,432	1%	781 / 70,407
Requirement Prioritization	3%	2,026 / 72,432	1%	519 / 70,407

Information Technology	3%	1,857 / 72,432	2%	1,524 / 70,407
Spanish Language	3%	1,820 / 72,432	3%	1,959 / 70,407
English Language	2%	1,810 / 72,432	4%	3,072 / 70,407
Mentorship	2%	1,719 / 72,432	2%	1,096 / 70,407
Reservations	2%	1,677 / 72,432	2%	1,414 / 70,407
Driving	2%	1,657 / 72,432	0%	305 / 70,407
Creativity	2%	1,573 / 72,432	0%	0 / 70,407
Training And Development	2%	1,570 / 72,432	2%	1,622 / 70,407
Calendaring Software	2%	1,448 / 72,432	4%	2,636 / 70,407
Editing	2%	1,443 / 72,432	6%	4,258 / 70,407
Critical Thinking	2%	1,386 / 72,432	1%	824 / 70,407
Data Analysis	2%	1,317 / 72,432	3%	2,343 / 70,407

# Top Qualifications

Qualification	Postings with Qualification
Master Of Business Administration (MBA)	232
Certified Purchasing Professional	94
Series 7 General Securities Representative License (Stockbroker)	80
Certified Public Accountant	63
Certified Professional Coder	44
Licensed Vocational Nurses	29
Licensed Clinical Social Worker (LCSW)	24
Neonatal/Pediatric Specialty (Credential For Respiratory Therapists)	24
Certified Coding Specialist	21
Certified Revenue Cycle Representative (CRCR)	18
Series 63 Uniform Securities Agent State Law License	18
Licensed Practical Nurse	17
Nurse Practitioner	16
Series 65 Uniform Registered Investment Adviser Law License (RIA)	16
Certified Employee Assistance Professional	15
Certified First Responder	15
Certified Information Systems Security Professional	15
Master Of Public Administration	15
Certified Relocation Professional	14
Registered Health Information Technician	13
Certified Medical Assistant	12
Commercial Driver's License (CDL)	12
Registered Health Information Administrator	12
Advanced Life Support	11
Certified Addictions Counselor	11
Certified Registered Nurse Anesthetist (CRNA)	11

Series 6 Investment Company And Variable Contracts License (Mutual Funds/Variable Annuities)	11
Certified Rehabilitation Counselor	10
Series 66 Uniform Investment Adviser : Combined State Laws License (Combined 63 And 65)	10
Certified Facility Manager	9
Certified Fraud Examination	9
Certified Professional Geologist	9
Chartered Financial Analyst	9
Patient Care Technician	9
Certified Dental Technician	8
Certified Financial Planner	8
Certified Information Security Manager	8
Certified Nursing Assistant	8
Certified Treasury Professional	8
Financial Accounting Standards Board (FASB) Certified	8
Radiation Oncologist	8
Certified Fraud Examiner	7
Certified Sales Executive	7
Certified Software Measurement Specialist	7
Cisco Configuration Professional	7
Registered Representative (Securities)	7
Cisco Certified Network Associate	6
Microsoft Certified Systems Engineer	6
National Council Licensure Examination	6
Registered Investment Advisor	6

# Appendix A - 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.

## Emsi Job Postings

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

## 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 also affected by county-level Emsi earnings by industry.

## 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.

## State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department