

October 2020

# Business and Entrepreneurship

San Diego/Imperial



# Overview

Scope of the Business Sector

Importance of our Business Programs

Sector Challenges

Entrepreneurship

Recommendations and Opportunities

# Sector Overview - Small Businesses



# Sector Overview - Employment


## San Diego

**i** **FAST FACTS\***

 <b>354,386</b> people employed	 <b>4% (15,347)</b> 5-year projected job growth	 <b>27,766</b> businesses
 <b>9%</b> of the sector's employment in California	 <b>\$85,244</b> average earnings per job	 <b>10%</b> of the sector's businesses in California

## Imperial

**i** **FAST FACTS\***

 <b>5,017</b> people employed	 <b>\$40,281</b> average earnings per job	 <b>513</b> businesses
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# Middle-skill Business Jobs

- Customer Service Representatives
- Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
- First-Line Supervisors of Office and Administrative Support Workers
- Sales Representatives, Services, All Other
- First-Line Supervisors of Retail Sales Workers
- Business Operations Specialists, All Other
- Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
- Executive Secretaries & Executive Admin Assistants
- Insurance Sales Agents
- Purchasing Agents, Except Wholesale, Retail, and Farm Products
- First-Line Supervisors of Non-Retail Sales Workers
- Administrative Services Managers
- Property, Real Estate, and Community Association Managers
- Legal Secretaries
- First-Line Supervisors of Personal Service Workers Loan Officers
- Claims Adjusters, Examiners, and Investigators
- Training and Development Specialists
- Payroll and Timekeeping Clerks
- Loan Interviewers and Clerks
- Human Resources Assistants, Except Payroll & Timekeeping
- Wholesale and Retail Buyers, Except Farm Products
- Tax Preparers

# Recession-resilient Business Jobs

- Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
- Business Operations Specialists, All Other
- First-Line Supervisors of Office and Administrative Support Workers
- Medical Secretaries
- Insurance Sales Agents
- Billing and Posting Clerks
- Production, Planning, and Expediting Clerks
- Sales and Related Workers, All Other
- Paralegals and Legal Assistants
- Administrative Services Managers
- Training and Development Specialists

# Pandemic-resilient Business Jobs

- Accountants and Auditors
- Bookkeeping, Accounting, and Auditing Clerks
- Customer Service Representatives
- Financial Managers
- First-Line Supervisors of Retail Sales Workers
- General and Operations Managers
- Human Resources Specialists
- Management Analysts
- Managers, All Other
- Marketing Managers
- Operations Research Analysts
- Sales Managers
- Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
- Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
- Cashiers
- Insurance Sales Agents
- Market Research Analysts and Marketing Specialist
- Office Clerks, General
- First-Line Supervisors of Office and Administrative Support Workers
- Loan Officers
- Medical Secretaries
- Property, Real Estate, and Community Association Managers
- Receptionists and Information Clerks

# Importance of Our Business Programs

- Of the top 100 middle-skill jobs, 22 are in the business sector
- Of the top 64 recession-resilient jobs, 11 are in the business sector
- Of the 66 pandemic-resilient jobs, 23 are in the business sector



# Sector Challenges



# Business Programs & Courses in the Region

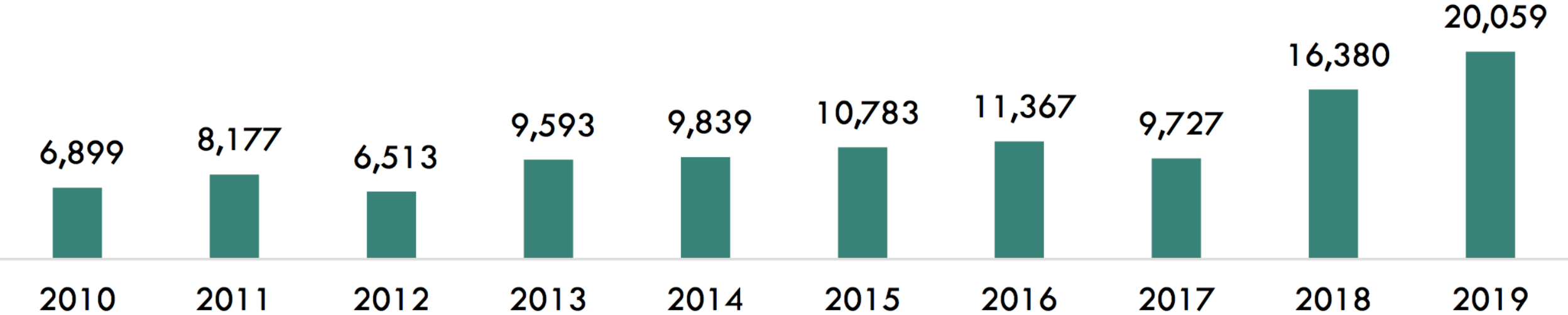
TOP6	TOP6 Program Title	# Programs & Courses
0514.00	Office Technology/Office Computer Applications	64
0514.10	Legal Office Technology	32
0505.00	Business Administration	25
0506.00	Business Management	20
0511.00	Real Estate	17
0509.00	Marketing and Distribution	10
0506.50	Retail Store Operations and Management	9
0506.30	Management Development & Supervision	3
0509.40	Sales and Salesmanship	1

# Sales and Management Jobs



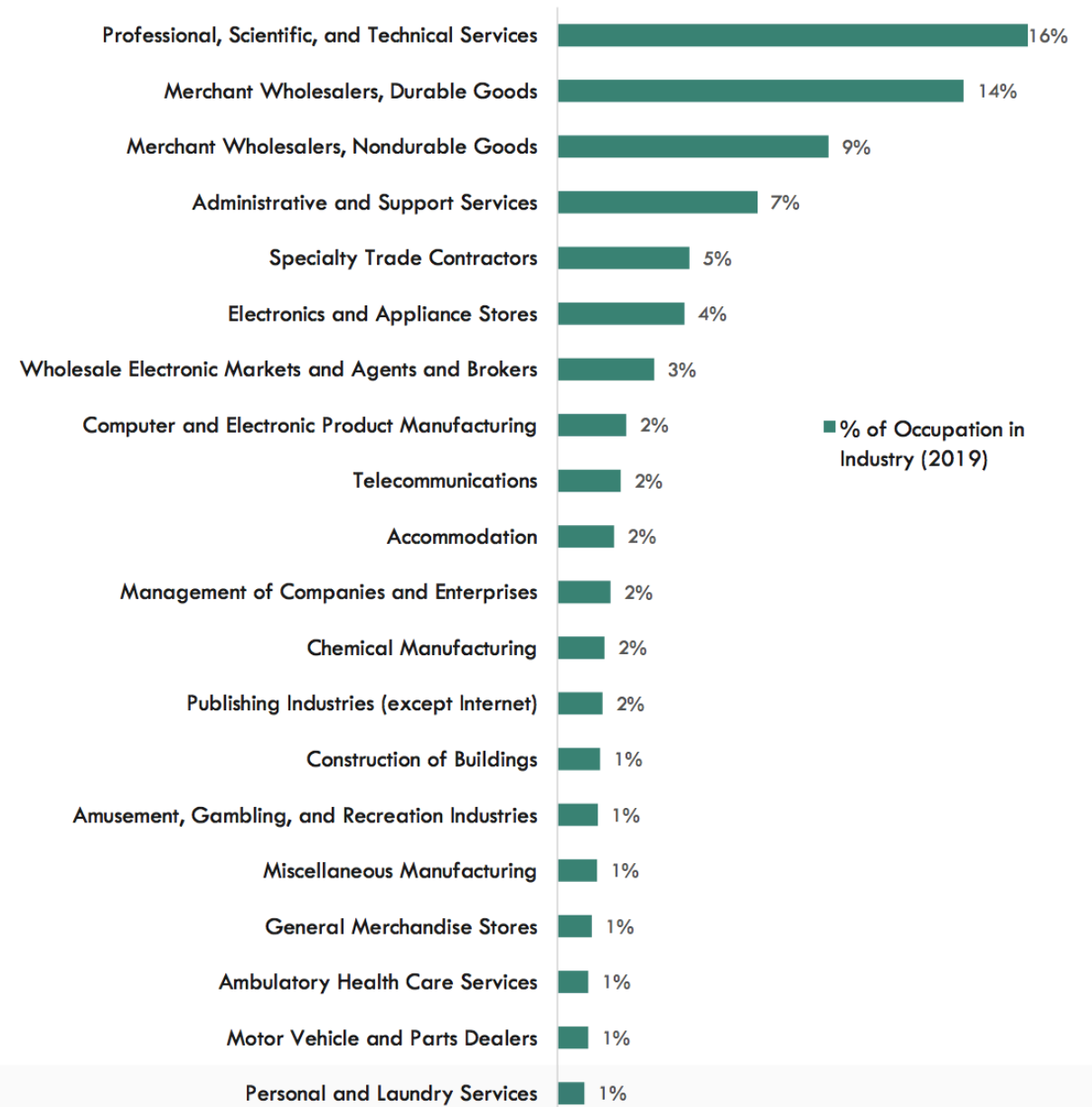
# Sales Jobs Openings

**Exhibit 3: Number of Online Job Postings for Sales Occupations in San Diego County (2010-2019)<sup>4</sup>**



# Sales Jobs by Industry

Exhibit 2: Percentage of Sales Occupations Employed by Industry in San Diego County (2019)<sup>3</sup>



# Training Needed for Managers

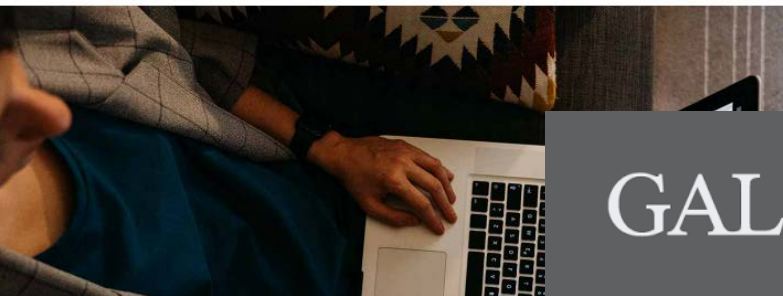
## How Management Training Can Help Your Organization

By: Kaplan Financial Education  
March 22, 2019



## How to Build Trust and Boost Productivity Within Remote Teams

BY ADAM HICKMAN, PH.D.



## Developing Management

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**Scope**—This article provides an overview of management development in all aspects: the importance of management development, typical issues and challenges, taking a strategic approach, and key areas of knowledge and skills training for managers. Careers in the management development field are also discussed. Management development is distinguished from leadership development.

## The impact of manager training on employee turnover intentions

Kristin Malek, Sheryl Fried Kline, Robin DiPietro

Journal of Hospitality and Tourism Insights

ISSN: 2514-9792

Publication date: 13 August 2018

emerald insight  
Discover Journals, Books & Case Studies

**What jobs are our  
programs training  
for?**



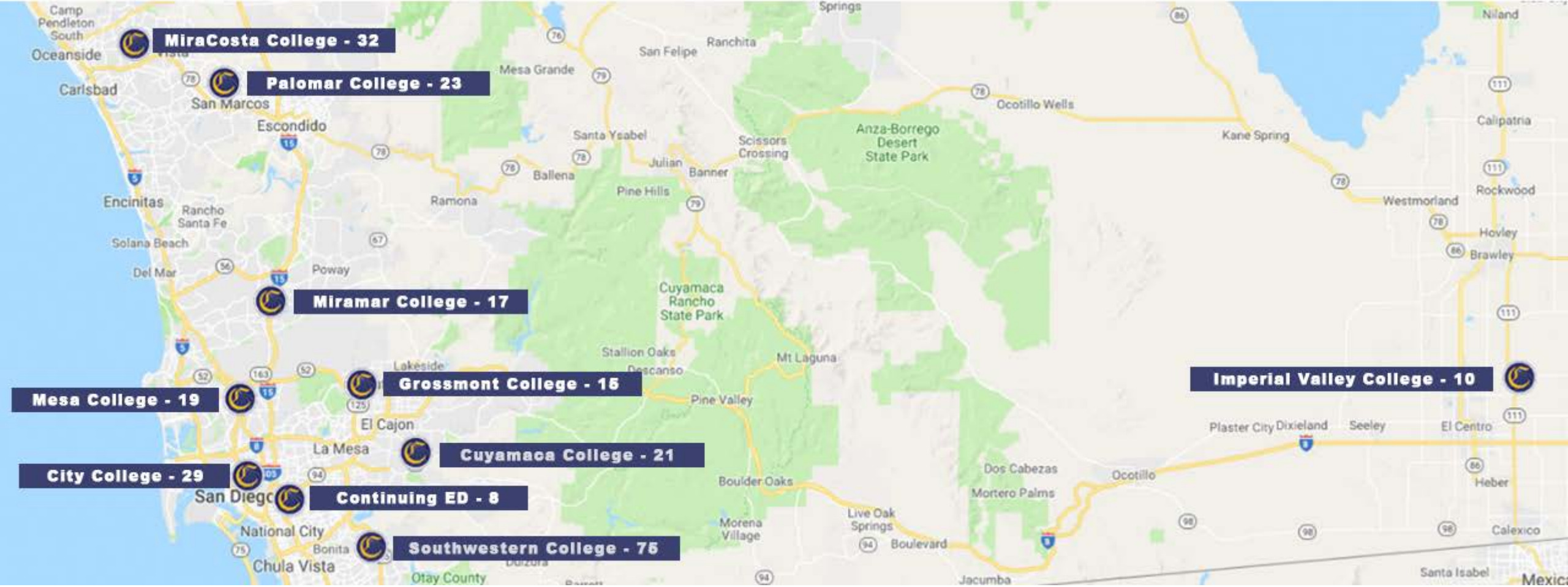
# TOP Code to Occupation (SOC) Code Crosswalk

Which of these occupations does Business Administration (TOP 0505.00) train for?

- A. Administrative Services Managers
- B. Cost Estimators
- C. General and Operations Managers
- D. Industrial Production Managers
- E. All of the above



# Current Business Degrees and Certificates



# Entrepreneurship



# Entrepreneurship - CCCCCO

## Key Workforce Initiatives

- Competency Based Education
- Credit for Prior Learning
- Serving Adult Learners
- Student Basic Needs
- Guided Pathways/Public Sector Careers
- Employer engagement and evolving Regional Structure and Sector Strategies
- Entrepreneurship



# Entrepreneurship - CCCCCO

## Connect Workforce and Economic Development

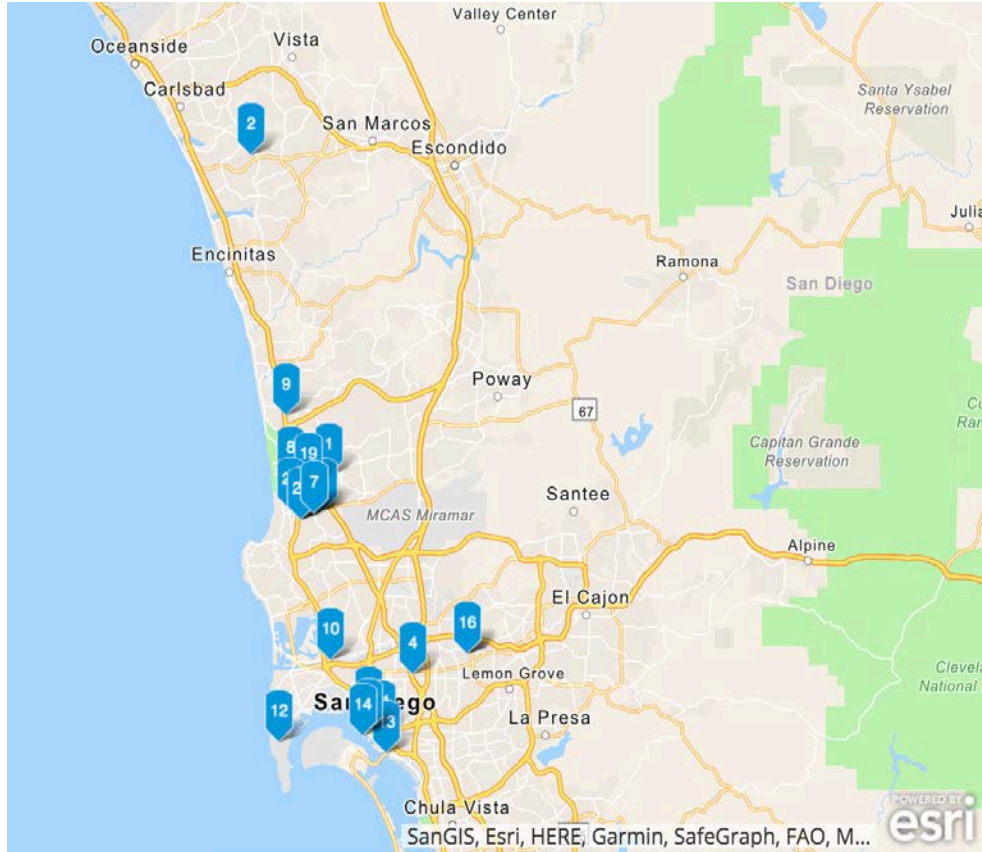


- Focus on entrepreneurship (growing the job creators)
- Support economic recovery working with high road employers (social impact, for-benefit companies)
- Develop next generation of entrepreneurs

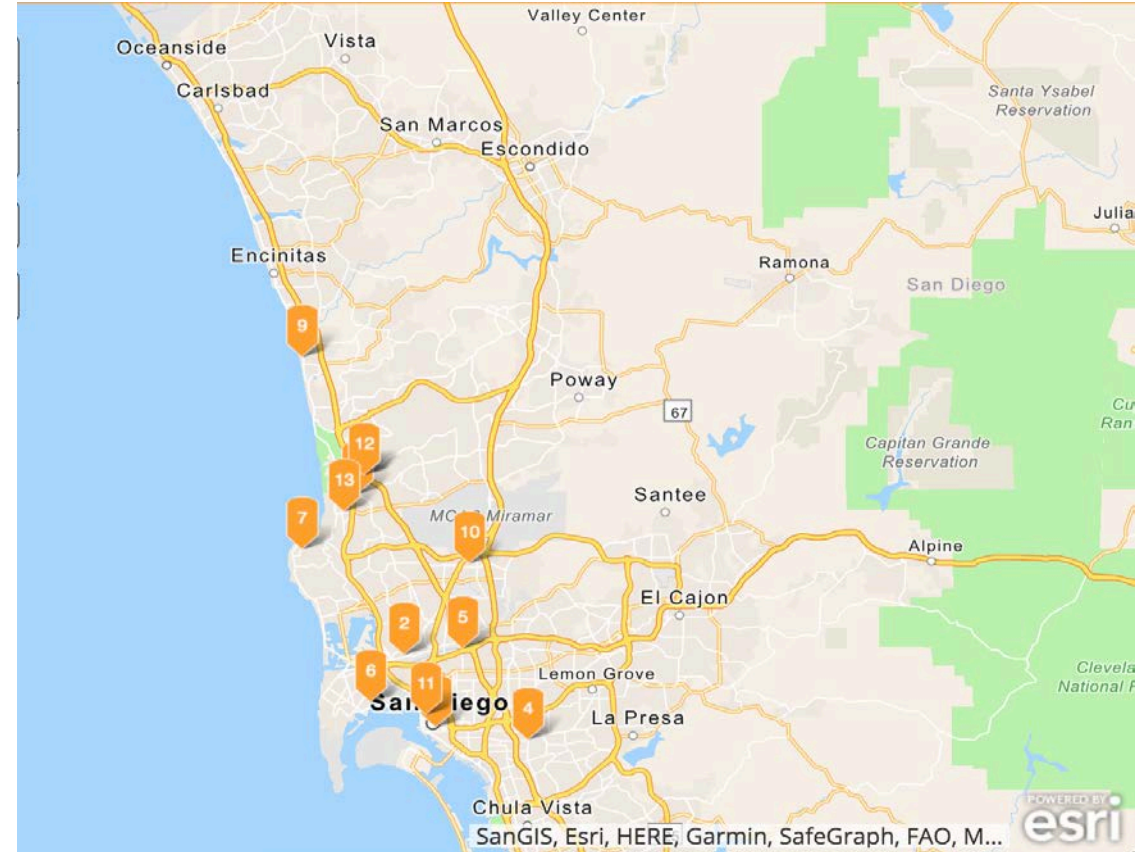


# Entrepreneurship in San Diego County

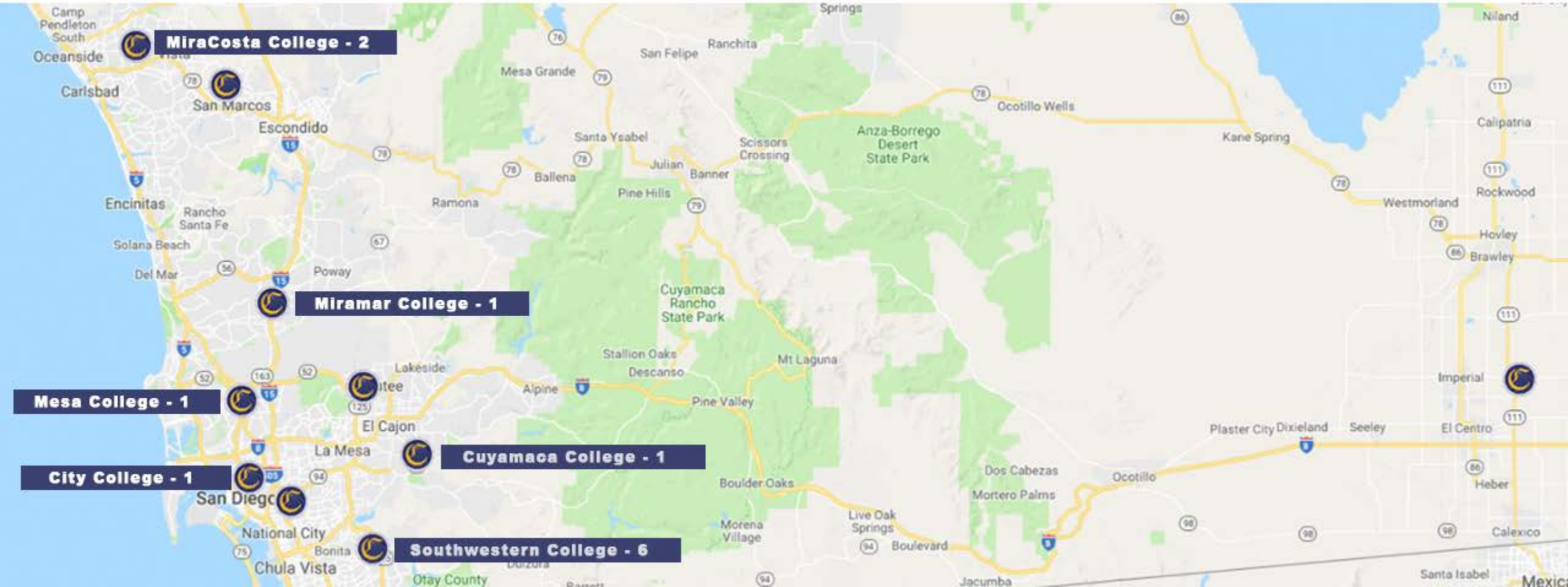
## Incubators



## Accelerators



# Current Entrepreneurship Programs



# Recommendations and Opportunities



## Challenge

Overall, we have enough business programs, with the exception of sales and management

## Recommendations

- Inventory current offerings
- Need to be sure we are aligning in the region
- Could have communities of practice around different programs to align regionally



## Challenge

Clearer pathways

## Recommendations

- Common language
- Unified marketing efforts
- Stackable

## Challenge

- Sales Programs; only 1 listed in curriculum inventory

## Recommendations

- Sector-specific based on local employers, add sales component to other sectors
- Noncredit or Contract Ed could be great options

## Challenge

- Employers have a need for management training for incumbent workers; only 3 are listed in the curriculum inventory

## Recommendations

- Review programs, more probably exist but aren't labeled the same
- Opportunity to create noncredit or contracted education

## Challenge

- Entrepreneurship programs, how do we help our local communities and fit in to the existing ecosystem?

## Recommendations

- Identify opportunities where entrepreneurship programs can compliment other sector programs
- Sector-specific based on local needs of the community

THANK YOU



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