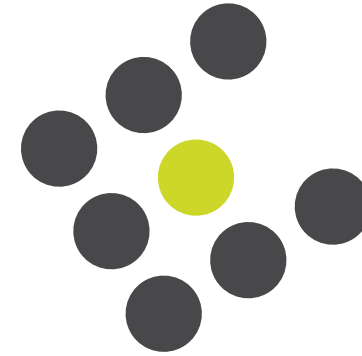


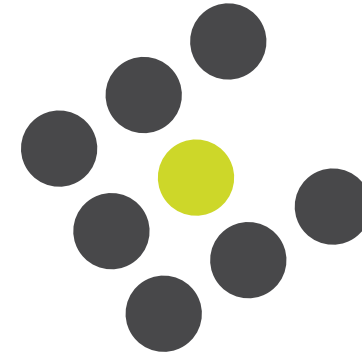
**INTRO TO  
LABOR MARKET  
INFORMATION  
(LMI)**



**C · O · E**

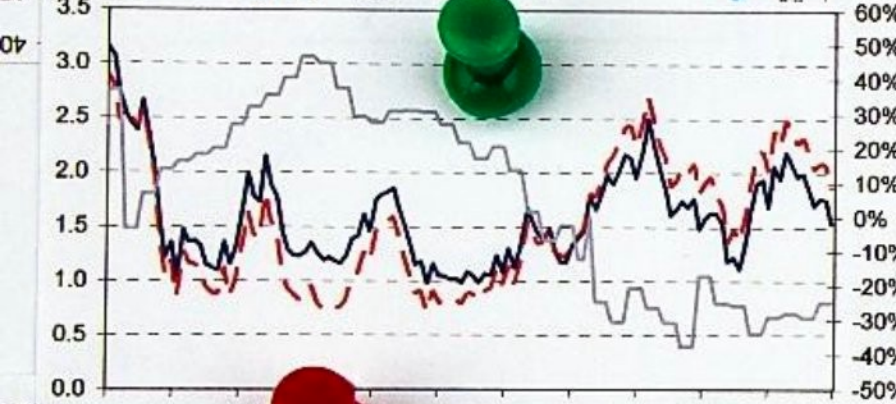
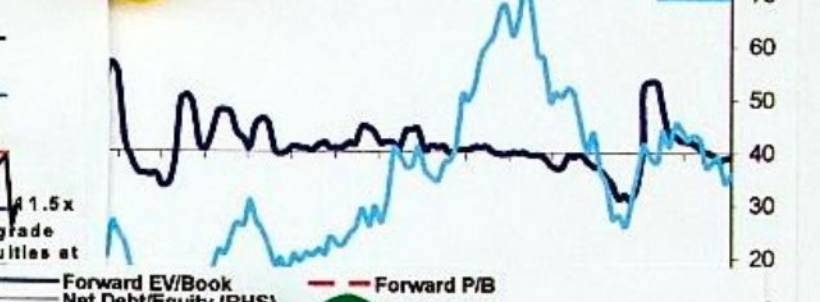
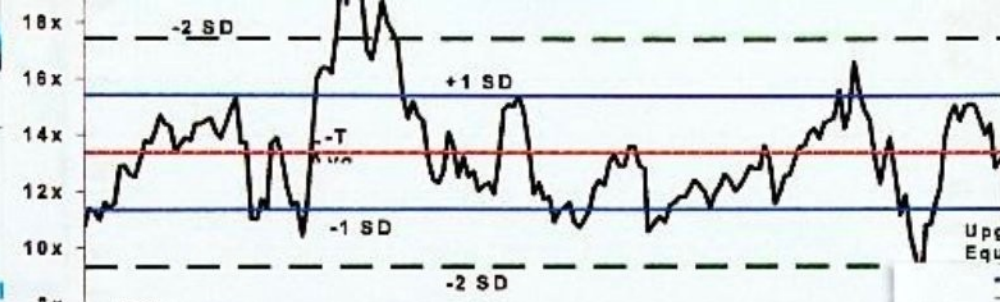
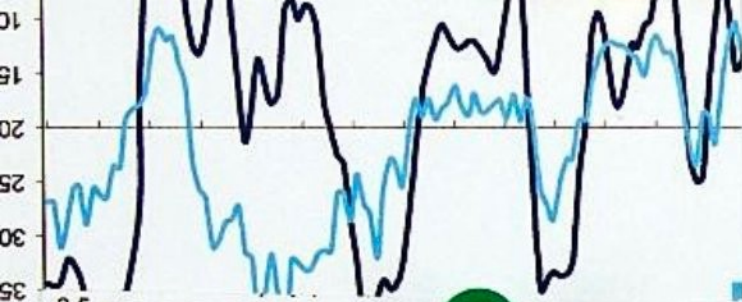
**CENTERS OF EXCELLENCE  
FOR LABOR MARKET RESEARCH**

**WHO ARE WE?  
WHAT DO WE  
DO?**

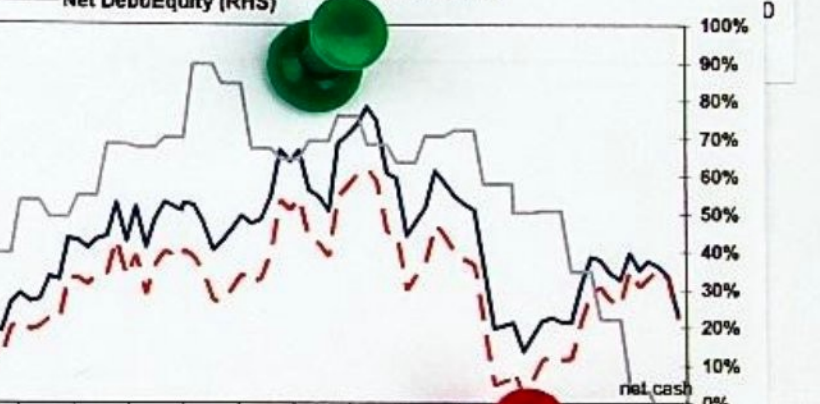


**C · O · E**

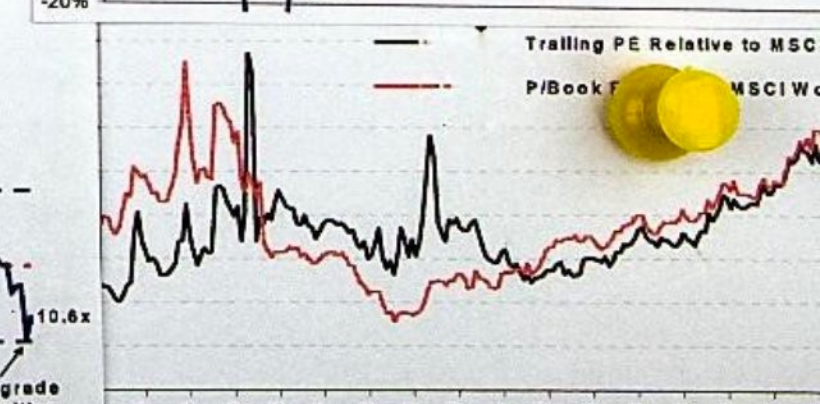
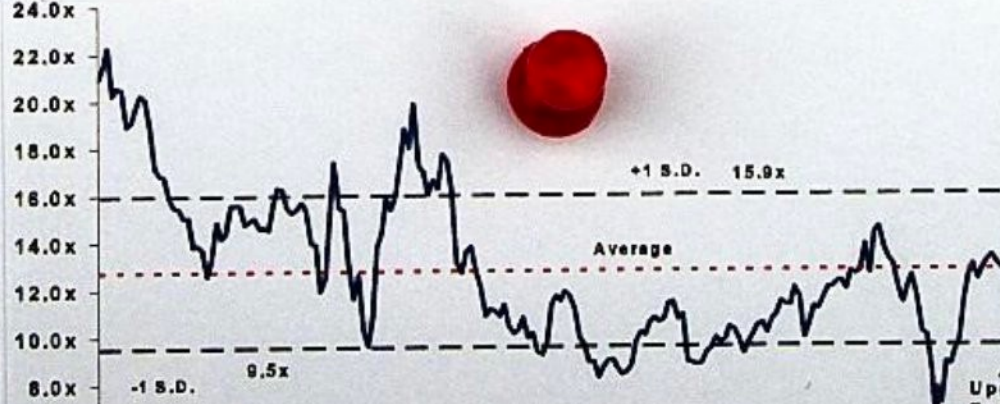
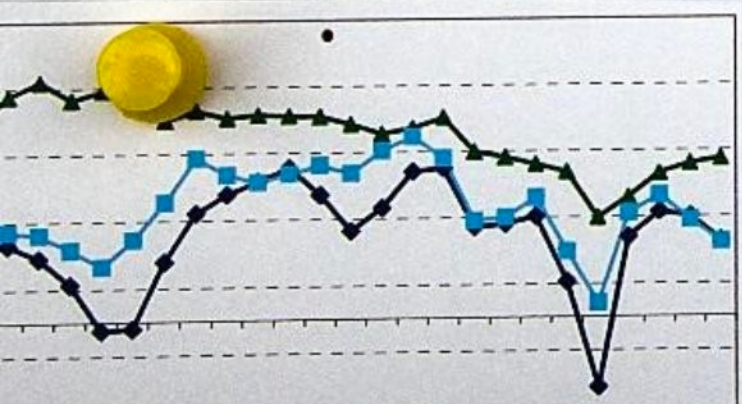
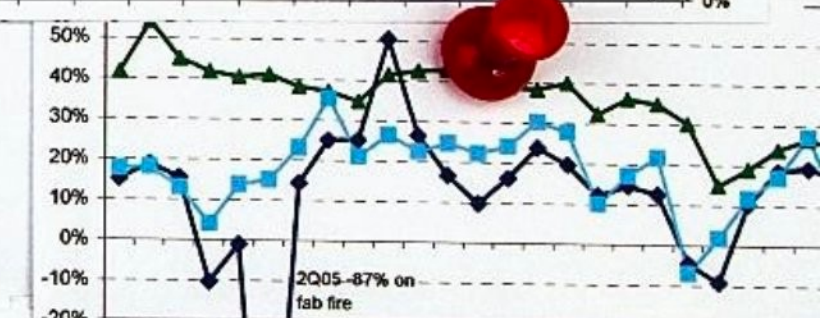
**CENTERS OF EXCELLENCE  
FOR LABOR MARKET RESEARCH**



# MARKET RESEARCH



# MARKET RESEARCH





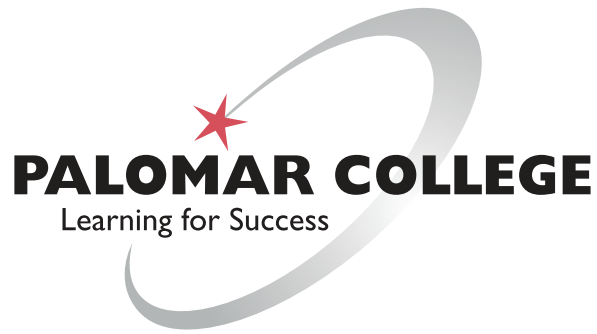
**SUPPLY**

**DEMAND**



**COE**

**CENTERS OF EXCELLENCE  
FOR LABOR MARKET RESEARCH**

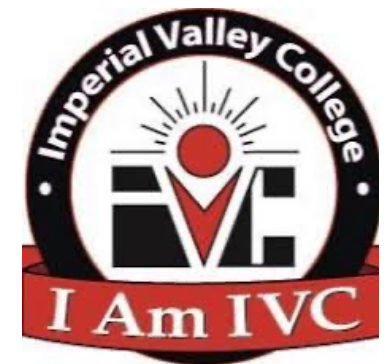
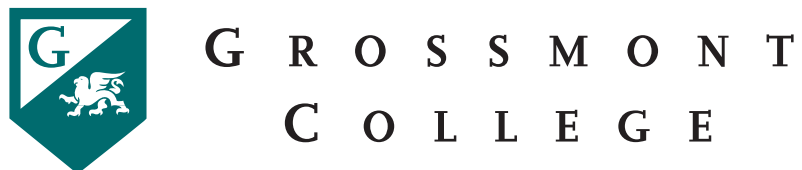


SAN DIEGO  
CITY COLLEGE

SAN DIEGO  
CONTINUING  
EDUCATION

SAN DIEGO  
MESA COLLEGE

SAN DIEGO  
MIRAMAR  
COLLEGE



# SAN DIEGO-IMPERIAL COE TEAM

- **Tina Ngo Bartel, Director**
- **John Edwards, Research Analyst**
- **Priscilla Fernandez, Research Analyst**
- **Robert Chu, Project and Admin Assistant**



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FOR LABOR MARKET RESEARCH**

# REGIONAL CONSORTIUM TEAM

- **Heather Cavazos, Coordinator, K14 Career Education Work-Based Learning & Professional Development**
- **Monica Rosas, Coordinator, K14 Career Education Work-Based Learning & Professional Development**
- **Christopher Yerkes, Program Specialist**



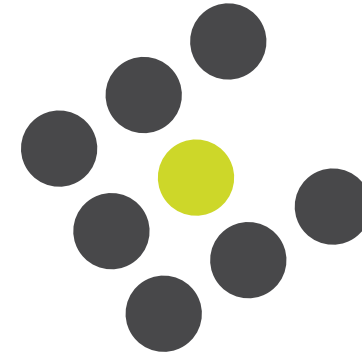


# WORKFORCE PARTNERSHIP TEAM

- **Sarah Burns, Director of Research Application**



# WHAT TO EXPECT DURING LMI TRAINING



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FOR LABOR MARKET RESEARCH

# **WEBINAR** INSTRUCTION (2-3:30 P.M.)

<b>Date</b>	<b>Topic</b>
<b>Mon, May 3</b>	<b>Introduction to Labor Market Information</b>
<b>Tues, May 4</b>	<b>Overview of LMI Tools and Resources</b>
<b>Wed, May 5</b>	<b>Application of LMI Tools and Resources</b>

# AGENDA - DAY 1 (MAY 3)

- **Understand the basics of LMI**
- **Differentiate between demand and supply**
- **Learn when to use “traditional” vs. “real-time”  
LMI**

# AGENDA - DAY 2 (MAY 4)

- **Overview of available LMI tools and resources**
- **Review pros and cons**
- **Review potential use cases**

# AGENDA - DAY 3 (MAY 5)

- **Explore scenarios that require LMI**
- **Review COE-produced resources and tools**

**SAME ZOOM LINK FOR MAY 3-5**

**[cccconfer.zoom.us/j/98907358264](https://cccconfer.zoom.us/j/98907358264)**

**Password: 922911**

# REFLECTION SESSIONS (2-3:30 P.M.)

Date	Topic
<b>Thu, May 6</b>	<b>Reviewing LMI</b>
<b>Thu, May 27</b>	<b>Applying LMI to Your Day-to-Day Work</b>
<b>Thu, June 17</b>	<b>Using LMI to Connect with Students and Employers</b>



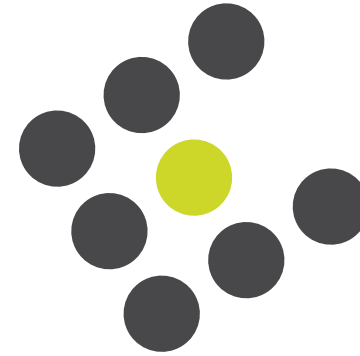
# DIFFERENT ZOOM LINKS IN CALENDAR APPT FOR REFLECTION SESSIONS

- **If you have difficulty accessing the reflection session Zoom links...**
  - **Counseling faculty, contact Monica Rosas at [monica.rosas@gcccd.edu](mailto:monica.rosas@gcccd.edu)**
  - **Instructional faculty, contact Robert Chu at [rchu@miracosta.edu](mailto:rchu@miracosta.edu)**

# OTHER HOUSEKEEPING ITEMS

- **Please keep yourselves muted**
- **Please save your questions and ask them in the chat when it is enabled**
- **We will send PowerPoint slides later**

**DAY 1**  
**INTRO TO**  
**LABOR MARKET**  
**INFORMATION**  
**(LMI)**



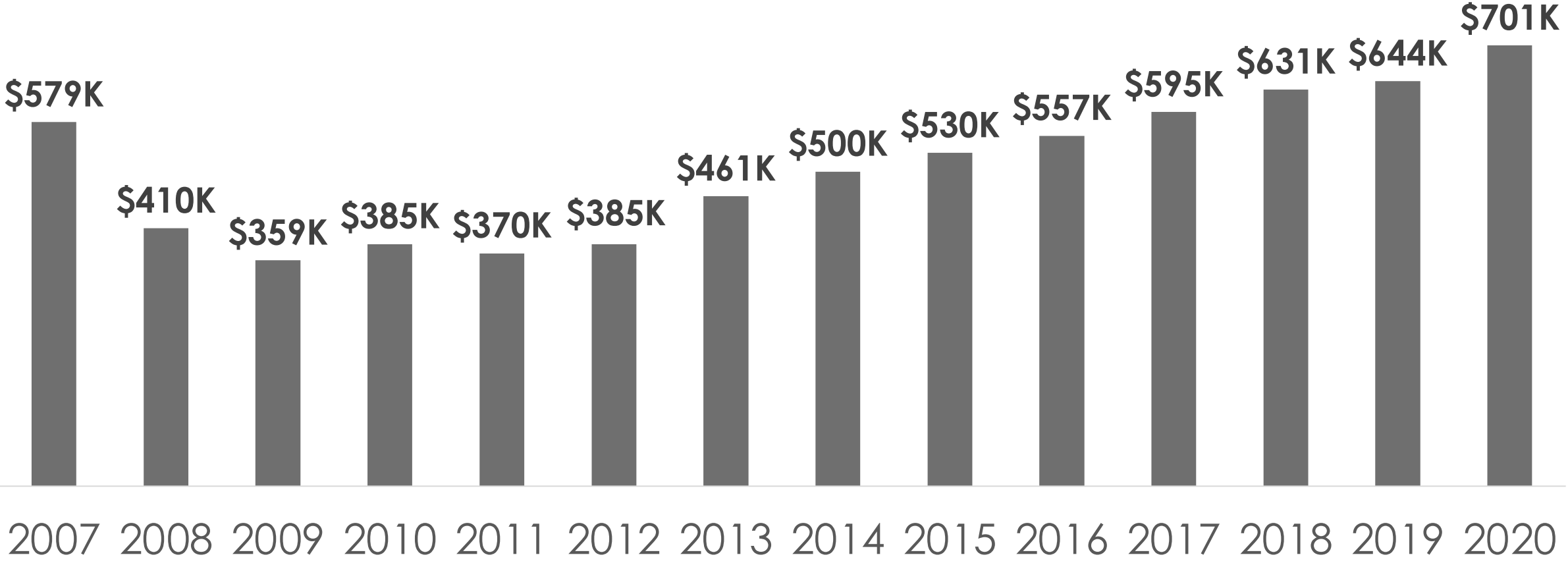
**C · O · E**

**CENTERS OF EXCELLENCE**  
**FOR LABOR MARKET RESEARCH**

# WHY IS LMI IMPORTANT?

**We use LMI to examine careers and programs that will help our students and job seekers with social mobility.**

# SAN DIEGO MEDIAN HOUSING PRICES



*Adapted from SANDAG: The San Diego Economy COVID-19 Impacts: A Year in Review. Mar 2021. Data from California Association of REALTORS. Existing single-family detached homes, annual average.*

**WHAT IS LMI?**



**C · O · E**

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FOR LABOR MARKET RESEARCH**

**TRADITIONAL  
LMI**

**vs.**

**REAL-TIME  
LMI**

# WHAT IS “TRADITIONAL” LMI?

**Reported employment & workforce data such as:**

- **Labor market demand and supply**
- **Wages (entry-level, median, experienced)**
- **Educational attainment (high school, some college, associate degree, bachelor’s degree+)**



# WHO PRODUCES “TRADITIONAL” LMI?

## Federal

- **U.S. Bureau of Labor Statistics (BLS)**
- **Employment and Training Administration (ETA)**
- **U.S. Census Bureau**

## State

- **Employment Development Department Labor Market Information Division (LMID)**

# WHO PRODUCES “TRADITIONAL” LMI?

## DEMAND DATA

U.S. Bureau of Labor  
Statistics



EDD Labor Market  
Information Division



Employers & Workers'  
Survey Responses

## SUPPLY DATA

CalPASS Plus  
LaunchBoard



Chancellor's Office  
MIS Data Mart



California Community  
Colleges

National  
NCES  
IPEDS



Non-  
California-  
CC  
Institutions

# HOW ARE DEMAND & SUPPLY MEASURED?

## DEMAND

(Employer Demand  
for Workers)

**Average # Annual  
Job Openings**

## SUPPLY

(Educational Supply  
of Qualified Workers)

**Average # Degrees  
and Certificates**

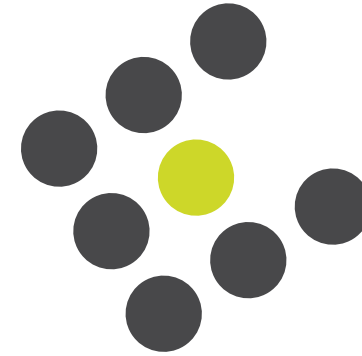
**TYPE YOUR  
QUESTIONS IN  
THE CHAT**



**C · O · E**

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FOR LABOR MARKET RESEARCH**

# FIVE MINUTE BREAK



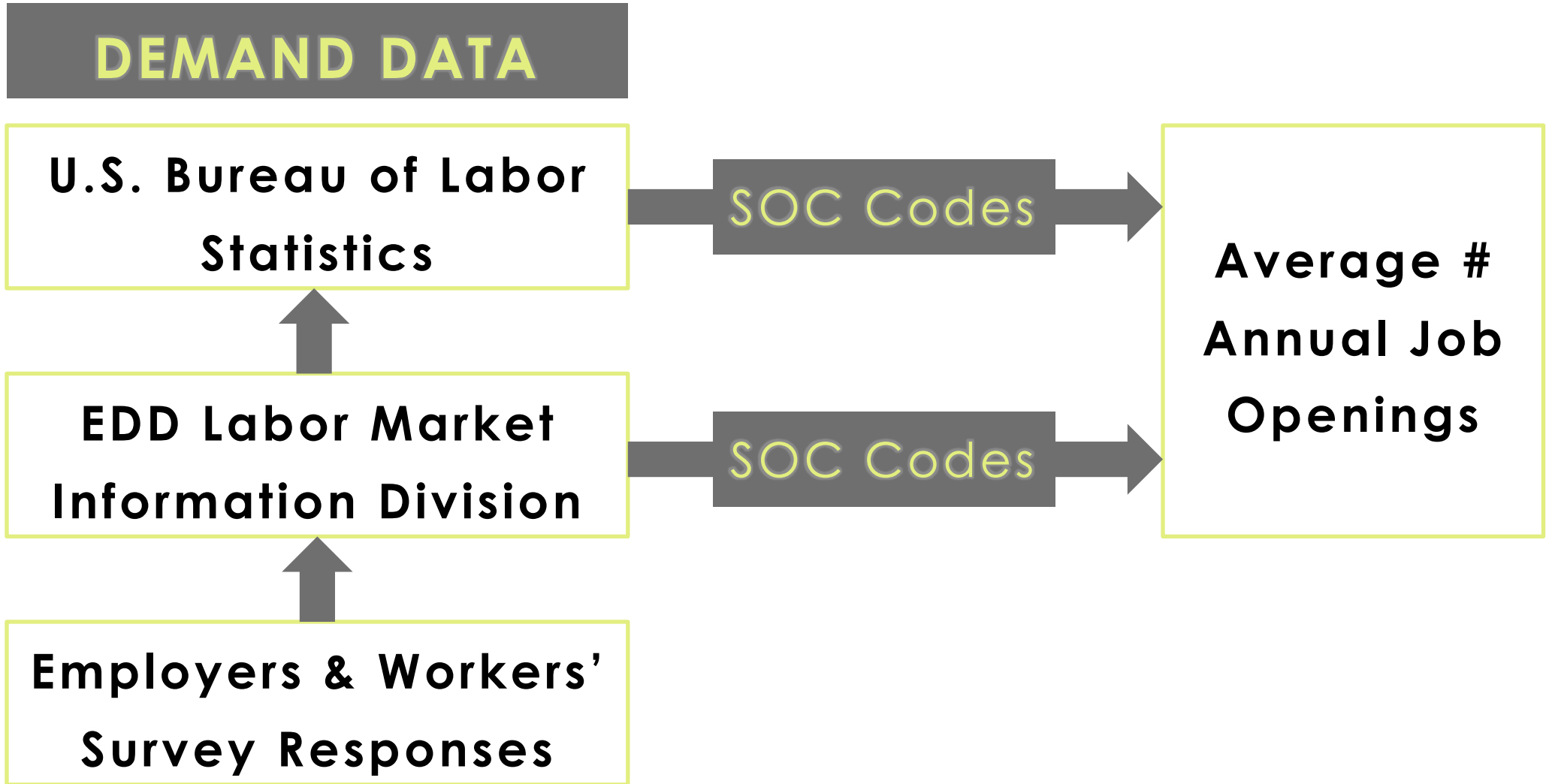
C·O·E

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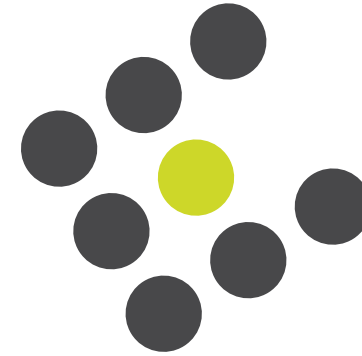


# WHAT IS LABOR MARKET DEMAND?



# WHAT IS AN SOC CODE?

REPORT  
EXAMPLE



C·O·E

CENTERS OF EXCELLENCE  
FOR LABOR MARKET RESEARCH



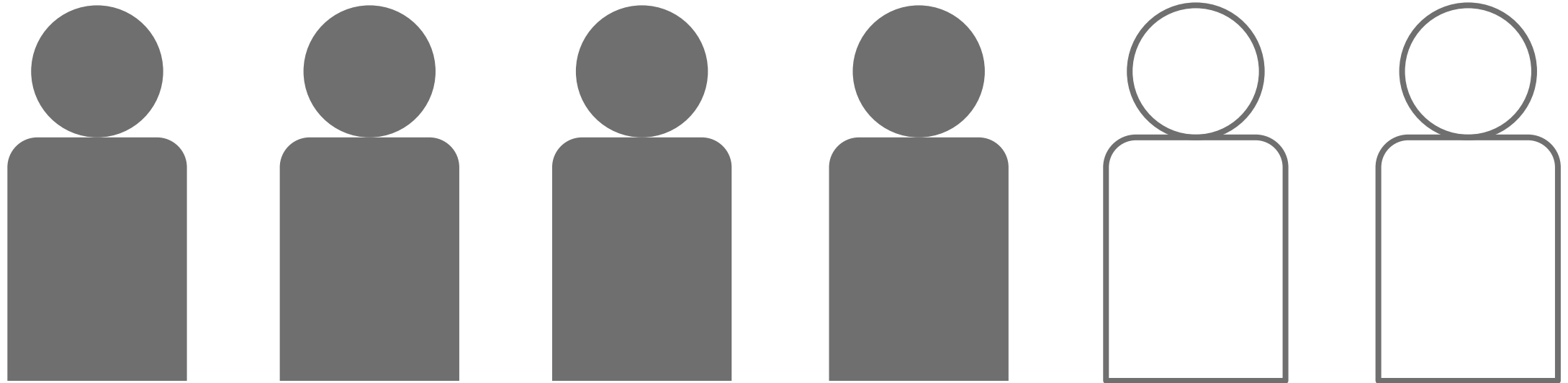
# **PROPERTY, REAL ESTATE, AND COMMUNITY ASSOCIATION MANAGERS (SOC 11-9141)**

**Plan, direct, or coordinate the selling, buying, leasing, or governance activities of commercial, industrial, or residential real estate properties. Includes managers of homeowner and condominium associations, rented or leased housing units, buildings, or land (including rights-of-way). Sample reported job titles include:**

- Property Manager**
- Apartment Manager**
- Resident Manager**
- Leasing Manager**
- Real Estate Manager**
- Community Manager**
- Leasing Manager**
- Occupancy Director**

# BUTTS IN SEATS VS. SEATS

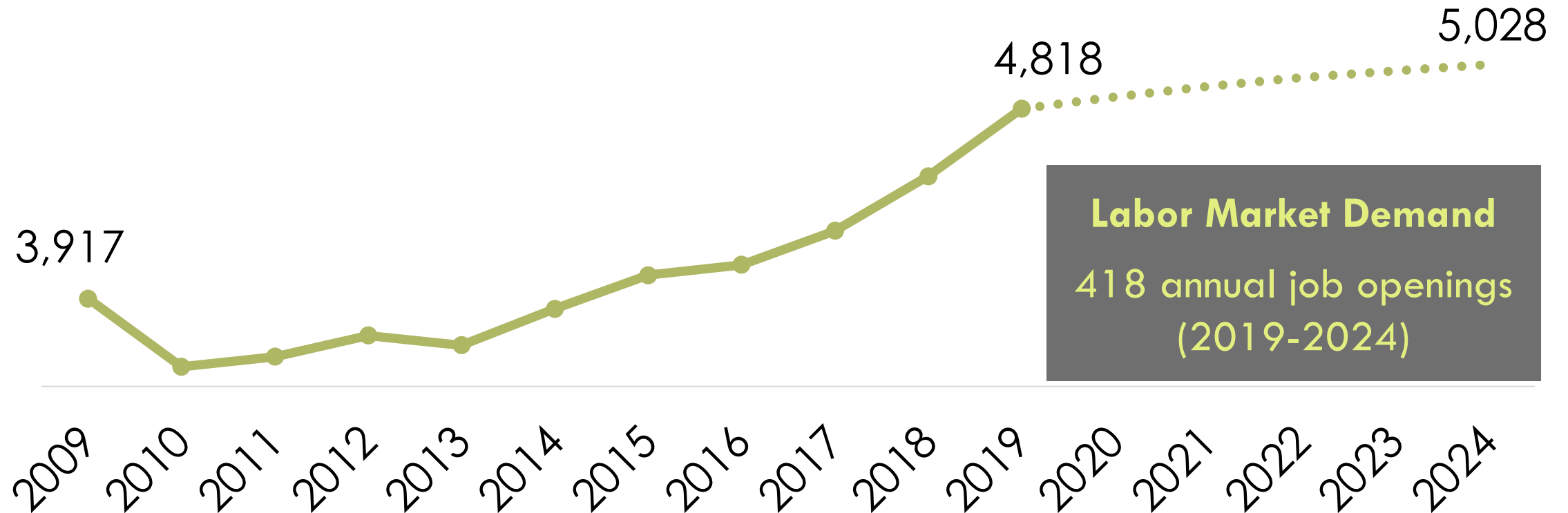
**Demand  
(Annual Job Openings)**



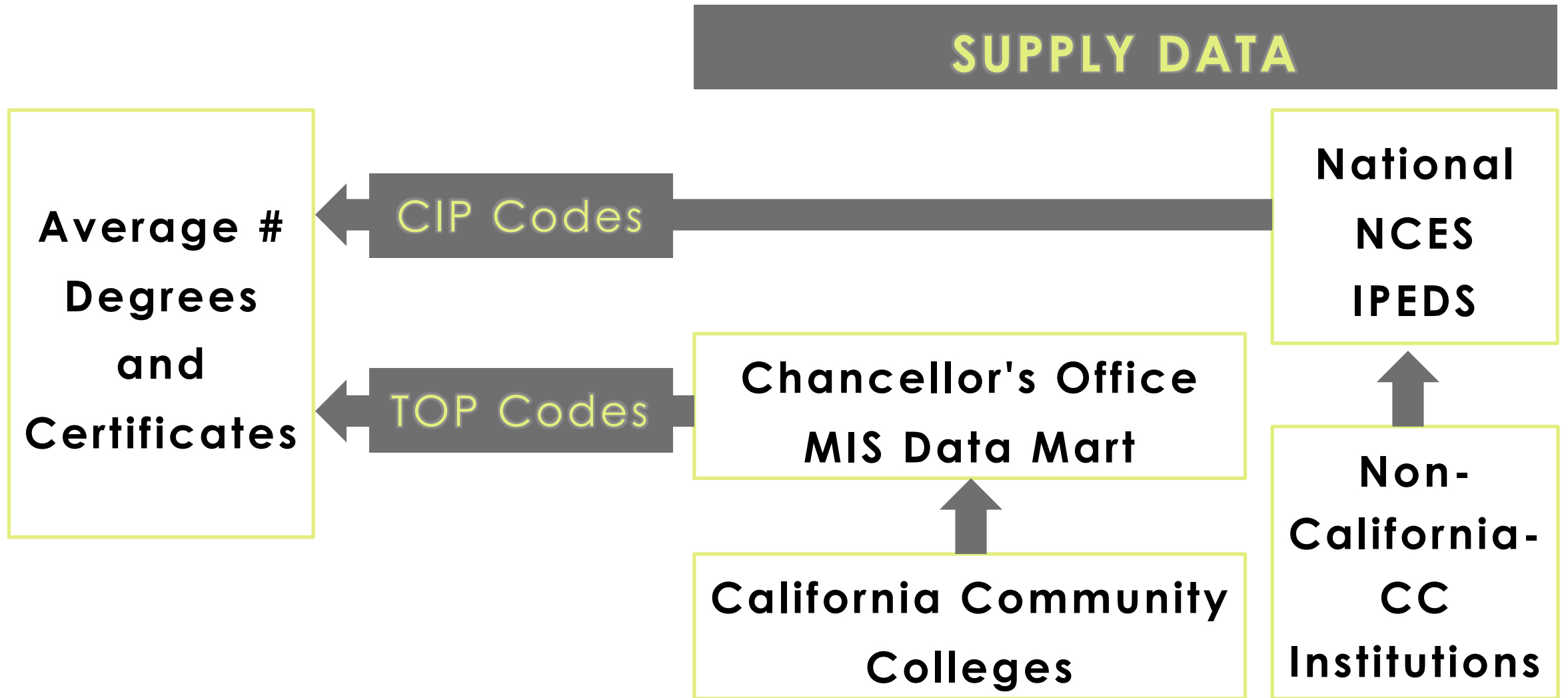
**Total Employment (Jobs)**

# HOW DOES DEMAND LOOK IN REPORTS?

Number of Jobs for *Property, Real Estate, and Community Association Managers* (2009-2024)

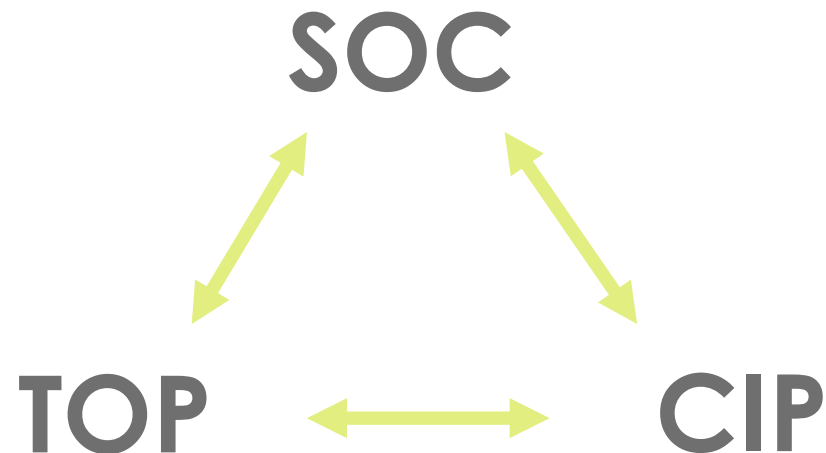


# WHAT IS LABOR MARKET SUPPLY?



# HOW IS SUPPLY DETERMINED?

- **SOC code = occupational code**
- **TOP code = CA-community-college program code**
- **CIP code = non-CA-CC program code**



California Community Colleges

# WHAT IS A TOP CODE?

# REPORT EXAMPLE

## Taxonomy of Programs

*February 2004  
6th Edition*

Revised: June 2012, September 2009, July and March 2007  
Corrected: July 2013, November 2004



## **0511.00 – REAL ESTATE**

**“Theory and techniques of buying, selling, appraising, renting, managing, and leasing real property. Includes marketing, financing government regulations, and legal aspects of real estate and land economics.”**

# WHAT IS A CIP CODE?

## What is the CIP?

The Classification of Instructional Programs (CIP) provides a taxonomic scheme that supports the accurate tracking and reporting of fields of study and program completions activity. CIP was originally developed by the U.S. Department of Education's National Center for Education Statistics (NCES) in 1980, with revisions occurring in 1985, 1990, 2000, 2010 and 2020. Information on the 1985, 1990, 2000 and 2010 CIP can be accessed on the [resources](#) page under the section heading Archive and Historical. On the 2020 CIP Website, you can view both the 2020 CIP and the 2010 CIP. The default option is to view the 2020 CIP, which is the most recent version of the CIP. To view the 2010 CIP on this webpage, look for the Change Year Box, click on the down arrow and select 2010.

**WHAT'S NEW AT CIP**

**NEW RELEASE:** [CIP Website Training Video](#)

**NEW RELEASE:** [Updated CIP FAQs](#)

**NEW RELEASE:** [2020 CIP/SOC Crosswalk](#)

## Search

Enter search terms if desired, filter by any of the available options, and click 'Search'. Note: Separate search terms with spaces.

Clear Search

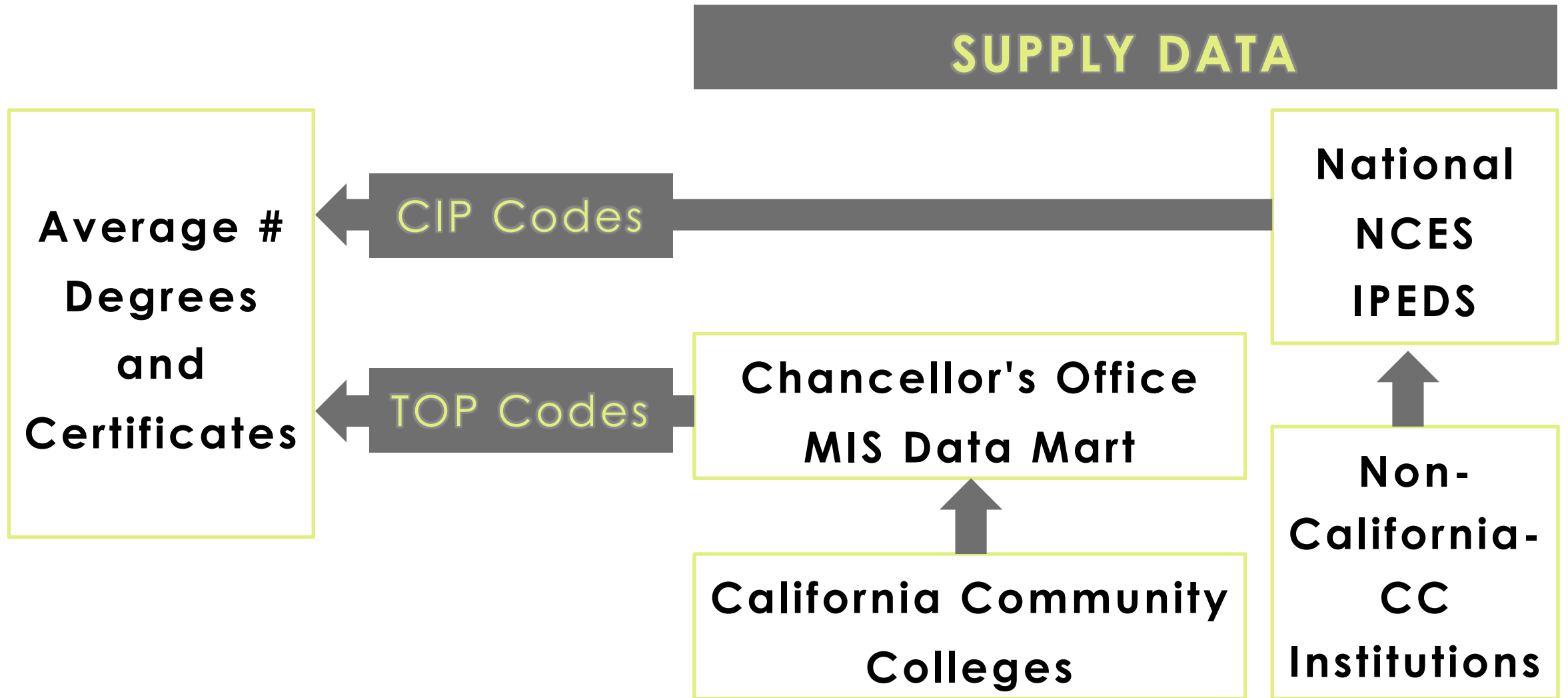
[Advanced Search](#)



## **52.1501 – REAL ESTATE**

**”A program that prepares individuals to develop, buy, sell, appraise, and manage real estate. Includes instruction in land use development policy, real estate law, real estate marketing procedures, agency management, brokerage, property inspection and appraisal, real estate investing, leased and rental properties, commercial real estate, and property management.”**

# WHAT IS LABOR MARKET SUPPLY?



# HOW DOES SUPPLY LOOK IN REPORTS?

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Avg CC Awards (PY16-17 to PY18-19)	Non-CC 3-Yr Annual Avg Awards (PY14-15 to PY16-17)	3-Yr Total Avg Supply (PY14-15 to PY18-19)
<b>0511.00</b>	<b>Real Estate</b>	<b>65</b>	<b>0</b>	<b>65</b>
	<ul style="list-style-type: none"> <li>Cuyamaca</li> <li>MiraCosta</li> <li>Palomar</li> <li>San Diego City</li> <li>San Diego Mesa</li> <li>Southwestern</li> </ul>	9 11 14 6 9 16	0 0 0 0 0 0	
<b>52.1501</b>	<b>Real Estate</b>	<b>0</b>	<b>75</b>	<b>75</b>
	<ul style="list-style-type: none"> <li>Ashford University</li> <li>University of San Diego</li> </ul>	0 0	44 31	
<b>Total</b>				<b>140</b>

# DEMAND VS. SUPPLY

<b>Community Colleges and Other Postsecondary Educational Institutions</b>	<b>Demand (Avg Annual Job Openings)</b>	<b>Supply (Avg Annual Degrees and Certificates)</b>	<b>Supply Gap or Oversupply</b>
<b>San Diego County</b>	<b>418</b>	<b>140</b>	<b>278</b>
<b>California</b>	<b>4,765</b>	<b>912</b>	<b>3,853</b>

# ANOTHER WAY TO LOOK AT SUPPLY GAPS

- Demand (# Job Openings)
- Supply from CCs
- Supply from non-CCs

Property, Real Estate, and  
Community Association  
Managers



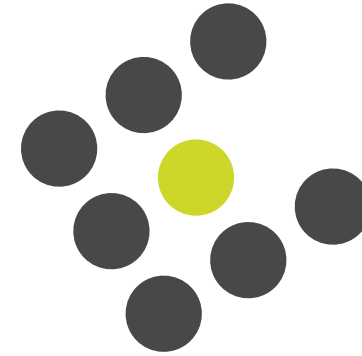
**TYPE YOUR  
QUESTIONS IN  
THE CHAT  
COME BACK AT  
2:45 PM**



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**CENTERS OF EXCELLENCE  
FOR LABOR MARKET RESEARCH**

# FIVE MINUTE BREAK



C·O·E

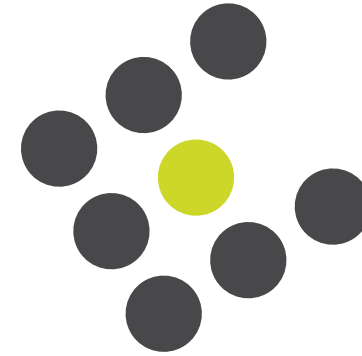
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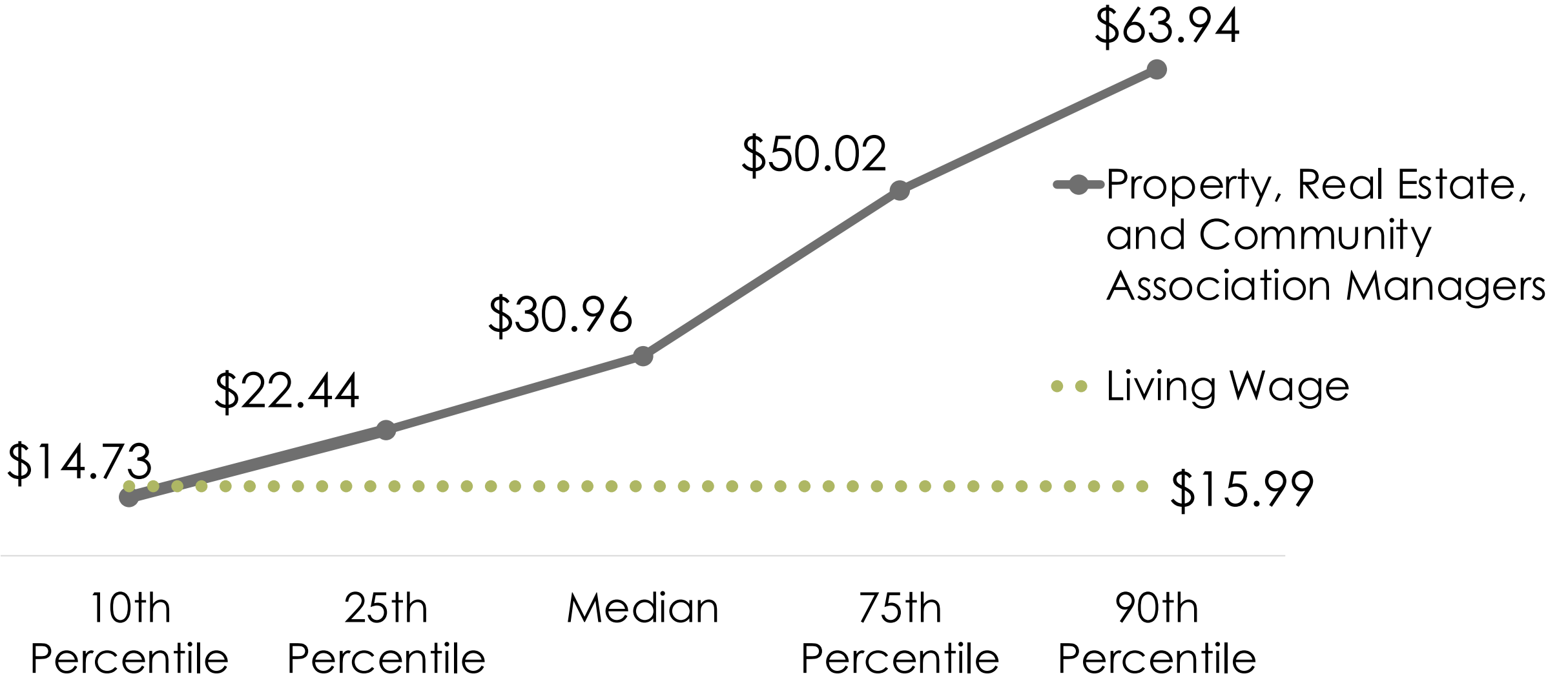
**WHAT ELSE CAN  
TRADITIONAL  
LMI TELL US?**



**C · O · E**

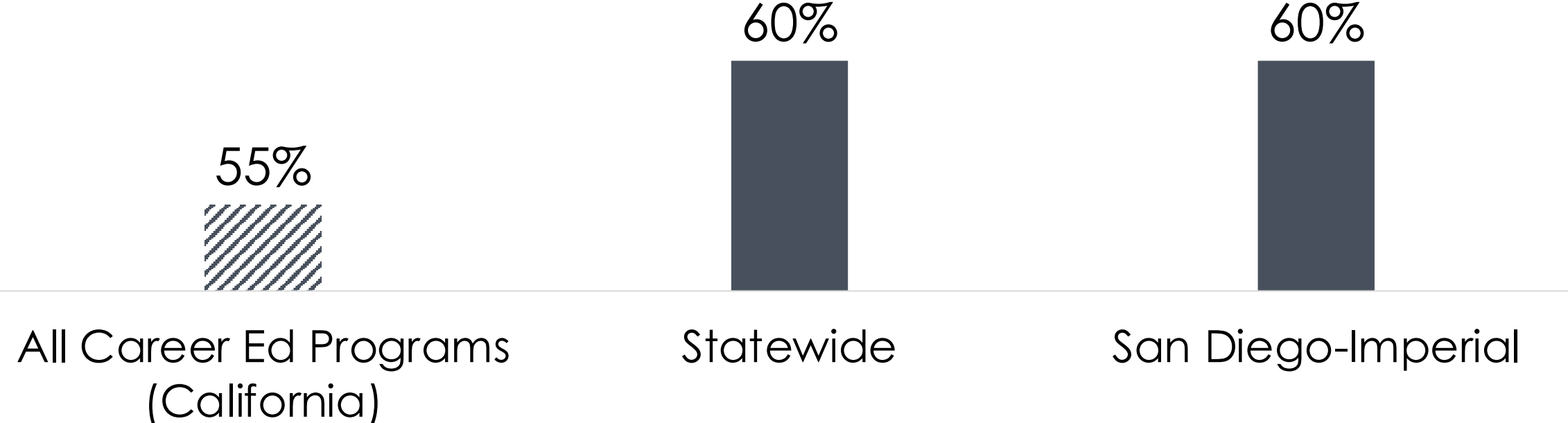
**CENTERS OF EXCELLENCE  
FOR LABOR MARKET RESEARCH**

# DOES THE JOB PAY A LIVING WAGE?



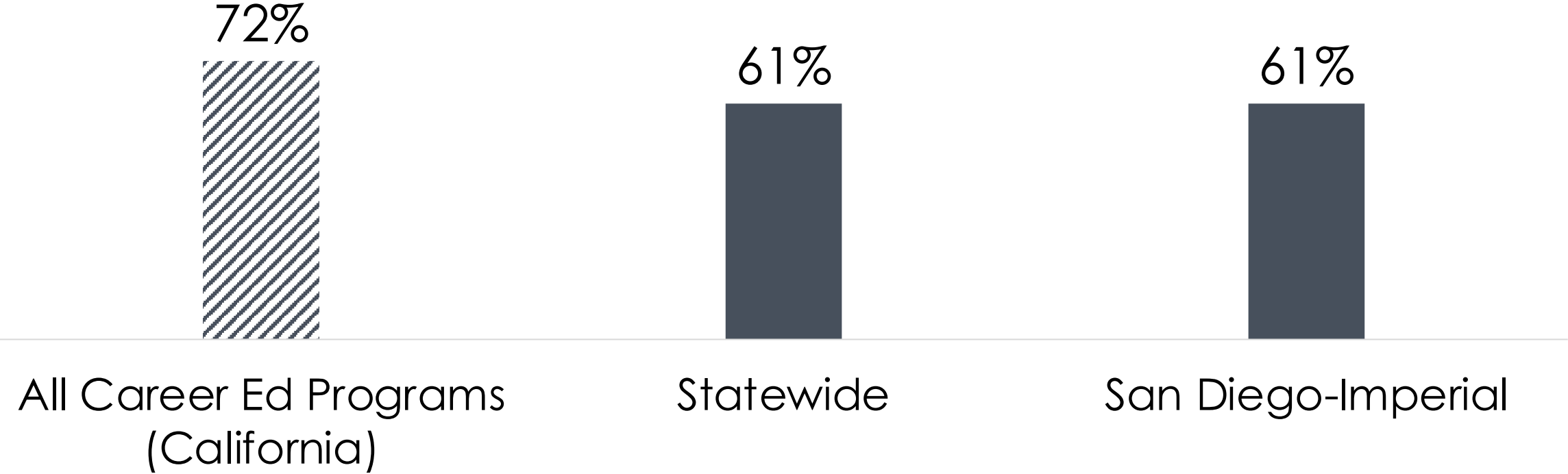
# WHAT % OF STUDENTS EARNED A LIVING WAGE?

Real Estate (0511.00), PY2017-18

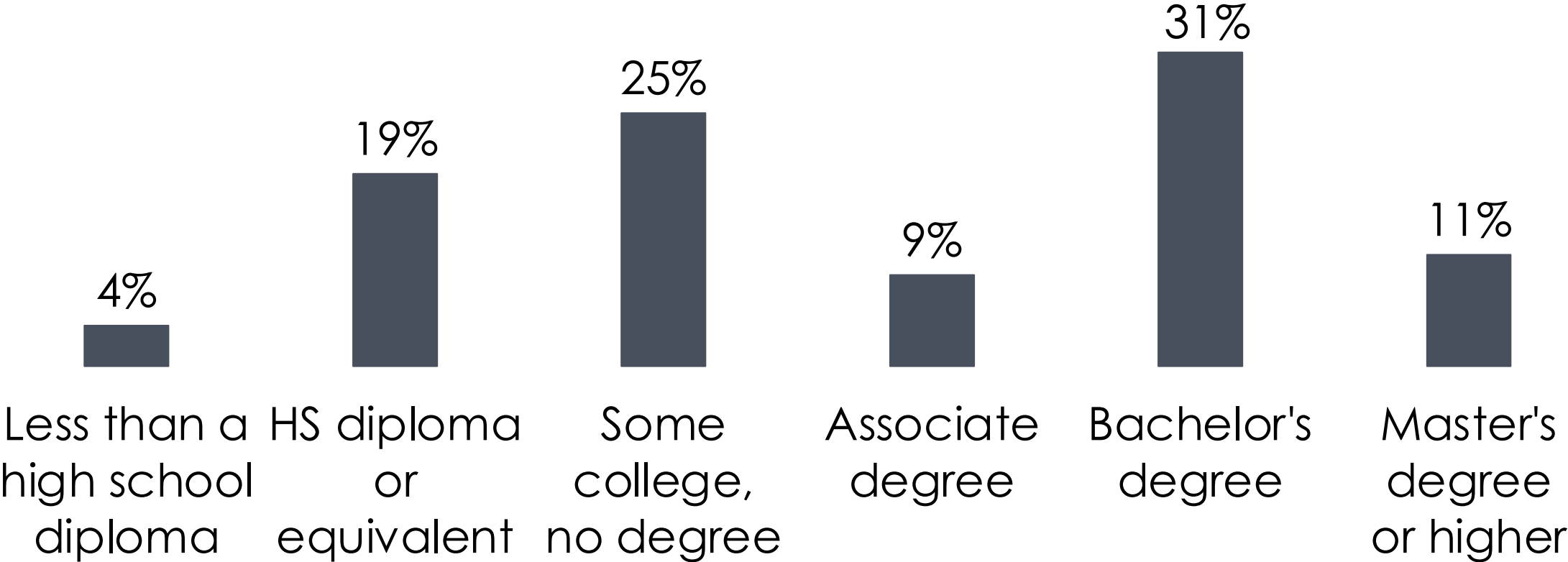


# WHAT % OF STUDENTS OBTAINED A JOB CLOSELY RELATED TO FIELD OF STUDY?

Real Estate (0511.00), PY2016-17



# WHAT IS THE EDUCATIONAL ATTAINMENT OF THE NATIONAL LABOR FORCE?



**TRADITIONAL  
LMI**

**vs.**

**REAL-TIME  
LMI**

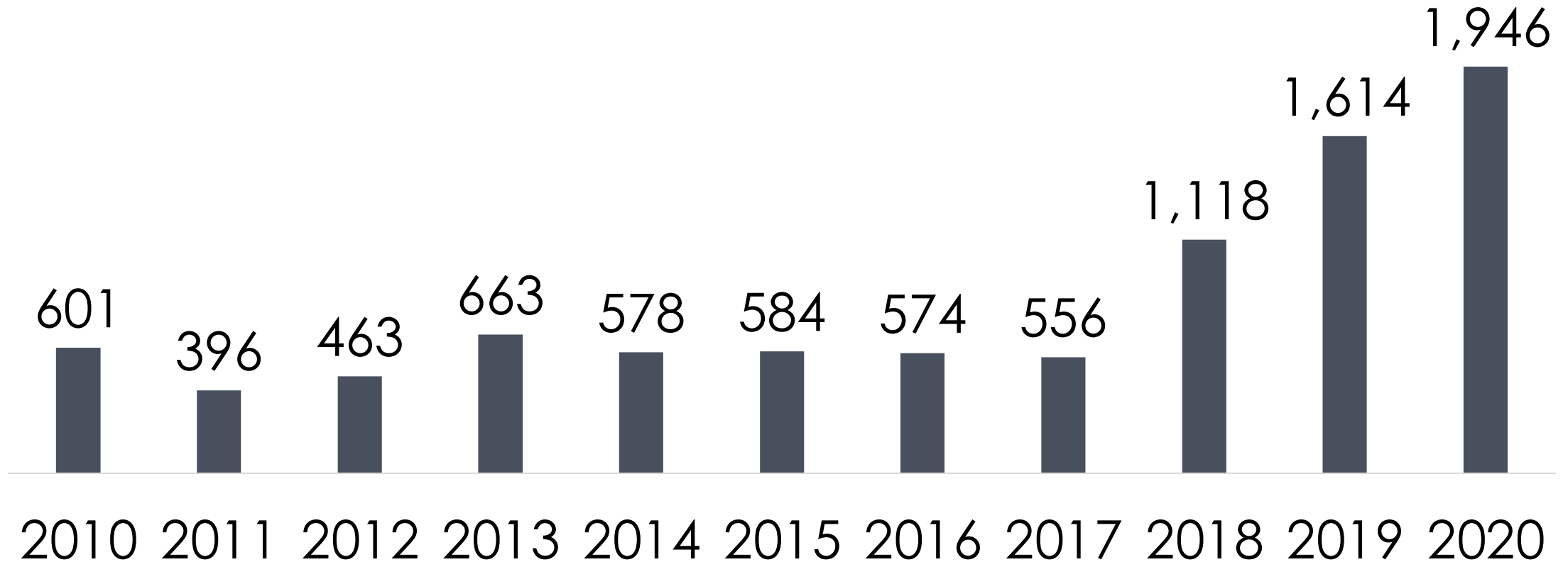
# WHAT IS “REAL-TIME” LMI?

**Primary and secondary data from:**

- **Online job postings**
- **Employer and worker survey responses**
- **Advisory groups or focus groups**

# # ONLINE JOB POSTINGS

Property, Real Estate, and Community Association  
Managers





# TOP EMPLOYERS

- **Sunrise Management**
- **Lincoln Property Company**
- **ConAm Management Corporation**
- **Cushman & Wakefield**
- **Associa NN Jaeschke, Inc.**
- **Alliance Residential Company**
- **Greystar**
- **Property West Residential**
- **CoreCivic**
- **Jones Lang LaSalle IP, Inc.**

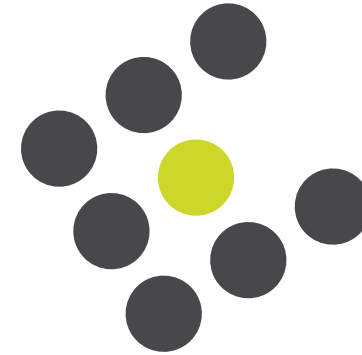
# SPECIALIZED, SOFT, & SOFTWARE SKILLS

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"><li>• <b>Property Management</b></li><li>• <b>Budgeting</b></li><li>• <b>Customer Service</b></li><li>• <b>Accounting</b></li><li>• <b>Staff Management</b></li><li>• <b>Scheduling</b></li><li>• <b>Repair</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Communication Skills</b></li><li>• <b>Organizational Skills</b></li><li>• <b>Detail-Oriented</b></li><li>• <b>Computer Literacy</b></li><li>• <b>Problem Solving</b></li><li>• <b>Teamwork / Collaboration</b></li><li>• <b>Multi-Tasking</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Microsoft Excel</b></li><li>• <b>Yardi Software</b></li><li>• <b>Microsoft Word</b></li><li>• <b>Microsoft Outlook</b></li><li>• <b>Microsoft PowerPoint</b></li><li>• <b>Accounting Software</b></li><li>• <b>Word Processing</b></li></ul>

# TOP CERTIFICATIONS

- **Real Estate Certification**
- **Property Manager Certification**
- **Fair Housing**
- **Certified Manager of Community Associations (CMCA)**
- **Social Work License**
- **Licensed Clinical Social Worker (LCSW)**
- **Professional Community Association Manager**
- **Counseling Certification**
- **Security Clearance**
- **First Aid CPR AED**

**LMI SHOULD NOT  
BE THE \*ONLY\*  
BASIS FOR  
DECISION MAKING**



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**NO MATTER HOW  
WE “SLICE AND  
DICE” THE DATA,  
WE *HAVE* TO HAVE  
A CONVERSATION**



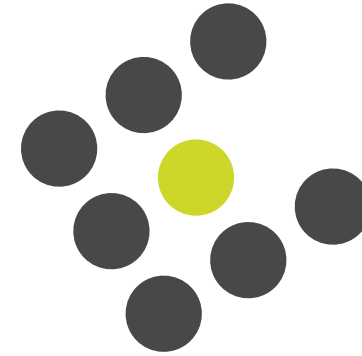
**C · O · E**

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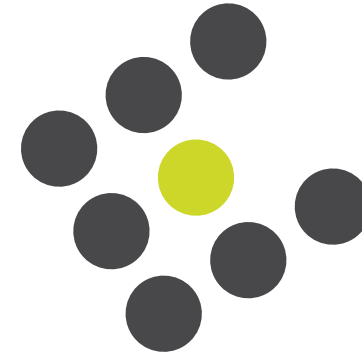
**WHAT'S NEXT?**



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**DAY 2**  
**OVERVIEW OF**  
**LMI RESOURCES**  
**AND TOOLS**



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**FOR LABOR MARKET RESEARCH**



# AGENDA - DAY 2 (MAY 4)

- **Overview of Available LMI Tools and Resources**
- **Review Pros and Cons**
- **Review Potential Use Cases**

# WORKFORCE PARTNERSHIP TEAM

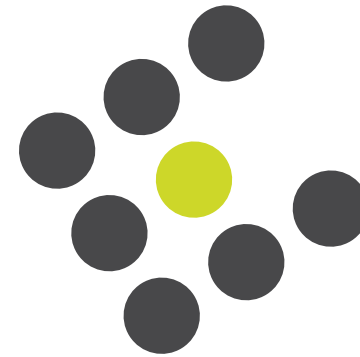
- **Sarah Burns, Director of Research Application**



# FOR THE REFLECTION SESSIONS

- **You will receive a link to an “online form” with exercise questions from...**
  - **Christopher Yerkes if you are counseling faculty**
  - **Robert Chu if you are instructional faculty**

**THANK YOU!  
WE'LL SEE YOU  
TOMORROW AT  
2 PM.  
SAME ZOOM LINK**



**C · O · E**

**CENTERS OF EXCELLENCE  
FOR LABOR MARKET RESEARCH**