

**Labor Market Analysis for Program Recommendation**

**Integrated Health and Wellness Occupations**

**Skyline College**

## Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

## August 2023

## Recommendation

Based on all available data, there appears to be an “undersupply” of Integrated Health and Wellness workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco, San Mateo counties). There is a projected annual gap of about 455 students in the Bay region and 127 students in the Mid-Peninsula Sub-Region.

In addition, Skyline college reports that "...many of our students are already practitioners of some type, massage, Reiki, herbalism etc… who are looking for an additional area of practice to add to their business." This means that there is no real need to calculate the difference (or gap) between occupational demand and supply of graduates, in order to determine if there is a need for the new program, since most students in this program are not entering the labor market but are already employed and seeking skills development.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1299.00 - Other Health Occupations programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Skyline College and in the region.

This report profiles Integrated Health and Wellness Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at Skyline College. Labor market information (LMI) is not available at the eight-digit SOC Code level for either Fitness and Wellness Coordinators (11-9179.01) or Spa Managers (11-9179.02), therefore, the data shown in Tables 1 and 2 is for Personal Service Managers, All Other (at the six digit SOC level) and likely overstates demand for both Fitness and Wellness Coordinators and Spa Managers.

* **Personal Service Managers, All Other (11-9179):** All personal service managers not listed separately.  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: NA%
* **Health Education Specialists (21-1091):** Provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Collect and analyze data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. May serve as resource to assist individuals, other health professionals, or the community, and may administer fiscal resources for health education programs. Excludes “Community Health Workers” (21-1094).  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%
* **Healthcare Practitioners and Technical Workers, All Other (29-9099):** All healthcare practitioners and technical workers not listed separately.  
    Entry-Level Educational Requirement: Postsecondary nondegree award  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: NA%

## Occupational Demand

**Table 1. Employment Outlook for Integrated Health and Wellness Occupations in Bay Region**

| **Occupation** | **2021 Jobs** | **2026 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Personal Service Managers, All Other | 389 | 450 | 61 | 16% | 238 | 48 | $18 | $22 |
| Health Education Specialists | 2,246 | 2,461 | 215 | 10% | 1,479 | 296 | $26 | $35 |
| Healthcare Practitioners and Technical Workers, All Other | 1,340 | 1,468 | 128 | 10% | 576 | 115 | $26 | $34 |
| **Total** | **3,976** | **4,379** | **404** | **10%** | **2,293** | **459** |  |  |
| Source: Lightcast 2022.3 | | | | | | | | |
| **Bay Region includes:** Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties | | | | | | | | |

**Table 2. Employment Outlook for Integrated Health and Wellness Occupations in Mid-Peninsula Sub-region**

| **Occupation** | **2021 Jobs** | **2026 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Personal Service Managers, All Other | 106 | 122 | 16 | 15% | 62 | 12 | $18 | $28 |
| Health Education Specialists | 618 | 697 | 79 | 13% | 432 | 86 | $28 | $38 |
| Healthcare Practitioners and Technical Workers, All Other | 309 | 366 | 57 | 18% | 163 | 33 | $30 | $38 |
| **Total** | **1,033** | **1,185** | **152** | **15%** | **657** | **131** |  |  |
| Source: Lightcast 2022.3 | | | | | | | | |
| **Mid-Peninsula Sub-Region includes:** San Francisco, San Mateo Counties | | | | | | | | |

### Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Aug. 2022 - July 2023)**

| **Occupation** | **Bay Region** | **Mid-Peninsula** |
| --- | --- | --- |
| Health Education Specialists | 1,818 | 421 |
| Personal Service Managers, All Other | 1,184 | 190 |
| Healthcare Practitioners and Technical Workers, All Other | 54 | 15 |
| Source: Lightcast | | |

**Table 4a. Top Job Titles for Integrated Health and Wellness Occupations for latest 12 months (Aug. 2022 - July 2023) - Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Salon Managers | 364 | Wellness Coordinators | 45 |
| Assistant Salon Managers | 258 | Health and Wellness Coaches | 41 |
| Health Educators | 119 | Health and Wellness Managers | 37 |
| Clinical Educators | 108 | Spa Supervisors | 36 |
| Lactation Consultants | 103 | Health Coaches | 32 |
| Nurse Educators | 89 | Master Gardeners | 31 |
| Registered Nurse Educators | 89 | Health Education Specialists | 28 |
| Fitness Managers | 84 | Health Care Specialists | 27 |
| Health and Wellness Directors | 52 | Wellness Specialists | 25 |
| Source: Lightcast | | | |

**Table 4b. Top Job Titles for Integrated Health and Wellness Occupations for latest 12 months (Aug. 2022 - July 2023) - Mid-Peninsula Sub-Region**

| **Title** | **Mid-Peninsula** | **Title** | **Mid-Peninsula** |
| --- | --- | --- | --- |
| Salon Managers | 47 | Health Education Specialists | 14 |
| Health Educators | 34 | Fitness Managers | 13 |
| Assistant Salon Managers | 32 | Health and Wellness Coaches | 12 |
| Lactation Consultants | 31 | Stroke Coordinators | 11 |
| Registered Nurse Educators | 23 | Prevention Educators | 8 |
| Clinical Educators | 20 | Studio Managers | 8 |
| Nurse Educators | 19 | Community Health Educators | 7 |
| Wellness Coordinators | 19 | Health Advisors | 7 |
| Health Coaches | 15 | Health and Wellness Managers | 6 |
| Source: Lightcast | | | |

## Industry Concentration

**Table 5. Industries hiring Integrated Health and Wellness Workers in Bay Region**

| **Industry - 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2021)** | **Jobs in Industry (2026)** | **% Change (2021-26)** | **% Occupation Group in Industry (2022)** |
| --- | --- | --- | --- | --- |
| Local Government, Excluding Education and Hospitals | 383 | 427 | 11% | 9% |
| HMO Medical Centers | 402 | 450 | 12% | 9% |
| General Medical and Surgical Hospitals | 383 | 369 | -4% | 8% |
| Hospitals (Local Government) | 196 | 291 | 49% | 6% |
| Offices of Physicians (except Mental Health Specialists) | 144 | 159 | 11% | 3% |
| Beauty Salons | 182 | 155 | -15% | 3% |
| State Government, Excluding Education and Hospitals | 166 | 149 | -10% | 3% |
| Federal Government, Civilian, Excluding Postal Service | 139 | 137 | -2% | 3% |
| Fitness and Recreational Sports Centers | 87 | 143 | 64% | 3% |
| Other Individual and Family Services | 105 | 154 | 47% | 3% |
| Source: Lightcast 2022.3 | | | | |

**Table 6. Top Employers Posting Integrated Health and Wellness Occupations in Bay Region and Mid-Peninsula Sub-Region (Aug. 2022 - July 2023)**

| **Employer** | **Bay** | **Employer** | **Mid-Peninsula** |
| --- | --- | --- | --- |
| Great Clips | 554 | Great Clips | 62 |
| Kaiser Permanente | 142 | Kaiser Permanente | 38 |
| Sutter Health | 120 | Sutter Health | 34 |
| Supercuts | 72 | University of California | 32 |
| University of California | 67 | Supercuts | 17 |
| Clinical Management Consultants | 61 | Mission Neighborhood Health Center | 10 |
| Source: Lightcast | | | |

## Educational Supply

There is one (1) community college in the Bay Region and Mid-Peninsula Sub-Region issuing four (4) awards on average annually (last 3 years ending 2021-22) on TOP 1299.00 - Other Health Occupations.

**Table 7. Community College Awards on TOP 1299.00 - Other Health Occupations in Bay Region**

| **College** | **Subregion** | **Associate Degree** | **High unit Certificate** | **Low unit Certificate** | **Total** |
| --- | --- | --- | --- | --- | --- |
| San Francisco | Mid-Peninsula | 0 | 0 | 4 | 4 |
| **Total** |  | **0** | **0** | **4** | **4** |
| Source: Data Mart | | | | | |
| Note: The annual average for awards is 2019-20 to 2021-22. | | | | | |

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 459 annual openings for the Integrated Health and Wellness occupational cluster and four (4) annual (3-year average) awards for an annual undersupply of 455 students. In the Mid-Peninsula Sub-Region, there is also a gap with 131 annual openings and four (4) annual (3-year average) awards for an annual undersupply of 127 students.

In addition, Skyline college reports that "...many of our students are already practitioners of some type, massage, Reiki, herbalism etc… who are looking for an additional area of practice to add to their business." This means that there is no real need to calculate the difference (or gap) between occupational demand and supply of graduates, in order to determine if there is a need for the new program, since most students in this program are not entering the labor market but are already employed and seeking skills development.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1299.00 - Other Health Occupations**

| **Metric Outcomes** | **Bay All CTE Programs** | **Skyline All CTE Programs** | **State 1299.00** | **Bay 1299.00** | **Mid-Peninsula 1299.00** | **Skyline 1299.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 74% | 75% | 75% | 88% | N/A |
| Median Annual Earnings for SWP Exiting Students | $53,090 | $48,369 | $34,285 | $48,541 | $54,176 | $89,915 |
| Median Change in Earnings for SWP Exiting Students | 24% | 13% | 20% | 16% | 32% | N/A |
| Exiting Students Who Attained the Living Wage | 54% | 30% | 47% | 45% | 42% | 100% |
| Source: Launchboard Strong Workforce Program Median of 2018 to 2021. | | | | | | |

## Skills, Certifications and Education

**Table 9. Top Skills for Integrated Health and Wellness Occupations in Bay Region (Aug. 2022 - July 2023)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Nursing | 774 | Risk Management | 167 |
| Cosmetology | 474 | Clinical Practices | 161 |
| Health Education | 292 | Public Health | 149 |
| Mental Health | 247 | Health And Wellness Coaching | 144 |
| Acute Care | 212 | Pediatrics | 138 |
| Clinical Nursing | 208 | Adult Education | 136 |
| Marketing | 199 | Cardiopulmonary Resuscitation (CPR) | 127 |
| Quality Improvement | 196 | Bilingual (Spanish/English) | 123 |
| Clinical Experience | 184 | Performance Improvement | 122 |
| Medical Records | 172 | Nurse Education | 121 |
| Source: Lightcast | | | |

**Table 10. Certifications for Integrated Health and Wellness Occupations in Bay Region (Aug. 2022 - July 2023)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Registered Nurse (RN) | 760 | Personal Trainer Certification | 68 |
| Barber License | 472 | Licensed Vocational Nurse (LVN) | 66 |
| Basic Life Support (BLS) Certification | 446 | Board Certified/Board Eligible | 65 |
| Valid Driver's License | 282 | Pediatric Advanced Life Support (PALS) | 64 |
| Cardiopulmonary Resuscitation (CPR) Certification | 183 | Neonatal Resuscitation Program Certification (NRP) | 48 |
| Advanced Cardiovascular Life Support (ACLS) Certification | 142 | Registered Dietitian (RD/RDN) | 45 |
| International Board Certified Lactation Consultant (IBCLC) | 95 | Certified First Responder (CFR) | 38 |
| First Aid Certification | 75 | Combat Lifesaver | 38 |
| Clinical Nurse Specialist (CNS) | 72 | Licensed Practical Nurse (LPN) | 37 |
| Automated External Defibrillator (AED) Certification | 69 | Nurse Practitioner (APRN-CNP) | 34 |
| Source: Lightcast | | | |

**Table 11. Education Requirements for Integrated Health and Wellness Occupations in Bay Region**

| **Education Level** | **Job Postings** | **% of Total** |
| --- | --- | --- |
| High school or GED | 451 | 20% |
| Associate degree | 230 | 10% |
| Bachelor's degree & higher | 1,623 | 70% |
| Source: Lightcast | | |
| Note: 49% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample. | | |

## Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O\*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

## Sources

O\*Net Online  
Lightcast  
CTE LaunchBoard www.calpassplus.org  
Launchboard  
Statewide CTE Outcomes Survey  
Employment Development Department Unemployment Insurance Dataset  
Living Insight Center for Community Economic Development  
Chancellor’s Office MIS system

## Contacts

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