

Office Administration Career and Technical Education Program Review

1. How strong is the occupational demand for the program?

Positions in career areas such as customer service, reception, secretary, financial clerks, and office continue to be in demand for organizations of every size. Receptionist, Secretary, and Office Administrator positions continue to be important for companies as the individuals who fill these roles are the first to greet existing and prospective customers, responsible for clerical organization, and in many cases, tasked with bookkeeping related activities.

2. How has the demand changed in the past five years and what is the outlook for the next five years?

Occupations in the areas noted above have consistently shown growth that is as fast as or faster than average. This is particularly true for the job categories of secretaries, administrative assistants, and receptionists. The Bureau of Labor Statistics forecasts the positions of secretary and administrative assistant to grow at a 12% rate in the future. The position of receptionist is forecast to grow at a 14% rate.

3. What is the district's need for the program?

Positions that fall under the overall category of Office Administration transcend traditional industry boundaries. While some industries may have specific technical knowledge requirements for these positions, almost all industries have the need for general office support. With that in mind, the need for the program can be defined as a need across all industries. Labor Market Data, provided by the California Employment Development Department, reflects continued growth for office administration job types as a single example. Within Los Angeles County there are more than 90,000 employers in 20 different industries that employ office administrators and secretaries (see Appendix 1 below).

4. What is the state's need for the program?

According to the Bureau of Labor Statistics, California is by far the largest employer of business office support positions (Secretaries and Administrators specifically - as of May 2013). The positions are typically in non-farm industries and, as a result, are primarily located in coastal areas of the state. For its part, California forecasts economic growth that will outpace the nation in job growth over the next few years. This forecast reflects a state with two distinct economies: coastal and inland. The coastal economy is based on knowledge communities, technology innovation, and international trade. The inland economy on the other hand, is based on growth in residential construction, agriculture, government and more traditional manufacturing. The California forecast

calls for the larger portion of the economic growth to come from the coastal economy. Given that our student population is primarily urban, this California forecast bodes well for the portion of the student population that is geographically flexible when seeking employment. A comparative job forecast for the United States, California, and Los Angeles County by EMSI presents the following projections for Office and Administrative Support Occupations:

5 Year Trend

Region	2013 Jobs	2018 Jobs	% Change
Local Region (7.5 mile radius)	103,476	106,582	3.0%
State	2,664,014	2,803,255	5.2%
Nation	23,085,960	24,133,999	4.5%
LA County	758,947	786,911	3.70%

10 Year Trend

Local Region (7.5 mile radius)	103,476	112,166	8.4%
State	2,664,014	2,960,749	11.1%
Nation	23,085,960	25,215,052	9.2%
LA County	758,947	827,167	9.00%

Information above provided by Institutional Research

5. How does the program address needs that are not met by similar programs in the region?

El Camino College is located in Los Angeles County, within the midst of a very large metropolitan area and nearly centrally located in the geographic corridor defined by the cities of Los Angeles to the north and Long Beach to the south and includes Los Angeles International Airport as well as the ports of Los Angeles and Long Beach, the two largest ports in the United States. This corridor is populated by companies ranging

from very small and local to very large and international. Nearly adjacent to the campus are a number of aerospace companies and their affiliates. The academic opportunities offered by the Business Division in general and the Office Administration department in particular flow through a variety of number of business-related certificates and A.S. degrees depending on the career interests of our students. The curriculum is designed to prepare students with practical business office and operational concepts as well as introductions to current digital technology, accounting, and law.

6. Are the students satisfied with their preparation for employment?

The results of the 2013 Career and Technical Education Employment Survey of the Business Division student population suggest that our students were satisfied with their preparation. In those results 58% of students reported they were “very satisfied” with the education and training received and an additional 33% were “satisfied.” Taken together, the overall satisfaction rate was 91%. This data was taken from survey responses of the total population of students for all CTE programs. Data that would show specific results for departments such as Office Administration is not available

7. Are the employers in the field satisfied with the level of preparation of our graduates?

No data regarding employer satisfaction is available.

8. What are the completion, success, and employment rates for the students?

Office Administration offers a variety of courses including Small Business Accounting, Effective English for Business, Written Business Communications. While all of these courses are focused on preparing students for an office environment, they vary in terms of enrollment eligibility. Taken as a whole for the Spring 2014 semester, completion rates ranged from a low of 70.8% up a high of 100%. Success rates for the same period ranged from a low of 40.4% up to a high of 81.3%.

No data regarding employment rates is available.

9. What is the role of the advisory committee and what impact does it have on the program?

In the 2013 academic year Office Administration and the Paralegal program joined together to establish a joint advisory committee. Many of the current committee members are also small business owners who have a very clear understanding of the marketplace, how an office is managed from an administrative perspective, and the

necessary skills needed for administrative success. It is too soon to assess committee impact at this point. However, early suggestions from the committee have already begun to filter into our course design and updates.

10. If there is a licensure exam for students to work in their field of study, please list the exam and the pass rate. If there are multiple licensure exams in the program, includes them all.

Not applicable to this program.

Appendix 1. Number of Los Angeles County Employers by Industry Type
 Source: California Employment Development Department

Industry Title	# of Employers in Los Angeles County
<u>Depository Credit Intermediation</u>	2,461
<u>Offices of Physicians</u>	18,775
<u>Colleges and Universities</u>	692
<u>Management of Companies and Enterprises</u>	340
<u>Grocery Stores</u>	4,527
<u>Legal Services</u>	18,253
<u>Office Administrative Services</u>	696
<u>Offices of Dentists</u>	7,178
<u>Elementary and Secondary Schools</u>	4,019
<u>Accounting and Bookkeeping Services</u>	7,026
<u>General Medical and Surgical Hospitals</u>	438
<u>Department Stores</u>	1,187
<u>Insurance Carriers</u>	1,920
<u>Business Support Services</u>	2,021
<u>Management & Technical Consulting Svc</u>	7,750
<u>Insurance Agencies, Brokerages & Support</u>	7,962
<u>Nondepository Credit Intermediation</u>	3,561
<u>Activities Rel to Credit Intermediation</u>	884
<u>Other General Merchandise Stores</u>	1,645
<u>Electronic Markets and Agents/Brokers</u>	686