

# LABOR MARKET ANALYSIS

FOR PROGRAM RECOMMENDATION



C·O·E

CENTERS OF EXCELLENCE  
FOR LABOR MARKET RESEARCH

## NUTRITION AND WELLNESS OCCUPATIONS IN THE FAR NORTH

Far North  
Center of Excellence

DECEMBER 2022

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# SUMMARY

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The Far North Center of Excellence for Labor Market Research prepared this report to provide a labor market analysis of educational supply and occupational demand for middle-skilled career pathways in the Far North subregion. This report aims to determine if demand in the local labor market is unmet by the supply from existing community college programs and other postsecondary training providers.

This report primarily focuses on training that leads to jobs in middle-skilled occupations - jobs that typically require education beyond a high school diploma but less than a Bachelor's degree - but may include higher-skilled occupations for training pathways that lead to a Bachelor's degree. Lowered skilled occupations are rarely considered in this analysis due to the lessened barriers for entry-level work, such as no formal education and on-the-job training requirements.

Key findings include:

- The Far North held 690 nutrition and wellness occupational pathway jobs in 2021. Nutrition and wellness jobs are projected to increase by 4% over the next five years, adding 25 new jobs to the subregion by 2026.
- Over the next five years, nutrition and wellness jobs are projected to have 143 annual openings in the Far North subregion.
- Wage data shows that nutrition and wellness jobs earn \$1 to \$13 above the subregion's living wage of \$12.74 per hour. Entry-level wages for both occupations are close to minimum wage.
- Awards data analysis shows that Far North training providers conferred an average of 53 awards (certificates and associate degrees) in related nutrition and wellness programs over the last three academic years.

Recommendations include:

- The Far North Center of Excellence recommends moving forward with exploration of the program.

# INTRODUCTION

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The Far North Center of Excellence (COE) was asked to provide labor market information for a proposed program at a regional community college. This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

- These middle-skill occupations require more education and training beyond a high school diploma but less than a four-year degree:
  - Dietetic Technicians (29-2051)
  - Exercise Trainers and Group Fitness Instructors (39-9031)

A review of related programs revealed the following Taxonomy of Programs (TOP) title(s) and code(s) are appropriate for inclusion in this report:

- Physical Education (0835.00)
- Physical Fitness and Body Movement (0835.10)\*
- Fitness Trainer (0835.20)
- Athletic Training and Sports Medicine (1228.00)\*
- Nutrition, Foods, and Culinary Arts (1306.00)
- Dietetic Services and Management (1306.20)\*
- Dietetic Technology (1306.60)\*

The corresponding Classification of Instructional Program (CIP) title(s) and code(s) are:

- Physical Fitness Technician (31.0507)\*
- Athletic Training/Trainer (51.0913)\*
- Dietetic Technician (51.3103)\*
- Dietetic Assistant (51.3104)\*

\*There were no programs offered in these TOP or CIP codes within the study region.

# OCCUPATIONAL DEMAND

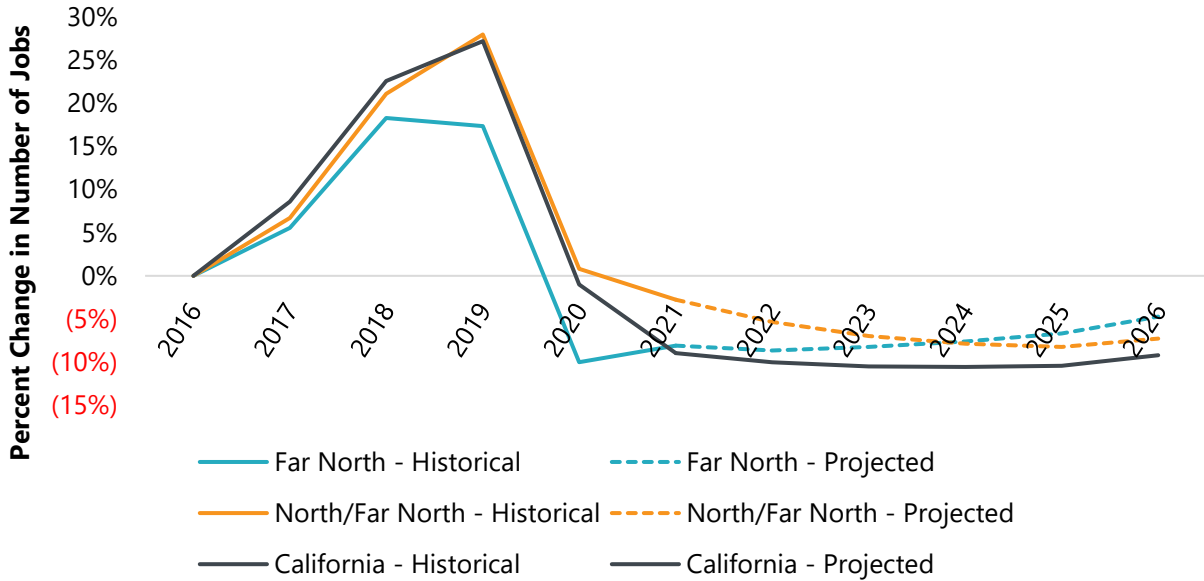
Exhibit 1 summarizes the five-year projected job growth for middle-skill and high-skill occupations in the Far North, North/Far North, and California.

**Exhibit 1. Employment and projected demand, 2021-2026**

Occupation	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change	2021-2026 Annual Openings
Dietetic Technicians	156	161	5	4%	18
Exercise Trainers and Group Fitness Instructors	534	554	20	4%	125
<b>Far North</b>	<b>690</b>	<b>715</b>	<b>25</b>	<b>4%</b>	<b>143</b>
Dietetic Technicians	424	440	16	4%	46
Exercise Trainers and Group Fitness Instructors	2,483	2,332	(151)	(6%)	524
<b>North/Far North</b>	<b>2,907</b>	<b>2,772</b>	<b>(135)</b>	<b>(5%)</b>	<b>569</b>
Dietetic Technicians	3,915	4,081	166	4%	455
Exercise Trainers and Group Fitness Instructors	36,979	36,709	(270)	(1%)	7,746
<b>California</b>	<b>40,895</b>	<b>40,791</b>	<b>(104)</b>	<b>0%</b>	<b>8,201</b>

Exhibit 2 compares the percent change in jobs between 2016 through 2021 and the projected changes through 2026. The rate of change is indexed to the total number of jobs in 2016.

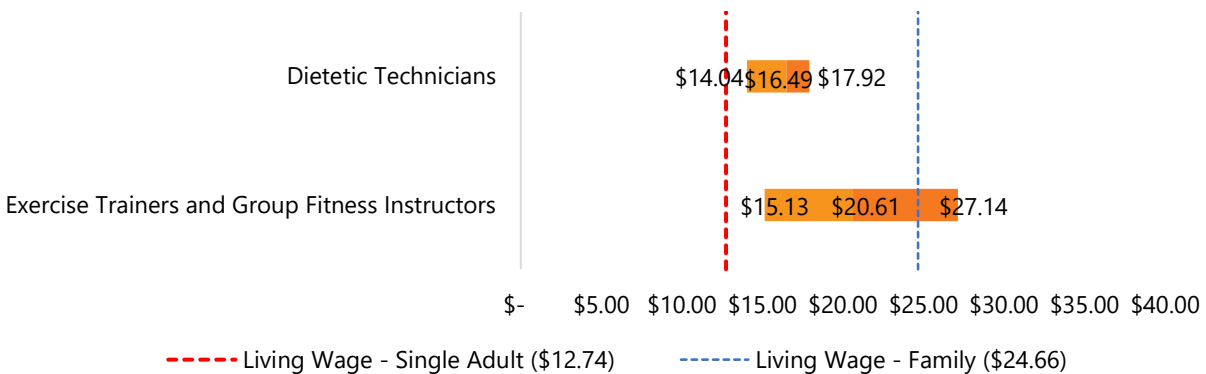
**Exhibit 2. Changes in employment, 2016-2026**



## WAGES

Exhibit 3 compares the entry-level, median, and experienced wages for the selected occupations to the Far North living wage for a single adult (\$12.74 per hour) and a small family<sup>1</sup> (\$24.66 per hour).

**Exhibit 3. Comparison of wages by occupation, 2021**



<sup>1</sup> A small family is defined as a single adult and one school aged child (between the ages of 5 and 12 years).

# JOB POSTINGS

This section analyzes recent data from online job postings (real-time LMI). Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical trends.

The Far North COE identified 68 online job postings for the selected occupations in the 15-county Far North subregion. Job posting data comes from Burning Glass Labor Insights and represents new listings posted online within the last year, from December 1, 2021 to November 30, 2022.

## Occupations and Job Titles

Exhibit 4 details the number of online job postings for the selected occupations.

### Exhibit 4. Number of job postings by occupation

Occupation	Job Postings	Share of Job Postings
Dietetic Technicians	20	29%
Exercise Trainers and Group Fitness Instructors	48	71%
<b>Total Job Postings</b>	<b>68</b>	<b>100%</b>

Exhibit 5 shows the top 10 job titles with the most job postings and the share. All job postings included a job title.

### Exhibit 5. Top jobs titles

Job Title	Job Postings	Share of Job Postings
Personal Trainer	10	15%
One-On-One Aide	4	6%
Nutrition Assistant	4	6%
Outdoor Program Instructor	3	4%
Personal Trainer At Healthsport	3	4%
Diet Aide	3	4%
Home Daily - Class A Instructor	2	3%

Job Title	Job Postings	Share of Job Postings
Fitness Trainer	2	3%
Certified Personal Trainer	2	3%
Food And Nutrition Services Assistant I	1	1%

## Employers

Exhibit 6 shows the top 10 employers with the most job postings for the selected occupations. Thirty-eight percent (n= 26) of job postings did not include an employer.

### Exhibit 6. Employers with the most job postings

Employer	Job Postings	Share of Job Postings
Adventist Health	8	19%
Equinox	7	17%
Sierra Nevada Journeys	4	10%
Associated Students Incorporated	3	7%
County Shasta	2	5%
State of California	1	2%
Watersprites Swim School	1	2%
Svetness Personal Training	1	2%
Sutter Health	1	2%
Planet Fitness Incorporated	1	2%



## Certifications, Skills, and Experience

Exhibit 7 shows the most relevant certifications requested by employers for the selected occupations. Sixty-two percent (n= 42) of job postings did not include certification information.

### Exhibit 7. Most in-demand certifications

Certification	Job Postings	Share of Job Postings
First AID CPR AED	16	62%
Personal Fitness Trainer Certification	2	7%
Licensed Vocational Nurse (LVN)	2	7%
Group Exercise Instructor	1	3%

A query of job postings using search terms “wellness coach” and “fitness coach” returned 2 job postings over the last year, both for employment with Weight Watchers.

Exhibit 8 shows the top skills across three categories for the studied occupations: specialized, human-centered, and technical skills. Microsoft Excel is the only technical skill specified in job postings.

### Exhibit 8. Most in-demand specialized skills

Top Specialized Skills	Top Human-Centered Skills	Top Technical Skills
Cardiopulmonary Resuscitation (CPR)	Physical Abilities	Microsoft Excel
Cooking	Communication Skills	
Nutrition Services	Energetic	
Fitness	Planning	
Teaching	Building Effective Relationships	
Meal Preparation	Computer Literacy	
Clerical Duties	Creativity	
Inventory Monitoring	English	
Patient Assistance	Teamwork / Collaboration	

Top Specialized Skills	Top Human-Centered Skills	Top Technical Skills
Scheduling	Written Communication	

Exhibit 9 shows employers' minimum level of education for job postings for the selected occupations. Seventy-six percent (n= 52) of job postings did not include a preferred education level.

**Exhibit 9. Employer-preferred minimum education levels**

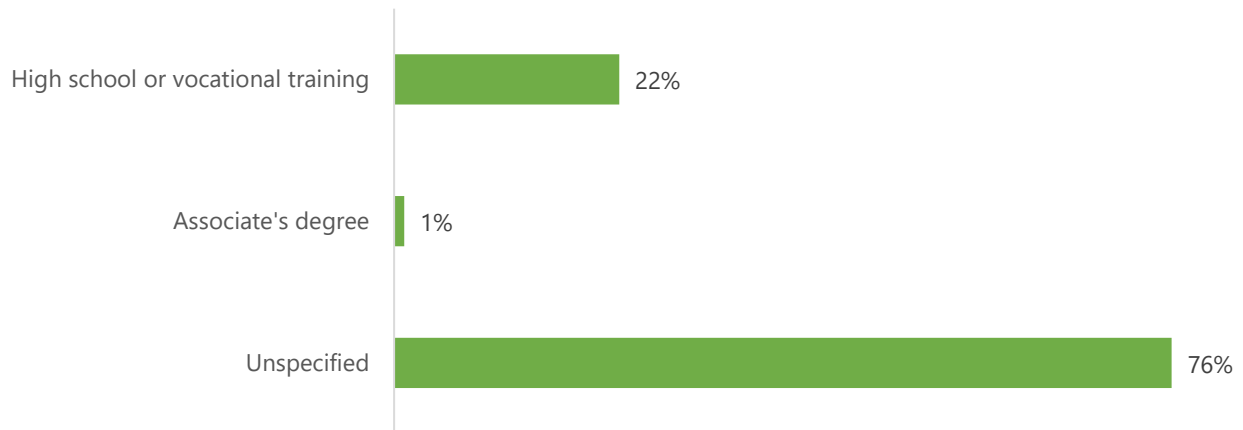
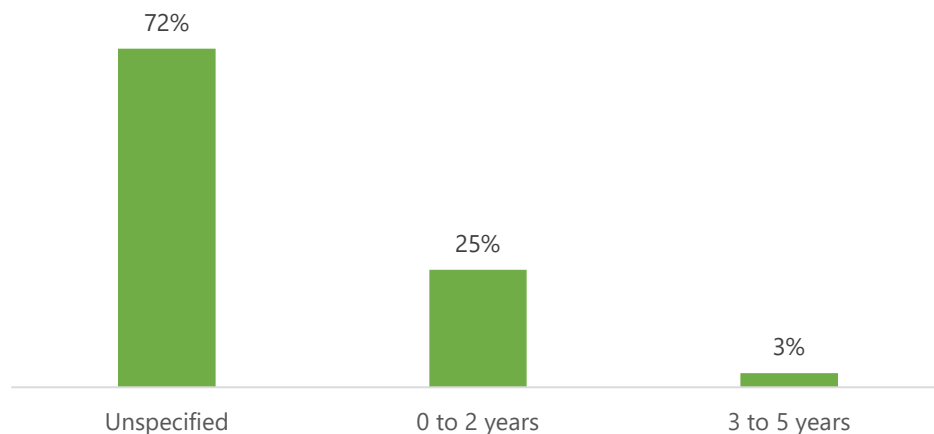


Exhibit 10 shows the experience levels required by employers for job postings for the selected occupations. Seventy-two percent (n= 49) of job postings did not include a preferred experience level.

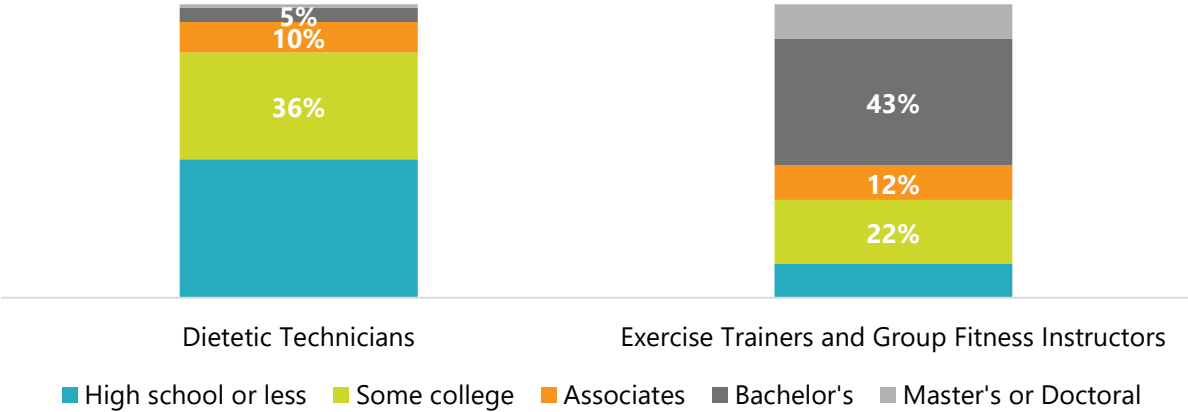
**Exhibit 10. Employer-preferred experience levels**



# EDUCATION AND TRAINING

The U.S. Census Bureau collects data on education achieved by workers employed in occupations. Exhibit 11 shows the state-level educational attainment of the current workforce in the selected occupations.

**Exhibit 11. California worker educational attainment for selected occupations, 2019**



The Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which the BLS publishes projections data. Exhibit 12 shows the selected occupations' entry-level job requirements.

**Exhibit 12. Typical education, work experience, and on-the-job training requirements**

Occupation	Typical Entry-level Education	Work Experience Required	On-the-job Training Required
Dietetic Technicians	Associate's degree	None	None
Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent	None	Short-term

## EDUCATIONAL SUPPLY

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. Exhibit 13 shows the TOP and CIP codes for educational programs related to the selected occupations.

**Exhibit 13. TOP and CIP codes for training programs related to the selected occupations**

TOP Programs and Codes	CIP Programs and Codes
Physical Education (0835.00)	
Physical Fitness and Body Movement (0835.10)*	Physical Fitness Technician (31.0507)*
Fitness Trainer (0835.20)	Athletic Training/Trainer (51.0913)*
Athletic Training and Sports Medicine (1228.00)*	Dietetic Technician (51.3103)*
Nutrition, Foods, and Culinary Arts (1306.00)	Dietetic Assistant (51.3104)*
Dietetic Services and Management (1306.20)*	
Dietetic Technology (1306.60)*	

\*There were no programs offered in these TOP or CIP codes within the study region.

### Community College Supply

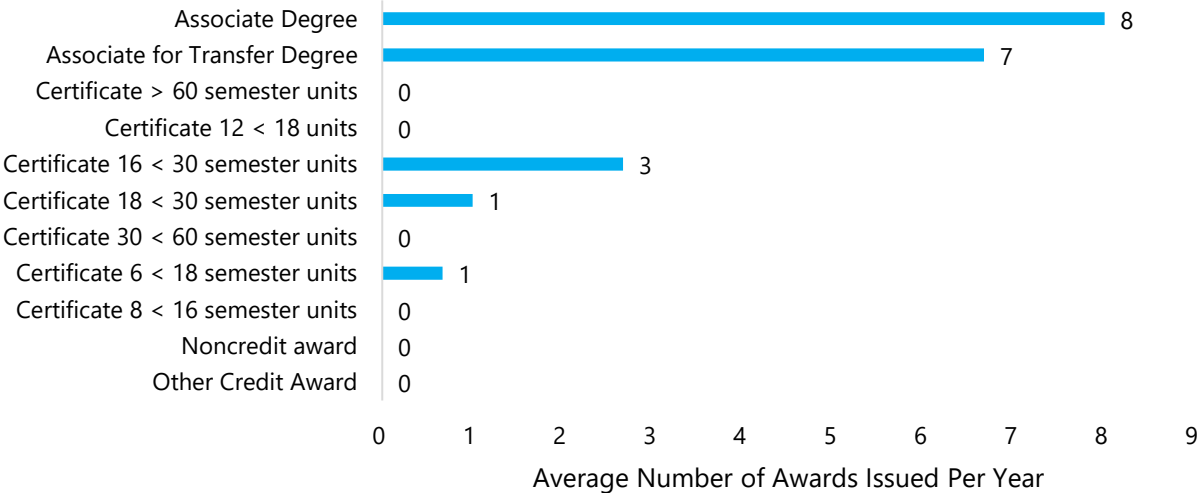
Exhibits 14 and 15 compare the average number of certificates and degrees from selected Far North community college programs over the last three academic years.

**Exhibit 14. Annual average community college awards by program, 2018-19 through 2020-21**

Program - TOP Code	College	Annual Awards 2018-19	Annual Awards 2019-20	Annual Awards 2020-21	3-Yr Annual Awards Average
Physical Education (0835.00)	Butte	1	2	2	2
	Feather River	14	15	6	12
	Lassen	4	1	4	3
	Shasta	10	15	13	13

Program - TOP Code	College	Annual Awards 2018-19	Annual Awards 2019-20	Annual Awards 2020-21	3-Yr Annual Awards Average
	Siskiyous	6	10	9	8
	<b>Subtotal</b>	<b>35</b>	<b>43</b>	<b>34</b>	<b>37</b>
Fitness Trainer (0835.20)	Feather River	0	0	1	0
	Siskiyous	0	0	1	0
	<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>
Nutrition, Foods, and Culinary Arts (1306.00)	Butte	14	17	10	14
	Feather River	0	0	1	0
	Lassen	2	0	0	1
	<b>Subtotal</b>	<b>16</b>	<b>17</b>	<b>11</b>	<b>15</b>
	<b>Total</b>	<b>51</b>	<b>60</b>	<b>47</b>	<b>53</b>

**Exhibit 15. Annual average community college awards by type, 2018-19 through 2020-21**



**Other Postsecondary Supply**

No other postsecondary training providers conferred awards in related programs in the Far North over the last three academic years. Please note that non-community college data typically

lags by one year.

## FINDINGS

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- This report focuses on two occupations in the nutrition and wellness pathway: dietetic technicians and fitness trainers and group fitness instructors.
- The Far North subregion held 690 nutrition and wellness jobs in 2021. These jobs are projected to increase by 4% over the next five years, adding 25 new jobs to the subregion by 2026.
- Jobs in the nutrition and wellness pathway are projected to grow faster in the Far North subregion than in California.
- Over the next five years, nutrition and wellness jobs are projected to have 143 annual openings across the Far North.
- Wage data shows that these nutrition and wellness occupations earn \$1 to \$13 above the subregion's living wage of \$12.74 per hour. Entry-level wages for these occupations are close to minimum wage.
- According to real-time labor market information, there were 68 online job postings for nutrition and wellness occupations between December 1, 2021, and November 30, 2022. A majority of postings were for fitness trainers and group exercise instructors.
- CPR and First Aid are the most requested certifications and specialized skills employers are requesting in job postings.
- Between 34% and 46% of incumbent workers in the studied occupations have educational attainment levels consistent with community college offerings (some college or associate degrees). Another 5% to 43% of workers in these occupations hold a bachelor's degree.
- Five Far North community colleges offer degrees and certificates in programs related to nutrition and wellness. Together, these programs conferred an average of 53 awards (certificates and associate degrees) in nutrition and wellness programs over the last three academic years (2018-19 through 2020-21).
- Local non-community college postsecondary training providers have not conferred awards related to the studied occupations. Note that non-community college awards data often lags by one year.

# RECOMMENDATIONS

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- Based on a three-year average of annual awards in the Far North, nutrition and wellness programs and projected yearly openings, the supply gap analysis shows that the region seems to have room for additional training.
  - Community colleges and other postsecondary training providers issued an average of 53 awards over the last three years.
  - There are 143 projected annual openings for nutrition and wellness jobs.
- The Far North Center of Excellence recommends moving forward with exploration of the program.

New Program Recommendation		
<b>Move forward with the new program</b>	<b>Proceed with caution</b>	<b>A new program is not recommended</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## APPENDIX A. METHODOLOGY AND SOURCES

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This report identified Occupations using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and O\*Net OnLine. This report's findings were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

Lightcast (Formerly EMSI/Burning Glass) 2022.4; QCEW Employees, Non-QCEW Employees, and Self-Employed. <https://www.economicmodeling.com/>. *Note: EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors).*

Integrated Postsecondary Education Data System (IPEDS). National Center for Education Statistics. U.S. Department of Education. <https://nces.ed.gov/ipeds/>.

Labor Market Information Division. California Employment Development Department. <https://labormarketinfo.edd.ca.gov/>.

Management Information Systems (MIS) Data Mart. California Community Colleges Chancellor's Office. <https://datamart.cccco.edu/>.

O\*NET OnLine. U.S. Department of Labor/Employment and Training Administration (DOL ETA). <https://www.onetonline.org/>.

Public Use Microdata Sample (PUMS). U.S. Census Bureau American Community Survey (ACS). <https://www.census.gov/programs-surveys/acs/microdata.html>

Self-Sufficiency Standard Tool for California. The University of Washington. <http://www.selfsufficiencystandard.org/>

"Taxonomy of Programs." California Community Colleges Chancellor's Office. June 2012, 6<sup>th</sup> Edition. <https://www.cccco.edu/-/media/CCCCO-Website/About-Us/Divisions/Educational-Services-and-Support/Academic-Affairs/What-we-do/Curriculum-and-Instruction-Unit/Files/TOPmanual6200909corrected12513pdf.ashx>

"TOP-CIP-SOC Crosswalk." Centers of Excellence for Labor Market Research. June 2021 Edition. <http://coecc.net/>

## APPENDIX B. GLOSSARY OF KEY TERMS

Key Terms	Definition
<b>Occupation</b>	Occupation refers to professions, or careers, in the workforce. Occupations differ from jobs in that jobs show the number of positions held in a given occupation.
<b>Jobs</b>	<p>A job is any position where a worker provides labor for monetary compensation.</p> <p>Job numbers include employees (those who work for businesses) and proprietors (those who work for themselves). Full- and part-time jobs are included and counted equally (i.e., not adjusted to full-time equivalents). Data for jobs, or employment, are annual averages.</p>
<b>Job Change</b>	Job change is the net increase or decrease of jobs over a given timeframe.
<b>Job Openings</b>	<p>Job openings are the projected number of positions available for workers entering an occupation.</p> <p>Openings include growth and replacement jobs. Growth jobs are the positive change in the total number of workers employed. Replacement jobs are the estimates of new workers needed to replace workers permanently leaving the occupation.</p>
<b>Wages</b>	Wages, or compensation, show workers' percentile and average earnings in a given occupation. The 25th-percentile and 75th-percentile hourly wages are used as a proxy for entry-level and experienced-level wages.
<b>Living Wage</b>	The living wage is the level of income a single adult with no children must earn to meet basic needs. The living wage is calculated using basic levels of allowances for food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs.
<b>Educational Attainment</b>	Educational attainment is the level of education achieved by workers in a given occupation. The data includes workers aged 25 years and older.
<b>Typical Entry-level Education</b>	The education level generally required for employment in an occupation. It may differ from the actual educational levels attained by workers in any given occupation.
<b>Work Experience Required</b>	The level of prior experience a worker needs to enter a job in a given occupation.
<b>On-the-job Training Required</b>	The level of on-the-job training a worker needs to obtain competency in a given occupation.
<b>Awards</b>	Awards are the number of certificates and degrees conferred for a specific course of study in a given year. Awards counts "papers" and, as a result, may be greater than the actual number of students who complete a program.

**COVID-19 Statement:** This report includes employment projection data by EMSI. EMSI's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

**Important Disclaimer:** All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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Centers of Excellence for Labor Market Research, Economic and  
Workforce Development Program



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FOR LABOR MARKET RESEARCH

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