

Santa Monica College

Strategic Education Plan

DPAC UPDATE
DEC. 13, 2023



Recent Developments

- SEP [Website](#)
- Campus [Survey](#)
- Kennedy & Co. Report –
“Discovery Insights and Program
Demand”
- Timeline

SEP Timeline

November: Market Research

December: Insights and program demand

January: Forecasted demand for legacy and workforce programs

February: International market research



March: Enrollment forecasts

April: Space needs assessment

May: Final report



KENNEDY & COMPANY



SANTA MONICA COLLEGE
EDUCATION MASTER PLAN
DISCOVERY INSIGHTS & PROGRAM DEMAND

December 2023

AGENDA

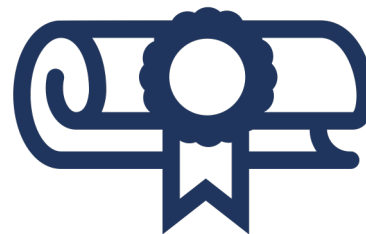
1. Project Overview
2. Interview List
3. Key Themes
4. Program Demand

AGENDA FOR TODAY'S MEETING

Today's Meeting



Interview Themes
and Takeaways



Transfer Pathway
Opportunities

Next Work Group Meeting



Workforce and
Technical
Opportunities



Legacy programs
facing growth
challenges or strengths

PROJECT ACTIVITIES

CURRENT PHASES

Task 1

- **Project Organization & Fact Gathering**

- Align goals and expectations for the project with key stakeholders
- Review documentation and determine key data sources

- **Market & Demographic Analysis**

- Identify current and future demographic and market demand shifts in SMC's region
- Highlight skills and job demands and gaps within SMC's service area

Task 2

- **Academic Portfolio Analysis**

- Assess SMC's instructional portfolio's alignment with future employer and market needs
- Recommend adjustments to the future program of instruction to best align to market needs and SMC's mission

Task 3

- **Enrollment Forecasting**

- Develop dynamic enrollment model to forecast the next 5-10 years of enrollments at SMC

- **Space Needs Assessment**

- Deliver a high-level report of current utilization of academic space and targets moving forward
- Benchmark how the amount of functional space compares to industry standards

Task 4

- **Final Reports & Presentations**

- Synthesize findings into a presentation with themes, data, takeaways and recommendations

INTERVIEW LIST

During discovery interviews, Kennedy & Company connected with over 50 stakeholders from across SMC to understand their goals for the EMP process, current strengths of the college and opportunities for future growth.

SMC President

Senior Leadership Team

Admissions & Records

Faculty Senate Leadership

Equity, Pathways & Inclusion

Distance Education & Online Learning

Student Affairs & Support

Non-credit Programs

Facilities Planning, Construction & Management

Workforce & Economic Development

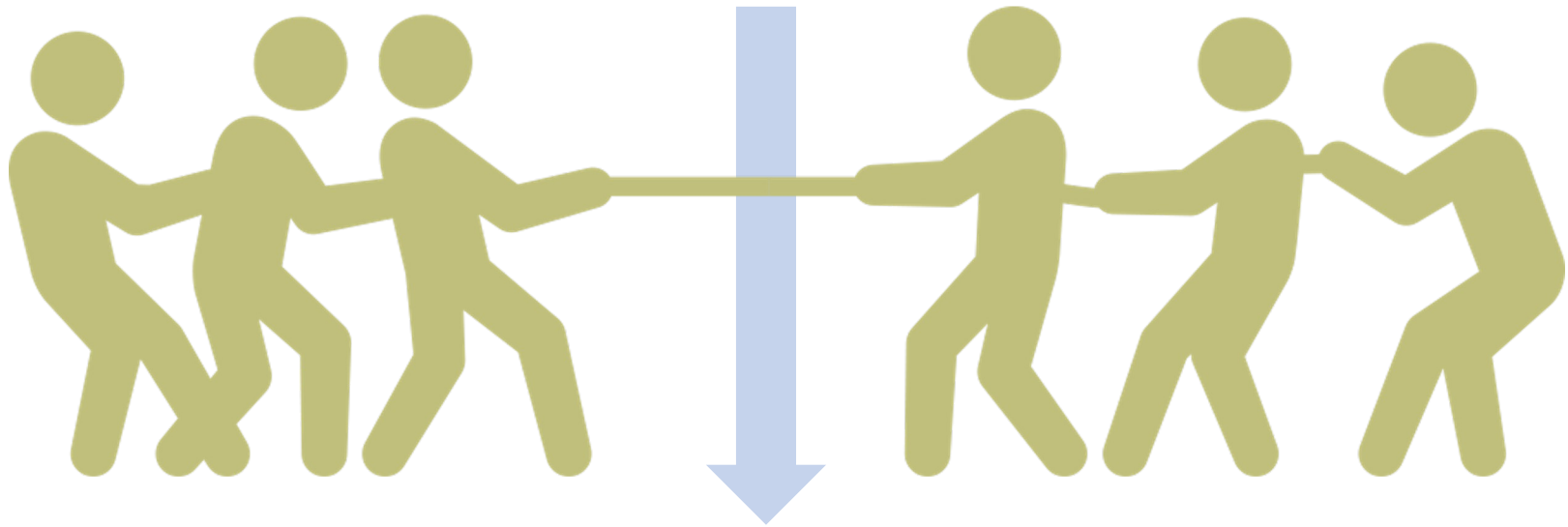


KEY INTERVIEW THEMES

PRESERVING CORE STRENGTH & PREPARING FOR THE FUTURE

Throughout the course of K&Co's interviews, it became clear that at the heart of Santa Monica College's EMP will need to be a path forward to alleviate the tension the College is feeling between its historical strength in transfer and increasing market demand for career education.

How can the college maintain a destination for those seeking transfer opportunities while also advancing a career education function that can respond to regional needs?



How can SMC's brand and infrastructure evolve to support "Transfer +"?

FIVE KEY THEMES EMERGED IN INTERVIEWS

During Kennedy & Company's initial interviews a series of themes came to the fore. SMC has been a historical leader in transfer education, but as it prepares for the future, it will need to invest in supporting its career education programs and hybrid and online course modalities.



Strength in transfer rates to the UC system and other 4-year institutions has been a longstanding key differentiator for SMC that has driven its brand identity and resource investment. This focus may need to be expanded as the demographic cliff approaches



Career Education has been an area of innovation for SMC, but has not historically received the centralized marketing and branding support needed to reach its full potential



SMC has built an infrastructure to support comprehensive wrap-around services for students, but needs continued support to handle increasing volume and further develop culturally supportive resources to support an increasingly diverse student body



The College has explored online and hybrid education, but needs additional structure and support to remain innovative and ensure a standard quality of experience for students



A successful EMP will need to create connections between the various master plans and vision documents currently in development at SMC

TRANSFER EDUCATION IS CORE TO THE SMC BRAND IDENTITY



It was emphasized that SMC's strength in transfer rates is core to its identity and a key reason that students travel from outside the district, and often the state, to attend SMC. However, many worry that the outsized focus on the transfer brand may be a blind spot for the college.



"SMC has been leading in the number of UC transfers for 32 years. This is why students drive past a hundred colleges to get here. They come for the reputation."



AREAS OF CONCERN



- Other colleges are finding ways to brand as #1
- Some prospective students think they "don't have the grades" to get into SMC
- Concern that there may be a them v. us between GE and CE



"We have a motto here, 'Everyone does transfer.' You should be able to get transfer support from any counselor here. That's what we strive for."



"Most community colleges may have 50 colleges that show up to a fair. We have 250 colleges pack in the quad. They come from everywhere because the students are that good."

CE HAS HISTORICAL INNOVATION, NEEDS MORE SUPPORT



SMC's career education programming has been responsive to market need and in recent years has made relationships with industry to develop new programs. However, as students become increasingly focused on career connections, CE will need differentiated support from SMC.

KEY AREAS OF FOCUS



For CE to be responsive to changing market needs and emerging careers, CE must continue to be developed as a nimble function that can pivot quickly and is designed to be accessible to a diverse coalition of learners.

WRAPAROUND SERVICES ARE ROBUST BUT STRAINED



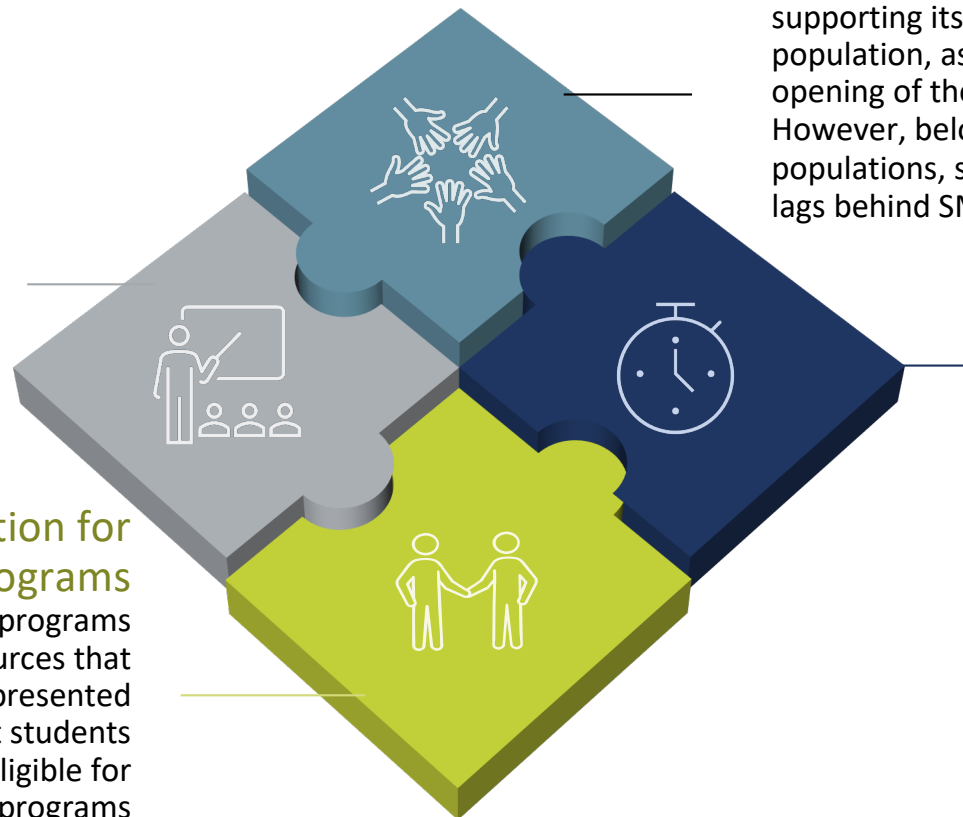
SMC has cultivated a robust suite of wraparound services designed to meet students where they are. As the college continues to welcome an increasingly diverse student body, it will need focus on building belonging across all student groups and removing barriers to access key resources.

Recognizing New Student Needs

As SMC continues to welcome a group of learners who are working adults and connecting with the college in virtual and hybrid structures, it will need to ensure that it has the resources, schedules, and access points most needed by these learners

More Communication for Special Programs

SMC has several special programs with embedded resources that support a variety of underrepresented student populations, but students often don't know they are eligible for these programs



Uneven Feelings of Belonging

SMC has placed an increasing focus on supporting its diverse student population, as highlighted by the opening of the Student Equity Center. However, belonging among certain populations, such as Black students, still lags behind SMC goals

Long Wait Times

The college has a robust counseling staff, but they are often still stretched thin. Students frequently wait, both virtually and in-person, for 4 hours or more for counseling appointments during peak seasons

While SMC must consider how to continue to give students the flexibility to access student services remotely, an increasing return to campus culture will require that the College create more spaces for students to gather, study, and build community.

OPPORTUNITY FOR CONTINUED GROWTH IN DISTANCE MODALITIES



Since the pandemic, SMC has been giving increased attention the development of its distance and hybrid capabilities. However, there is a need for clarity from the college on a path forward in order for appropriate investment to be made in the continued growth of online modalities.

Distance Modalities Offer Growth Opportunities

- SMC's high-flex hybrid pilot has given the college the ability to test out new hybrid learning approaches, but there isn't consensus on a future approach
- There are various professional development opportunities for faculty to get training for online modalities, but training is not required
- Uneven utilization of online tools, such as the LMS, by faculty lead to high variation in the quality of the student experience in distance courses
- The addition of an in-house instructional designer to the SMC staff will allow for increased resource development for online and hybrid course modalities
- Continue growth in this space will require sustained technology investment

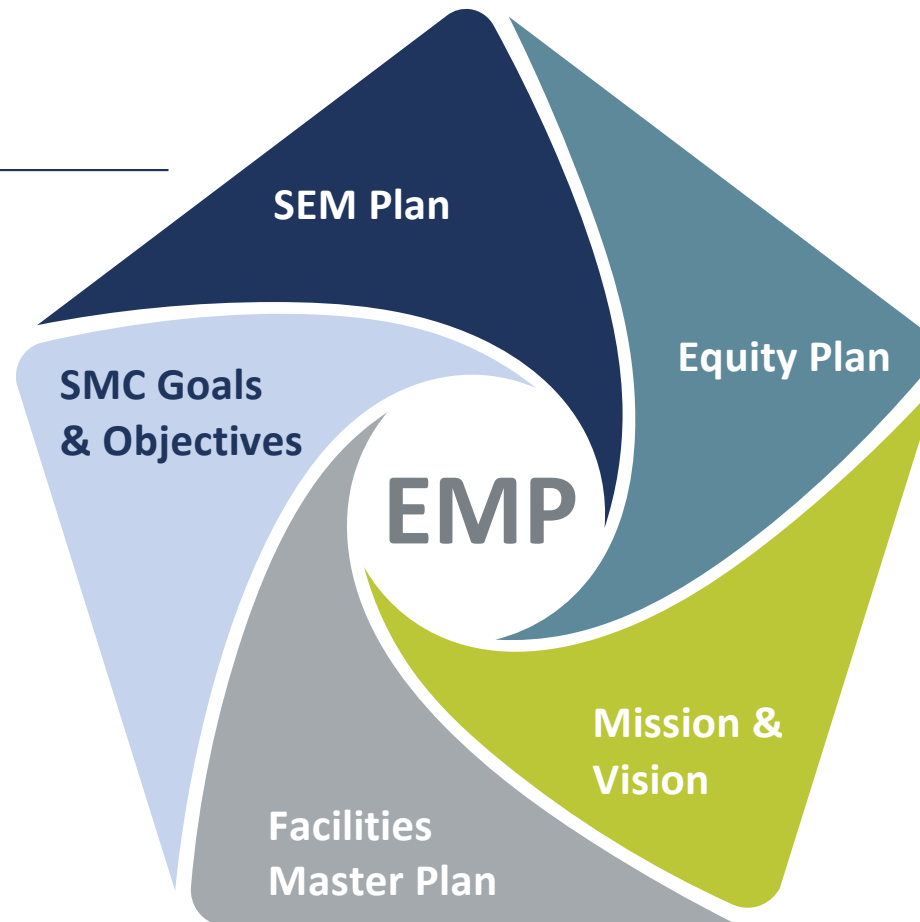


NEED CLEAR CONNECTION ACROSS KEY GUIDING DOCUMENTS



Previous planning efforts have fallen short in creating connections across key institutional guiding documents. In order for the future Education Master Plan to be impactful for SMC, it will need to clearly connect and intersect with other core SMC plans that are currently in development.

Guiding Document Intersection



Ultimately, SMC must ensure that the services and programs it prioritizes for development and investment must be directed and driven by student demand and be supported by the spaces to accommodate those services and programs.

PROGRAM POSITIONING

METHODOLOGY AND DEFINITIONS FOR MARKET RESEARCH

Methodology

Kennedy & Company identified the top 20 largest areas of employer demand for Bachelors degrees (or higher) within the region of Southern California that are not offered currently by SMC.

Note: while many of the identified programs are similar, small differences in taxonomy or area(s) of focus can result in a negative impact on recruiting students to those fields.

Data Definitions

Job title: what is specifically written in a job posting

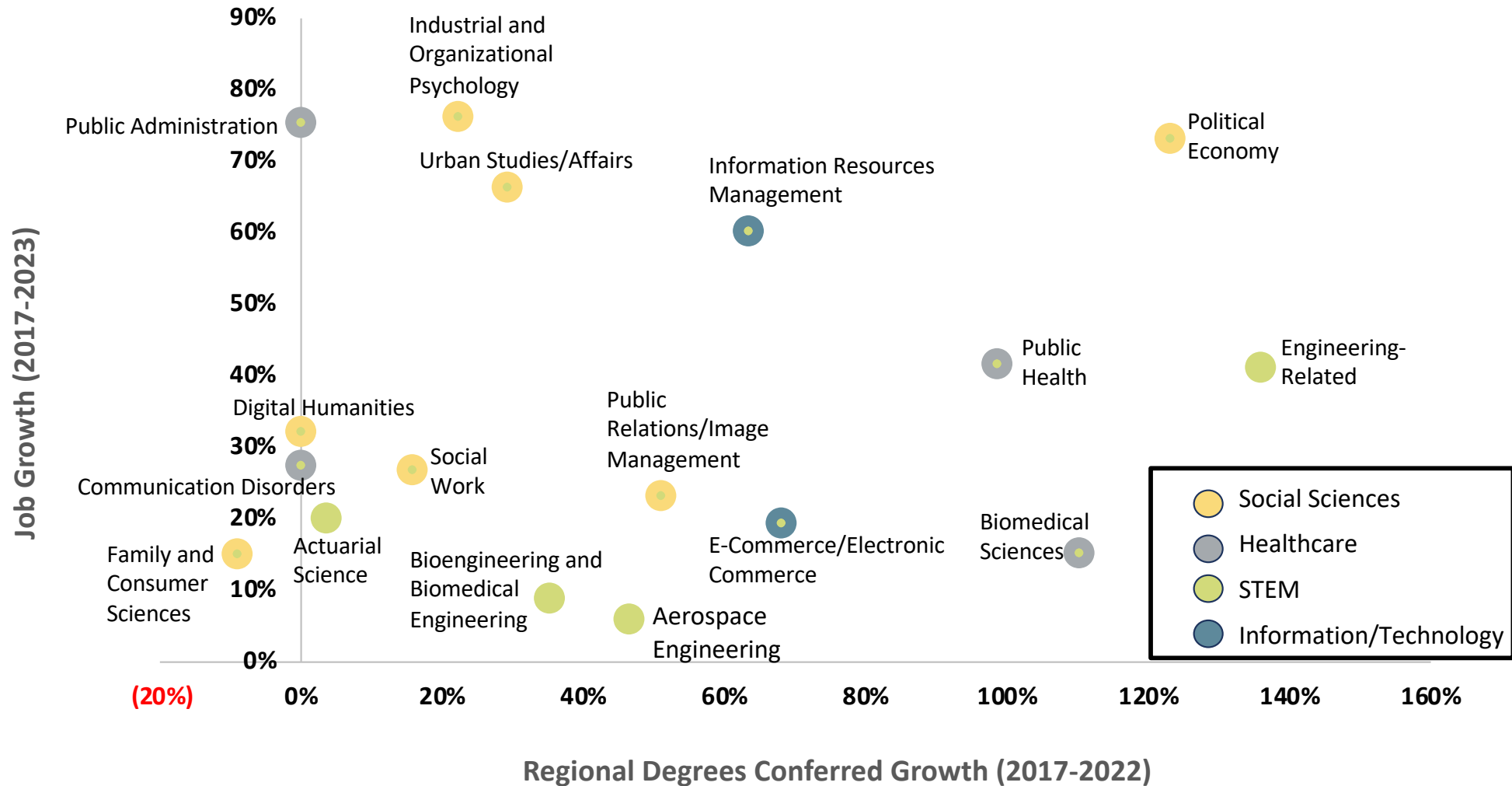
Occupation: the broader category a job title falls under

SOC: Standard Occupational Classification System, used by the BLS to categorize job titles into occupation groups

GROWING DEGREE MARKET FOR SELECTED PROGRAMS

Many of the prospective programs have strong degree growth from 2017-2023; econometrics and quantitative economics, biomathematics, and systems sciences have experienced off the chart growth at over 200%.

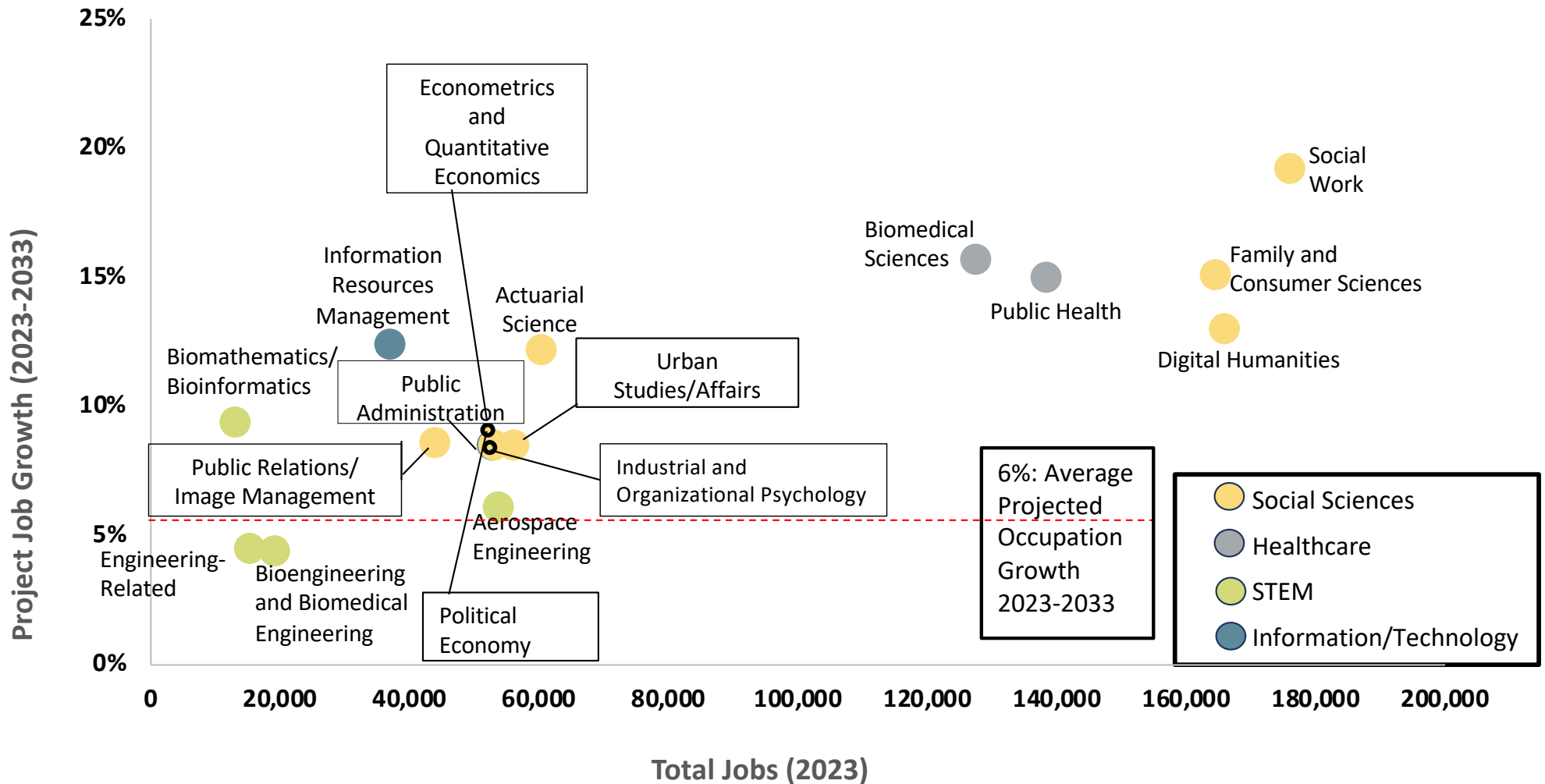
Bachelor's Degrees and Job Growth-Regional



OCCUPATION GROWTH STRONG FOR SELECTED PROGRAMS

The majority of selected programs have projected job growth well over the national average of 6%. There is a wide range of current jobs in the region.

Regional Degree and Projected Occupation Growth



POTENTIAL NEW PROGRAMS VARY ON KEY METRICS

All of the potential programs K&Co has identified have relative areas of strength and weakness; the table below summarizes how each program performs in selected metric categories.

Program	Regional Market Size	Regional Market Growth	Current Total Regional Jobs	Projected Job Growth	Overall Ranking
Public Health	●	●	◐	●	●
Social Work	●	◐	●	●	●
Systems Science and Theory	○	●	●	◐	●
Biomedical Sciences	○	●	◐	●	●
Econometrics and Quantitative Economics	●	●	◐	◐	◐
Family and Consumer Sciences	◐	○	●	●	◐
E-Commerce/ Electronic Commerce	○	◐	●	◐	◐
Information Resources Management	○	◐	◐	◐	◐
Aerospace Engineering	◐	◐	◐	◐	◐
Biomathematics/Bioinformatics/Computational Bio	○	●	◐	◐	◐
Public Relations/ Image Management	◐	◐	◐	◐	◐
Actuarial Science	○	◐	◐	◐	◐
Political Economy	○	●	◐	◐	◐
Urban Studies/Affairs	○	◐	◐	◐	◐
Digital Humanities	○	○	●	◐	◐
Engineering-Related Fields	○	●	◐	◐	◐
Bioengineering and Biomedical Engineering	◐	◐	◐	◐	◐
Communication Disorders Sciences	○	○	◐	●	○
Public Administration	○	○	◐	◐	○
Industrial and Organizational Psychology	○	◐	◐	◐	○

Regional Market Size:

○ = Small existing market ● = Large existing market

Current Total Regional Jobs:

○ = Low regional employment ● = High regional employment

Regional Market Growth:

○ = Negative or zero growth ● = High growth

Projected Job Growth:

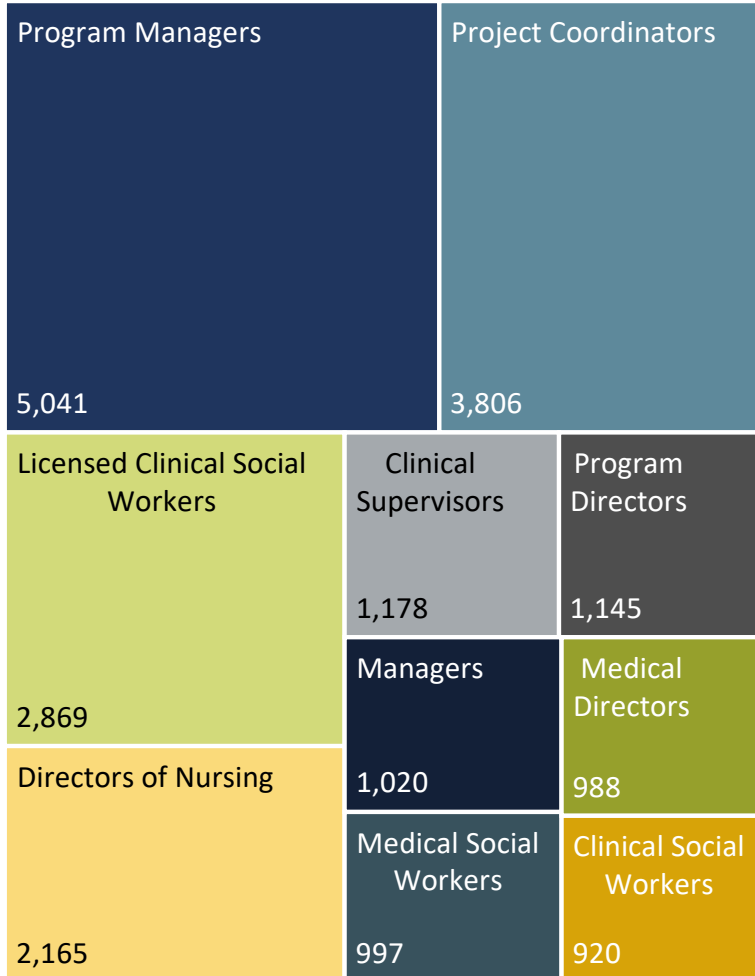
○ = Negative or zero projected job growth ● = High and continued projected job growth

PUBLIC HEALTH



Public health has a large existing market of Bachelor's degrees and has grown 99% since 2017.

Job Postings by Title¹



Unique Postings¹ **198,538**



Top Qualifications

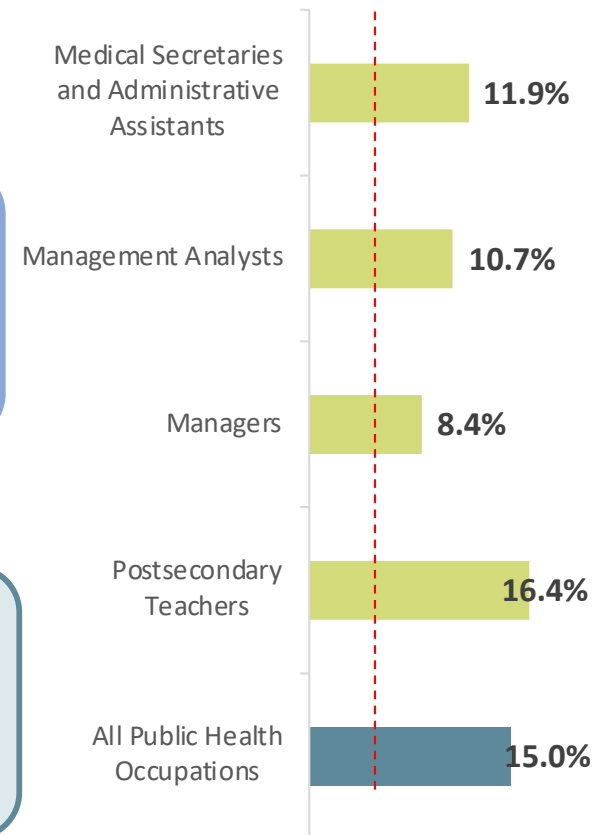
- Registered Nurse (RN)
- BLS Certification
- Licensed Clinical Social Worker(LCSW)



Related SMC Programs

- Public Policy: Public Health Policy

Target Occupations 2023-2033 growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

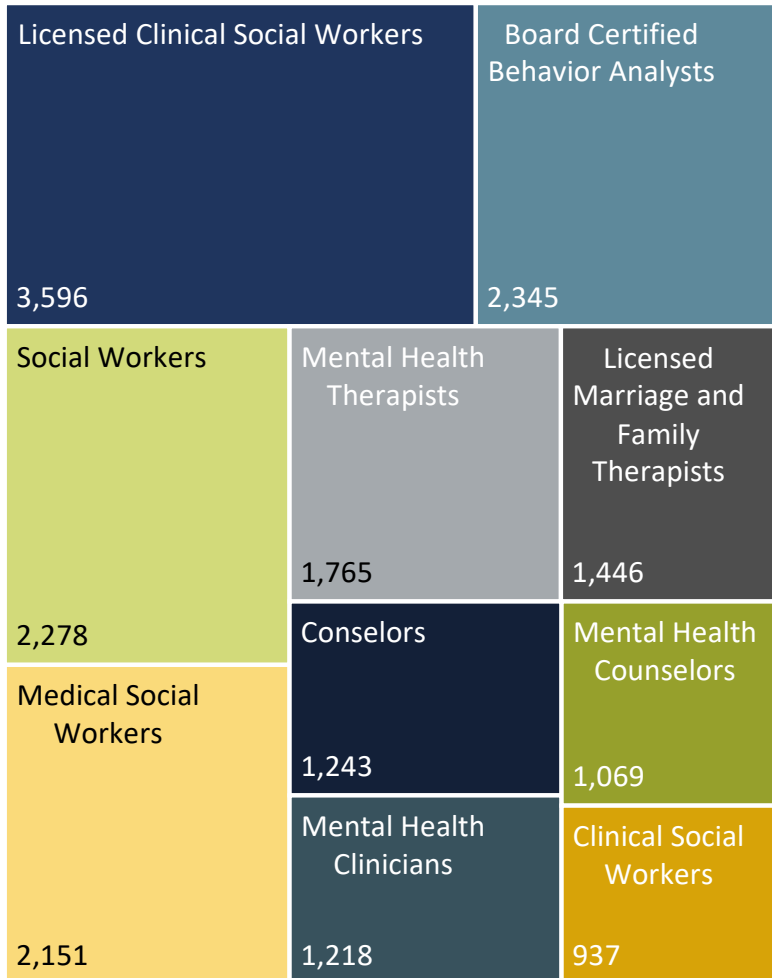
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

SOCIAL WORK



Social work occupations are expected to grow three times as fast as the average occupation from 2023-2033.

Job Postings by Title¹



Unique Postings¹
23,149

Target Occupations 2023-2033 Growth



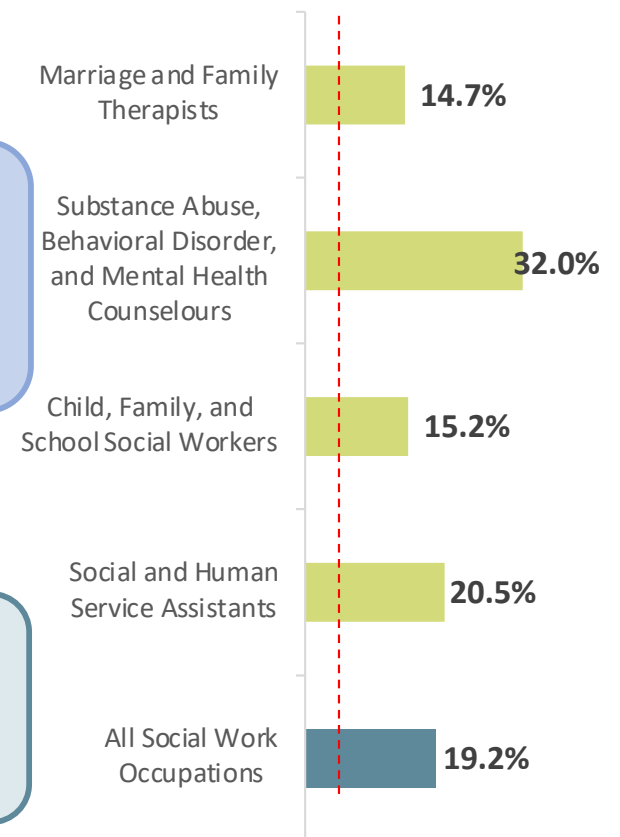
Top Qualifications

- Licensed Clinical Social Worker
- Licensed Marriage and Family Therapist
- Licensed Professional Clinical Counselor



Related SMC Programs

- Education: Child and Adolescent Development
- Psychology



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

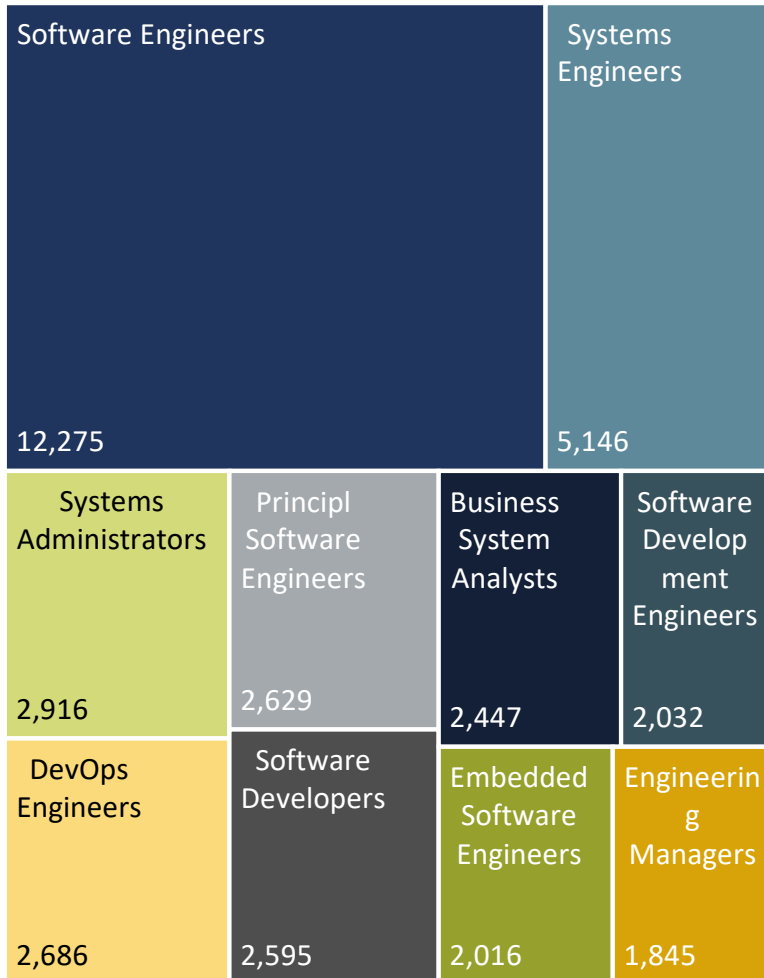
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SYSTEMS SCIENCE AND THEORY



Careers requiring computer and software engineering skills have a strong growth outlook through 2033.

Job Postings by Title¹



Unique Postings¹ **249,221**



Top Qualifications

- Security Clearance
- Secret Clearance
- Top Secret-Sensitive Compartmented Information



Related SMC Programs

- Computer Science and Information Systems
- Cloud Computing

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

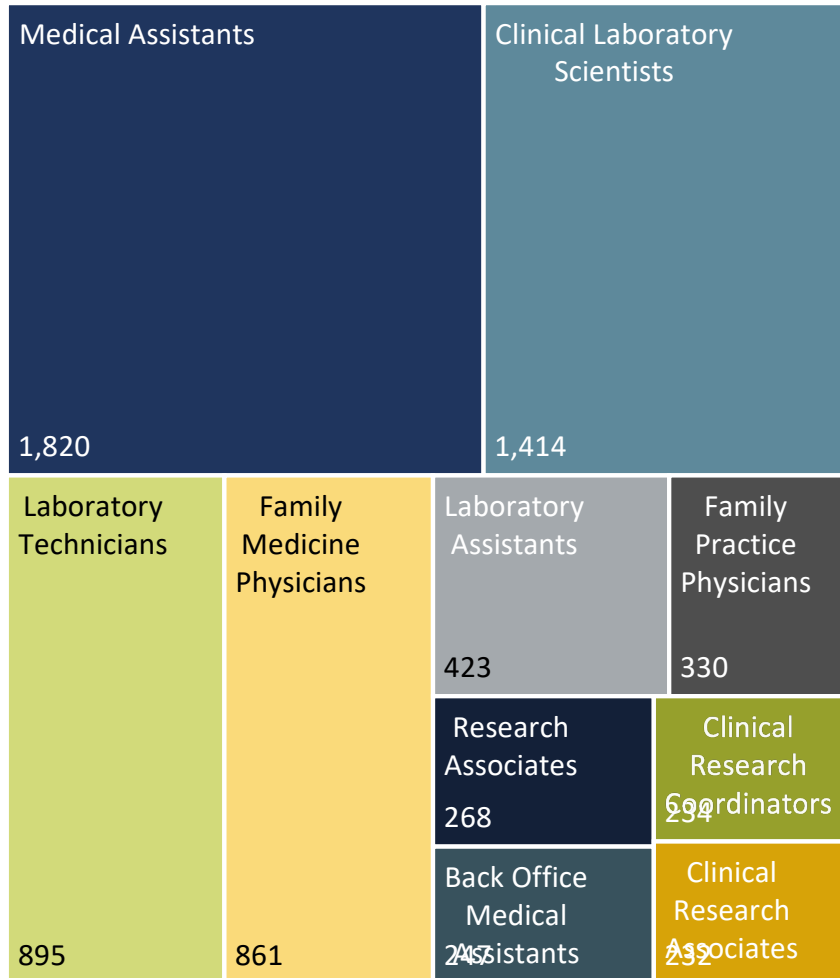
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BIOMEDICAL SCIENCES



Last year there were over 100,000 unique job postings for biomedical sciences occupations including several professions with high need such as nursing.

Job Postings by Title¹



Unique Postings¹ **114,756**

Target Occupations 2023-2033 Growth



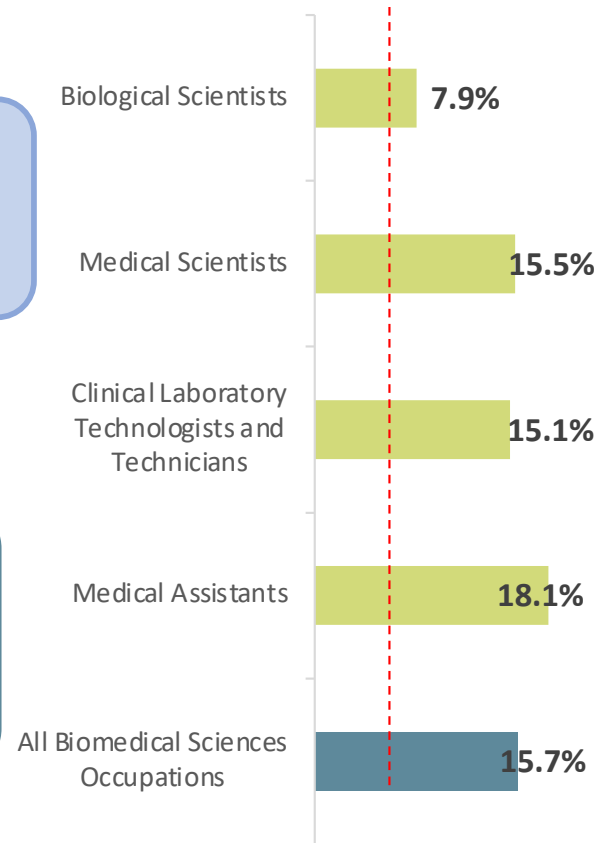
Top Qualifications

- BLS Certification
- Certified Medical Assistant
- Registered Nurse



Related SMC Programs

- Biological Sciences
- Biotechnology



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

ECONOMETRICS AND QUANTITATIVE ECONOMICS



Econometrics and quantitative economics programs lead to various careers in management which continues to have highly sought after skills.

Job Postings by Title¹

Program Managers 5,034		Project Coordinators 3,796	
Managers 1,019	Technical Program Managers 814	Program Directors 640	Regulatory Affairs Managers 572
Program Coordinators 848	Supervisors 685	Compliance Managers 528	Field Supervisors 502

Unique Postings¹ **91,202**



Top Qualifications

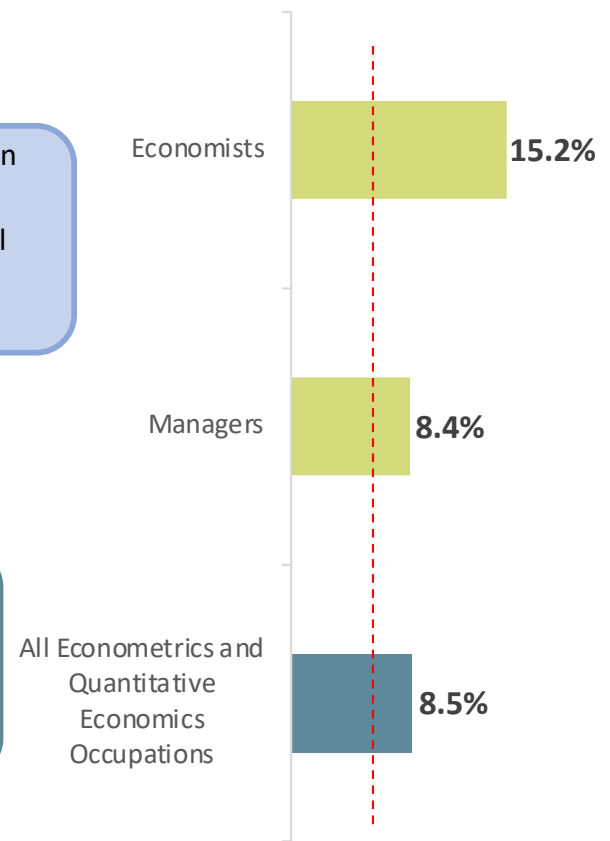
- Master Of Business Administration (MBA)
- Project Management Professional Certification
- CPR Certification



Related SMC Programs

- Economics
- Mathematics

Target Occupations 2023-2033 growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

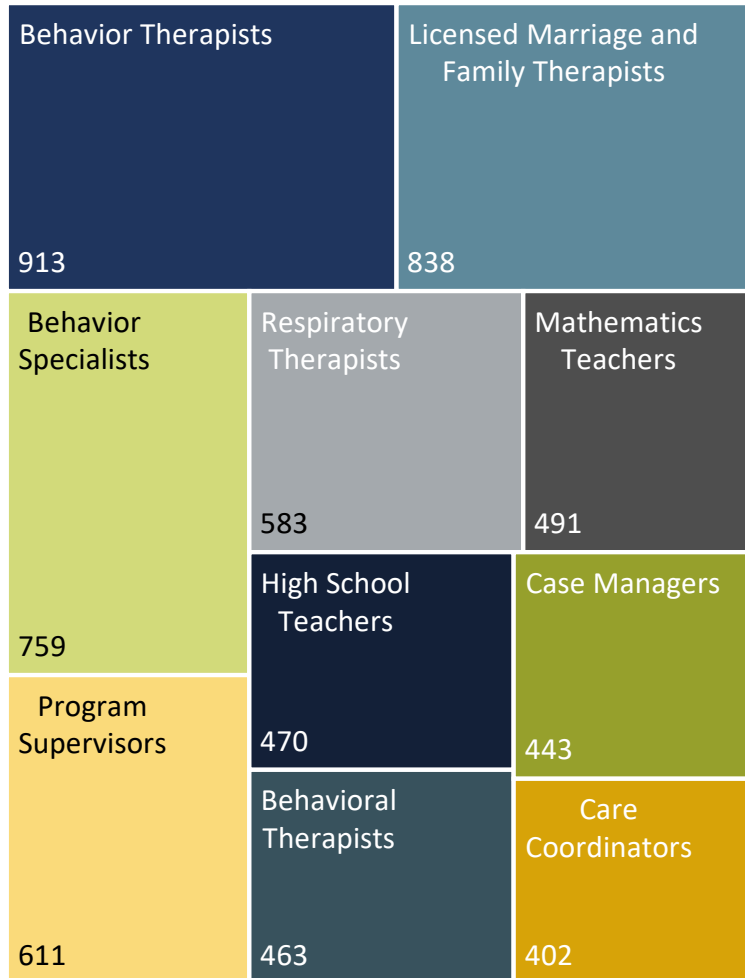
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

FAMILY AND CONSUMER SCIENCES



Students with a degree in family and consumer sciences have a variety of strong career options in education and counseling.

Job Postings by Title¹



Unique Postings¹ **31,745**

Target Occupations 2023-2033 Growth



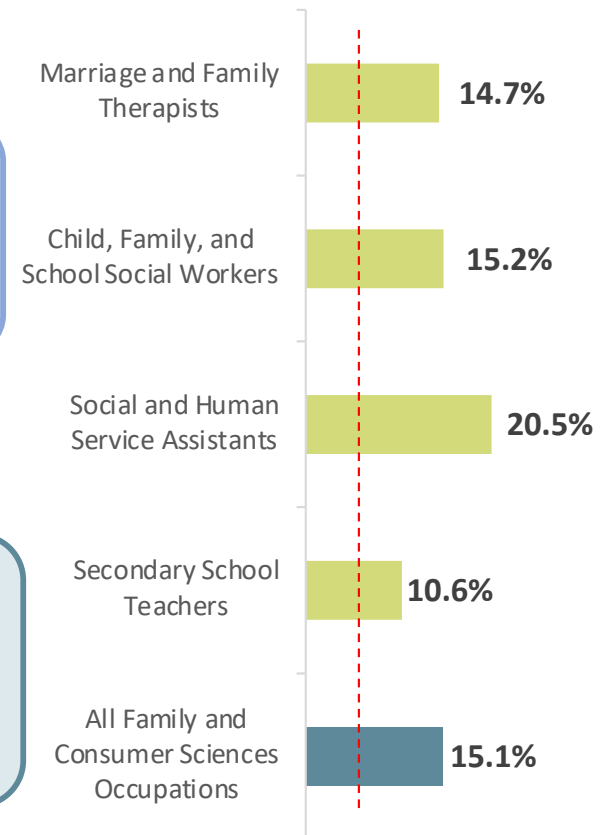
Top Qualifications

- Licensed Clinical Social Worker
- Licensed Marriage and Family Therapist
- CPR Certification



Related SMC Programs

- Psychology
- Education



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

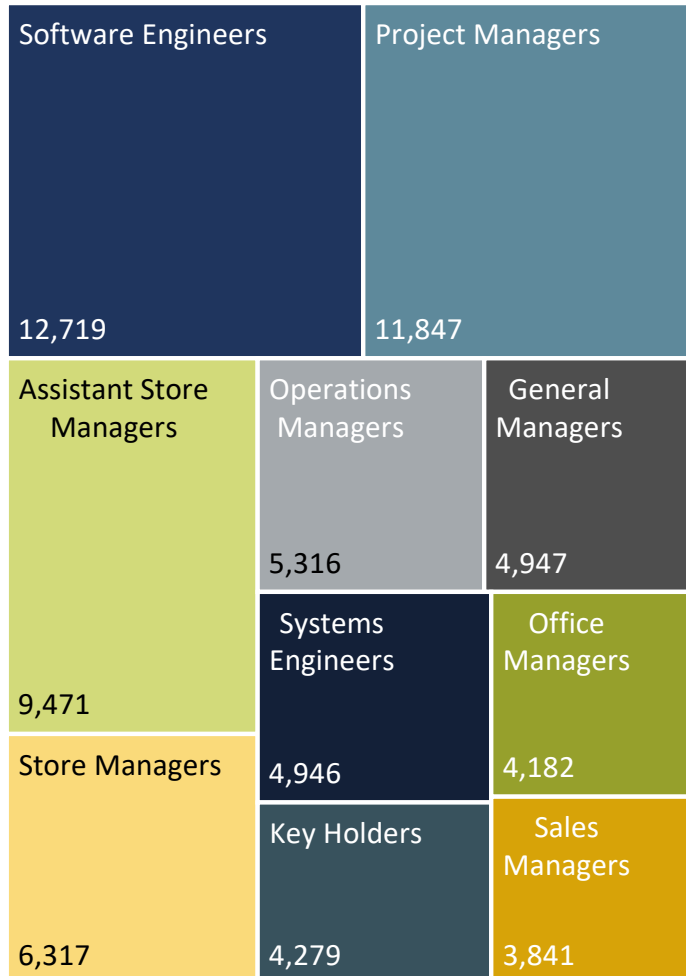
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

E-COMMERCE



An E-Commerce degree can be leveraged across numerous industries for managerial positions; many of these jobs in SMC region require security clearances.

Job Postings by Title¹



Unique Postings¹ **499,610**



Top Qualifications

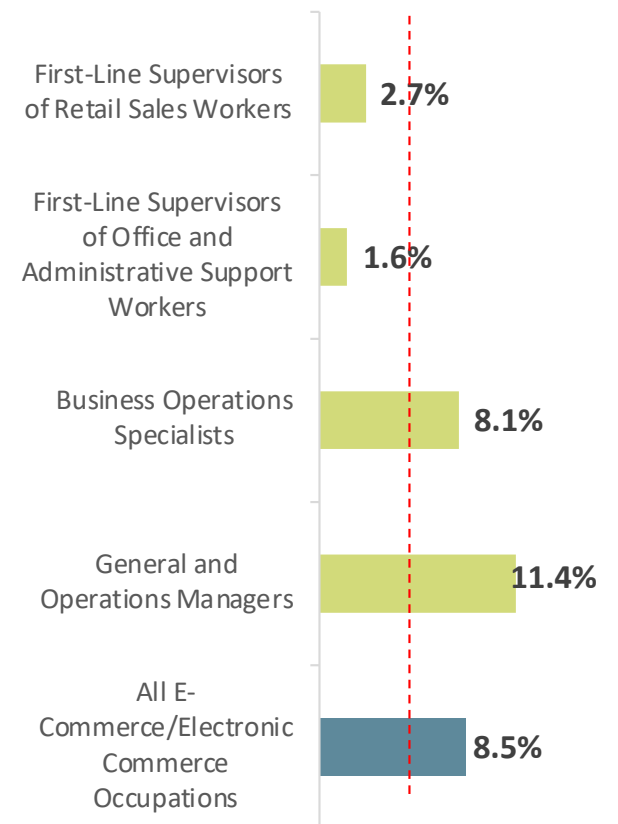
- Security Clearance
- Secret Clearance
- Project Management Professional Certification



Related SMC Programs

- Business

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

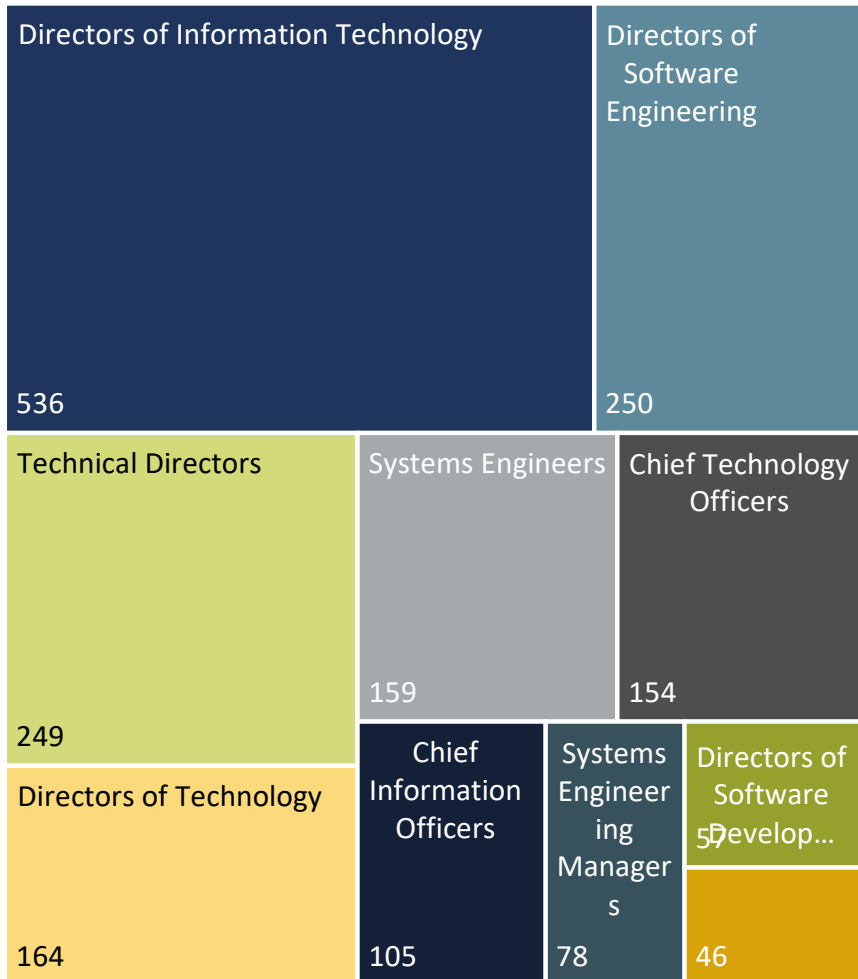
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

INFORMATION RESOURCES MANAGEMENT



While unique postings mapped to information resources management in the SMC region are small, the occupations are expected to grow by over 10%.

Job Postings by Title¹



Unique Postings¹
4,769



Top Qualifications

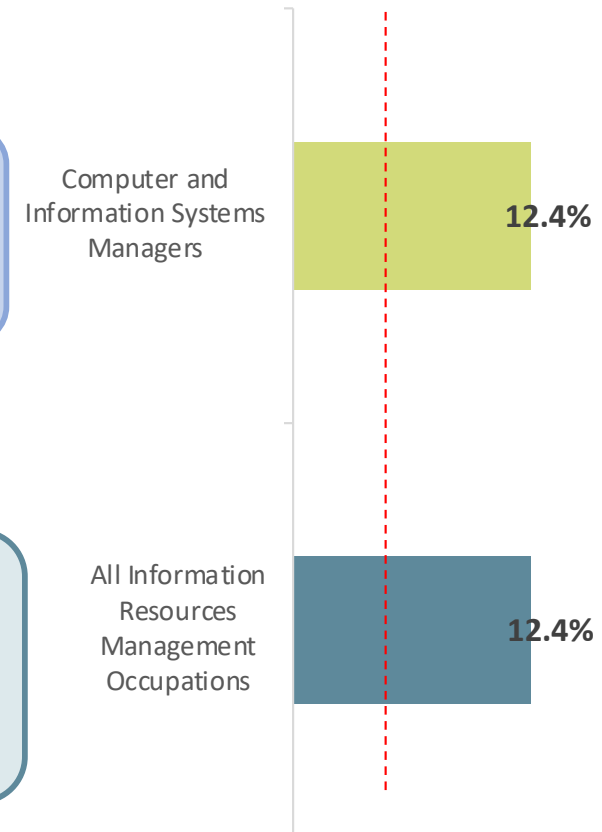
- Master Of Business Administration
- Secret Clearance
- Top Secret-Sensitive Compartmented Information



Related SMC Programs

- Computer Information Systems
- Cloud Computing

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

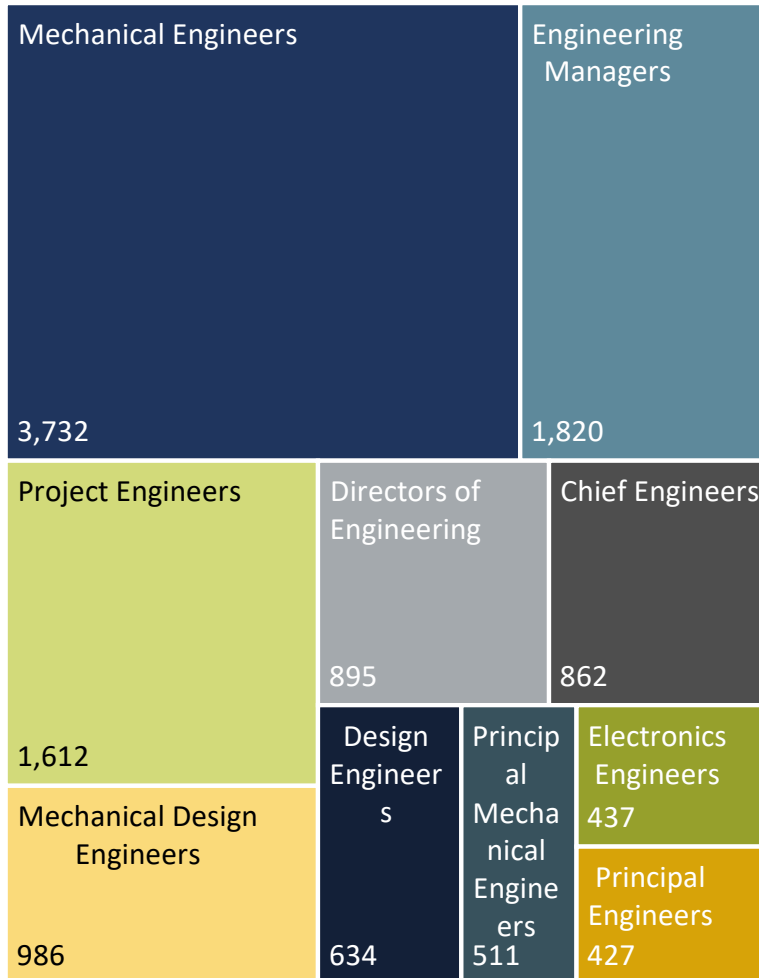
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

AEROSPACE ENGINEERING



Aerospace engineering programs provide training for specialized skills in the region surrounding SMC with 50k job postings that map to the program.

Job Postings by Title¹



Unique Postings¹ **46,586**



Top Qualifications

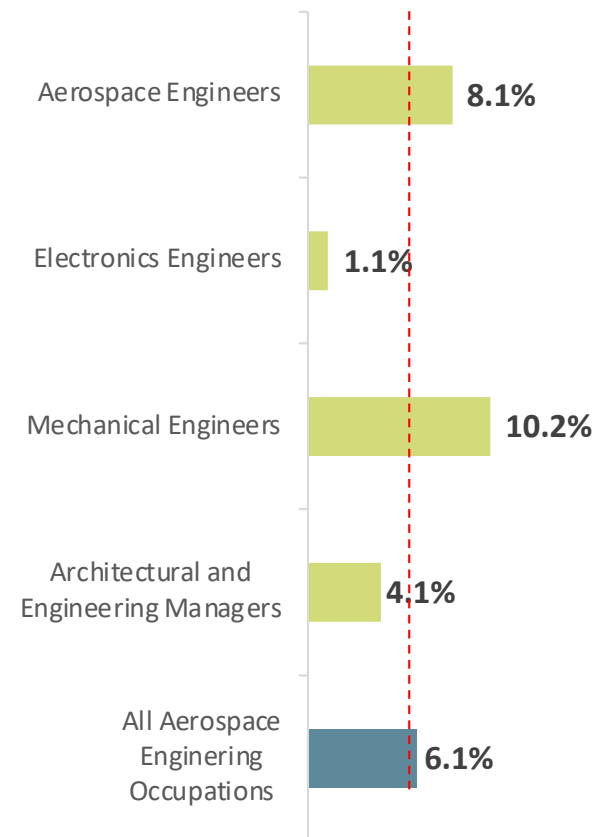
- Security Clearance
- Secret Clearance
- Top Secret-Sensitive Compartmented Information



Related SMC Programs

- Engineering

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

BIOMATHEMATICS/BIOINFORMATICS



Biomathematics and bioinformatics provide a range of quantitative skills that can be applied across various careers.

Job Postings by Title¹

Clinical Research Coordinators 1,720		Clinical Research Associates 1,175	
Biologists 432	Associate Scientists 378	Scientists 322	Research Scientists 290
Postdoctoral Fellows 413	Clinical Trial Managers 366	Molecular Biologists 260	Clinical Project Managers 240

Unique Postings¹ **14,279**



Top Qualifications

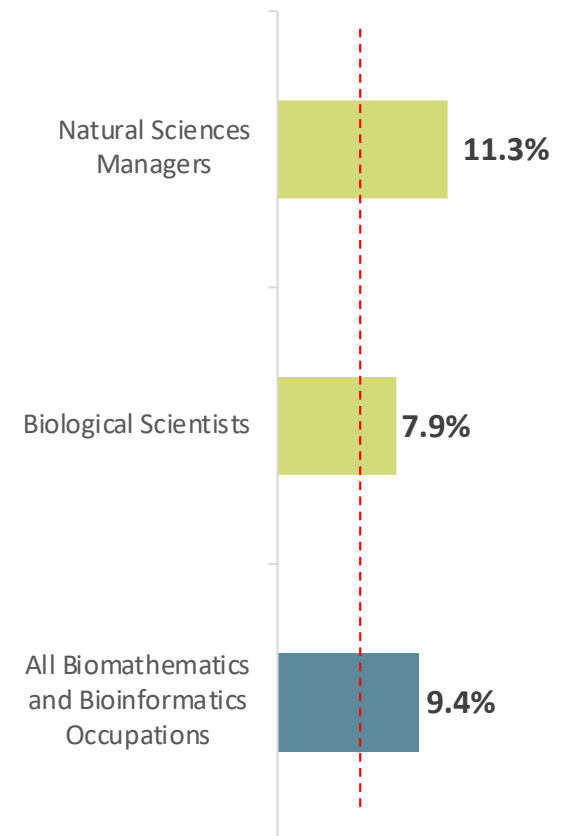
- Registered Nurse (RN)
- Certified Risk Adjustment Coder (CRC)
- BLS Certification



Related SMC Programs

- Biological Sciences
- Biotechnology
- Mathematics

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

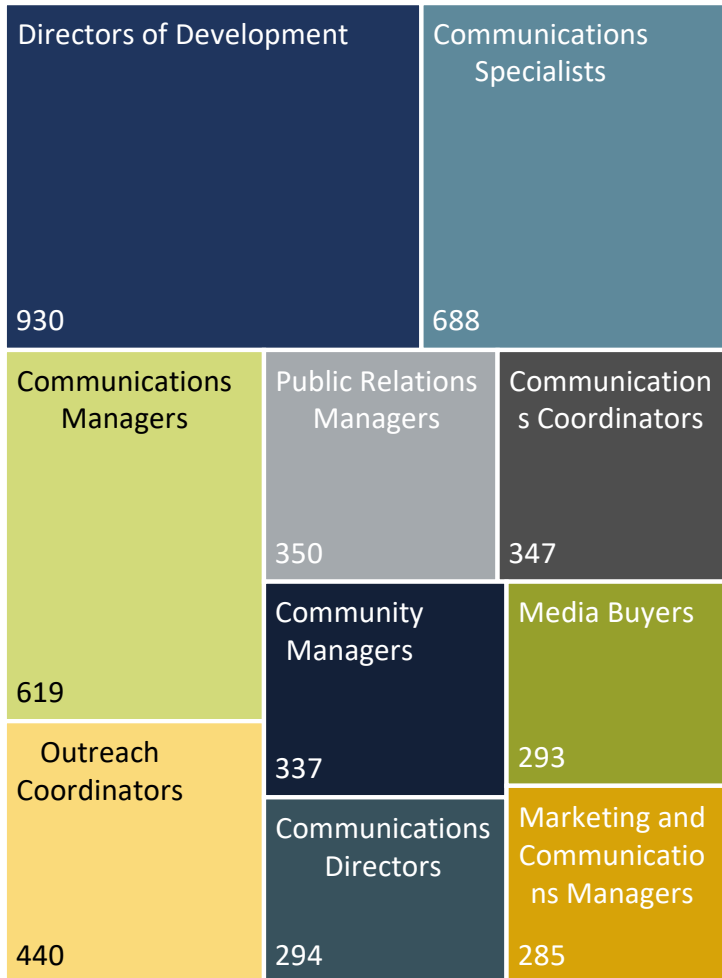
*Occupations from BLS Employment Projections; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

PUBLIC RELATIONS



Public relations degrees have grown by 51% regionally over the past six years and is projected to experience moderate job growth.

Job Postings by Title¹



Top Qualifications

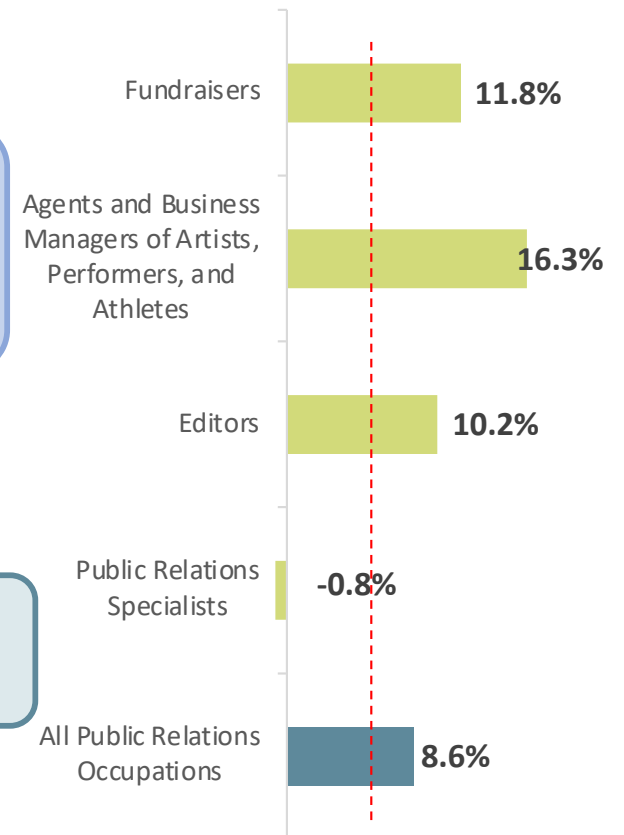
- Masters Of Business Administration
- Secret Clearance
- Certified Fundraising Executive



Related SMC Programs

- Communication Studies
- Marketing

Target Occupations 2023-2033 Growth



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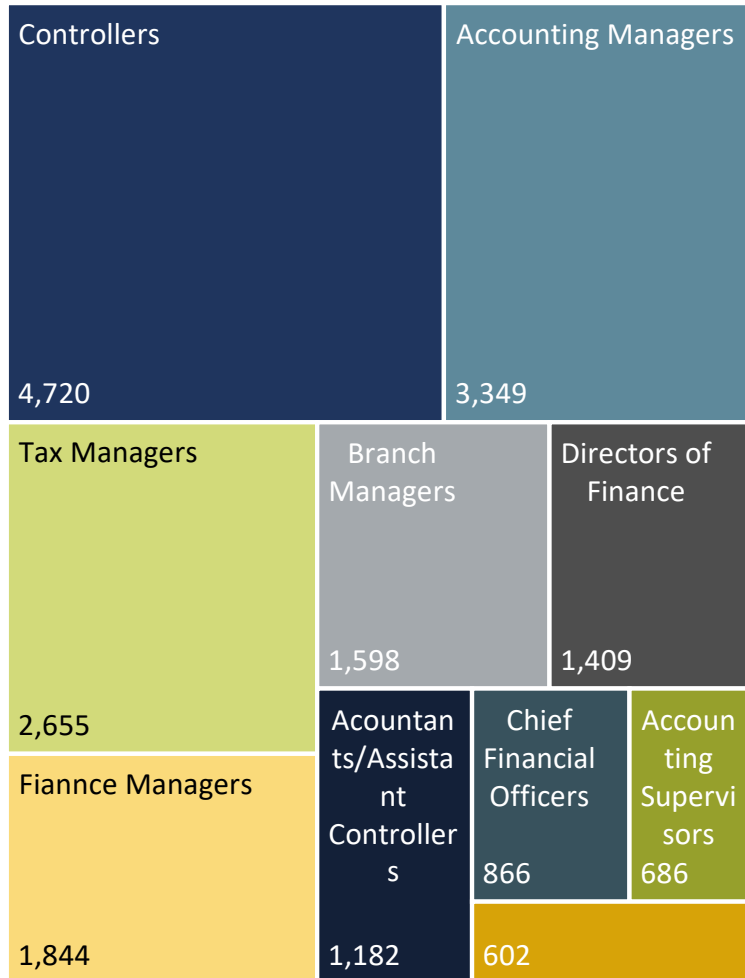
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

ACTUARIAL SCIENCE



While some careers mapped to actuarial science are decreasing, the top two careers are growing at over 10% and require financial expertise.

Job Postings by Title¹



Unique Postings¹ **52,584**



Top Qualifications

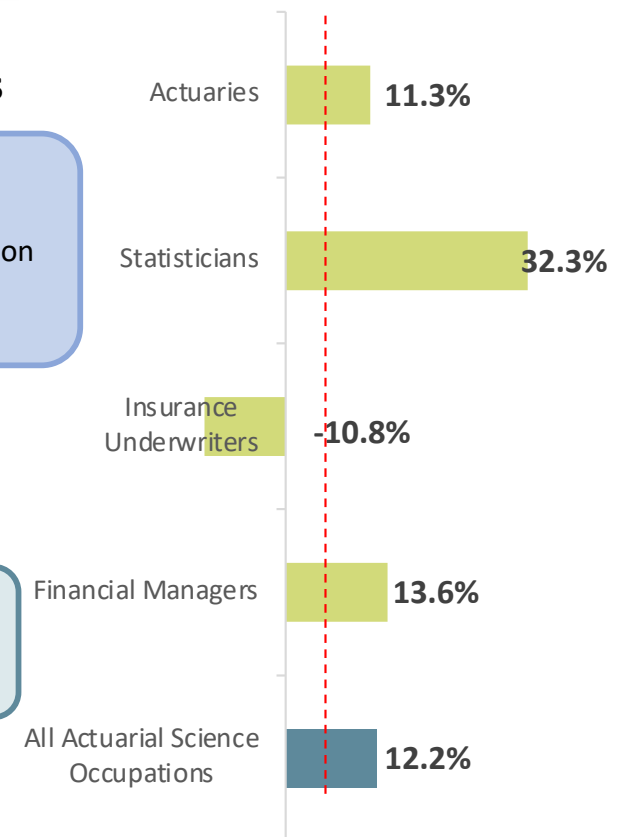
- Certified Public Accountant
- Masters of Business Administration
- Chartered Financial Analyst



Related SMC Programs

- Mathematics

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projections; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

POLITICAL ECONOMY



Despite a small regional market for bachelor's degrees in political economy, there has been substantial growth since 2017 with a 123% increase.

Job Postings by Title¹

Program Managers 5,034		Project Coordinators 3,796	
Managers 1,019	Technical Program Managers 814	Program Directors 640	Regulatory Affairs Managers 572
Program Coordinators 848	Supervisors 685	Compliance Managers 528	Field Supervisors 502

Unique Postings¹ **91,797**



Top Qualifications

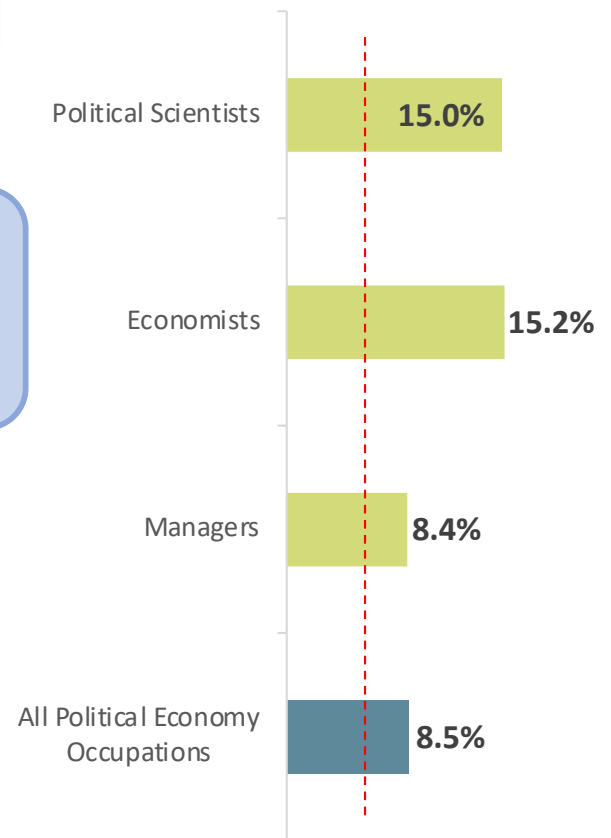
- Master Of Business Administration
- Project Management Professional Certification
- CPR Certification



Related SMC Programs

- Political Science
- Economics

Target Occupations 2023-2033 growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

URBAN STUDIES AND AFFAIRS



Urban Studies and Affairs provide training that translate to careers in management, which are in high demand regionally.

Job Postings by Title¹

Program Managers 5,035		Project Coordinators 3,796	
Managers 1,019	Technical Program Managers 814	Program Directors 640	Regulatory Affairs Managers 572
Program Coordinators 848	Supervisors 685	Compliance Managers 528	Field Supervisors 502

Unique Postings¹ **92,084**



Top Qualifications

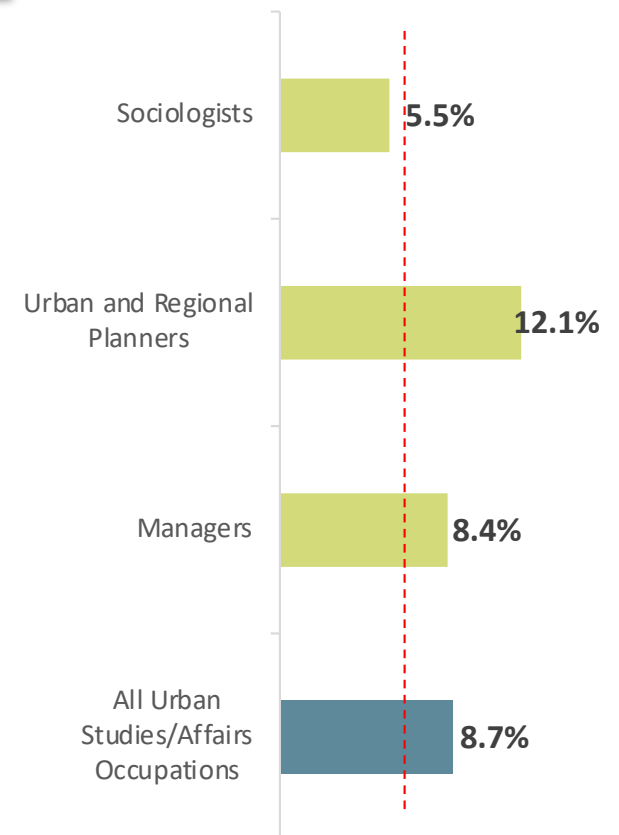
- Master Of Business Administration
- Project Management Professional Certification
- CPR Certification



Related SMC Programs

- Public Policy: Urban/Socioeconomic Policy

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

DIGITAL HUMANITIES



Occupations that map to digital humanities span a wide variety of industries and are expected grow twice as fast as the average occupation.

Job Postings by Title¹

Program Managers 5,038		Project Coordinators 3,796	
Managers 1,019	Technical Program Managers 814	Program Directors 641	Instructors 630
Program Coordinators 852	Supervisors 685	Nursing Instructors 584	Regulatory Affairs Managers 569

Unique Postings¹ **133,438**



Top Qualifications

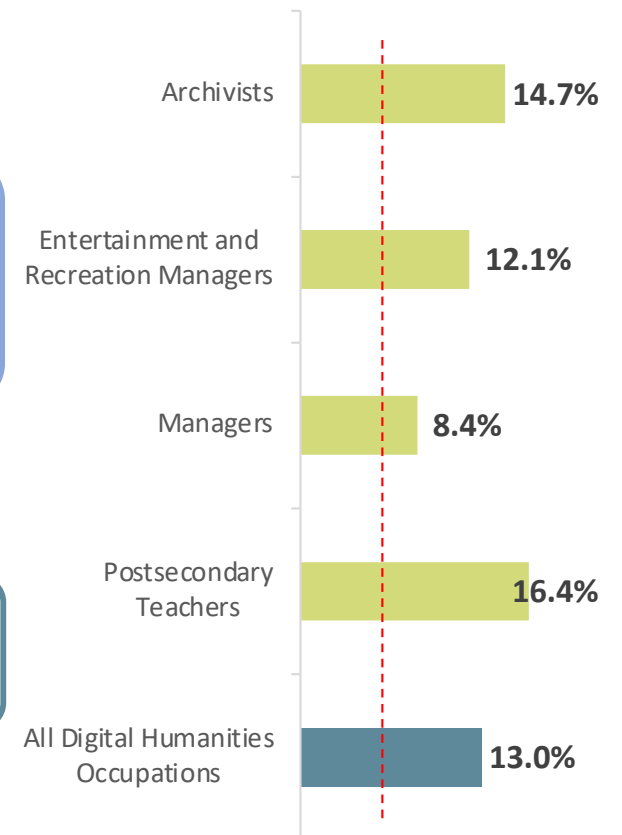
- Registered Nurse (RN)
- Masters Of Business Administration
- CPR Certification



Related SMC Programs

- Liberal Arts

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

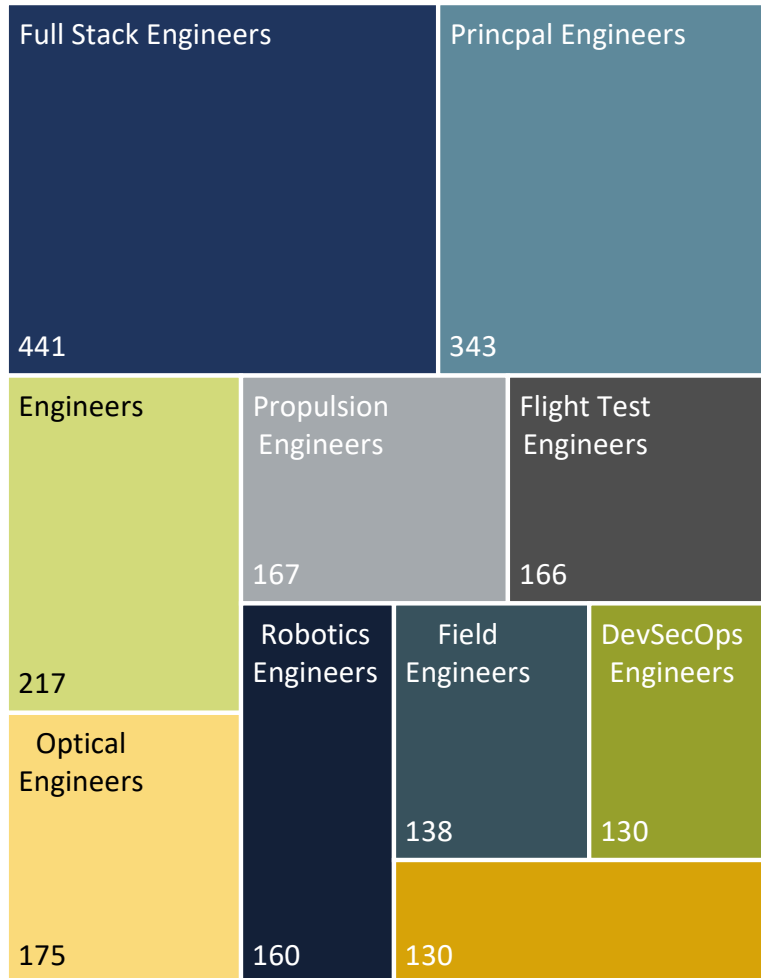
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

ENGINEERING-RELATED



Compared to other programs, there is a small job market for engineering related fields. However, the market has grown over 100% since 2017.

Job Postings by Title¹



Unique Postings¹ **11,323**



Top Qualifications

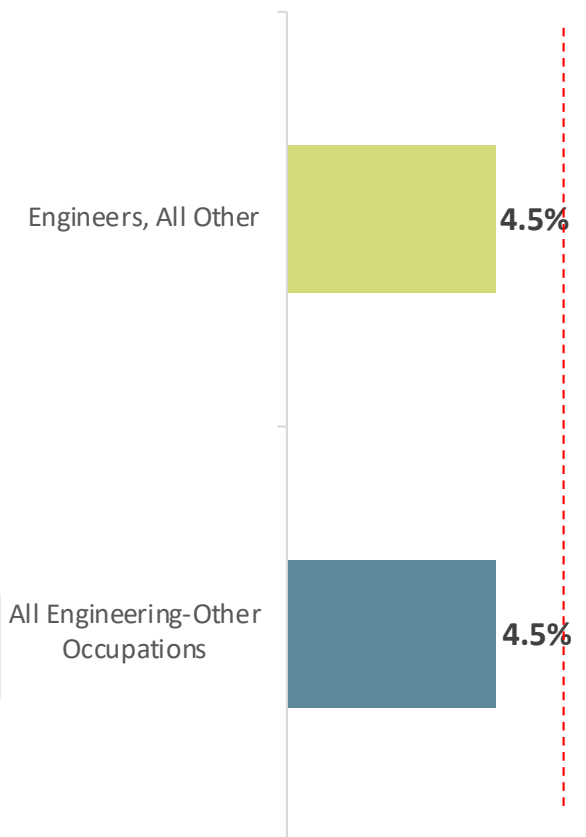
- Security Clearance
- Secret Clearance
- Top Secret-Sensitive Compartmented Information



Related SMC Programs

- Engineering

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

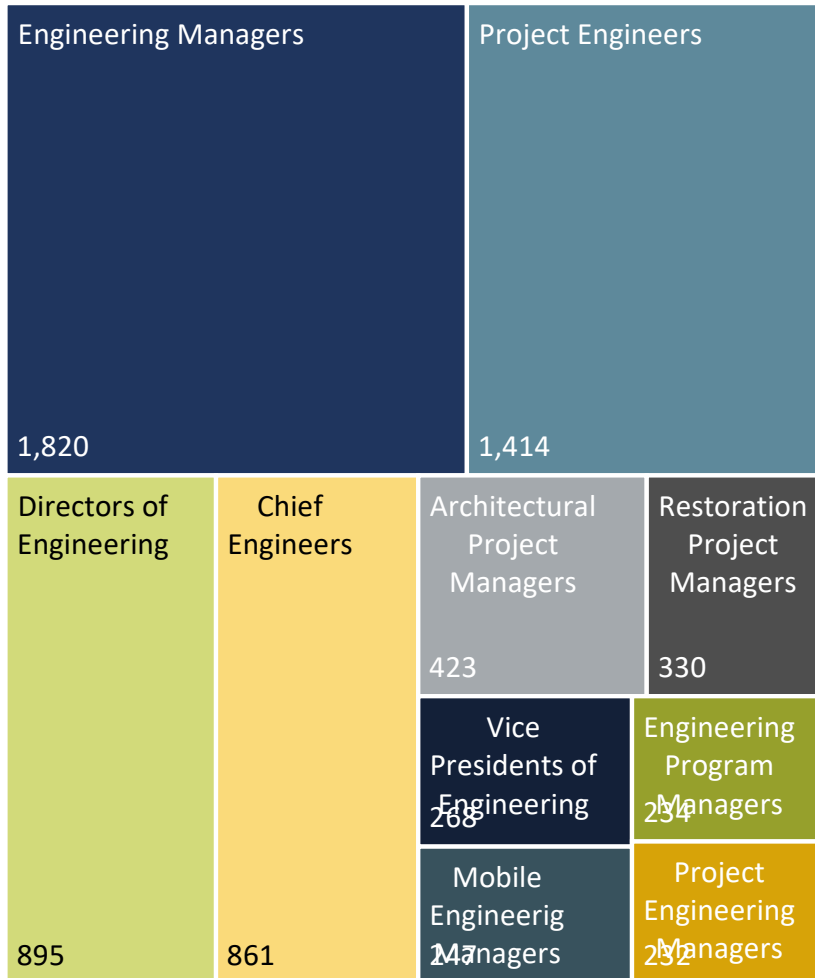
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

BIOENGINEERING



The occupations most directly related to bioengineering and biomedical engineering are projected grow less than the average occupation through 2033.

Job Postings by Title¹



Unique Postings¹ **19,706**



Top Qualifications

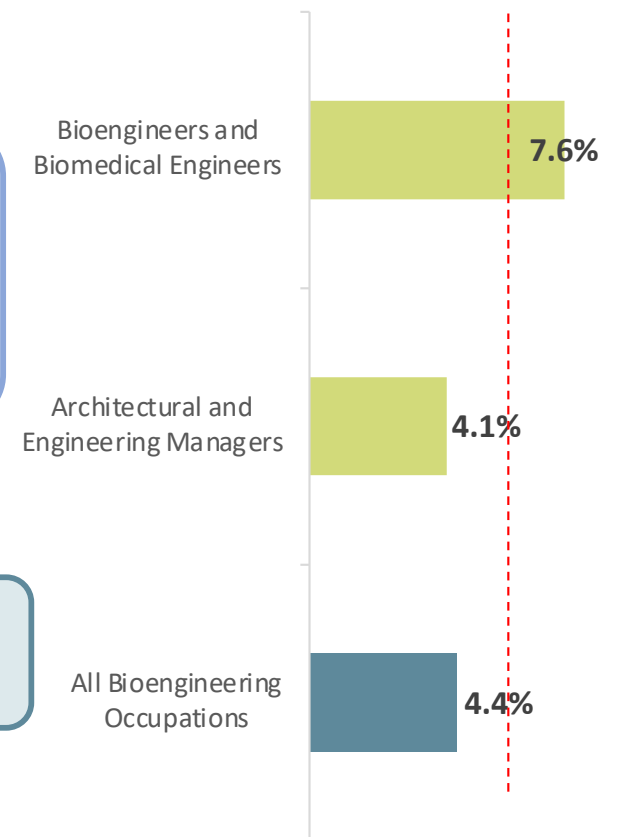
- Security Clearance
- Secret Clearance
- Top Secret-Sensitive Compartmented Information



Related SMC Programs

- Engineering
- Biological Sciences

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

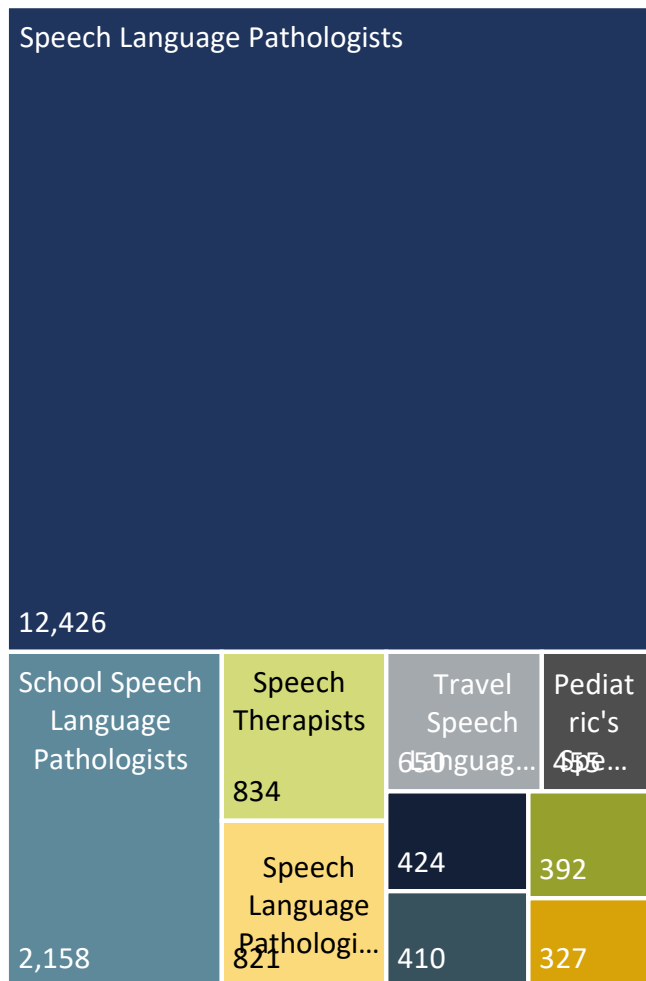
*Occupations from BLS Employment Projections; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

COMMUNICATION DISORDERS SCIENCES AND SERVICES



The most common job titles mapped to communication disorders sciences and services are projected to grow over 20%.

Job Postings by Title¹



Unique Postings¹ **23,149**



Top Qualifications

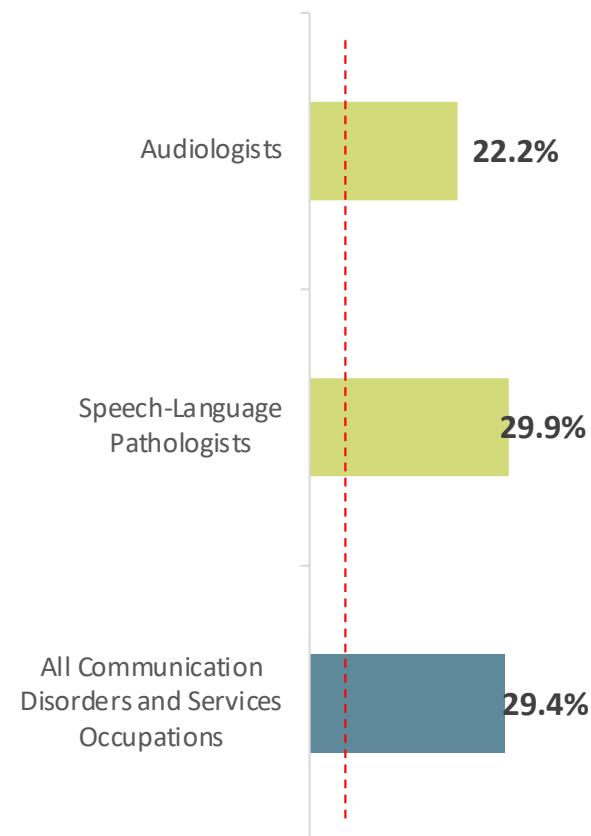
- Speech Language Pathology License
- Certificate of Critical Competence In Speech-Language Pathology
- CPR Certification



Related SMC Programs

- Communication Studies
- Health Sciences

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

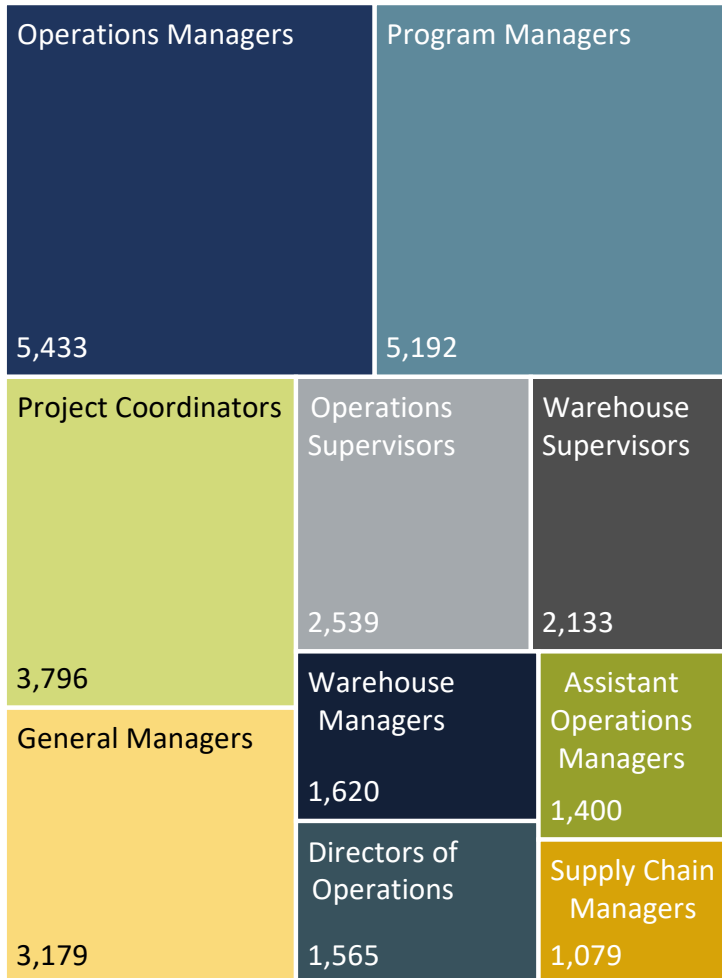
*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

PUBLIC ADMINISTRATION



With over 180k unique job postings for a degree in public administration, many regional employers are seeking out skills provided by a public administration degree.

Job Postings by Title¹



Unique Postings¹ **183,707**



Top Qualifications

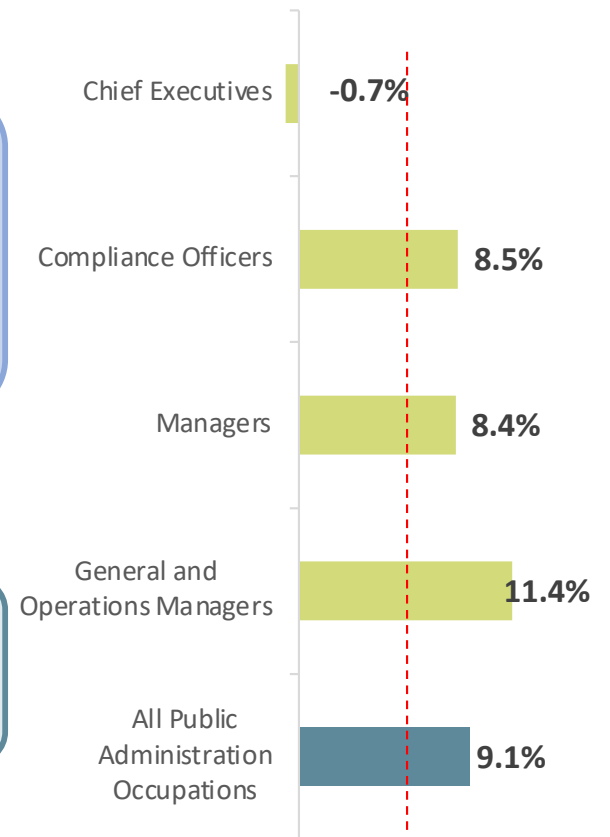
- Masters of Business Administration
- Project Management Professional Certification
- CPR Certification



Related SMC Programs

- Public Policy

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projects; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY



Despite a small regional degree market, there is a sizable job market that is projected to grow above average.

Job Postings by Title¹

Program Managers 5,034		Project Coordinators 3,796	
Managers 1,019	Technical Program Managers 814	Program Directors 640	Regulatory Affairs Managers 572
Program Coordinators 848	Supervisors 685	Compliance Managers 528	Field Supervisors 502

Unique Postings¹ **91,324**



Top Qualifications

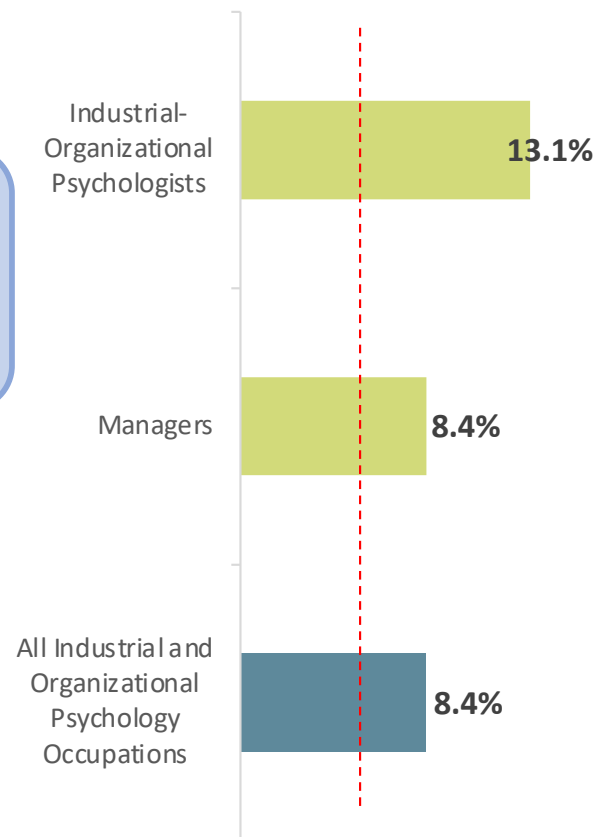
- Master Of Business Administration
- Project Management Professional Certification
- CPR Certification



Related SMC Programs

- Psychology

Target Occupations 2023-2033 Growth



Sources: Lightcast 1. Results filtered by unique job postings requiring an associate's degree, January 2022 to September 2023

*Occupations from BLS Employment Projections; pulled from Job Postings by Title – when too much overlap occurred, postings selected by corresponding SOC code with highest volume

APPENDIX

PROGRAM RANKING METHODOLOGY

	Regional Market Size Quintile (Bachelor's Completions)	Regional Market Growth Quintile (Bachelor's Growth)	Jobs Quintile (2023 Jobs)	Projected Job Growth Quintile	Sum	Z-Score	Z-Score Conversion
Public Health	1	2	2	2	7	-1.5811	4
Social Work	1	4	1	1	7	-1.5811	4
Systems Science and Theory	4	1	1	2	8	-1.2649	4
Biomedical Sciences	3	2	2	1	8	-1.2649	4
Econometrics and Quantitative Economics	1	1	3	4	9	-0.9487	3
Family and Consumer Sciences	2	5	2	1	10	-0.6325	3
E-Commerce/ Electronic Commerce	4	2	1	4	11	-0.3162	3
Information Resources Management	3	3	4	2	12	0	2
Aerospace Engineering	1	3	3	5	12	0	2
Biomathematics/Bioinformatics/Computational Bio	3	1	5	3	12	0	2
Public Relations/ Image Management	2	3	4	3	12	0	2
Actuarial Science	4	4	2	3	13	0.31623	1
Political Economy	4	2	3	4	13	0.31623	1
Urban Studies/Affairs	2	4	3	4	13	0.31623	1
Digital Humanities	5	5	1	2	13	0.31623	1
Engineering-Related Fields	3	1	5	5	14	0.63246	1
Bioengineering and Biomedical Engineering	2	3	5	5	15	0.94868	1
Communication Disorders Sciences	5	5	5	1	16	1.26491	0
Public Administration	5	5	4	3	17	1.58114	0
Industrial and Organizational Psychology	5	4	4	5	18	1.89737	0

Each of the four metrics was split into quintiles with 1 being the highest and 5 being the lowest. The quintiles were summed across the 4 categories and a z-score was calculated using the sum. The z-score was converted to tiers with the following criteria:

- >-1 = tier 4
- >-1 X <0 = tier 3
- 0, tier 2
- >0 X <1 = tier 1
- >1 tier 0

With their 4 being the greatest potential and tier 0 being the least

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