

# Virtual and Executive Administrative Assistant

## REGIONAL ADVISORY MEETING

### Los Angeles Community College Program Look Book

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Regional Project Led by: Pasadena City College



In Collaboration with



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# MEETING AGENDA

**Date and Time**

**March 1, 2024, from 11:00am – 1:00pm**

**Occupation Focus**

**Virtual and Executive Administrative Assistant**

**Opening Remarks**

Welcome and Introductions | Jared Lopez, LAEDC  
Project Overview | Dr. Young, Dean, Health Sciences Division, PCC  
Los Angeles Regional Consortium Overview | Dr. Narineh Makijan, LARC  
Demand Data | Justin Adams, LAEDC  
Supply Data | Luke Meyer, COE

**Discussion Topics Moderated by Jose Pelayo and Alicia Nyein**

**State of the Industry and Core Competencies**

- What do community colleges need to know about the current state and emerging trends of the virtual and executive administrative assistant industry?
- How essential are social media proficiency and Microsoft Office expertise for virtual assistants, and what foundational skills are required in these areas?
- Which emerging technologies, data privacy, and security knowledge should virtual assistants be familiar with to stay relevant and effective?

**Curriculum and Certification**

- What training, credentials, and certifications are in high demand within the industry? What soft skills are particularly important for success?
- Do industry professionals prefer candidates with certifications (e.g., Microsoft Office) or credit courses listed on their resumes over noncredit courses?
- What critical skills or knowledge areas are missing from our proposed curriculum that would enhance employability and effectiveness in the virtual assistant role?

**Operational Challenges and Program Development**

- What strategies and communication skills are essential for virtual assistants to effectively manage time zone differences and client communications?
- Are there suggestions for improving our Student Learning Outcomes (SLOs) and course objectives to align more closely with industry standards and expectations?
- Based on industry experience, what common weaknesses do virtual assistants face, and how can our curriculum address these challenges to better prepare students?

**Curriculum Review and Feedback Poll**

Community College Representation  
Feedback Poll

**Closing Remarks**

Next Steps and Adjournment | Jermaine Hampton, LAEDC

# LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION

The Los Angeles County Economic Development Corporation, a non-profit organization, champions equitable economic growth across the Los Angeles region.

LAEDC is committed to developing a competitive regional workforce because we know that a robust workforce and our economic growth as a region should not be separated from each other. We bring industry leaders and educational partners together within the economic development process. We want our education infrastructure to train the next generation of the workforce and ensure they receive relevant training and can join the industry of their choice. We know there needs to be an alignment between industry and our educational systems.

### Vision

A reimagined Los Angeles regional economy – growing, equitable, sustainable, and resilient – that provides a healthy and high standard of living for all.

### Mission

Reinventing our economy to collaboratively advance growth and prosperity for all.



Funded by the California Community Colleges Chancellor’s Office under the Strong Workforce Program (SWP) as a Los Angeles Regional Project.

The Los Angeles County Economic Development Corporation (LAEDC) was founded in 1981 as a nonprofit, public-benefit organization to harness the power of private sector in collaboration with L.A. County, to guide economic development and create more widely shared prosperity. LAEDC collaborates with all stakeholders in the region including education, business, and government. Learn more at [www.LAEDC.org](http://www.LAEDC.org).

## Contact Information



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# Virtual and Executive Administrative Assistant Preparation

Regional Project Led by: Pasadena City College

*In collaboration with Compton College, Long Beach City College, Los Angeles Mission College, Santa Monica College, and West LA College*

In the greater Los Angeles region there are currently over 96,000 jobs for administrative assistants within our region and through 2028 this number is anticipated to increase by an addition 9,600. With the advancement of the Technology, the role of administrative office professionals has begun to change with increasing number of opportunities being provided virtually rather in a location-based office setting.

Goals of this project are to provide at least 600 students an introduction and career opportunities in this sector through work-based learning opportunities, creation of a common course that introduces the New World of Work and addresses common skills required for individuals looking to pursue careers as Virtual Assistants or Executive Administrative Assistants, and finally working with industry to host a regional employment fair and career awareness day for LARC college students interested in this career path. Sustainability of the proposed project will be achieved through creation of a common curricular product (new regionally created course) that may be adopted and adapted for use for by all LARC colleges, additionally by continuing to host regional work-based learning activities with representation from industry partners in this sector.

## Contact Information



Dr. Micah Young, M.D., Dean, [Health Sciences Division, Pasadena City College](#)

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626-585-7326

In the role of leader of the Health Sciences division, Dr. Young, ensures that appropriately qualified students attain admission to a diverse array of healthcare programs. He also assures that the academic and professional instructors offer training and skills relating to all aspects of these health-related occupations, including mastery of the emerging technological expertise demanded by post-COVID and evolving medical and healthcare settings. Dr. Young has been in healthcare and health professional education for more than two decades, and has experience in improving healthcare delivery processes, designing healthcare and general education programs and courses, leading design of healthcare

education facilities and collaboratively leading healthcare improvement and health workforce equity efforts.

Dr. Young joined Pasadena City College in November of 2019 as the Dean of Health Sciences, and with the support of the outstanding faculty and staff the division of health sciences has increased the number of Healthcare Education Programs offered by the district. With the support of the district, Pasadena City College is poised to become the regional leader in provision of healthcare workforce education in greater San Gabriel Valley and Los Angeles County.



**Ruth Amanuel - Project Manager- Virtual and Executive  
Administrative Assistant Project**

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**Sandra Parra – Administrative Assistant II- Health Sciences Division**

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# LOS ANGELES REGIONAL CONSORTIUM

Los Angeles Regional Consortium, as a consortium of LA's 19 community colleges, is working collectively to deliver on a promise that California community colleges are accessible and affordable to all who seek opportunities to realize a better future. LARC serves to coordinate, collaborate, organize, and facilitate interaction in the region to ensure workforce training is provided to all in a way that is accessible, efficient, responsive, data-driven and improves outcomes. We collaborate with K-12 partners, high-road employers, and priority industries to align impactful curriculum and workforce training programs, creating a seamless pathway for college and career readiness.

To learn more please visit [www.losangelesrc.org](http://www.losangelesrc.org)

## Mission

Our mission is to bridge the gap between LA's workforce and the employers fueling our cutting-edge economy. This will not only close the supply and demand gap, but also increase economic and social mobility for LA County residents.

## Contact Information



**Dr. Narineh Makijan, Chair/Assistant Vice President**

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# CENTER OF EXCELLENCE FOR LABOR MARKET RESEARCH

The Los Angeles Center of Excellence for Labor Market Research (COE) hosted at Mt. San Antonio College represents expertise in labor market analysis with a focus on research design, educational and training program mapping, and identifying skill sets for emerging occupations as well as geospatial analysis. The COE maintains strategic alliances with research organizations whose relationships and technical expertise enhance COE research efforts and with industry associations that assist in validating research findings, ensuring that the most recent industry and labor market conditions are captured. COE studies are used to inform policy discussions, industry-wide legislative efforts, and regional workforce and economic development strategies, as well as guide program and resource development efforts by the California Community Colleges. These reports can be accessed at [www.coecc.net](http://www.coecc.net).

## Mission

The mission of the center is to research, analyze and present information on regional economic and workforce needs, customized for Community College decision making and curriculum planning.

## Contact Information



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# INDUSTRY REPRESENTATION

Jess Robles, Executive Assistant, Amazon Web Services



Jess Robles is an executive assistant currently supporting three senior leaders within the AWS Training and Certification Organization, which delivers accessible, valued cloud skill development experiences for learners at all levels of proficiency. The mission of the Training and Certification team is to inspire and empower learners to innovate and build with confidence on the AWS Cloud. Jess joined the team in August 2022, after 23 years of active-duty military service, and she is based in New Jersey. Over the past 18 months, Jess has skillfully managed three complex calendars and supported a wide range of efforts, allowing each leader and their team to help learners gain access to a large portfolio of hands-on training.

Jess has a wide range of experience as an executive assistant. While serving in the United States Air Force, she worked as an enlisted aide. She supported 4-Star Generals with daily tasks and responsibilities within the scope of their official duties. She assisted with the execution of social functions, travel planning, calendar management, and speaking engagements, among other things. While in the service, she gained invaluable leadership and communication skills that she uses in her day-to-day interactions at AWS.

Tatiana Messersmith, TA Lead, Campus Relations- Region 1, Prime Healthcare



Tatiana Messersmith is the TA Lead for Campus Relations at Prime Healthcare. She oversees campus relationships, event strategy, and university programs for Prime’s Region 1 facilities- covering CA and NV. Previously, Tatiana worked as a university recruiter in both the tech and education sectors and loves connecting with college students to provide them with career opportunities.

**Christine Hanley, Manager Talent Acquisition, San Francisco Federal Reserve Bank**



Christine Hanley has more than 25 years of experience in the Talent space. She currently serves as the Manager of Talent Acquisition for the SF Federal Reserve Bank where she leads a team of Talent Acquisition Specialists who bring in top talent for the organization. She previously worked for recruiting and talent organizations at Pacific Gas & Electric, Starbucks Coffee Company and Allianz of America including a one-year international assignment based out of Germany. Prior to her roles in Recruiting, she worked for numerous organizations handling media and public relations initiatives and strategies for mid to large Fortune 500 companies.

**Chyna Sulunga, Talent Acquisition Recruiter, United Los Angeles International Airport**



Chyna Sulunga has worked at United Airlines for over 6 years building her career in the Management & Administration areas of supervising in business operations and optimization, a Financial Analyst, and currently in HR as a Recruiter supporting the LAX and SFO Hubs. She spends time focused on work and the team but has also managed to volunteer her time as the Director of the ulmpact Chapter in LAX which is a United business resource group that centers attention on diversity, culture and positively providing awareness to our employees and communities we serve.

On a personal side, Chyna enjoys time with family and traveling to amazing locations. Her family originated from Tonga, and she has the gift of spreading joy and spirit of the islands to those she connects with!

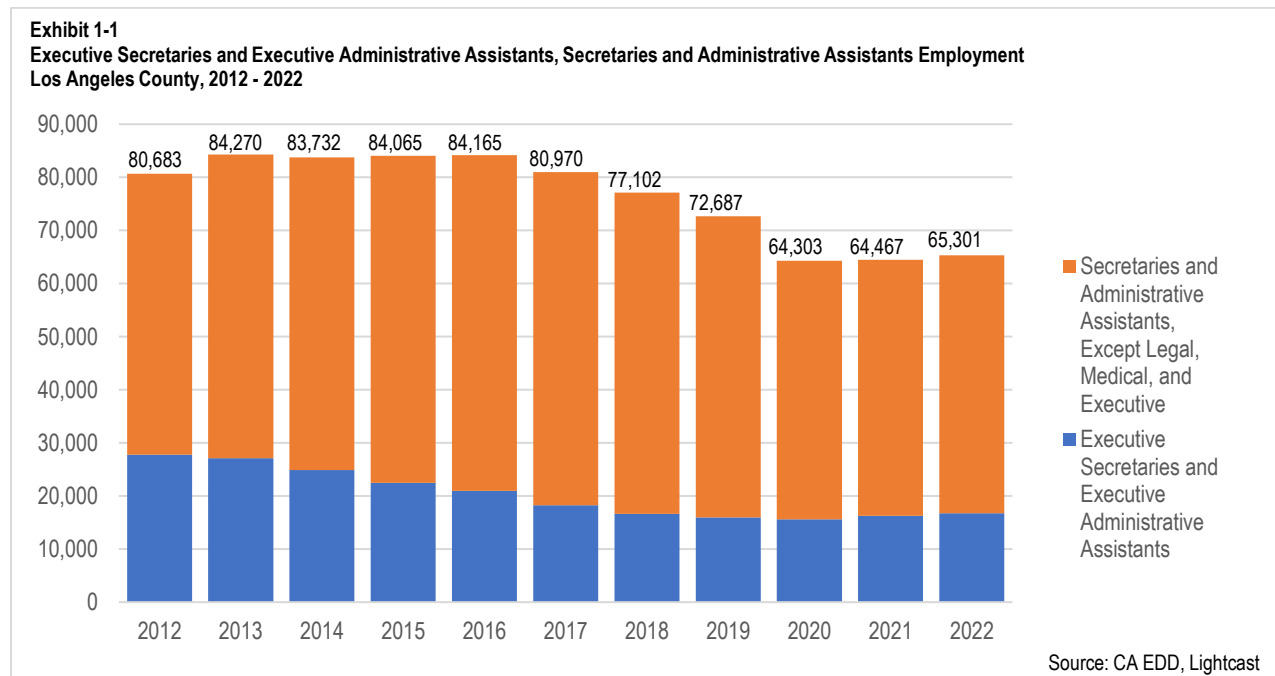
# Virtual and Executive Administrative Assistant Demand Data

## Virtual Executive Assistants

### Definition

- SOC 43-6011: Executive Secretaries and Executive Administrative Assistants
  - Provide high-level administrative support by conducting research, preparing statistical reports, and handling information requests, as well as performing routine administrative functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings.
  - May also train and supervise lower-level clerical staff.
- SOC 43-6014: Secretaries and Administrative Assistants
  - Performs routine administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files, or providing information to callers.
  - Excludes medical and legal.
- Focus is on “remote” and “hybrid” positions to the extent possible.

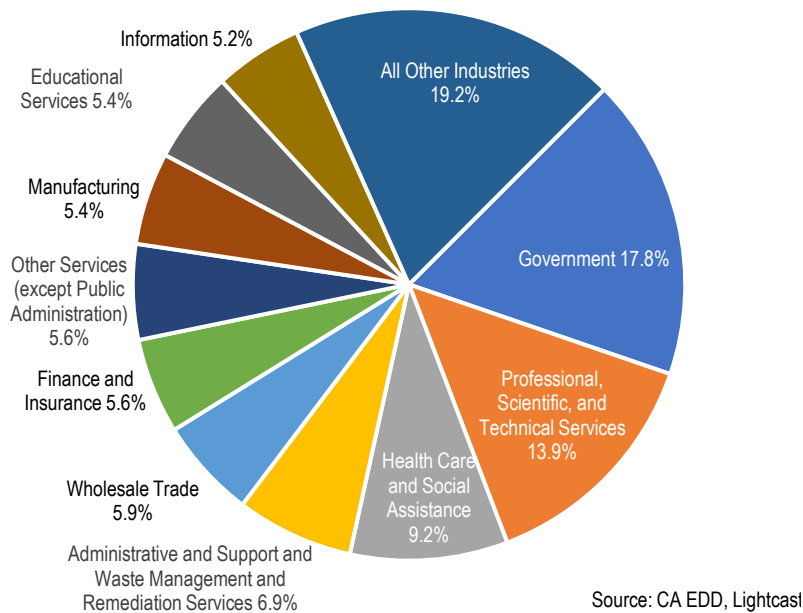
## Occupation Specific Data



## Total Employment, 2012-2022

- Combined, the Executive Secretaries and Executive Administrative Assistants and the Secretaries and Administrative Assistants occupations employed over 65,000 people in Los Angeles County in 2022. These include in-person, hybrid and remote positions. This total is down from the 2013 high point (84,270) but up slightly from the depths of the COVID-19 pandemic in 2020 (64,303). Since 2012, the share of total employment made up of Executive Secretaries and Executive Administrative Assistants has decreased from over 34 percent to about 26 percent.

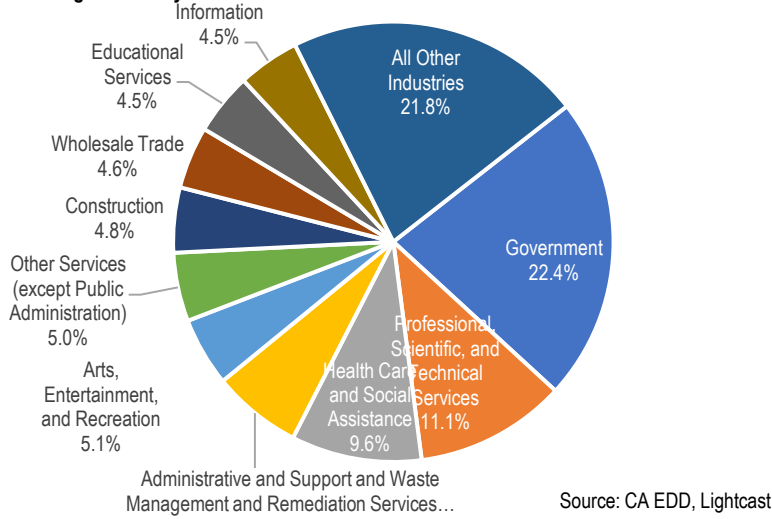
**Exhibit 1-2**  
**Industry Distribution for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants**  
**Los Angeles County 2012**



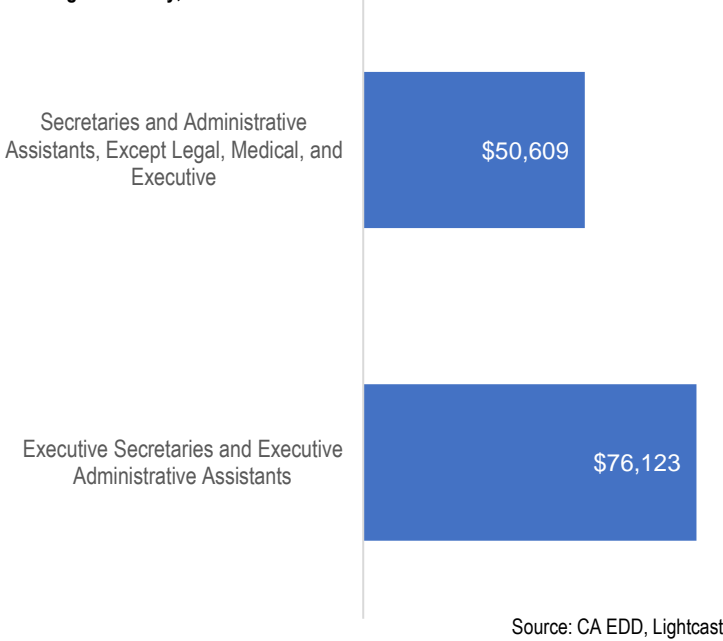
## Industry Distribution, 2012-2022

- Executive Secretaries and Executive Administrative Assistants, and Secretaries and Administrative Assistants have been employed across a wide range of industries.
- In 2022 as in 2012, the industry with the largest segment is Government, which includes some education and hospitals. The next largest industries are Professional, Scientific, and Technical Services and Health Care and Social Assistance. These three industries were responsible for 43.1 percent of employment in 2022 compared to 40.9 percent of employment in 2012.

**Exhibit 1-3  
Industry Distribution for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants  
Los Angeles County 2022**



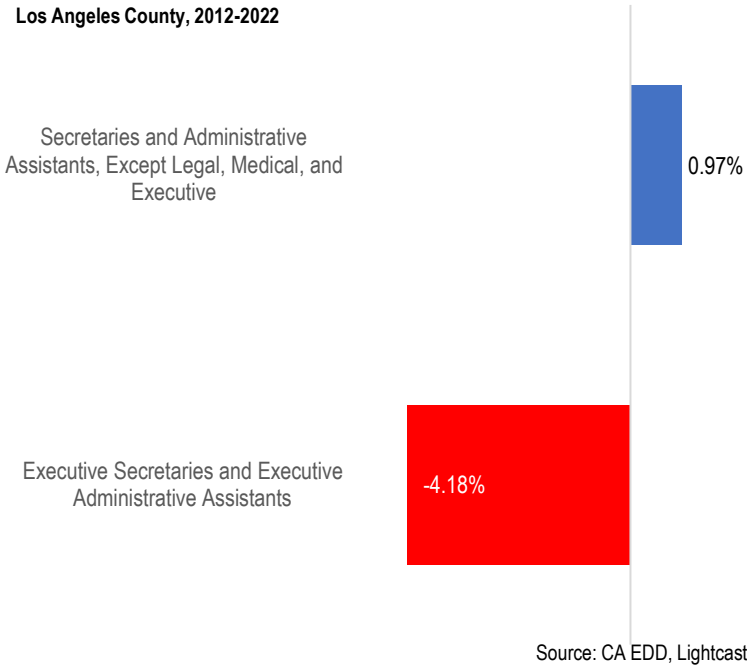
**Exhibit 1-4  
Average Annual Pay for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants  
Los Angeles County, 2022**



**Average Annual Pay**

- Executive Secretaries and Executive Administrative Assistants, and Secretaries and Administrative Assistants pay a living wage in Los Angeles County, with both occupations paying over \$50,600 per year on average.
- The highest paying occupation on average is Executive Secretaries and Executive Administrative Assistants, with an average of \$76,123 per year.
- Note that in 2022, the average salary in Los Angeles County was about \$83,971 per year.

**Exhibit 1-5**  
**Real Wage Growth for Executive Secretaries and Executive Administrative Assistants,**  
**Secretaries and Administrative Assistants**  
**Los Angeles County, 2012-2022**

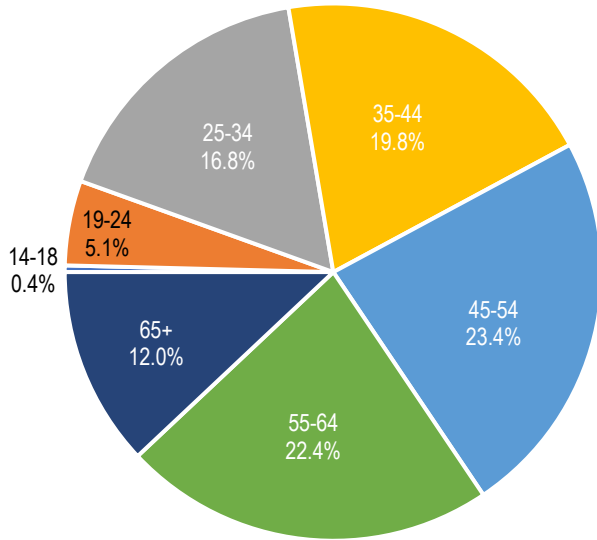


### Real Wage Growth

- Over the last 10 years, real wages grew at different rates across the two occupations.
- Secretaries and Administrative Assistants saw their real wages grow by just under 1 percent from 2012 to 2022.
- By contrast, Executive Secretaries and Executive Administrative Assistants saw their real wages fall by just over 4 percent over the same time period.



**Exhibit 1-6**  
**Age Breakdown for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants**  
**Los Angeles County, 2022**

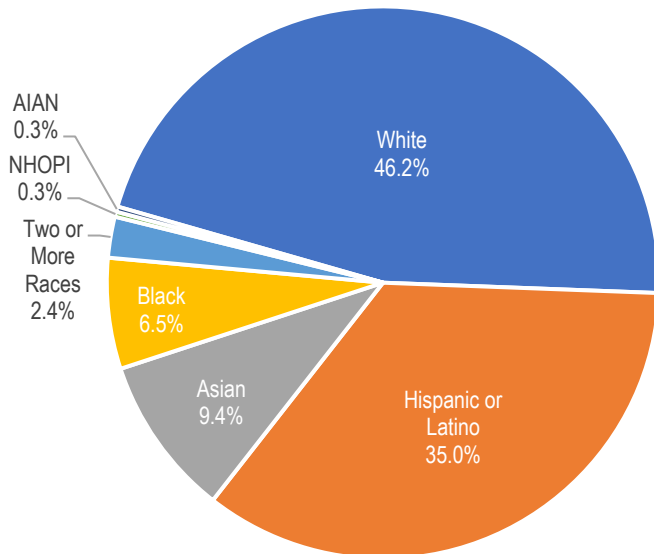


Source: CA EDD, Lightcast

### Age Breakdown

- Executive Secretaries and Executive Administrative Assistants, and Secretaries and Administrative Assistants span a wide variety of ages in Los Angeles County.
- The largest age segment is 45-54 constituting 23.4 percent of employment. The next largest segments are 55-64 (22.4 percent) and 35-44 (19.8 percent).

**Exhibit 1-7**  
**Race/Ethnicity Breakdown for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants**  
**Los Angeles County, 2022**

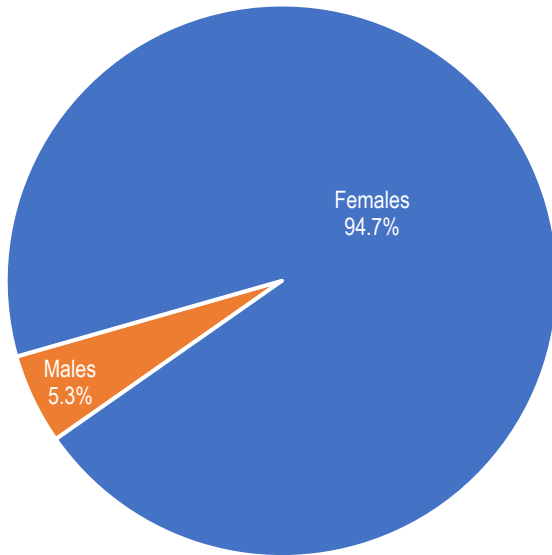


Source: CA EDD, Lightcast

### Race/Ethnicity Breakdown

- There is a diverse workforce across the two occupations.
- While White workers comprise the largest segment at 46.2 percent, they do not constitute a majority.
- Hispanic or Latino workers comprise 35.0 percent, followed by Asian workers at 9.4 percent and Black workers at 6.5 percent.

**Exhibit 1-8**  
**Gender Breakdown for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants**  
**Los Angeles County, 2022**

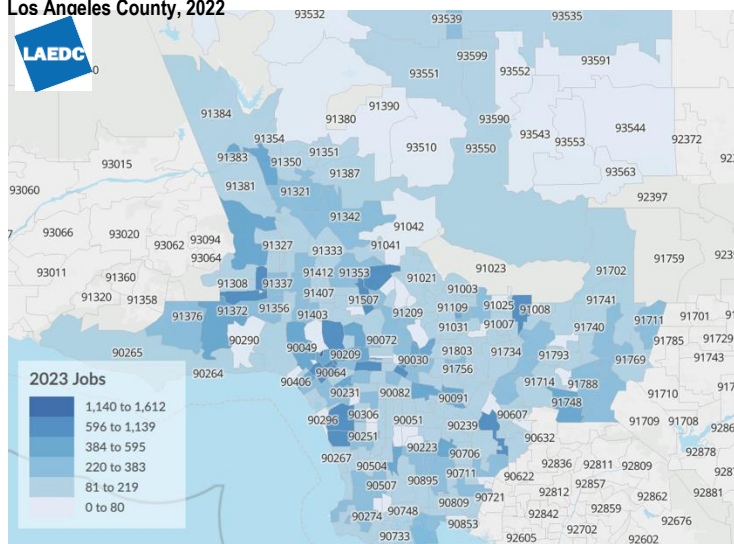


Source: CA EDD, Lightcast

**Gender Breakdown**

- Executive Secretaries and Executive Administrative Assistants, and Secretaries and Administrative Assistants are overwhelmingly female at 94.7 percent.

**Exhibit 1-9**  
**Employment Hotspots by Zip Code for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants**  
**Los Angeles County, 2022**

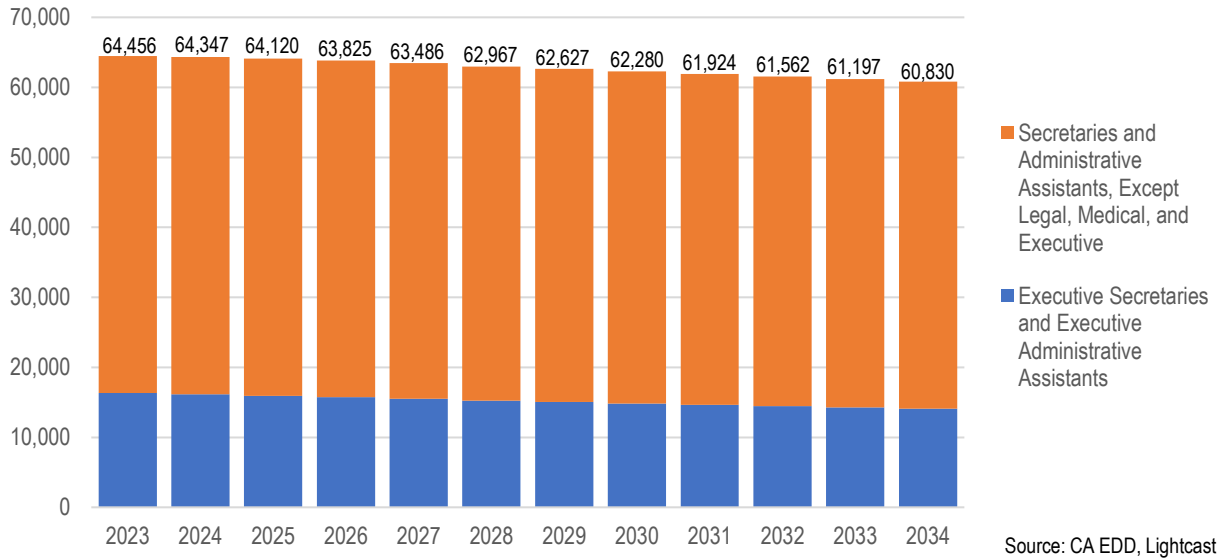


Source: CA EDD, Lightcast

**Employment Hotspots**

- Executive Secretaries and Executive Administrative Assistants, and Secretaries and Administrative Assistants are located across Los Angeles County.
- Eleven of the top 20 zip codes for the two occupations are in the City of Los Angeles.
- The other nine include the following: Winnetka, El Segundo, two in Burbank, Monrovia, Beverly Hills, Woodland Hills, Santa Fe Springs, and Valencia.

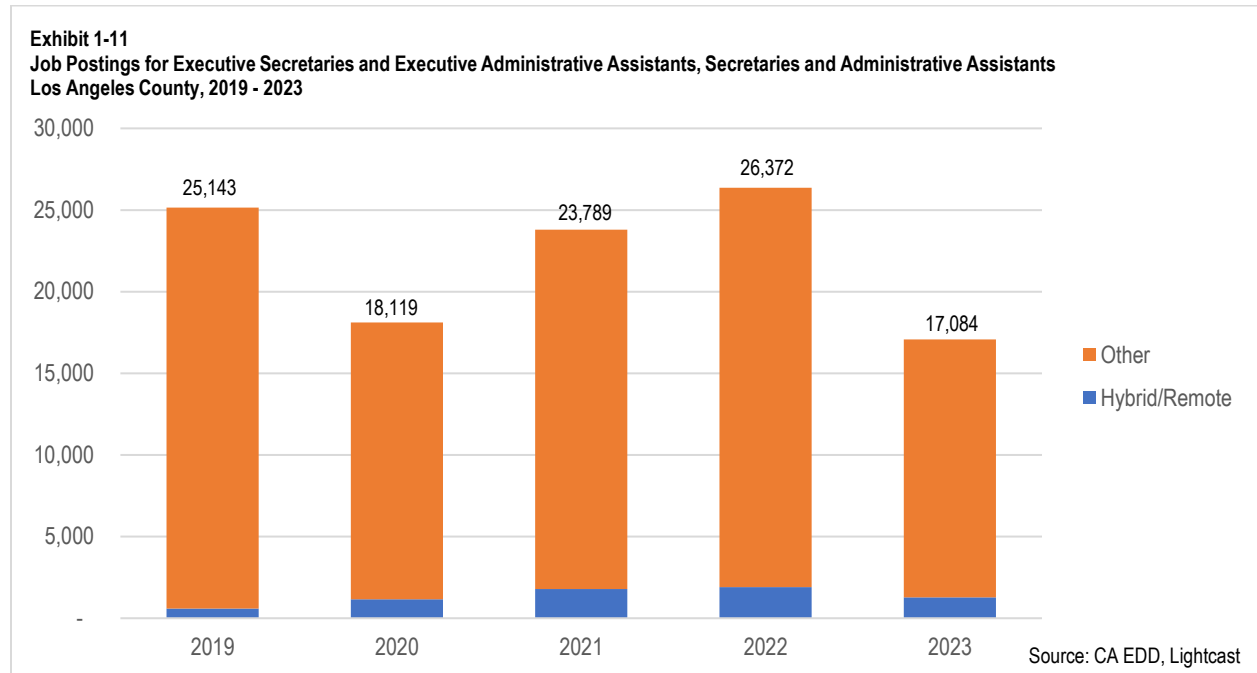
**Exhibit 1-10**  
**Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants Employment**  
**Los Angeles County, 2023 - 2034**



**Forecasted Employment, 2023-2034**

- Combined, the number of Executive Secretaries and Executive Administrative Assistants and Secretaries and Administrative Assistants employed in Los Angeles County is expected to decline slightly from 2023 to 2034, going from 64,456 to 60,830. This decline represents a 5.6 percent decrease over the 11 years.
- The share of total employment made up of Executive Secretaries and Executive Administrative Assistants is expected to decrease slightly from 25.4 percent to 23.1 percent.

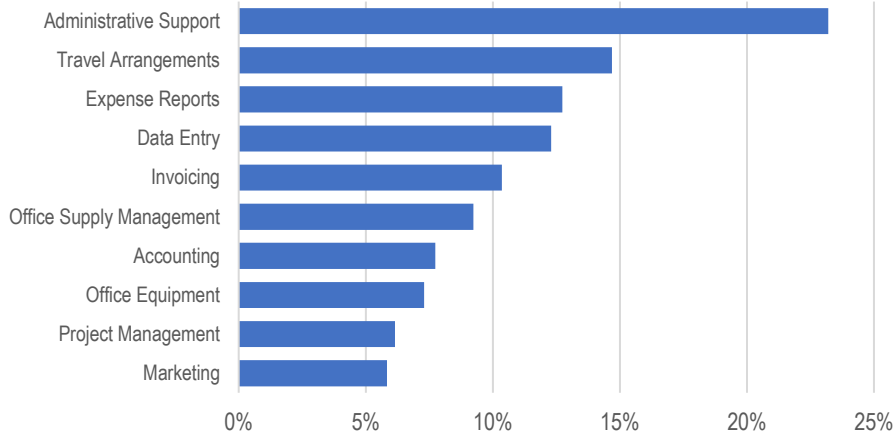
## Real-Time Employer Demand



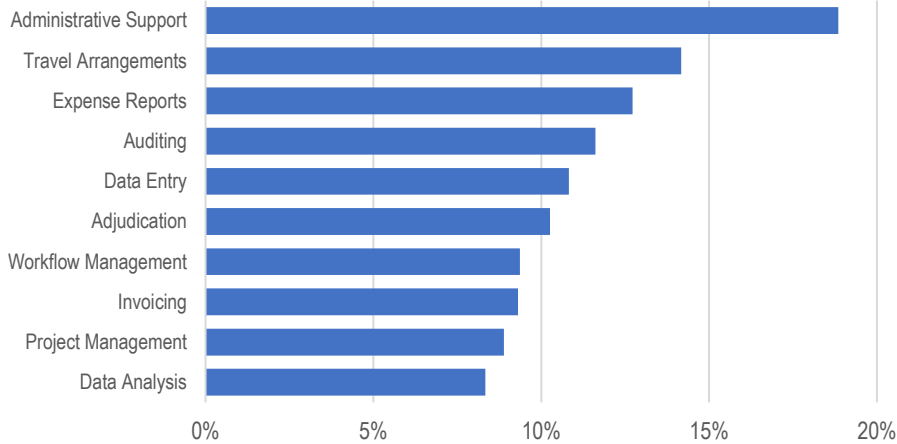
### Job Postings, 2019-2023

- All job postings for Executive Secretaries and Executive Administrative Assistants and Secretaries and Administrative Assistants in Los Angeles County have fluctuated over the past 5 years ranging from a high of 26,372 in 2022 to a low of 17,084 in 2023. The lower totals in 2020 and 2023 are likely due to a slowing economy.
- Job postings for these occupations that include a “hybrid” or “remote” requirement showed an increase from 2019 (597 postings) to 2022 (1,916 postings) until dropping off in 2023 (1,282 postings).
- The share of total job postings made with a “hybrid” or “remote” requirement increased from 2.4 percent in 2019 to 7.5 percent in 2023.

**Exhibit 1-12**  
**Specialized Skills for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants (All Postings)**  
**Los Angeles County, 2019 - 2023**



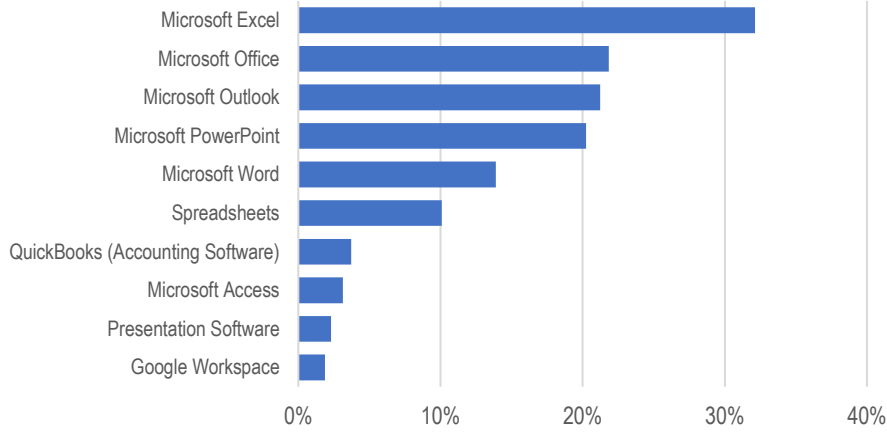
**Exhibit 1-13**  
**Specialized Skills for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants (Hybrid/Remote Postings)**  
**Los Angeles County, 2019 - 2023**



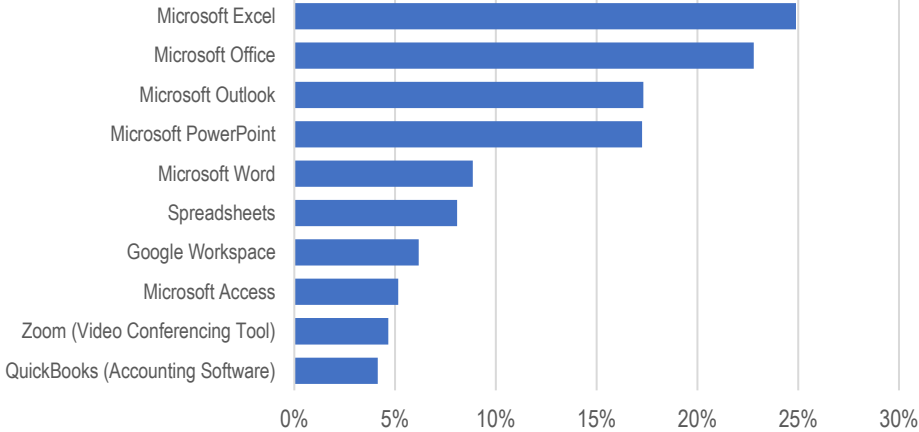
**Specialized Skills, 2019-2023**

- Job postings for Executive Secretaries and Executive Administrative Assistants and Secretaries and Administrative Assistants in Los Angeles County require similar specialized skills whether they or not they are hybrid/remote.
- Adjudication, workflow management and data analysis are some exceptions.

**Exhibit 1-14**  
**Software Skills for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants (All Postings)**  
**Los Angeles County, 2019 - 2023**



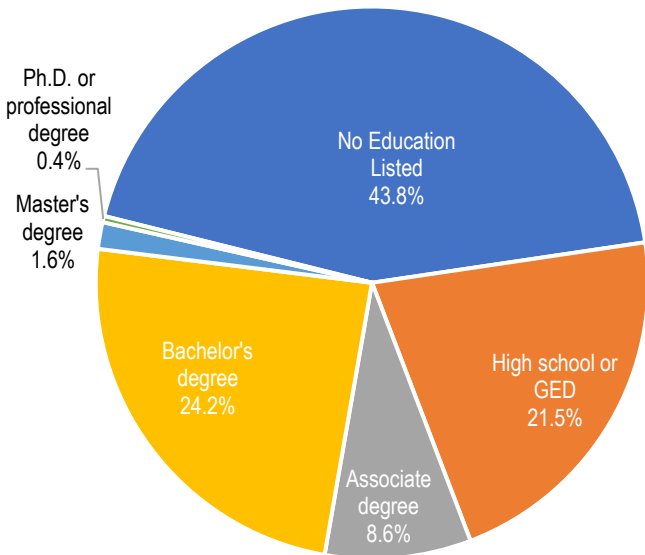
**Exhibit 1-15**  
**Software Skills for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants (Hybrid/Remote Postings)**  
**Los Angeles County, 2019 - 2023**



**Software Skills, 2019-2023**

- Job postings for Executive Secretaries and Executive Administrative Assistants and Secretaries and Administrative Assistants in Los Angeles County also require similar specialized skills whether they or not they are hybrid/remote.

**Exhibit 1-16**  
**Education Breakdown for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants (All Postings)**  
**Los Angeles County, 2023**

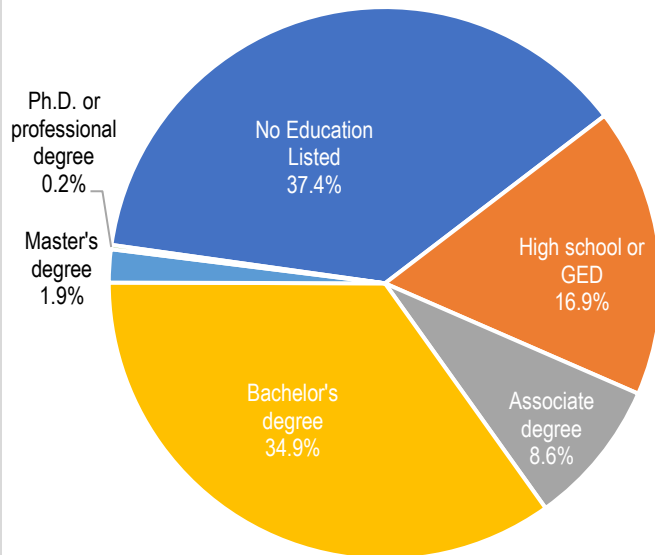


Source: CA EDD, Lightcast

- Executive Secretaries and Executive Administrative Assistants, and Secretaries and Administrative Assistants in Los Angeles County generally require at least a high school diploma or GED.
- Other than “No Education Listed,” the largest segment has a Bachelor’s degree. The next largest is High School or GED, followed by Associate’s degree.
- Hybrid/remote postings tend to rely more on Bachelor’s degrees and less on High School diplomas and GEDs.

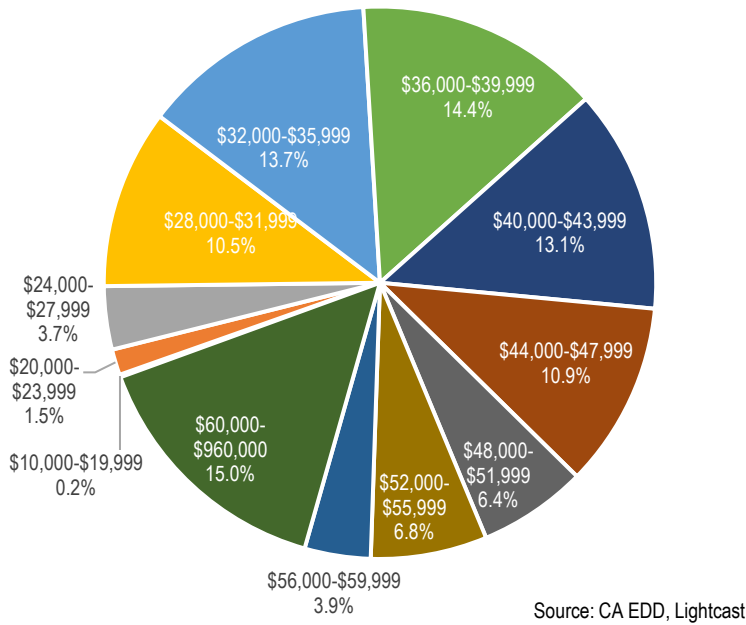
**Education Breakdown**

**Exhibit 1-17**  
**Education Breakdown for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants (Hybrid/Remote Postings)**  
**Los Angeles County, 2023**



Source: CA EDD, Lightcast

**Exhibit 1-18**  
**Advertised Salary Breakdown for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants (Hybrid/Remote Postings)**  
**Los Angeles County, 2012-2023**



- There is a wide distribution of advertised salaries in job postings for Executive Secretaries and Executive Administrative Assistants, and Secretaries and Administrative Assistants in LA County.
- About 44.0 percent of all job postings are advertised for less than \$40,000 per year. Instead, only 27.7 percent of hybrid/remote postings are advertised for less than \$40,000.
- The median advertised salary for all positions is \$20.00 per hour compared to \$22.83 for hybrid/remote.

**Advertised Salary Breakdown, 2012-2023**

**Exhibit 1-19**  
**Advertised Salary Breakdown for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants (Hybrid/Remote Postings)**  
**Los Angeles County, 2012-2023**

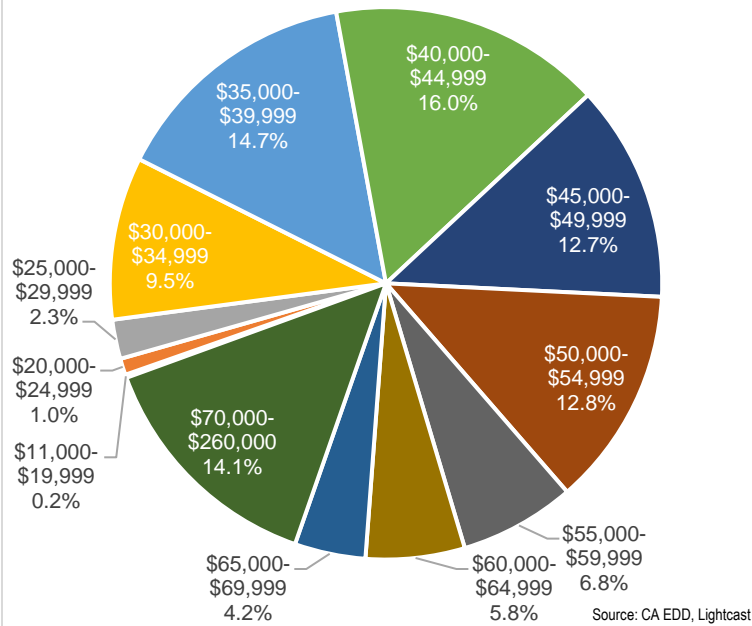




Exhibit 1-20

Top Companies Posting for Executive Secretaries and Executive Administrative Assistants, Secretaries and Administrative Assistants (Hybrid/Remote Postings)

Los Angeles County, 2012-2023

Number	Company	Unique Postings (Jan 2012 - Dec 2023)
1	Elevance Health	996
2	Robert Half	285
3	Randstad	60
4	Software Resources	46
5	AppleOne	45
6	Cynet Systems	36
7	Rose's Agency	36
8	Jr Berry Search Group	32
9	Humana	28
10	University of Southern California	26
11	Northrop Grumman	23
12	Capital International Group	22
13	Southern California Edison	22
14	Jacobs Engineering Group	21
15	CyberCoders	19
16	Kelly Services	19
17	Heluna Health	19
18	Edison International	18
19	Holthouse Carlin Van Trigt	18
20	Morani Enterprise	17

Source: Lightcast

# Virtual and Executive Administrative Assistant

## Supply Data

### Labor Market Analysis: 0514.00/Office Technology/Office Computer Applications

**Virtual Administrative Assistant** - Associate of Arts (A.A.) degree

Los Angeles Center of Excellence, October 2023

#### Summary

<b>Program Endorsement:</b>	<b>Endorsed:</b> All Criteria Met <input checked="" type="checkbox"/>	<b>Endorsed:</b> Some Criteria Met <input type="checkbox"/>	<b>EndorsedNot</b> <input type="checkbox"/>
-----------------------------	--	--	---

Program Endorsement Criteria		
<b>Supply Gap:</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
<b>Living Wage:</b> (Entry-Level, 25 <sup>th</sup> )	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
<b>Education:</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Emerging Occupation(s)		
	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

The Los Angeles Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to two middle-skill occupations:

- **Executive Secretaries and Executive Administrative Assistants (43-6011)** Provide high-level administrative support by conducting research, preparing statistical reports, and handling information requests, as well as performing routine administrative functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings. May also train and supervise lower-level clerical staff.<sup>1</sup>
- **Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)** Perform routine administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files, or providing information to callers.<sup>2</sup>

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.<sup>3</sup> This report is intended to help determine whether there is demand in the local labor market

that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data, there appears to be a supply gap for these administrative assistant occupations in the region. Furthermore, entry-level wages exceed the self-sufficiency standard

<sup>1</sup> [Secretaries and Administrative Assistants \(bls.gov\)](#)

<sup>2</sup> [Secretaries and Administrative Assistants \(bls.gov\)](#) <sup>3</sup> The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

wage in Los Angeles County, and more than one-third of current workers in the field have completed some college or an associate degree. **Therefore, due to all the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

#### **Demand:**

- **Supply Gap Criteria** – Over the next five years, **11,753 jobs are projected to be available annually** in the region due to retirements and workers leaving the field, **which is more than the three-year average of 1,286 awards conferred** by educational institutions in the region.
  - o There were **1,513 online job postings related to remote or virtual administrative assistants listed in the past 12 months**. The highest number of job postings were for administrative assistants, executive assistants, personal assistants, administrative coordinators, and executive assistants to the Chief Executive Officer.
- **Living Wage Criteria** – Within Los Angeles County, both occupations have **entry-level wages above the self-sufficiency standard hourly wage (\$18.10/hour)**.<sup>1</sup>
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a **high school diploma as the typical entry-level education** for both occupations in this report.
  - o However, the national-level educational attainment data indicates **between 42% and 46% of workers in the field have completed some college or an associate degree**.

#### **Supply:**

- There are **27 community colleges** in the greater LA/OC region that issue awards related to office technology, conferring an average of **1,016 awards annually** between 2019 and 2022.

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<sup>1</sup> Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

- Between 2019 and 2021, there was an average of **270 awards conferred annually** in related training programs by non-community college institutions throughout the greater LA/OC region.

## Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these administrative assistant occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to decrease by 2% through 2026. However, there will be nearly 11,800 job openings per year through 2027 due to retirements and workers leaving the field.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>2</sup>

Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	74,215	72,619	(1,596)	(2%)	8,692
Orange	26,203	25,564	(639)	(2%)	3,061
<b>Total</b>	<b>100,418</b>	<b>98,183</b>	<b>(2,235)</b>	<b>(2%)</b>	<b>11,753</b>

## Wages

The labor market endorsement in this report considers the entry-level hourly wages for these administrative assistant occupations in Los Angeles County as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater LA/OC region. Detailed wage information, by county, is included in Appendix A.

### Los Angeles County

Both occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$19.03 and \$27.61. Experienced workers can expect to earn wages between \$28.54 and \$40.43.

### Exhibit 2: Earnings for Occupations in LA County

Occupation	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)	Median Annual Earnings*
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<sup>2</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Executive Secretaries and Executive Administrative Assistants (43-6011)	\$27.61	\$32.81	\$40.43	\$68,200
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	\$19.03	\$23.22	\$28.54	\$48,300

\*Rounded to the nearest \$100

### Orange County

The majority (77%) of annual openings for administrative assistants have entry-level wages below the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$18.87 and \$26.85. One occupation has entrylevel wages above the county’s self-sufficiency standard: *executive secretaries and executive administrative assistants* (\$26.85). Experienced workers can expect to earn wages between \$28.25 and \$39.31, which are higher than the self-sufficiency standard.

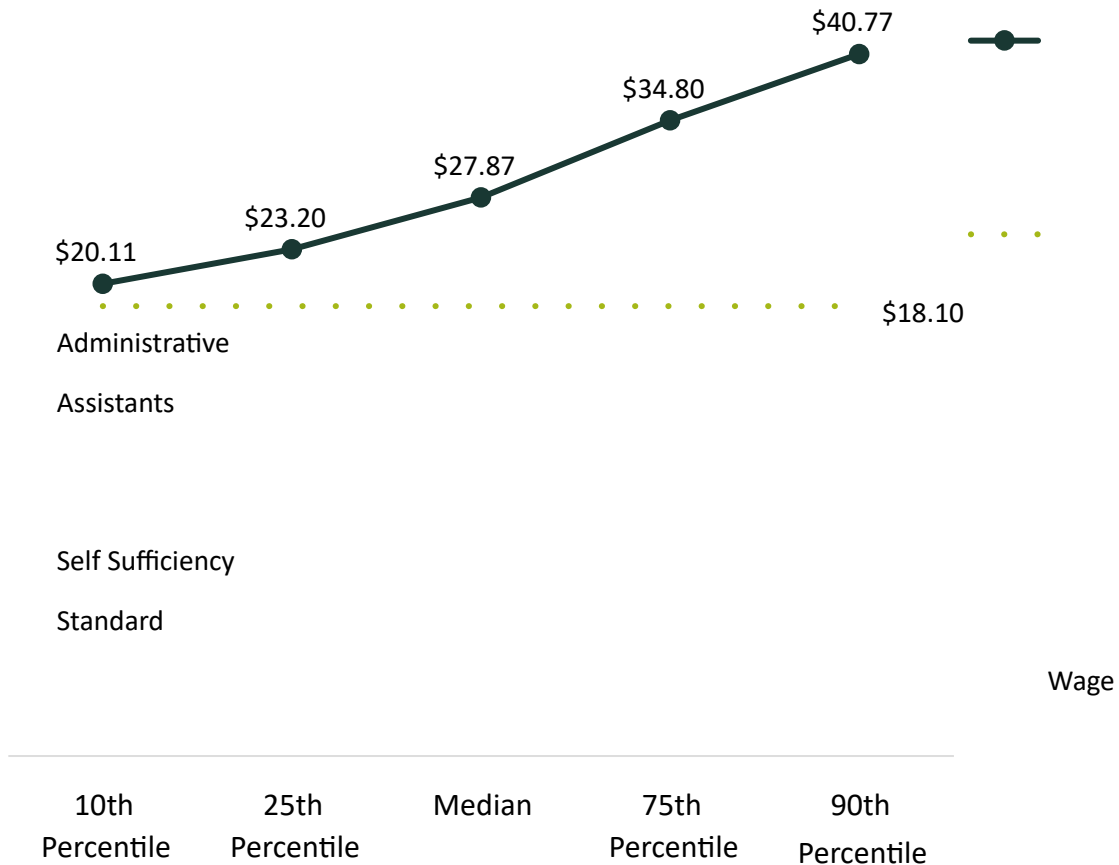
### Exhibit 3: Earnings for Occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)	Median Annual Earnings*
Executive Secretaries and Executive Administrative Assistants (43-6011)	\$26.85	\$31.90	\$39.31	\$66,400
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	\$18.87	\$23.00	\$28.25	\$47,800

\*Rounded to the nearest \$100

On average, the entry-level earnings for the occupations in this report are \$23.20; this is above the living wage for one single adult in Los Angeles County (\$18.10). Exhibit 4 shows the average wage for the occupations in this report, from entry-level to experienced workers.

## Exhibit 4: Average Hourly Earnings for Administrative Assistants in LA/OC



### Job Postings

Of the 26,120 total job postings for the two occupations of interest, there were 1,513 online job postings related to remote or virtual administrative assistants listed in the past 12 months. Exhibit 5 displays the number of job postings by occupation. The majority of job postings (73%) were for *secretaries and administrative assistants, except legal, medical, and executive*, followed by *executive secretaries and executive administrative assistants* (27%). The highest number of job postings were for administrative assistants, executive assistants, personal assistants, administrative coordinators, and executive assistants to the Chief Executive Officer. The top skills were administrative support, invoicing, travel arrangements, correct grammar use, and data entry. The top three employers, by number of job postings, in the region were South Orange County Community College District, Randstad (staffing company), and Danaher.

### Exhibit 5: Job postings by occupation (last 12 months)



### Educational Attainment

The Bureau of Labor Statistics (BLS) lists a high school diploma as the typical entry-level education for both occupations in this report. However, the national-level educational attainment data indicates between 42% and 46% of workers in the field have completed some college or an associate degree. Of the 48% of administrative assistant job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 36% (260) requested high school or vocational training, 17% (122) requested an associate degree, and 47% (337) requested a bachelor’s degree.

### Educational Supply

#### Community College Supply

Exhibit 6 shows the annual and three-year average number of awards conferred by community colleges in the related TOP code: Office Technology/Office Computer Applications (0514.00). The colleges with the most completions in the region are Mt. San Antonio, Santa Ana, and Santiago Canyon.

### Exhibit 6: Regional community college awards (certificates and degrees), 2019-2022

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
0514.00	Office Technology/ Office Computer Applications	Cerritos	10	14	14	13
		Citrus	3	-	3	2
		East LA	34	51	47	44
		El Camino	2	3	1	2
		Glendale	25	30	53	36
		LA City	6	5	35	15
		LA Harbor	11	7	13	10
		LA Mission	12	11	17	13

LA Pierce	44	75	66	62
LA Southwest	-	6	9	5
LA Trade-Tech	22	21	24	22
LA Valley	107	80	65	84
Long Beach	57	88	92	79
Mt San Antonio	228	183	233	215

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
		Pasadena	13	59	43	38
		Rio Hondo	-	16	9	8
		Santa Monica	12	8	11	10
		West LA	1	1	-	1
		<b>LA Subtotal</b>	<b>587</b>	<b>658</b>	<b>735</b>	<b>660</b>
		Coastline	9	1	-	3
		Cypress	16	8	5	10
		Golden West	1	-	-	0
		Irvine	16	9	12	12
		N. Orange Adult	33	37	34	35
		Orange Coast	-	-	1	0
		Saddleback	8	7	4	6
		Santa Ana	223	246	130	200
		Santiago Canyon	97	71	100	89
		<b>OC Subtotal</b>	<b>403</b>	<b>379</b>	<b>286</b>	<b>356</b>
		<b>Supply Total/Average</b>	<b>990</b>	<b>1,037</b>	<b>1,021</b>	<b>1,016</b>

### Non-Community College Supply

For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for administrative assistants. Exhibit 7 shows the



annual and three-year average number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2019 to 2021. Between 2019 and 2021, non-community college institutions in the region conferred an average of 270 sub-baccalaureate awards. Subbaccalaureate awards include associate degrees, postsecondary awards, and other academic awards.

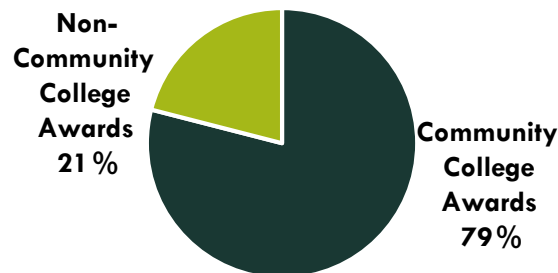
### Exhibit 7: Regional non-community college awards, 2019-2021

CIP	Program	Institution	2019-20 Awards	2020-21 Awards	2-Year Average
52.0401	Administrative Assistant and Secretarial Science, General	Hacienda La Puente Adult Education	20	23	22
		InterCoast Colleges-West Covina	-	3	2
		Pomona USD Adult & Career Education	3	1	2
CIP	Program	Institution	2019-20 Awards	2020-21 Awards	2-Year Average
52.0407	Business/Office Automation/Technology/Data Entry	Learnet Academy	4	14	9
52.0408	General Office Occupations and Clerical Services	ABC Adult School	16	11	14
		Diversified Vocational College	-	102	51
		Fremont College	-	3	2
		Hacienda La Puente Adult Education	21	-	11
		Pomona USD Adult & Career Education	-	1	1
		Premiere Career College	5	-	3
		UEI College-Gardena	34	31	33

United Education Institute-Encino	34	32	33
United Ed. Institute-Garden Grove	29	26	28
United Ed. Institute-Huntington Park	31	40	36
United Ed. Institute-West Covina	26	30	28
<b>Supply Total/Average</b>	<b>223</b>	<b>317</b>	<b>270</b>

Exhibit 8 shows the proportion of community college awards conferred in LA/OC compared to the number of non-community college awards for the programs in this report. Nearly eight of ten awards conferred in these programs are awarded by community colleges in the LA/OC region.

**Exhibit 8: Community College Awards Compared to Non-Community College Awards in LA/OC Region, 3-Year Average**



**Appendix A: Occupational demand and wage data by county**

**Exhibit 9. Los Angeles County**

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Executive Secretaries and Executive Administrative Assistants (43-6011)	17,846	16,700	(1,146)	(6%)	2,005	\$27.61	\$32.81	\$40.43

Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	56,369	55,919	(450)	(1%)	6,687	\$19.03	\$23.22	\$28.54
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<b>Total</b>	<b>74,215</b>	<b>72,619</b>	<b>(1,596)</b>	<b>(2%)</b>	<b>8,692</b>	-	-	-
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**Exhibit 10. Orange County**

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	EntryLevel Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Executive Secretaries and Executive Administrative Assistants (43-6011)	6,309	5,855	(454)	(7%)	706	\$26.85	\$31.90	\$39.31
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	19,894	19,709	(185)	(1%)	2,355	\$18.87	\$23.00	\$28.25
<b>Total</b>	<b>26,203</b>	<b>25,564</b>	<b>(639)</b>	<b>(2%)</b>	<b>3,061</b>	-	-	-

**Exhibit 11. Los Angeles and Orange Counties**

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	% Age 55 and older*	Typical Entry-Level Education
Executive Secretaries and Executive Administrative Assistants (43-6011)	24,155	22,555	(1,600)	(7%)	2,711	34%	HS diploma or equivalent
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)	76,263	75,628	(635)	(1%)	9,042	35%	HS diploma or equivalent

<b>Total</b>	<b>100,418</b>	<b>98,183</b>	<b>(2,235)</b>	<b>(2%)</b>	<b>11,753</b>	-	-
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\*The average percentage of workers age 55 and older across all occupations in the greater LA/OC region is 27%. These occupations have a larger share of older workers, which typically indicates greater replacements needs to offset the amount of impending retirements.

#### Appendix B: Sources

- O\*NET Online
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington •  
Chancellor's Office Curriculum Inventory (COCI 2.0)

For more information, please contact:

Luke Meyer, Director

Los Angeles Center of Excellence

[Lmeyer7@mtsac.edu](mailto:Lmeyer7@mtsac.edu)



# COMMUNITY COLLEGE REPRESENTATION

## Cerritos College

<b>Program Name</b>	Business Communications Office Technology: Secretary/Administrative Assistant
<b>Website</b>	<a href="https://www.cerritos.edu/architecture/default.htm">https://www.cerritos.edu/architecture/default.htm</a>
<b>Overview</b>	Secretary/Administrative Assistant AA degree prepares students for employment as an administrative assistant, executive secretary, general secretary, office secretary, executive assistant, virtual assistant, school secretary, senior executive assistant, or office manager in any business sector, education, government, or medical/dental/hospital office environment.

For more information, contact:

Christopher Whiteside, Business Education Division Dean, [cwhiteside@cerritos.edu](mailto:cwhiteside@cerritos.edu)

## Citrus College

<b>Program Name</b>	ADT In Business Administration
<b>Website</b>	<a href="http://catalog.citruscollege.edu/disciplines/business/">http://catalog.citruscollege.edu/disciplines/business/</a>
<b>Overview</b>	The Associate in Science in Business Administration 2.0 for Transfer (AS-T) provides lower division preparation for students planning to transfer into business or business administration programs. Students will take courses in business as well as related fields required for business majors. This degree can lead students into several areas of concentration at four-year universities, including the following: business management, business law, marketing, finance, business ethics, and business communications.

For more information, contact:

Victoria Dominguez, Dean of Math & Business, [vdominguez@citruscollege.edu](mailto:vdominguez@citruscollege.edu)

## Compton College

<b>Program Name</b>	Business Management
<b>Website</b>	<a href="https://www.compton.edu/academics/business-industrial-studies/business/index.aspx">https://www.compton.edu/academics/business-industrial-studies/business/index.aspx</a>
<b>Overview</b>	The program provides students with the opportunity to obtain a degree in business management. The student completing this program will have the ability to organize, operate, and manage business organizations, utilize human resources, improve working relationships, draft letters and reports, and speak in various business situations. Competency will be measured by examinations, presentations, projects, and case problems.

For more information, contact:

Dr. Paul Flor, Dean of Student Learning, [pflor@compton.edu](mailto:pflor@compton.edu)

## East Los Angeles College

<b>Program Name</b>	Business Administration
<b>Website</b>	<a href="https://www.elac.edu/academics/aos/business">https://www.elac.edu/academics/aos/business</a>
<b>Overview</b>	The Business Administration curriculum is designed for students who are interested in encompassing formal business education. Upon successfully completing this transfer degree program, the student will have an extensive background in the principles and practices of the business world. Students will acquire a broad fundamental knowledge of the theory and practice of business and the skills needed to apply their knowledge in a professional environment successfully.

For more information, contact:

Frank Aguirre, Chairperson, [aguirrfj@elac.edu](mailto:aguirrfj@elac.edu)

## El Camino College

<b>Program Name</b>	Office Administration
<b>Website</b>	<a href="https://www.elcamino.edu/academics/divisions/business/office-administration/">https://www.elcamino.edu/academics/divisions/business/office-administration/</a>
<b>Overview</b>	The degree and certificate programs in Office Administration include options in office systems, management, bookkeeping, computer applications, and office clerk. Upon completion of the requirements, students will be able to operate office equipment appropriate to their specialty, apply American business office procedures, and understand information management principles, operations, and organization. Competency will be assessed regularly through examinations and projects.

For more information contact:

Virginia Rapp, Dean, [vrapp@elcamino.edu](mailto:vrapp@elcamino.edu)

## Glendale College

**Program Name** Computer Information Systems, Certificate

**Website** <https://www.glendale.edu/academics/degree-certificate-programs/certificate-programs/computer-information-systems-nd>

**Overview** This degree or certificate is designed to prepare students for employment in the IT workforce as entry-level Programmers, entry-level Database Programmers, Application Analysts, Programmer Analysts, Business Analysts, System Analysts, PC Support Specialists, Technical Support, User Support Specialists and etc. Students will demonstrate their proficiency through performance in laboratory exercises and objective examinations. The student will analyze simple business or technical problems relevant to programming, and prepare solutions to them; implement a program in either C/C++ or Java, using objects; and demonstrate an understanding of the operations and processes of a computer relevant to programming.

For more information contact:

Freddy Saucedo, Dean of Career Technical Education, [fsaucedo@glendale.edu](mailto:fsaucedo@glendale.edu)

## Long Beach City College

**Program Name** Business Administration

**Website** <https://www.lbcc.edu/business>

**Overview** The Business program equips our students, through a variety of academic disciplines and in a manner consistent with the mission of the college, with the knowledge and skills needed to transfer to a baccalaureate-degree granting institution, to enter the work force, to update workplace skills, or to achieve personal enrichment in a lifelong-learning environment. Students develop high-level knowledge and critical-thinking skills that will prepare them to make informed and ethically responsible decisions in a complex global environment.

For more information contact:

Myke McMullen, Department Chair, [mmcmullen@LBCC.edu](mailto:mmcmullen@LBCC.edu)

## Los Angeles City College

**Program Name** Business Administration

**Website** <https://www.lacc.edu/academics/pathways/bel/business-admin-dept>

**Overview** Our programs in Business Administration are designed for students seeking entry-level positions in general areas of business commerce, finance, economics, international business management, and marketing, or for those currently employed in industry who want to upgrade their skills. All four programs are designed to give the student an extensive background in the principles and practices of the business world. The degree programs offer a more comprehensive curriculum than the certificate program, and the AS-T prepares the student to transfer to a four-year university.

For more information contact:

Mr. R. Britt Hastey, Department Chair, [hasteyrb@lacitycollege.edu](mailto:hasteyrb@lacitycollege.edu)

## Los Angeles Harbor College

**Program Name** Administrative Assistant

**Website** <https://www.lahc.edu/academics/pathways/beh>

**Overview** This degree prepares students for positions in a variety of offices including business, aerospace, education, government, health care and industry. This degree requires greater than 60 units and therefore may take more time to complete than other degrees. See the program learning outcomes listed under the CAOT heading above.

For more information contact:

Wendy Hoffman, Instructor in Business, [hoffmawk@lahc.edu](mailto:hoffmawk@lahc.edu)

## Los Angeles Mission College

**Program Name** Business Administration

**Website** <https://www.lamission.edu/academics/pathways/blps/business>

**Overview** The Business Administration program is designed to give the student a basic understanding of the field of business through the use of electives. It is also designed with sufficient latitude to allow the student to explore fields of his or her choice. This program is designed to meet the needs of 1) employed persons desiring to prepare for supervisory positions, 2) supervisors and other management personnel who wish to gain knowledge which will enable them to perform their duties more effectively or to advance to more responsible positions.

For more information contact:



Vilma Bernal, Department Chair Business and Law, [BernalVA@lamission.edu](mailto:BernalVA@lamission.edu)

## Los Angeles Pierce College

**Program Name** Administrative Professional

**Website** <https://www.lapc.edu/academics/pathways/bl>

**Overview** The Administrative Professional Program prepares students for supervisory and managerial positions in business offices. This curriculum is directed toward enabling a candidate to complete successfully an examination developed and administered by the International Association for Administrative Professionals (IAAP) to attain the designation Certified Administrative Professional (CAP). Completion of this curriculum, acceptable scores on the CAP examination, and at least two years of successful office experience qualify the student for certification.

For more information contact:

Judy Lam, Guided Pathways Coordinators, [lamj2@piercollege.edu](mailto:lamj2@piercollege.edu)

## Los Angeles Southwest College

**Program Name** Business Administration

**Website** <https://www.lasc.edu/academics/aos/business-administration-ast>

**Overview** The Associate in Science in Business Administration for Transfer Degree is intended for students who are planning to transfer to a California State University (CSU) institution into the Business Bachelors program. The Student is guaranteed admission to a CSU upon completion of this program. The degree prepares students to continue their formal education in the business field at a four-year CSU. The degree combines the foundation necessary for Business Administration with equal emphasis on university parallel courses in Liberal Arts and STEM.

For more information contact:

Dr. Allison Moore, Dean/Chairperson, [mooreap@lasc.edu](mailto:mooreap@lasc.edu)

## Los Angeles Trade Technical College

**Program Name** Computer Information Systems, AS or Certificate

**Website** <https://www.lattc.edu/academics/aos/computer-information-systems>

**Overview** The Computer Information Systems program is designed to prepare students for careers in the exciting Information Technology fields such as programming, software engineering, database administration, computer networking, multimedia programming, and web programming technologies. Microcomputer usage continues to grow at an ever increasing pace as does the demand for workers with solid technical skills and knowledge of programming, networking, and website development and management. The primary goal of the program is to prepare students for entry-level employment as well as providing marketable

career advancement knowledge and skills.

For more information contact:

Dr. Rose Gathoni Maina, Business & Civic Engagement Department Chair, [MainaRG@lattc.edu](mailto:MainaRG@lattc.edu)

## Los Angeles Valley College

<b>Program Name</b>	Business Management
<b>Website</b>	<a href="https://www.lavc.edu/academics/pathways/bel/business-admin-dept">https://www.lavc.edu/academics/pathways/bel/business-admin-dept</a>
<b>Overview</b>	Students will receive a comprehensive set of classes that give you the tools to be successful in business. Whether your goals are to transfer to a university and complete a four-year degree, earn an associate's degree or certificate, master skills for a new career, advance in your current career, or obtain the skills to start a new business you are in the right place.

For more information contact:

Dr. Kevin Sanford, Chair, [sanforKR@lavc.edu](mailto:sanforKR@lavc.edu)

## Mt. San Antonio College

<b>Program Name</b>	Administrative Assistant
<b>Website</b>	<a href="https://www.mtsac.edu/guided-pathways/business-programs.html#buspanelQuicklink2">https://www.mtsac.edu/guided-pathways/business-programs.html#buspanelQuicklink2</a>
<b>Overview</b>	This program is intended to prepare students for employment following graduation as administrative assistants, executive assistants, office managers, or other clerical and support staff. Training in a variety of computer and clerical skills is emphasized. Students desiring a bachelor's degree (transfer program) should consult with a counselor or advisor to discuss transferability of courses.

For more information contact:

Barry Andrews, Department Chair, [bandrews@mtsac.edu](mailto:bandrews@mtsac.edu)

## Pasadena City College

<b>Program Name</b>	Business Administration
<b>Website</b>	<a href="https://pasadena.edu/academics/degrees-and-certificates/certificates-of-achievement/management.php">https://pasadena.edu/academics/degrees-and-certificates/certificates-of-achievement/management.php</a>

**Overview** The Management program is designed for the student interested in management or supervisory positions leading to careers in business management. It can be used to upgrade leadership skills and develop organizational skills which may lead to advancement in operations management, transportation, retail, marketing, international business, and related fields.

For more information contact:

Matthew Barboza, Division Dean, [mbarboza3@pasadena.edu](mailto:mbarboza3@pasadena.edu)

## Rio Hondo College

**Program Name** Business Administration

**Website** <https://www.riohondo.edu/business/business-department/business-administration/>

**Overview** Rio Hondo College offers two Business Administration Programs: The Associates of Science in Business Administration for Transfer (AS-T) Degree and the Associate of Arts in Business Administration Degree. Both degree programs will help students develop the analytical, communication, and critical thinking skills necessary to succeed as a business major. Business Administration prepares students for careers in accounting, finance, management, marketing, information technologies and many others.

For more information contact:

Gita Runkle, Dean of Business, [grunkle@riohondo.edu](mailto:grunkle@riohondo.edu)

## Santa Monica College

**Program Name** Business

**Website** <https://www.smc.edu/academics/areas-of-interest/business/business-program/>

**Overview** Prepare for a career in business administration, management or leadership--or even explore entrepreneurship through our comprehensive business programs. More and more, our rapidly changing world demands business leaders who bring innovative ideas, It all starts with our foundational programs at SMC, where we offer a broad range of classes including marketing, finance, global trade and logistics, ethics, strategic leadership, and more.

For more information contact:

Dana Nasser, Department Chair of Business, [Nasser\\_dana@smc.edu](mailto:Nasser_dana@smc.edu)

## West Los Angeles College

**Program Name** Administrative Assistant

**Website** <https://www.wlac.edu/academics/aos/business-business-administration>

**Overview** The Administrative Assistant certificate program prepares students for entry-level, in-demand positions. Students practice their professional correspondence and communication skills, computer skills, and customer service skills as well as become familiar with basic business terminology to be successful in different public and private professional office environments. Students provided assistance with their resume, job applications and interview skills as well as are shown their options to continue their education and develop administrative skills for specific industries such as paralegal, legal assistants, and administrative support positions in facilities management, technology companies, and more.

For more information contact:

Todd Matosic, Division Chair, [Matosit@wla.edu](mailto:Matosit@wla.edu)