

Program Market Demand

4 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
52.0201	Business Administration and Management, General
52.0703	Small Business Administration/Management
52.0212	Retail Management
52.1801	Sales, Distribution, and Marketing Operations, General

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

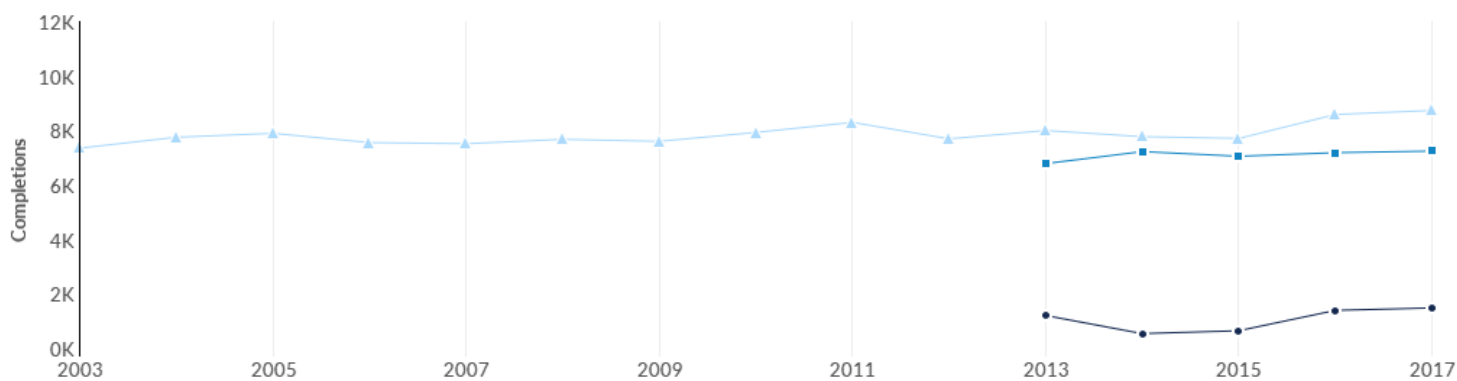


	Completions (2015)	% Completions	Institutions (2015)	% Institutions
● All Programs	7,716	100%	37	100%
● Distance Offered Programs	655	8%	5	14%
● Non-Distance Offered Programs	7,061	92%	33	89%

Institution	Completions (2015)	Growth % YOY (2015)	Market Share (2015)
San Francisco State University	1,373	-8.1%	17.8%
San Jose State University	1,282	-1.1%	16.6%
University of California-Berkeley	943	13.5%	12.2%
California State University-East Bay	736	-23.3%	9.5%
Stanford University	411	2.0%	5.3%
De Anza College	256	30.6%	3.3%
University of San Francisco	242	24.1%	3.1%
Santa Clara University	227	-4.2%	2.9%
Golden Gate University-San Francisco	217	-2.3%	2.8%
Diablo Valley College	183	1.1%	2.4%
Saint Mary's College of California	161	-23.3%	2.1%
Laney College	144	89.5%	1.9%
Chabot College	124	26.5%	1.6%
College of San Mateo	117	82.8%	1.5%
West Valley College	112	-3.4%	1.5%
Notre Dame de Namur University	108	-0.9%	1.4%
Evergreen Valley College	107	-4.5%	1.4%
Lincoln University	104	15.6%	1.3%
International Technological University	98	78.2%	1.3%
Ohlone College	80	150.0%	1.0%
San Jose City College	79	17.9%	1.0%
Skyline College	75	2.7%	1.0%
Contra Costa College	69	9.5%	0.9%
Mission College	67	168.0%	0.9%
Los Medanos College	50	72.4%	0.6%
Foothill College	47	23.7%	0.6%
Menlo College	47	2.2%	0.6%

College of Alameda	45	0.0%	0.6%
John F. Kennedy University	36	-7.7%	0.5%
Canada College	34	-27.7%	0.4%
Las Positas College	33	37.5%	0.4%
Holy Names University	26	4.0%	0.3%
Argosy University-San Francisco Bay Area	26	-18.8%	0.3%
City College of San Francisco	25	92.3%	0.3%
Berkeley City College	19	46.2%	0.2%
Merritt College	11	10.0%	0.1%
Gavilan College	2	-33.3%	0.0%

Regional Trends



	2013 Completions	2015 Completions	% Change
● Distance Offered Programs	1,214	655	-46.0%
■ Non-Distance Offered Programs	6,791	7,061	+4.0%
▲ All Programs	8,005	7,716	-3.6%

Job Postings vs. Hires

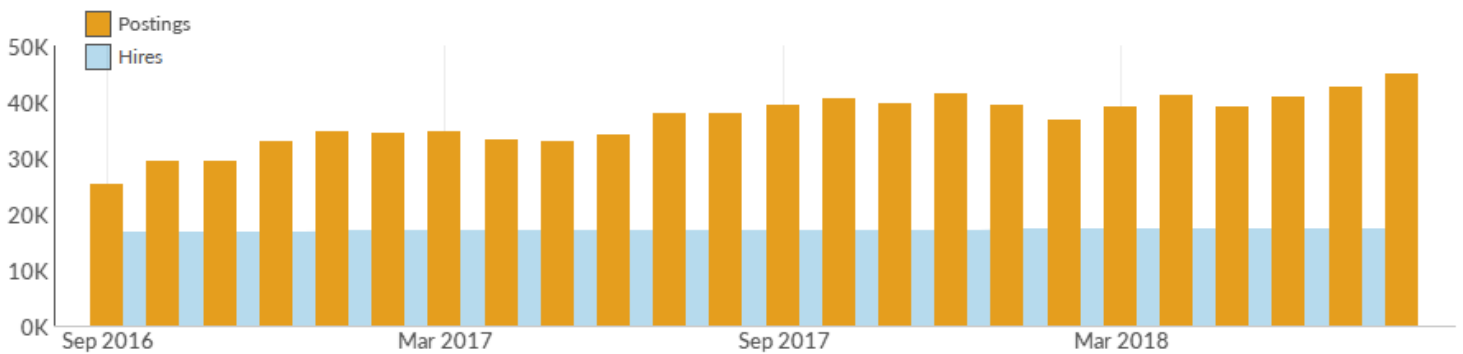
36,783

Avg. Monthly Postings (Sep 2016 - Aug 2018)

17,012

Avg. Monthly Hires (Sep 2016 - Aug 2018)

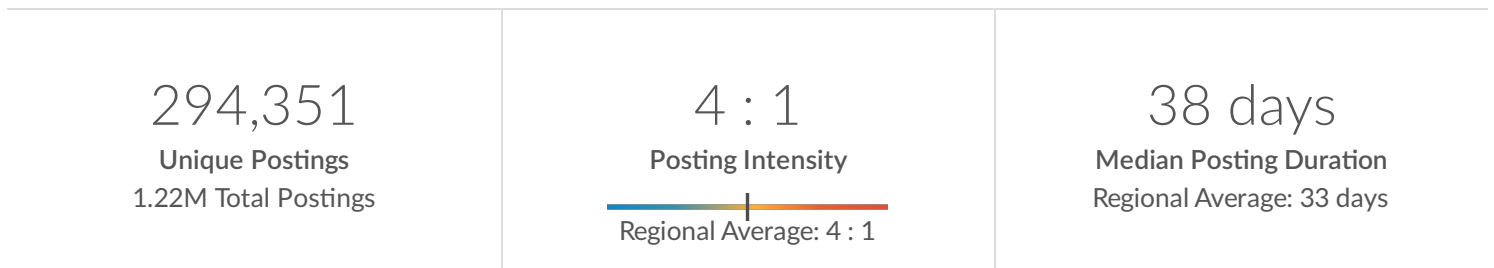
In an average month, there were 36,783 unique job postings for 20 Occupations, and 17,012 actually hired. This means there was approximately 1 hire for every 2 unique job postings for 20 Occupations.



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
Retail Salespersons	5,643	5,325
Sales Managers	5,041	712
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
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,096	995
Construction Managers	1,339	458
Buyers and Purchasing Agents	762	454
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
Telemarketers	136	122
First-Line Supervisors of Personal Service Workers	39	347
First-Line Supervisors of Gaming Workers	10	6

Job Postings Summary



There were 1.22M total job postings for your selection from September 2016 to August 2018, of which 294,351 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>367,236 Jobs (2017) 1% below National average</p>	<p>+7.9% % Change (2017-2024) Nation: +6.4%</p>	<p>\$33.15/hr Median Hourly Earnings Nation: \$23.06/hr</p>	<p>41,268 Annual Openings</p>
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Occupation	2017 Jobs	Annual Openings	Median Hourly Earnings	Growth (2017 - 2024)	Location Quotient (2017)
Retail Salespersons	76,158	11,266	\$13.35/hr	+0.98%	0.73
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
Managers, All Other	26,548	2,368	\$47.20/hr	+11.43%	1.32
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	25,451	2,960	\$30.13/hr	+7.84%	0.75
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
Buyers and Purchasing Agents	12,694	1,227	\$37.50/hr	+0.51%	1.24
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
Telemarketers	2,501	433	\$15.20/hr	+8.04%	0.52
First-Line Supervisors of Gaming Workers	196	34	\$12.06/hr	+6.12%	0.26

Growth

367,236

2017 Jobs

396,181

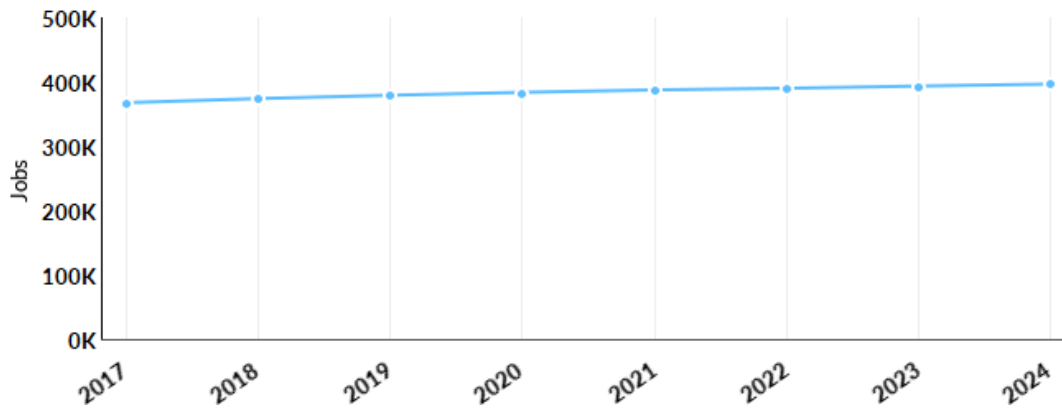
2024 Jobs

28,945

Change (2017-2024)

7.9%

% Change (2017-2024)



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%
Buyers and Purchasing Agents (13-1028)	12,694	12,759	65	1%
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%

Occupation	2017 Jobs	2024 Jobs	Change	% Change
First-Line Supervisors of Housekeeping and Janitorial Workers (37-1011)	3,908	4,394	486	12%
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%
Retail Salespersons (41-2031)	76,158	76,908	750	1%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	25,451	27,447	1,996	8%
Telemarketers (41-9041)	2,501	2,702	201	8%

Percentile Earnings

\$17.73/hr

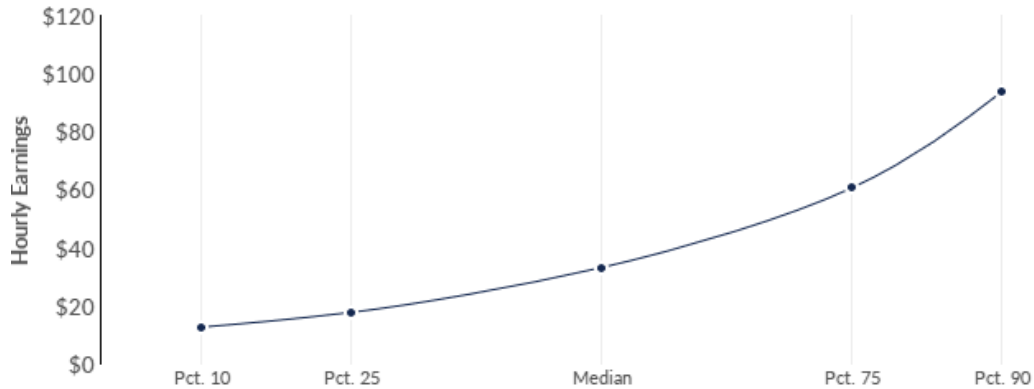
25th Percentile Earnings

\$33.15/hr

Median Earnings

\$60.60/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
Buyers and Purchasing Agents (13-1028)	\$27.06	\$37.50	\$52.16
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
Retail Salespersons (41-2031)	\$11.59	\$13.35	\$16.15
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	\$22.32	\$30.13	\$44.20
Telemarketers (41-9041)	\$11.55	\$15.20	\$22.44

Top Companies Posting



Company	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Oracle Corporation	22,412 / 6,639	3 : 1	52 days
Starbucks Corporation	12,283 / 4,128	3 : 1	84 days
Cybercoders, Inc.	13,612 / 3,286	4 : 1	40 days
Macy's, Inc.	25,612 / 3,134	8 : 1	31 days
Gap Inc.	15,565 / 3,010	5 : 1	61 days
Anthem, Inc.	8,280 / 2,906	3 : 1	21 days
University of California	8,697 / 2,282	4 : 1	55 days
Sears Holdings Corporation	11,988 / 1,990	6 : 1	35 days
Ross Stores, Inc.	8,993 / 1,940	5 : 1	51 days
AT&T Inc.	21,355 / 1,801	12 : 1	37 days
Deloitte LLP	7,908 / 1,763	4 : 1	62 days
Kaiser Permanente	11,239 / 1,615	7 : 1	62 days
The Home Depot Inc	6,674 / 1,597	4 : 1	68 days
Google Inc.	4,404 / 1,501	3 : 1	46 days
ACCENTURE, INC.	4,820 / 1,474	3 : 1	37 days
Apple Inc.	6,257 / 1,454	4 : 1	61 days
Robert Half International Inc.	7,256 / 1,356	5 : 1	23 days
Uber Technologies, Inc.	4,296 / 1,343	3 : 1	42 days
Instacart Inc.	9,619 / 1,323	7 : 1	7 days
Target Corporation	6,126 / 1,311	5 : 1	39 days
CVS Health Corporation	5,593 / 1,162	5 : 1	53 days
Best Buy Co., Inc.	7,561 / 1,140	7 : 1	45 days
Wells Fargo & Company	9,690 / 1,124	9 : 1	17 days
L Brands, Inc.	2,117 / 1,117	2 : 1	43 days
Facebook, Inc.	2,616 / 1,061	2 : 1	40 days

Comcast Corporation	21,770 / 1,055	21 : 1		27 days
Nordstrom, Inc.	9,758 / 1,034	9 : 1		56 days
Cisco Systems, Inc.	4,662 / 1,012	5 : 1		34 days
Sprint Corporation	4,994 / 960	5 : 1		39 days
Dick's Sporting Goods, Inc.	5,096 / 932	5 : 1		42 days
Salesforce.com, Inc.	5,994 / 912	7 : 1		40 days
T-Mobile Us, Inc.	6,579 / 908	7 : 1		37 days
International Business Machines Corporation	4,219 / 855	5 : 1		36 days
V.F. Corporation	2,624 / 824	3 : 1		58 days
Petco Inc	2,861 / 791	4 : 1		51 days
Staples, Inc.	2,032 / 740	3 : 1		53 days
Office Depot Inc.	3,236 / 739	4 : 1		60 days
Tutree, Inc.	6,351 / 730	9 : 1		13 days
24 Hour Fitness Worldwide, Inc.	3,417 / 706	5 : 1		43 days
Toys "r" Us, Inc.	2,435 / 695	4 : 1		61 days
Williams-Sonoma, Inc.	6,668 / 689	10 : 1		54 days
Contra Costa Community College District	3,347 / 668	5 : 1		65 days
Whole Foods Market, Inc.	2,728 / 622	4 : 1		29 days
Santa Clara University	11,124 / 618	18 : 1		78 days
Virtual Vacations	648 / 610	1 : 1		12 days
Amazon.com, Inc.	2,545 / 608	4 : 1		40 days
Verizon Communications Inc.	5,588 / 600	9 : 1		43 days
COMPASS GROUP PLC	1,838 / 597	3 : 1		43 days
RANDSTAD HOLDING nv	4,596 / 586	8 : 1		32 days
Dollar Tree, Inc.	1,446 / 573	3 : 1		32 days

Top Posted Job Titles

Job Title	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Retail Sales Associate	121,056 / 22,430	5 : 1 	40 days
Sales Manager (Management)	51,554 / 13,214	4 : 1 	38 days
Sales Manager (Sales and Related)	42,737 / 12,445	3 : 1 	43 days
Project Manager (Management)	48,717 / 11,191	4 : 1 	36 days
Business Analyst (Business and Financial Operations)	40,809 / 9,160	4 : 1 	31 days
Sales Representative	37,007 / 9,097	4 : 1 	34 days
Operations Manager	25,871 / 7,104	4 : 1 	37 days
Customer Service Associate (Sales and Related)	26,932 / 6,652	4 : 1 	47 days
Program Manager	22,827 / 5,757	4 : 1 	37 days
Assistant Store Manager (Sales and Related)	20,401 / 5,012	4 : 1 	39 days
Sales Director (Management)	15,936 / 4,811	3 : 1 	38 days
Account Manager (Management)	17,445 / 4,674	4 : 1 	42 days
General Manager	12,217 / 3,593	3 : 1 	36 days
Retail Sales Consultant	27,637 / 3,096	9 : 1 	42 days
Sales Supervisor	9,041 / 2,935	3 : 1 	53 days
Inside Sales Representative	7,154 / 2,543	3 : 1 	34 days
Business Development Manager (Management)	9,491 / 2,453	4 : 1 	43 days
Project Manager (Computer and Mathematical)	10,209 / 2,380	4 : 1 	36 days
Sales Specialist	9,616 / 2,164	4 : 1 	40 days
Sales Executive	8,912 / 2,044	4 : 1 	37 days
Director of Operations	6,754 / 1,893	4 : 1 	37 days
Vice President	6,374 / 1,828	3 : 1 	38 days
Seasonal Sales Representative	7,198 / 1,817	4 : 1 	48 days

Store Manager (Management)	6,890 / 1,778	4 : 1		38 days
Account Executive	5,630 / 1,768	3 : 1		37 days
Supply Chain Manager	7,196 / 1,718	4 : 1		44 days
Senior Buyer	9,456 / 1,693	6 : 1		36 days
Sales Lead	6,329 / 1,690	4 : 1		43 days
Retail Cosmetics Sales Beauty Advisor	9,883 / 1,555	6 : 1		31 days
Product Manager (Management)	5,754 / 1,541	4 : 1		42 days
English Teacher	9,579 / 1,501	6 : 1		15 days
District Manager	5,315 / 1,450	4 : 1		35 days
Construction Manager	5,031 / 1,258	4 : 1		43 days
Research Analyst (Life, Physical, and Social Science)	4,767 / 1,195	4 : 1		40 days
Sales Team Member	5,194 / 1,184	4 : 1		38 days
Business Analyst (Computer and Mathematical)	4,601 / 1,116	4 : 1		30 days
Customer Service Representative	4,464 / 1,086	4 : 1		35 days
Marketing Manager	4,768 / 1,048	5 : 1		36 days
Compliance Manager (Management)	3,672 / 1,040	4 : 1		35 days
Area Manager	3,326 / 1,035	3 : 1		39 days
Store Manager (Sales and Related)	4,038 / 1,016	4 : 1		39 days
Estimator (Business and Financial Operations)	4,203 / 1,014	4 : 1		40 days
Account Manager (Sales and Related)	3,280 / 1,000	3 : 1		36 days
Construction Superintendent	3,649 / 923	4 : 1		40 days
Department Manager	3,473 / 898	4 : 1		39 days
Territory Manager	3,316 / 887	4 : 1		43 days
Managing Consultant	5,248 / 882	6 : 1		36 days
Relationship Manager (Management)	3,925 / 879	4 : 1		34 days

Branch Manager	3,997 / 872	5 : 1		37 days
Business Consultant	3,312 / 865	4 : 1		33 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



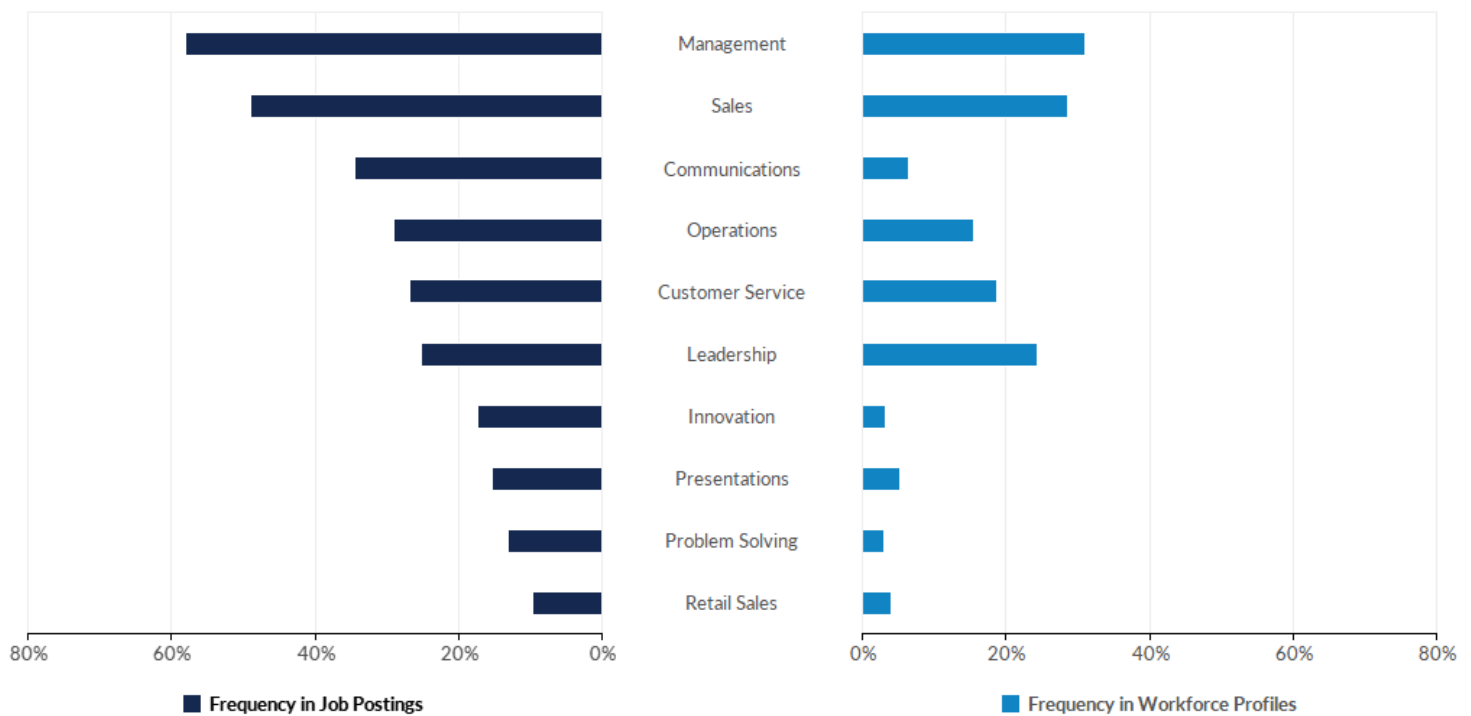
Top Hard Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Selling Techniques	20%	57,608 / 294,351	5%	23,475 / 473,006
Merchandising	15%	43,323 / 294,351	4%	20,983 / 473,006
Customer Experience	9%	25,186 / 294,351	2%	7,553 / 473,006
Sales Management	8%	24,670 / 294,351	10%	49,354 / 473,006
Business Development	7%	20,127 / 294,351	12%	55,462 / 473,006
Customer Relationship Management	7%	19,260 / 294,351	8%	37,854 / 473,006
Customer Satisfaction	6%	18,028 / 294,351	4%	21,202 / 473,006

Loss Prevention	5%	14,212 / 294,351	1%	5,509 / 473,006
Purchasing	5%	13,774 / 294,351	5%	22,118 / 473,006
Forecasting	5%	13,540 / 294,351	4%	20,974 / 473,006
Accounting	5%	13,275 / 294,351	4%	17,051 / 473,006
Restaurant Operation	4%	11,630 / 294,351	2%	8,337 / 473,006
Operations Management	4%	10,892 / 294,351	7%	34,594 / 473,006
Budgeting	4%	10,464 / 294,351	7%	31,693 / 473,006
Business Process	3%	9,593 / 294,351	3%	14,064 / 473,006
New Product Development	3%	9,578 / 294,351	7%	35,355 / 473,006
Account Management	3%	9,460 / 294,351	8%	36,684 / 473,006
Microsoft Access	3%	9,252 / 294,351	2%	11,090 / 473,006
Sales Process	3%	9,200 / 294,351	3%	14,927 / 473,006
Auditing	3%	8,628 / 294,351	3%	12,269 / 473,006
Demos	3%	8,612 / 294,351	0%	1,932 / 473,006
Business To Business	3%	8,500 / 294,351	3%	13,694 / 473,006
Professional Services	3%	8,438 / 294,351	2%	10,272 / 473,006
Salesforce.Com	3%	8,188 / 294,351	5%	23,474 / 473,006
Procurement	3%	7,630 / 294,351	2%	11,367 / 473,006
Management Consulting	3%	7,468 / 294,351	4%	18,333 / 473,006
Construction Management	3%	7,449 / 294,351	3%	12,771 / 473,006
Performance Management	2%	7,173 / 294,351	1%	5,808 / 473,006
Pharmaceuticals	2%	7,143 / 294,351	2%	8,135 / 473,006
Warehousing	2%	6,981 / 294,351	2%	8,305 / 473,006
Strategic Planning	2%	6,903 / 294,351	13%	60,804 / 473,006
Change Management	2%	6,684 / 294,351	3%	14,981 / 473,006
Visual Merchandising	2%	6,556 / 294,351	2%	8,539 / 473,006

Business Process Improvement	2%	6,458 / 294,351	6%	30,426 / 473,006
Subcontracting	2%	6,441 / 294,351	1%	6,320 / 473,006
Product Quality Assurance	2%	6,302 / 294,351	2%	9,229 / 473,006
Inventory Management	2%	6,299 / 294,351	4%	21,254 / 473,006
Wholesaling	2%	6,122 / 294,351	1%	5,505 / 473,006
Economics	2%	6,055 / 294,351	2%	8,920 / 473,006
Quality Management	2%	5,960 / 294,351	2%	9,909 / 473,006
Consultative Selling	2%	5,906 / 294,351	1%	2,899 / 473,006
Regional Sales	2%	5,810 / 294,351	2%	8,012 / 473,006
Client Rapport	2%	5,754 / 294,351	1%	2,698 / 473,006
Relationship Building	2%	5,646 / 294,351	1%	2,627 / 473,006
Sales Operations	2%	5,541 / 294,351	5%	23,471 / 473,006
Onboarding	2%	5,384 / 294,351	1%	4,188 / 473,006
Timelines	2%	5,315 / 294,351	1%	2,986 / 473,006
Risk Management	2%	5,209 / 294,351	3%	11,920 / 473,006
Business Planning	2%	5,191 / 294,351	3%	14,580 / 473,006
Product Management	2%	5,175 / 294,351	7%	34,391 / 473,006

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	58%	171,060 / 294,351	31%	146,621 / 473,006
Sales	49%	143,971 / 294,351	29%	135,168 / 473,006
Communications	35%	101,576 / 294,351	6%	30,182 / 473,006
Operations	29%	85,478 / 294,351	15%	73,243 / 473,006
Customer Service	27%	78,776 / 294,351	19%	88,644 / 473,006
Leadership	25%	74,116 / 294,351	24%	115,181 / 473,006
Innovation	17%	50,788 / 294,351	3%	15,579 / 473,006
Presentations	15%	44,969 / 294,351	5%	25,233 / 473,006
Problem Solving	13%	38,641 / 294,351	3%	13,879 / 473,006
Retail Sales	10%	28,556 / 294,351	4%	18,898 / 473,006
Interpersonal Skills	9%	26,737 / 294,351	1%	2,792 / 473,006
Research	8%	23,682 / 294,351	14%	66,905 / 473,006

Microsoft Excel	7%	21,776 / 294,351	11%	53,523 / 473,006
Written Communication	7%	21,586 / 294,351	0%	1,471 / 473,006
Driving	6%	18,913 / 294,351	1%	4,861 / 473,006
Time Management	6%	18,789 / 294,351	3%	14,974 / 473,006
Coordinating	6%	18,574 / 294,351	3%	15,742 / 473,006
Project Management	6%	18,175 / 294,351	14%	64,083 / 473,006
Verbal Communication Skills	6%	16,214 / 294,351	0%	374 / 473,006
Decision Making	5%	15,036 / 294,351	1%	4,063 / 473,006
Mentorship	5%	14,604 / 294,351	2%	9,991 / 473,006
Computer Literacy	5%	14,158 / 294,351	1%	2,433 / 473,006
Negotiation	5%	13,497 / 294,351	6%	27,479 / 473,006
Construction	5%	13,406 / 294,351	4%	19,745 / 473,006
Prioritization	4%	12,238 / 294,351	1%	2,672 / 473,006
Data Analysis	4%	11,799 / 294,351	5%	25,719 / 473,006
Microsoft Outlook	4%	11,658 / 294,351	3%	14,592 / 473,006
Microsoft PowerPoint	4%	11,344 / 294,351	8%	38,873 / 473,006
Microsoft Office	4%	11,224 / 294,351	12%	56,732 / 473,006
Teaching	4%	10,779 / 294,351	6%	30,283 / 473,006
Program Management	4%	10,643 / 294,351	11%	50,111 / 473,006
Business Acumen	4%	10,402 / 294,351	0%	977 / 473,006
Creativity	3%	10,245 / 294,351	0%	2 / 473,006
Training And Development	3%	9,535 / 294,351	2%	9,026 / 473,006
Trust	3%	8,588 / 294,351	0%	584 / 473,006
Infrastructure	3%	8,477 / 294,351	2%	9,086 / 473,006
Information Technology	3%	8,407 / 294,351	4%	16,713 / 473,006
Writing	3%	8,307 / 294,351	4%	19,791 / 473,006

Punctuality	3%	7,794 / 294,351	0%	107 / 473,006
Financial Services	3%	7,437 / 294,351	2%	9,206 / 473,006
Hospitality	2%	7,257 / 294,351	2%	8,248 / 473,006
Office Suite	2%	6,980 / 294,351	0%	259 / 473,006
Integration	2%	6,831 / 294,351	4%	19,388 / 473,006
Multilingualism	2%	5,990 / 294,351	1%	3,388 / 473,006
Team Building	2%	5,802 / 294,351	9%	40,812 / 473,006
Critical Thinking	2%	5,566 / 294,351	1%	3,251 / 473,006
Business Administration	2%	5,448 / 294,351	1%	4,631 / 473,006
Spanish Language	2%	5,296 / 294,351	2%	8,191 / 473,006
English Language	2%	5,279 / 294,351	3%	13,583 / 473,006
Sanitation	2%	5,093 / 294,351	0%	998 / 473,006

Top Qualifications

Qualification	Postings with Qualification
Master Of Business Administration (MBA)	5,583
PMI Certified	380
Certified Public Accountant	366
Certified Information Systems Security Professional	323
Series 7 General Securities Representative License (Stockbroker)	294
Certified Information Security Manager	283
Project Management Professional Certification	265
Professional Engineer	255
Licensed Clinical Social Worker (LCSW)	238
Certified Internal Auditor	208
Chartered Financial Analyst	204
Certified In Production And Inventory Management	176
Certified Quality Engineer	154
Certified Financial Planner	146
Certified Quality Auditor	131
National Council Licensure Examination	112
Nurse Practitioner	109
Certified Purchasing Professional	93
Licensed Vocational Nurses	93
(American Society For Quality) ASQ Certified	92
Certified Professional Geologist	92
Series 6 Investment Company And Variable Contracts License (Mutual Funds/Variable Annuities)	87
Licensed Marriage And Family Therapist (LMFT)	81
Certified Fraud Examination	78
Certified Facility Manager	75

Certified In Risk And Information Systems Control	75
Master Of Public Administration	75
Certified Financial Risk Management	74
Certified Professional In Supply Management (Standards Organizations)	74
Certified Associate Project Manager	72
Series 63 Uniform Securities Agent State Law License	71
Certified First Responder	69
Certified Construction Manager	67
Certified Business Analysis Professional	62
Oracle Master Certification	62
Certified Purchasing Manager	60
Commercial Driver's License (CDL)	59
Certified Broadcast Radio Engineer	58
Certified Professional Coder	57
Program Management Professional	57
Certified Safety Professional	55
Certified Regulatory Compliance Manager	54
Certified Retirement Administrator	50
Certified Sales Executive	43
CompTIA Security+	38
Registered Representative (Securities)	38
Certified Medical Assistant	37
Certified Quality Manager	37
Series 66 Uniform Investment Adviser : Combined State Laws License (Combined 63 And 65)	36
Certified Fraud Examiner	34

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