

# Program Market Demand

5 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
52.0101	Business/Commerce, General
52.0201	Business Administration and Management, General
52.0204	Office Management and Supervision
52.0703	Small Business Administration/Management
52.0212	Retail Management

## 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

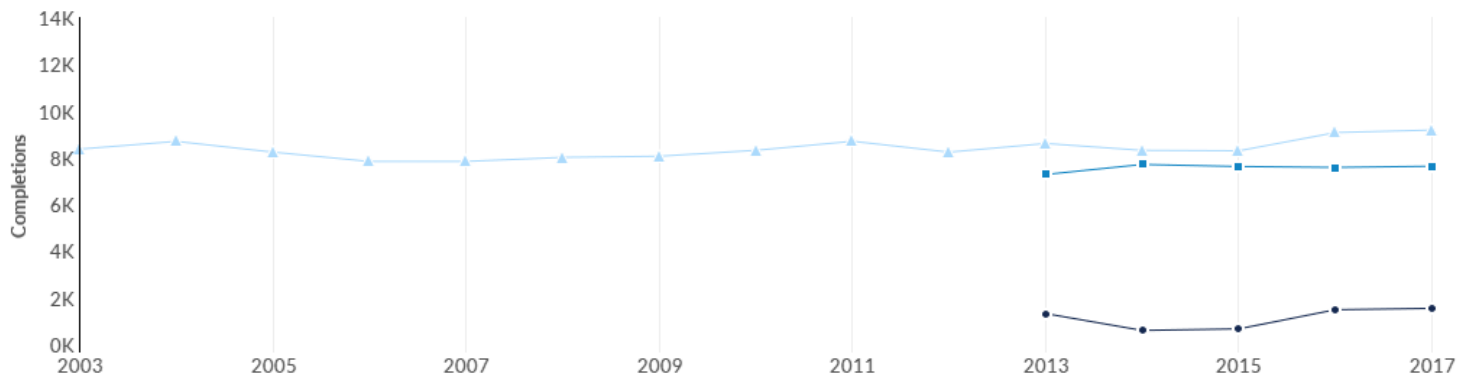


	Completions (2015)	% Completions	Institutions (2015)	% Institutions
● All Programs	8,300	100%	38	100%
● Distance Offered Programs	672	8%	6	16%
● Non-Distance Offered Programs	7,628	92%	33	87%

Institution	Completions (2015)	Growth % YOY (2015)	Market Share (2015)
San Francisco State University	1,373	-8.1%	16.5%
San Jose State University	1,282	-1.1%	15.4%
University of California-Berkeley	943	13.5%	11.4%
California State University-East Bay	736	-23.3%	8.9%
Stanford University	411	2.0%	5.0%
Saint Mary's College of California	326	-1.5%	3.9%
De Anza College	243	33.5%	2.9%
University of San Francisco	242	24.1%	2.9%
Diablo Valley College	231	-1.3%	2.8%
Santa Clara University	227	-4.2%	2.7%
Golden Gate University-San Francisco	217	-2.3%	2.6%
Ohlone College	189	78.3%	2.3%
Chabot College	182	34.8%	2.2%
Laney College	166	93.0%	2.0%
College of San Mateo	141	53.3%	1.7%
West Valley College	116	-0.9%	1.4%
Notre Dame de Namur University	108	-0.9%	1.3%
Evergreen Valley College	107	-4.5%	1.3%
Lincoln University	104	15.6%	1.3%
International Technological University	98	78.2%	1.2%
City College of San Francisco	91	16.7%	1.1%
Mission College	77	26.2%	0.9%
San Jose City College	75	11.9%	0.9%
Skyline College	75	2.7%	0.9%
Los Medanos College	72	-17.2%	0.9%
Contra Costa College	69	9.5%	0.8%
Foothill College	47	23.7%	0.6%

Menlo College	47	2.2%	0.6%
Las Positas College	46	17.9%	0.6%
College of Alameda	45	0.0%	0.5%
Gavilan College	37	-28.8%	0.4%
John F. Kennedy University	36	-7.7%	0.4%
Canada College	34	-27.7%	0.4%
Berkeley City College	32	77.8%	0.4%
Argosy University-San Francisco Bay Area	30	-6.3%	0.4%
Holy Names University	26	4.0%	0.3%
Merritt College	12	-20.0%	0.1%
ITT Technical Institute-Oakland	7	250.0%	0.1%

## Regional Trends



	2013 Completions	2015 Completions	% Change
● Distance Offered Programs	1,328	672	-49.4%
■ Non-Distance Offered Programs	7,286	7,628	+4.7%
▲ All Programs	8,614	8,300	-3.6%

# Job Postings vs. Hires

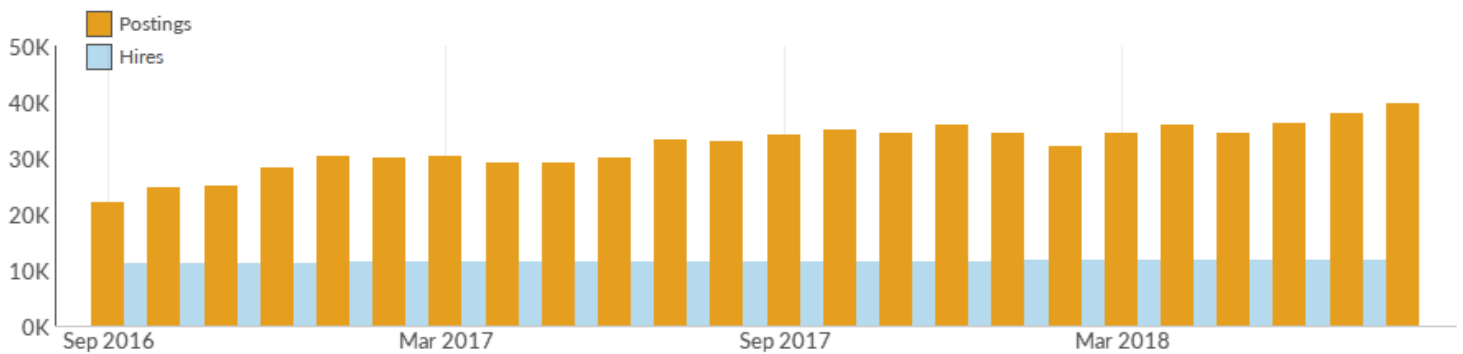
32,050

Avg. Monthly Postings (Sep 2016 - Aug 2018)

11,459

Avg. Monthly Hires (Sep 2016 - Aug 2018)

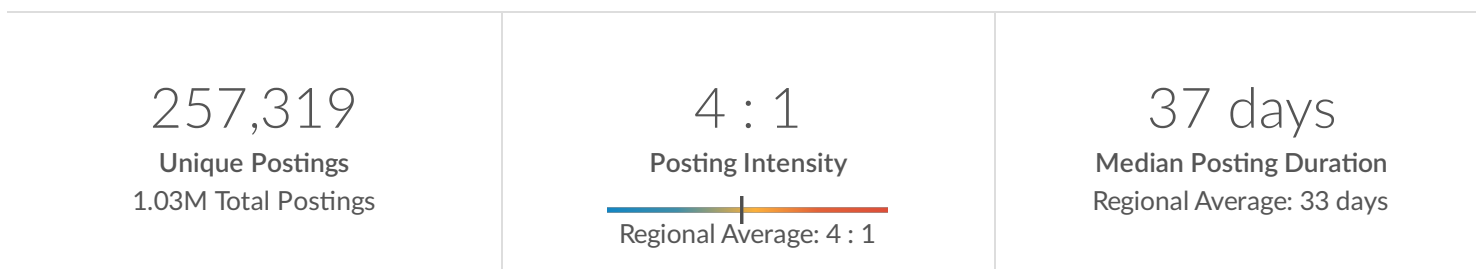
In an average month, there were 32,050 unique job postings for 17 Occupations, and 11,459 actually hired. This means there was approximately 1 hire for every 3 unique job postings for 17 Occupations.



Occupation	Avg Monthly Postings (Sep 2016 - Aug 2018)	Avg Monthly Hires (Sep 2016 - Aug 2018)
First-Line Supervisors of Retail Sales Workers	5,701	1,213
Sales Managers	5,041	712
First-Line Supervisors of Office and Administrative Support Workers	3,904	1,343
Management Analysts	3,809	1,038
Managers, All Other	3,796	606
General and Operations Managers	3,583	2,732
Postsecondary Teachers	2,116	1,149
Construction Managers	1,339	458
Industrial Production Managers	653	125
Social and Community Service Managers	567	364
Administrative Services Managers	343	367
Cost Estimators	329	376
Chief Executives	319	320

Transportation, Storage, and Distribution Managers	291	142
First-Line Supervisors of Housekeeping and Janitorial Workers	209	159
First-Line Supervisors of Personal Service Workers	39	347
First-Line Supervisors of Gaming Workers	10	6

## Job Postings Summary



There were 1.03M total job postings for your selection from September 2016 to August 2018, of which 257,319 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.

## Target Occupations

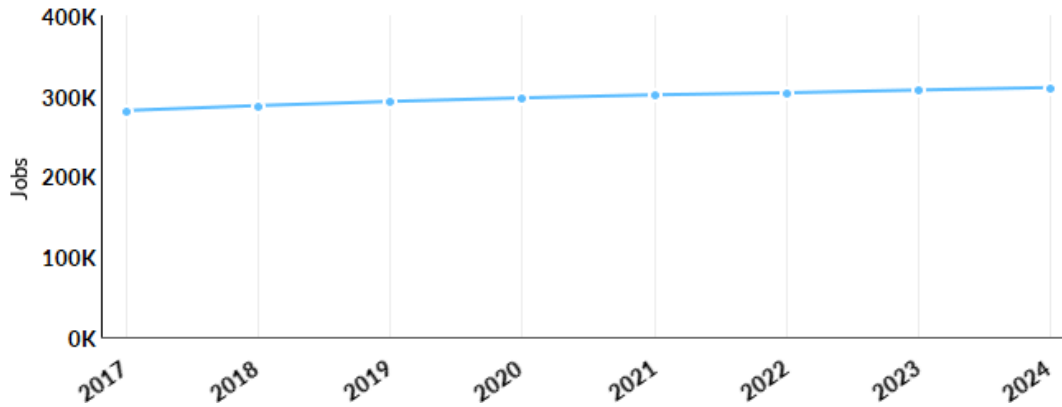
<p><b>281,576</b> Jobs (2017) 11% <b>above</b> National average</p>	<p><b>+10.2%</b> % Change (2017-2024) Nation: <b>+8.0%</b></p>	<p><b>\$41.93/hr</b> Median Hourly Earnings Nation: \$31.74/hr</p>	<p><b>28,913</b> Annual Openings</p>
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Occupation	2017 Jobs	Annual Openings	Median Hourly Earnings	Growth (2017 - 2024)	Location Quotient (2017)
General and Operations Managers	55,921	5,893	\$64.67/hr	+13.86%	1.06
Management Analysts	34,149	3,751	\$42.44/hr	+13.94%	1.74
Postsecondary Teachers	31,397	2,890	\$40.67/hr	+9.08%	0.91
First-Line Supervisors of Office and Administrative Support Workers	31,145	3,531	\$31.07/hr	+8.52%	0.89
Managers, All Other	26,548	2,368	\$47.20/hr	+11.43%	1.32
First-Line Supervisors of Retail Sales Workers	23,317	2,535	\$18.23/hr	-0.03%	0.71
Sales Managers	18,019	1,853	\$66.79/hr	+10.69%	1.99
Chief Executives	9,583	720	\$102.11/hr	+1.95%	1.46
Construction Managers	9,498	828	\$52.40/hr	+8.68%	1.04
Administrative Services Managers	9,381	926	\$56.74/hr	+10.82%	1.41
Social and Community Service Managers	8,088	860	\$33.32/hr	+10.19%	2.13
Cost Estimators	6,282	752	\$39.81/hr	+12.48%	1.22
First-Line Supervisors of Personal Service Workers	6,204	788	\$19.05/hr	+16.99%	1.13
Industrial Production Managers	4,438	348	\$57.95/hr	+4.73%	1.07
First-Line Supervisors of Housekeeping and Janitorial Workers	3,908	530	\$21.38/hr	+12.44%	0.84
Transportation, Storage, and Distribution Managers	3,504	304	\$55.07/hr	+6.36%	1.14
First-Line Supervisors of Gaming Workers	196	34	\$12.06/hr	+6.12%	0.26



# Growth

281,576 2017 Jobs	310,162 2024 Jobs	28,586 Change (2017-2024)	10.2% % Change (2017-2024)
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Occupation	2017 Jobs	2024 Jobs	Change	% Change
Chief Executives (11-1011)	9,583	9,770	187	2%
General and Operations Managers (11-1021)	55,921	63,671	7,750	14%
Sales Managers (11-2022)	18,019	19,946	1,927	11%
Administrative Services Managers (11-3011)	9,381	10,396	1,015	11%
Industrial Production Managers (11-3051)	4,438	4,648	210	5%
Transportation, Storage, and Distribution Managers (11-3071)	3,504	3,727	223	6%
Construction Managers (11-9021)	9,498	10,322	824	9%
Social and Community Service Managers (11-9151)	8,088	8,912	824	10%
Managers, All Other (11-9199)	26,548	29,582	3,034	11%
Cost Estimators (13-1051)	6,282	7,066	784	12%
Management Analysts (13-1111)	34,149	38,909	4,760	14%
Postsecondary Teachers (25-1099)	31,397	34,247	2,850	9%
First-Line Supervisors of Housekeeping and Janitorial Workers (37-1011)	3,908	4,394	486	12%

Occupation	2017 Jobs	2024 Jobs	Change	% Change
First-Line Supervisors of Gaming Workers (39-1018)	196	208	12	6%
First-Line Supervisors of Personal Service Workers (39-1021)	6,204	7,258	1,054	17%
First-Line Supervisors of Retail Sales Workers (41-1011)	23,317	23,310	-7	0%
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	31,145	33,797	2,652	9%

## Percentile Earnings

\$26.95/hr

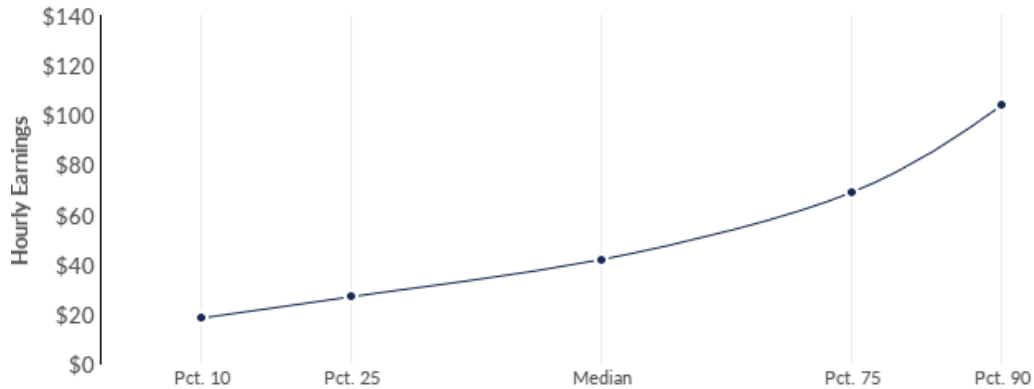
25th Percentile Earnings

\$41.93/hr

Median Earnings

\$68.92/hr









75th Percentile Earnings




















Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Chief Executives (11-1011)	\$54.78	\$102.11	\$136.75
General and Operations Managers (11-1021)	\$41.19	\$64.67	\$99.32
Sales Managers (11-2022)	\$42.27	\$66.79	\$93.13
Administrative Services Managers (11-3011)	\$42.35	\$56.74	\$75.14
Industrial Production Managers (11-3051)	\$41.91	\$57.95	\$78.81
Transportation, Storage, and Distribution Managers (11-3071)	\$40.69	\$55.07	\$73.41
Construction Managers (11-9021)	\$29.07	\$52.40	\$73.86
Social and Community Service Managers (11-9151)	\$24.99	\$33.32	\$44.95
Managers, All Other (11-9199)	\$18.48	\$47.20	\$77.77
Cost Estimators (13-1051)	\$29.41	\$39.81	\$54.14
Management Analysts (13-1111)	\$32.32	\$42.44	\$60.92
Postsecondary Teachers (25-1099)	\$29.12	\$40.67	\$57.55










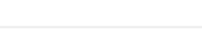

Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
First-Line Supervisors of Housekeeping and Janitorial Workers (37-1011)	\$15.55	\$21.38	\$28.43
First-Line Supervisors of Gaming Workers (39-1018)	\$10.75	\$12.06	\$14.88
First-Line Supervisors of Personal Service Workers (39-1021)	\$13.72	\$19.05	\$26.11
First-Line Supervisors of Retail Sales Workers (41-1011)	\$14.16	\$18.23	\$25.01
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	\$25.02	\$31.07	\$39.55




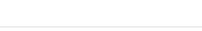







# Top Companies Posting

Company	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Oracle Corporation	19,549 / 6,250	3 : 1 	51 days
Starbucks Corporation	12,264 / 4,160	3 : 1 	84 days
Cybercoders, Inc.	13,587 / 3,246	4 : 1 	41 days
Anthem, Inc.	8,628 / 3,048	3 : 1 	21 days
University of California	10,123 / 2,547	4 : 1 	54 days
Robert Half International Inc.	15,556 / 2,484	6 : 1 	24 days
Kaiser Permanente	12,535 / 1,841	7 : 1 	61 days
Deloitte LLP	8,477 / 1,821	5 : 1 	60 days
ACCENTURE, INC.	5,713 / 1,658	3 : 1 	37 days
Gap Inc.	8,717 / 1,590	5 : 1 	52 days
Ross Stores, Inc.	7,090 / 1,525	5 : 1 	46 days
Google Inc.	4,478 / 1,520	3 : 1 	45 days
Wells Fargo & Company	13,294 / 1,436	9 : 1 	18 days
Apple Inc.	6,051 / 1,392	4 : 1 	61 days
Uber Technologies, Inc.	3,940 / 1,323	3 : 1 	47 days
H&R Block, Inc.	8,832 / 1,274	7 : 1 	37 days
Facebook, Inc.	2,659 / 1,088	2 : 1 	39 days
Cisco Systems, Inc.	4,884 / 1,071	5 : 1 	35 days
Instacart Inc.	6,952 / 975	7 : 1 	6 days
CVS Health Corporation	5,023 / 972	5 : 1 	54 days
Macy's, Inc.	7,383 / 925	8 : 1 	37 days
Salesforce.com, Inc.	6,117 / 911	7 : 1 	41 days
International Business Machines Corporation	4,378 / 886	5 : 1 	37 days
24 Hour Fitness Worldwide, Inc.	3,934 / 824	5 : 1 	41 days
Tutree, Inc.	6,377 / 741	9 : 1 	13 days

Target Corporation	3,566 / 735	5 : 1		49 days
The Home Depot Inc	2,852 / 728	4 : 1		89 days
COMPASS GROUP PLC	2,256 / 699	3 : 1		39 days
Marriott International, Inc.	3,324 / 694	5 : 1		33 days
Contra Costa Community College District	3,375 / 686	5 : 1		65 days
RANDSTAD HOLDING nv	5,159 / 678	8 : 1		32 days
Santa Clara University	11,557 / 638	18 : 1		80 days
Virtual Vacations	660 / 617	1 : 1		12 days
Amazon.com, Inc.	2,401 / 604	4 : 1		38 days
Peet's Coffee & Tea, Inc.	1,947 / 597	3 : 1		47 days
Tesla Motors, Inc.	2,338 / 578	4 : 1		66 days
AppleOne	1,367 / 523	3 : 1		24 days
Vmware, Inc.	1,963 / 511	4 : 1		37 days
Fedex Corporation	3,024 / 491	6 : 1		53 days
Whole Foods Market, Inc.	2,351 / 491	5 : 1		27 days
L Brands, Inc.	1,114 / 473	2 : 1		40 days
Jones Lang Lasalle Incorporated	2,836 / 471	6 : 1		51 days
Sears Holdings Corporation	2,755 / 461	6 : 1		35 days
California State University	1,338 / 449	3 : 1		47 days
Bank of America Corporation	3,873 / 448	9 : 1		57 days
V.F. Corporation	1,507 / 446	3 : 1		52 days
Williams-Sonoma, Inc.	3,649 / 443	8 : 1		54 days
Sutter Health	2,560 / 439	6 : 1		52 days
Biospace, Inc	2,277 / 428	5 : 1		43 days
Cbre Group, Inc.	3,860 / 428	9 : 1		46 days



# Top Posted Job Titles

Job Title	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Sales Manager (Management)	50,208 / 12,917	4 : 1 	38 days
Sales Manager (Sales and Related)	38,881 / 11,329	3 : 1 	43 days
Project Manager (Management)	48,934 / 11,249	4 : 1 	36 days
Business Analyst (Business and Financial Operations)	40,705 / 9,152	4 : 1 	31 days
Operations Manager	26,792 / 7,344	4 : 1 	37 days
Program Manager	23,082 / 5,826	4 : 1 	37 days
Retail Sales Associate	31,579 / 5,792	5 : 1 	35 days
Account Manager (Management)	19,080 / 5,189	4 : 1 	41 days
Sales Director (Management)	15,879 / 4,792	3 : 1 	38 days
Assistant Store Manager (Sales and Related)	19,243 / 4,746	4 : 1 	40 days
Office Manager (Office and Administrative Support)	16,898 / 4,047	4 : 1 	33 days
General Manager	12,293 / 3,617	3 : 1 	36 days
Sales Supervisor	8,527 / 2,817	3 : 1 	53 days
Business Development Manager (Management)	9,564 / 2,468	4 : 1 	43 days
Project Manager (Computer and Mathematical)	10,242 / 2,392	4 : 1 	36 days
Customer Service Representative	10,141 / 2,310	4 : 1 	35 days
Director of Operations	6,761 / 1,896	4 : 1 	37 days
Vice President	6,398 / 1,834	3 : 1 	39 days
Store Manager (Management)	6,861 / 1,771	4 : 1 	38 days
Sales Lead	6,513 / 1,711	4 : 1 	43 days
Sales Executive	7,859 / 1,706	5 : 1 	39 days
Supply Chain Manager	7,088 / 1,688	4 : 1 	44 days
Customer Experience Manager (Management)	5,384 / 1,599	3 : 1 	39 days

Product Manager (Management)	5,798 / 1,564	4 : 1		42 days
English Teacher	9,583 / 1,501	6 : 1		15 days
District Manager	5,405 / 1,479	4 : 1		35 days
Construction Manager	5,065 / 1,263	4 : 1		43 days
Customer Service Manager	4,308 / 1,251	3 : 1		36 days
Research Analyst (Life, Physical, and Social Science)	4,766 / 1,185	4 : 1		40 days
Business Analyst (Computer and Mathematical)	4,616 / 1,123	4 : 1		30 days
Compliance Manager (Management)	3,855 / 1,098	4 : 1		35 days
Marketing Manager	5,138 / 1,089	5 : 1		37 days
Area Manager	3,302 / 1,025	3 : 1		38 days
Estimator (Business and Financial Operations)	4,200 / 1,012	4 : 1		40 days
Department Manager	4,081 / 978	4 : 1		39 days
Branch Manager	4,407 / 967	5 : 1		37 days
Relationship Manager (Management)	4,269 / 965	4 : 1		34 days
Store Manager (Sales and Related)	3,880 / 964	4 : 1		39 days
Construction Superintendent	3,651 / 924	4 : 1		40 days
Business Consultant	3,425 / 918	4 : 1		34 days
Territory Manager	3,311 / 885	4 : 1		43 days
Managing Consultant	5,173 / 865	6 : 1		36 days
Project Coordinator (Management)	3,944 / 853	5 : 1		37 days
Assistant Professor	3,486 / 852	4 : 1		80 days
Adjunct Instructor	4,277 / 851	5 : 1		59 days
Facilities Manager	3,373 / 830	4 : 1		45 days
Assistant Construction Project Manager	2,924 / 804	4 : 1		39 days
Sales Team Leader	3,578 / 804	4 : 1		38 days



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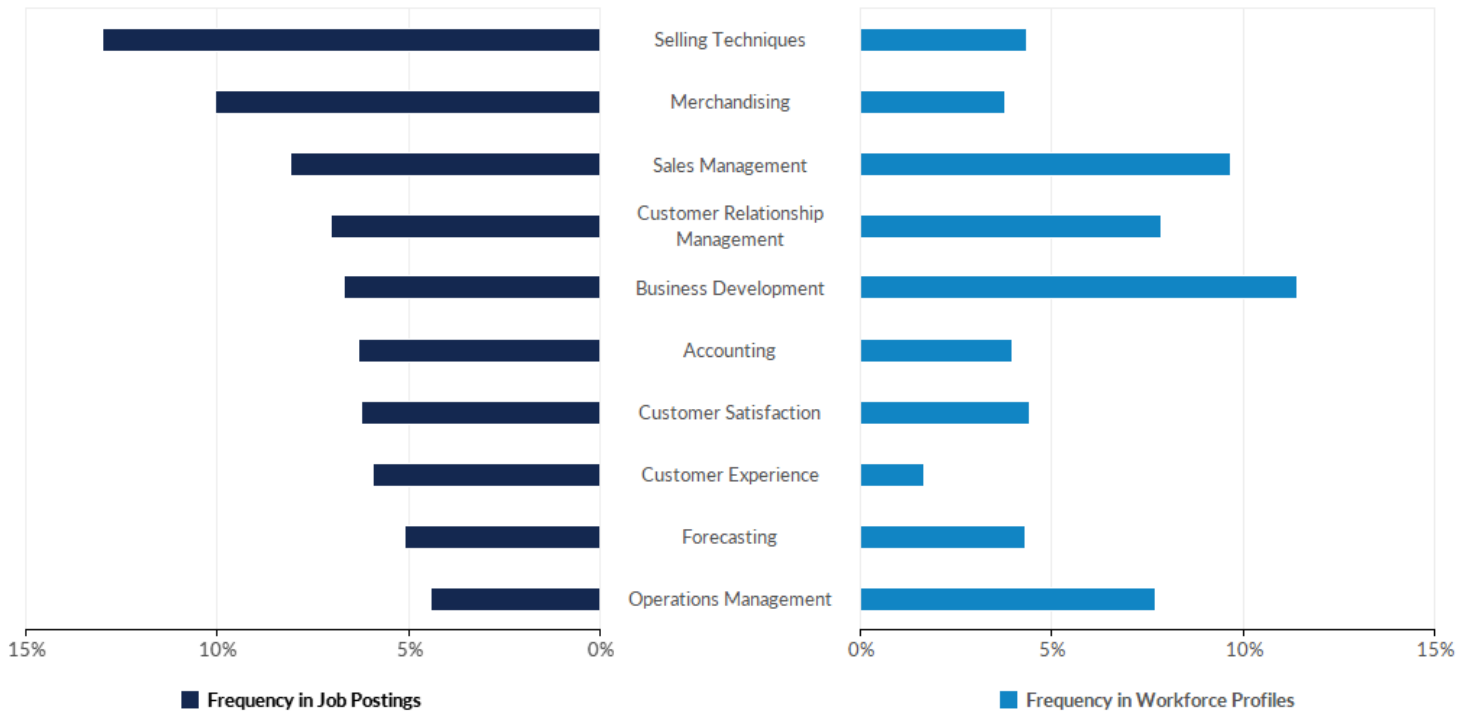
Quality Assurance (QA) Manager	3,218 / 798	4 : 1		36 days
Director of Regulatory Affairs	4,015 / 785	5 : 1		43 days

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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



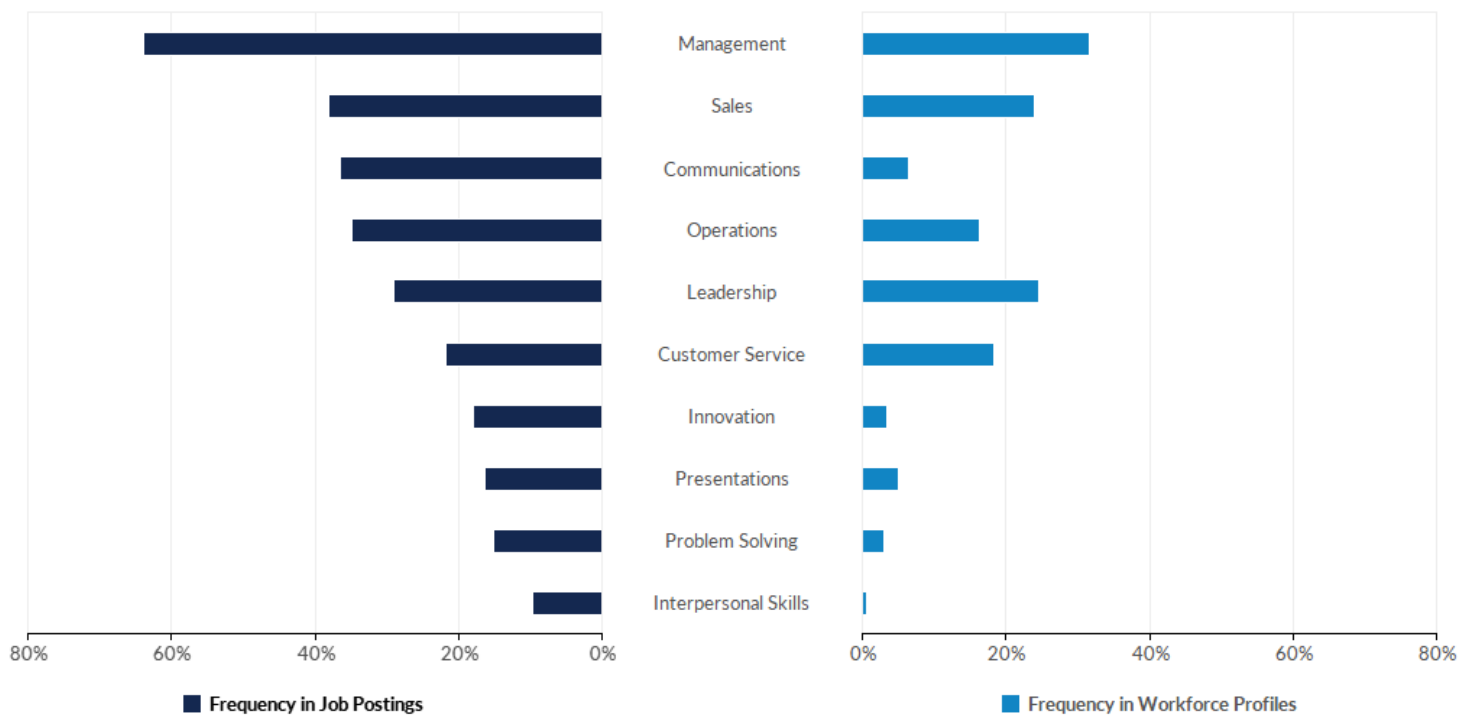
## Top Hard Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Selling Techniques	13%	33,421 / 257,319	4%	19,211 / 443,086
Merchandising	10%	25,813 / 257,319	4%	16,677 / 443,086
Sales Management	8%	20,775 / 257,319	10%	42,803 / 443,086
Customer Relationship Management	7%	18,090 / 257,319	8%	34,902 / 443,086
Business Development	7%	17,190 / 257,319	11%	50,625 / 443,086
Accounting	6%	16,267 / 257,319	4%	17,513 / 443,086
Customer Satisfaction	6%	16,002 / 257,319	4%	19,653 / 443,086

Customer Experience	6%	15,259 / 257,319	2%	7,364 / 443,086
Forecasting	5%	13,121 / 257,319	4%	19,078 / 443,086
Operations Management	4%	11,422 / 257,319	8%	34,188 / 443,086
Restaurant Operation	4%	11,026 / 257,319	2%	7,534 / 443,086
Budgeting	4%	10,917 / 257,319	7%	31,008 / 443,086
Loss Prevention	4%	10,402 / 257,319	1%	5,128 / 443,086
Auditing	4%	10,198 / 257,319	3%	12,379 / 443,086
Business Process	4%	9,937 / 257,319	3%	13,854 / 443,086
Microsoft Access	4%	9,707 / 257,319	2%	10,823 / 443,086
Account Management	4%	9,208 / 257,319	7%	30,991 / 443,086
Professional Services	3%	8,729 / 257,319	2%	9,624 / 443,086
Purchasing	3%	8,414 / 257,319	4%	17,810 / 443,086
Performance Management	3%	7,870 / 257,319	1%	5,868 / 443,086
Salesforce.Com	3%	7,628 / 257,319	4%	19,608 / 443,086
New Product Development	3%	7,572 / 257,319	7%	32,692 / 443,086
Management Consulting	3%	7,549 / 257,319	4%	17,849 / 443,086
Construction Management	3%	7,427 / 257,319	3%	12,456 / 443,086
Sales Process	3%	7,265 / 257,319	3%	12,007 / 443,086
Strategic Planning	3%	6,960 / 257,319	13%	57,937 / 443,086
Business Process Improvement	3%	6,924 / 257,319	7%	30,069 / 443,086
Pharmaceuticals	3%	6,904 / 257,319	2%	7,629 / 443,086
Change Management	3%	6,877 / 257,319	3%	14,937 / 443,086
Subcontracting	2%	6,363 / 257,319	1%	6,160 / 443,086
Product Quality Assurance	2%	6,335 / 257,319	2%	9,061 / 443,086
Quality Management	2%	6,261 / 257,319	2%	9,634 / 443,086
Onboarding	2%	6,212 / 257,319	1%	4,390 / 443,086

Economics	2%	5,962 / 257,319	2%	8,118 / 443,086
Business To Business	2%	5,634 / 257,319	3%	11,294 / 443,086
Process Improvements (Business)	2%	5,546 / 257,319	1%	3,413 / 443,086
Risk Management	2%	5,506 / 257,319	3%	11,754 / 443,086
Warehousing	2%	5,505 / 257,319	2%	7,398 / 443,086
Product Management	2%	5,471 / 257,319	7%	33,198 / 443,086
Sales Operations	2%	5,431 / 257,319	4%	19,733 / 443,086
Timelines	2%	5,355 / 257,319	1%	2,905 / 443,086
Procurement	2%	5,321 / 257,319	2%	9,195 / 443,086
Inventory Management	2%	5,285 / 257,319	4%	18,297 / 443,086
Regional Sales	2%	5,065 / 257,319	2%	7,196 / 443,086
Business Planning	2%	5,040 / 257,319	3%	13,904 / 443,086
Business Requirements	2%	4,837 / 257,319	1%	3,610 / 443,086
Demos	2%	4,812 / 257,319	0%	1,615 / 443,086
Investments	2%	4,790 / 257,319	4%	16,666 / 443,086
Visual Merchandising	2%	4,692 / 257,319	2%	6,891 / 443,086
Relationship Building	2%	4,618 / 257,319	1%	2,291 / 443,086

## 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	64%	164,121 / 257,319	32%	139,780 / 443,086
Sales	38%	97,853 / 257,319	24%	105,827 / 443,086
Communications	36%	93,651 / 257,319	6%	28,414 / 443,086
Operations	35%	89,591 / 257,319	16%	71,989 / 443,086
Leadership	29%	74,512 / 257,319	25%	108,632 / 443,086
Customer Service	22%	55,879 / 257,319	18%	81,102 / 443,086
Innovation	18%	45,921 / 257,319	3%	14,796 / 443,086
Presentations	16%	41,888 / 257,319	5%	22,449 / 443,086
Problem Solving	15%	38,633 / 257,319	3%	13,202 / 443,086
Interpersonal Skills	10%	25,003 / 257,319	1%	2,511 / 443,086
Research	9%	24,138 / 257,319	14%	62,208 / 443,086
Microsoft Excel	9%	22,438 / 257,319	11%	49,068 / 443,086

Written Communication	8%	20,863 / 257,319	0%	1,375 / 443,086
Coordinating	8%	20,346 / 257,319	3%	15,450 / 443,086
Project Management	7%	18,617 / 257,319	14%	62,460 / 443,086
Time Management	6%	16,418 / 257,319	3%	12,901 / 443,086
Decision Making	6%	15,494 / 257,319	1%	3,895 / 443,086
Driving	6%	15,421 / 257,319	1%	4,465 / 443,086
Verbal Communication Skills	6%	14,813 / 257,319	0%	343 / 443,086
Mentorship	6%	14,420 / 257,319	2%	9,790 / 443,086
Construction	5%	13,071 / 257,319	4%	18,891 / 443,086
Computer Literacy	5%	13,005 / 257,319	1%	2,232 / 443,086
Microsoft Outlook	5%	12,204 / 257,319	3%	14,986 / 443,086
Prioritization	5%	12,159 / 257,319	1%	2,610 / 443,086
Data Analysis	5%	12,107 / 257,319	5%	24,172 / 443,086
Retail Sales	5%	12,037 / 257,319	3%	15,004 / 443,086
Negotiation	5%	11,914 / 257,319	5%	23,929 / 443,086
Microsoft PowerPoint	5%	11,844 / 257,319	8%	34,568 / 443,086
Microsoft Office	5%	11,800 / 257,319	12%	51,895 / 443,086
Teaching	4%	11,057 / 257,319	7%	29,342 / 443,086
Program Management	4%	10,874 / 257,319	11%	49,558 / 443,086
Business Acumen	4%	10,110 / 257,319	0%	905 / 443,086
Training And Development	4%	9,610 / 257,319	2%	8,983 / 443,086
Creativity	4%	9,410 / 257,319	0%	1 / 443,086
Writing	3%	8,721 / 257,319	4%	17,688 / 443,086
Infrastructure	3%	8,709 / 257,319	2%	8,867 / 443,086
Information Technology	3%	8,130 / 257,319	4%	16,078 / 443,086
Financial Services	3%	8,017 / 257,319	2%	8,841 / 443,086

Hospitality	3%	7,830 / 257,319	2%	8,024 / 443,086
Office Suite	3%	7,299 / 257,319	0%	251 / 443,086
Trust	3%	7,239 / 257,319	0%	504 / 443,086
Integration	3%	7,037 / 257,319	4%	19,136 / 443,086
Team Building	2%	6,137 / 257,319	9%	39,004 / 443,086
Critical Thinking	2%	6,038 / 257,319	1%	2,928 / 443,086
Punctuality	2%	5,768 / 257,319	0%	87 / 443,086
Business Administration	2%	5,674 / 257,319	1%	4,308 / 443,086
Sanitation	2%	4,981 / 257,319	0%	892 / 443,086
Mathematics	2%	4,634 / 257,319	1%	3,778 / 443,086
Governance	2%	4,553 / 257,319	1%	3,264 / 443,086
Investigation	2%	4,396 / 257,319	1%	3,307 / 443,086

# Top Qualifications

Qualification	Postings with Qualification
Master Of Business Administration (MBA)	5,679
Certified Public Accountant	416
PMI Certified	382
Series 7 General Securities Representative License (Stockbroker)	350
Certified Information Systems Security Professional	336
Certified Information Security Manager	289
Licensed Clinical Social Worker (LCSW)	262
Project Management Professional Certification	260
Professional Engineer	253
Certified Internal Auditor	209
Chartered Financial Analyst	204
Certified Purchasing Professional	177
Certified Quality Engineer	157
Certified Financial Planner	148
Certified Quality Auditor	132
Nurse Practitioner	125
Licensed Vocational Nurses	117
National Council Licensure Examination	113
Certified In Production And Inventory Management	105
Certified Professional Coder	98
(American Society For Quality) ASQ Certified	94
Certified Professional Geologist	91
Series 6 Investment Company And Variable Contracts License (Mutual Funds/Variable Annuities)	91
Certified Fraud Examination	87
Certified Facility Manager	84



Master Of Public Administration	83
Licensed Marriage And Family Therapist (LMFT)	82
Series 63 Uniform Securities Agent State Law License	80
Certified Financial Risk Management	74
Certified In Risk And Information Systems Control	73
Certified Associate Project Manager	71
Certified First Responder	69
Certified Construction Manager	67
Certified Business Analysis Professional	62
Oracle Master Certification	62
Certified Broadcast Radio Engineer	61
Certified Safety Professional	55
Certified Regulatory Compliance Manager	54
Certified Coding Specialist	51
Certified Retirement Administrator	49
Program Management Professional	49
Registered Health Information Technician	46
Certified Sales Executive	45
Neonatal/Pediatric Specialty (Credential For Respiratory Therapists)	45
Registered Health Information Administrator	45
Radiation Oncologist	42
Registered Representative (Securities)	42
Certified Fraud Examiner	41
Series 65 Uniform Registered Investment Adviser Law License (RIA)	39
Commercial Driver's License (CDL)	38

# 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