



# Business and Entrepreneurship

## North (Greater Sacramento) Subregional Sector Profile



2023



### FIVE-YEAR OUTLOOK

**6%**  
sector job growth  
over next five years

**30,000+**  
annual job openings  
over next five years

**25%**  
of Greater  
Sacramento's jobs

This project is supported by Strong Workforce Program (SWP) funding.



# Introduction

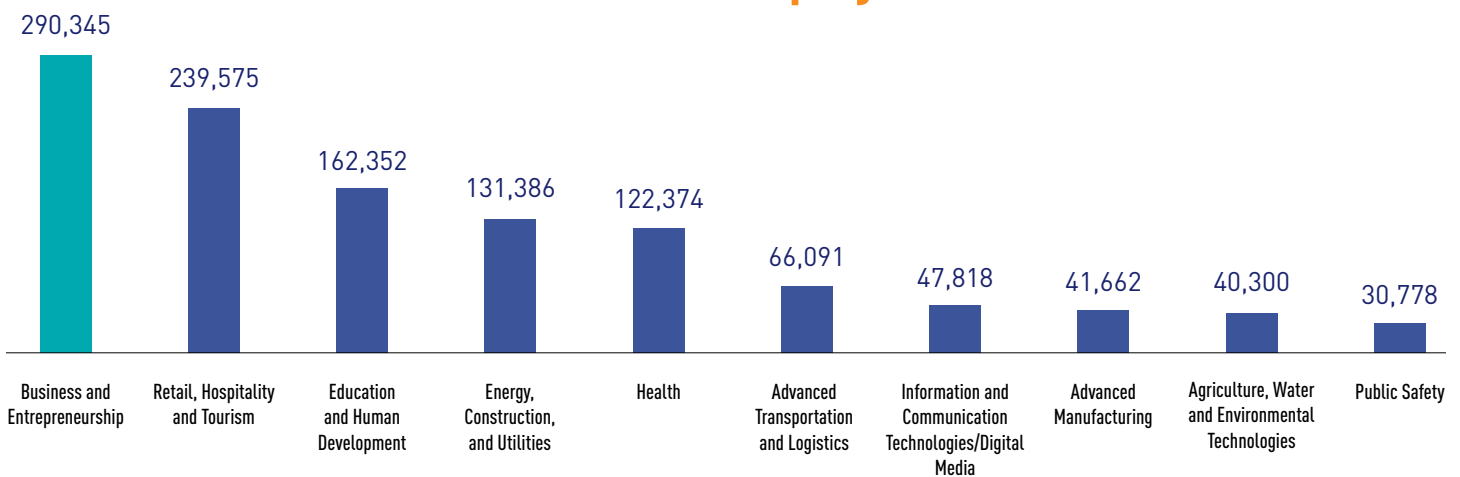
This sector profile highlights in-demand, middle-skill jobs that pay above a living wage. Middle-skill jobs, those which require education or training beyond a high school diploma but less than a bachelor's degree, are a critical component of the overall workforce and support the economic vitality of the region and the state.

This sector profile summarizes key data about current and projected workforce demand, hourly wages, job postings, and community college programs to support the goals of California's Strong Workforce Program (SWP).

SWP is an initiative designed to expand career education (CE) programs offered by the California Community Colleges to supply a skilled workforce to California's employers. The North Far North Regional Consortium (NFNRC) is charged with coordinating the planning and implementation of CE programs among community colleges within the 22-county North/Far North region, which includes the North (Greater Sacramento) and Far North subregions.

The North subregion encompasses seven counties (El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba) and eight community colleges (American River, Cosumnes River, Folsom Lake, Lake Tahoe, Sacramento City, Sierra, Woodland, and Yuba).

## North (Greater Sacramento) 2021 Sector Employment



# SECTOR Highlights



290,345  
Jobs in 2021

307,068  
Projected Jobs in 2026

6%  
Projected Job Growth,  
2021-2026

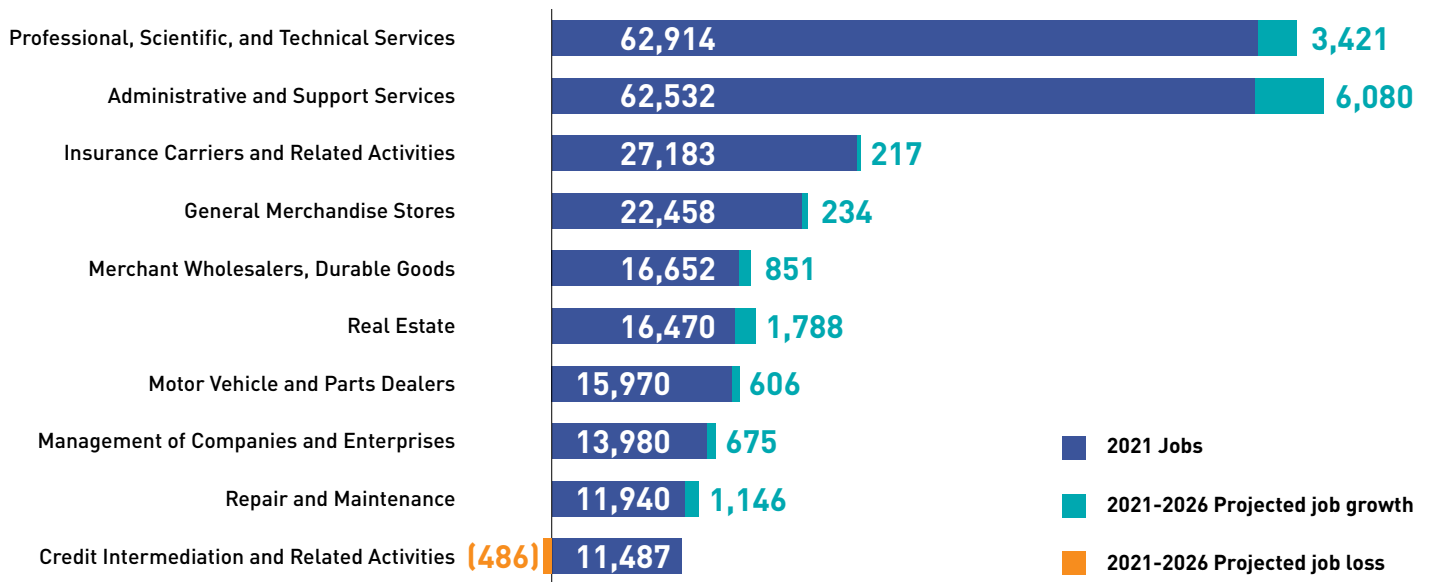
16,723  
New Jobs by 2026

25,135  
Businesses

24.6%  
of Greater Sacramento  
Employment, 2021

Note: The Business and Entrepreneurship sector includes 147 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector.

## Employment by Industry Subsector

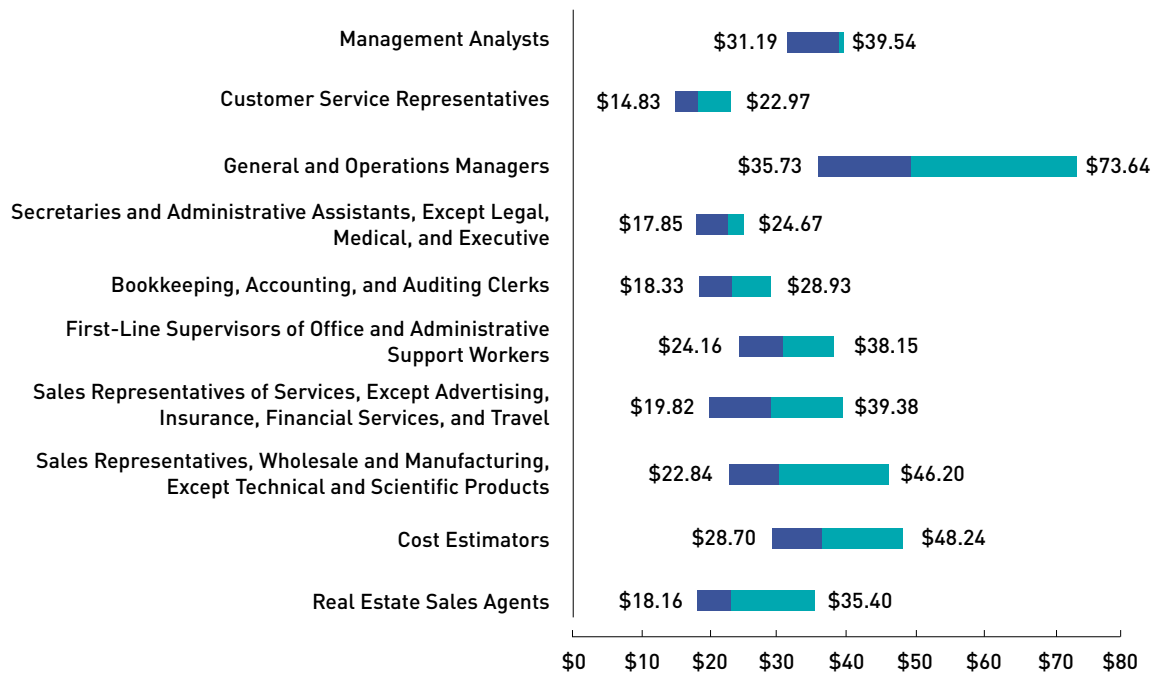


# Priority Middle-Skill Occupations

Occupation	2021 Jobs	2021-2026 Projected % Change	2021-2026 Average Annual Openings	Typical Entry-Level Education
Management Analysts	23,987	5%	2,423	Bachelor's degree
Customer Service Representatives	15,622	1%	2,055	High school diploma or equivalent
General and Operations Managers	18,008	9%	1,852	Bachelor's degree
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	13,165	(1%)	1,440	High school diploma or equivalent
Bookkeeping, Accounting, and Auditing Clerks	12,234	2%	1,412	Some college, no degree
First-Line Supervisors of Office and Administrative Support Workers	10,935	2%	1,128	High school diploma or equivalent
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	5,999	5%	746	High school diploma or equivalent
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	6,453	5%	710	High school diploma or equivalent
Cost Estimators	2,200	8%	238	Bachelor's degree
Real Estate Sales Agents	1,413	14%	174	High school diploma or equivalent

Note: Jobs for the above occupations may not solely exist in this sector and may be found in other sectors that require related services. Projected change includes new job growth and replacements.

## Middle-Skill Hourly Wage Ranges



*These occupations pay a starting wage at or above the subregion's living wage.*

Note: The hourly wage ranges include the 25th percentile (entry-level), median, and 75th percentile (experienced) hourly earnings for workers employed in these occupations across the North (Greater Sacramento) subregion where the living wage in 2021 was \$14.53.

# Priority Middle-Skill Job Postings



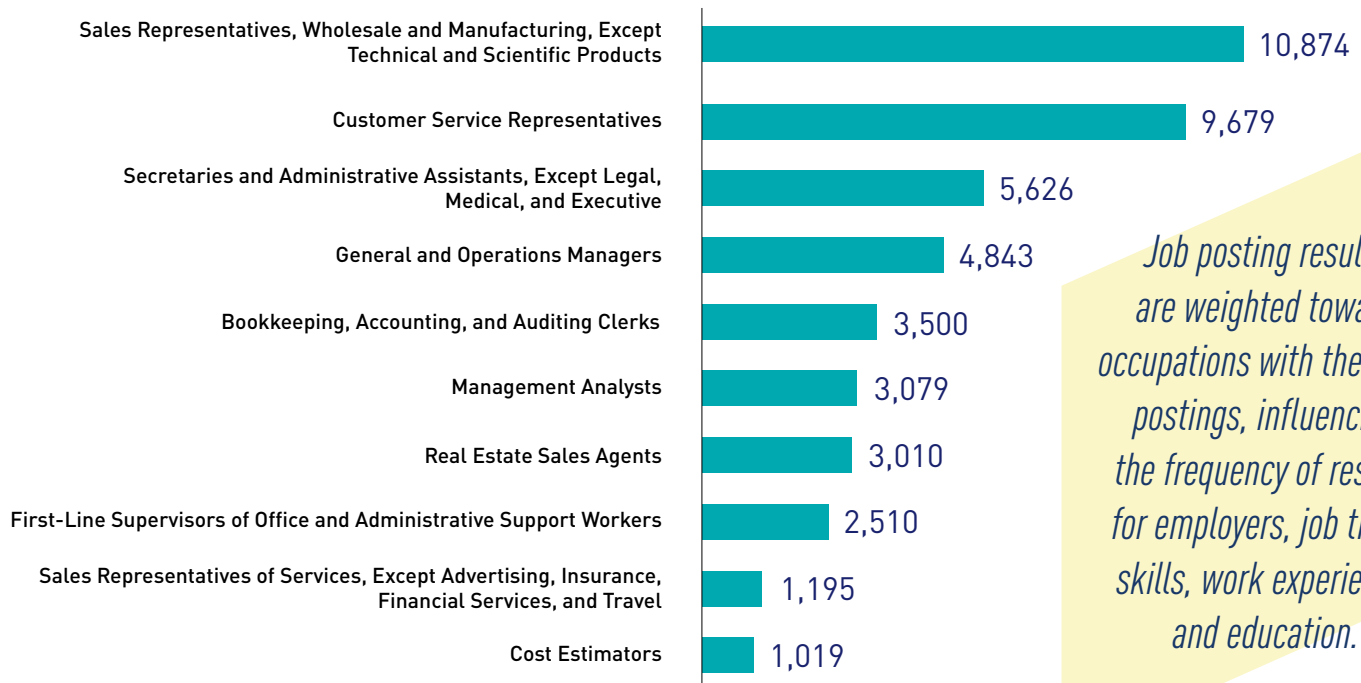
*Posting intensity is the ratio of duplicated to unique job postings. A higher-than-average posting intensity can mean employers are putting more effort into hiring.*

45,335  
Online Job Postings

4:1  
Posting Intensity  
(Regional Average 4:1)

Note: Job postings count the number of online job postings advertised in the 7-county North (Greater Sacramento) subregion between January 1, 2022 - March 31, 2023. Postings are limited to in-state employers and exclude staffing companies. Job postings represent the top 10 priority middle-skill occupations.

## Job Postings by Occupation



*Job posting results are weighted toward occupations with the most postings, influencing the frequency of results for employers, job titles, skills, work experience, and education.*



## Top Employers & Job Titles

### Employers with the Most Postings

University of California, Davis  
 Keller Williams Realty  
 Lyon Real Estate  
 State of California  
 Deloitte

### Job Titles with the Most Postings

Customer Service Representatives/Associates  
 Administrative Assistants  
 Real Estate Agents  
 Sales Representatives  
 Business Analysts

## Most In-Demand Skills

### Specialized Skills

- Marketing
- Accounting
- Sales Techniques
- Customer Relationship Management
- Billing and Invoicing

### Soft Skills

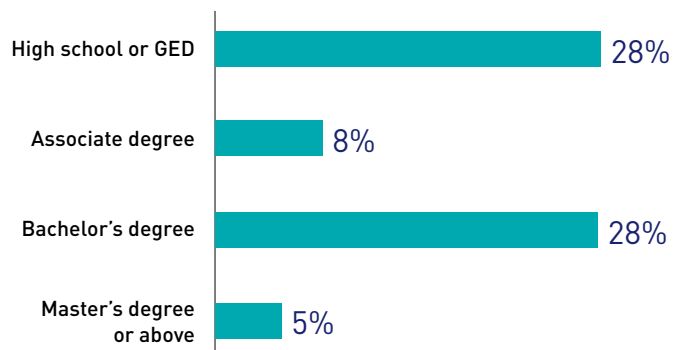
- Customer Service
- Communications
- Detail Oriented
- Problem Solving
- Leadership

### Software and Technical Skills

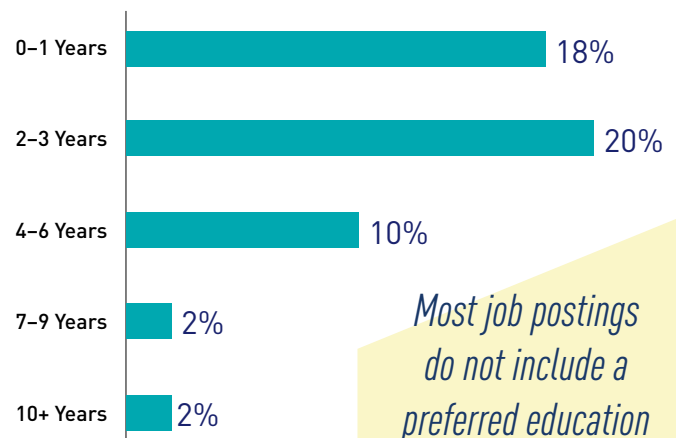
- Microsoft Office (Access, Excel, Outlook, PowerPoint, Word)
- Salesforce
- QuickBooks
- Google Workspace
- SQL (Programming Language)

## Education & Experience in Postings

### Employer-Preferred Education



### Employer-Preferred Work Experience



*Most job postings do not include a preferred education or experience level.*

# Community College Programs



American River College	Cosumnes River College	Folsom Lake College	Lake Tahoe College	Sacramento City College	Sierra College	Woodland Community College	Yuba College
Accounting & Taxation	Accounting & Taxation	Accounting & Accounting Computer Applications	Accounting and Finance	Accounting	Accounting & Taxation	Accounting	Accounting
Advertising	Advertising	Business Administration	Business Administration & Management	Advertising	Business Administration & Management	Business Administration & Management	Administrative Assistant
Business Administration & Management	Business Administration & Management	Business Analyst/ Data Analytics	Marketing	Business Administration & Management	Business Information Worker	Business Computer Applications Basics	Business Administration
Law Office Clerical Assistant	Business Information Worker	Business Information Worker I and II	Real Estate Salesperson	Business Information Worker	Marketing	Business Information Worker	Business Computer Applications
Marketing	Business: Office Assistant	Business Management	Small Business Ownership	Marketing	Real Estate	Office Technology/ Office Computer Applications	General Business Management
Office Management & Business Information Worker	Marketing	Small Business and Entrepreneurship		Real Estate	Small Business and Entrepreneurship	Small Business and Entrepreneurship	Human Resources
Real Estate	Real Estate			Small Business and Entrepreneurship			Small Business and Entrepreneurship
Retail Management	Small Business and Entrepreneurship			Social Media Marketing			Personnel Management
Small Business and Entrepreneurship							





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## Sources

- Lightcast 2022.4 - QCEW Employees, Non-QCEW Employees, and Self-Employed
- Centers of Excellence for Labor Market Research Occupation Crosswalk
- California Community Colleges Chancellor's Office LaunchBoard
- California Community Colleges Chancellor's Office DataMart
- Integrated Postsecondary Education Data System (IPEDS)
- California Community Colleges Curriculum Inventory (COCI)

## Disclaimers:

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