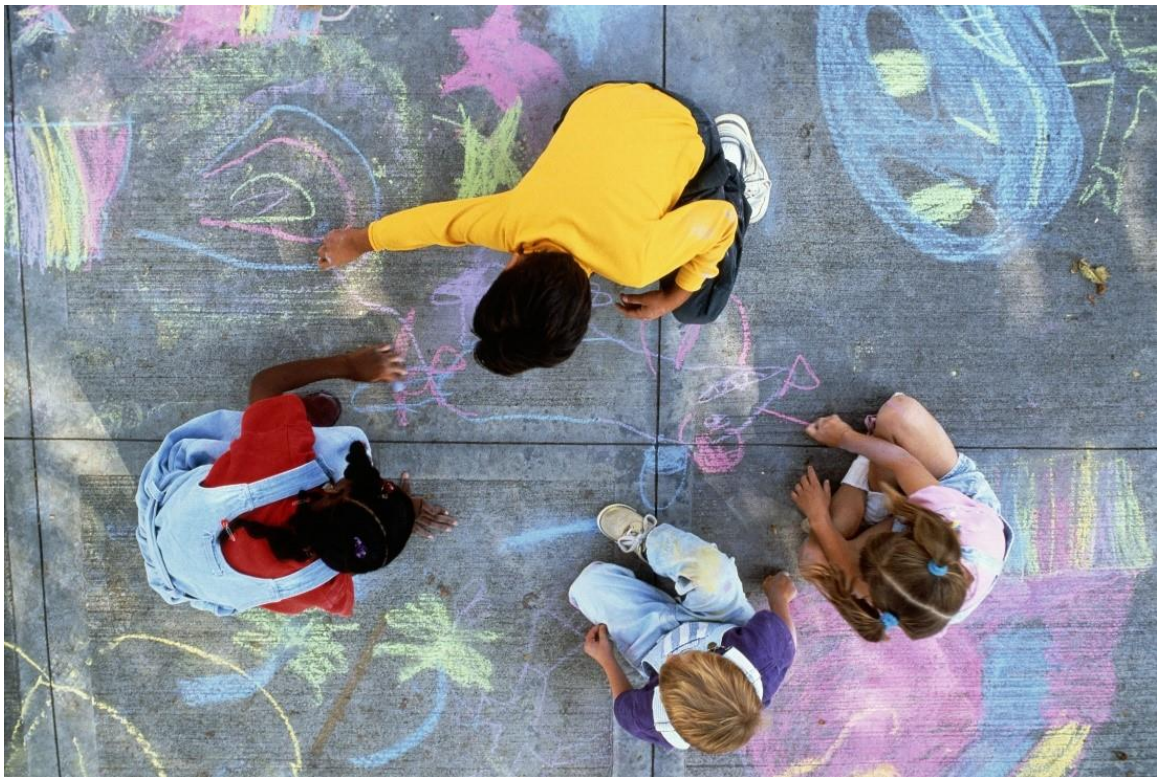April 2023

Labor Market Analysis

Infant Toddler Specialization (Childcare Workers)

Prepared by Central Valley/Mother Lode Center of Excellence

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COVID-19 Statement: This report includes employment projection data by Lightcast. Lightcast'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.

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Summary

The Central Valley/Mother Lode Center of Excellence developed this report for College of the Sequoias to determine whether there is demand in the local labor market that is not being met by the supply from community college programs. This report summarizes labor market demand, wages, skills, and postsecondary supply for *Infant Toddler Specialization*, which includes:

- Childcare Workers (SOC 39-9011)

Key Findings

- **Occupational Demand —** In 2021, there were 4,383 jobs for Childcare Workers in the SCV/SML subregion. Childcare workers are projected to grow by seven percent over the next five years and have projected annual openings of 854.

- **Wages —** Childcare workers earn an entry-level wage of $14.01/hour, which is higher than the living wage in the SCV/SML subregion – $11.91/hour for a single adult.[1]

- **Employers and Job Titles —** Employers in the SCV/SML subregion include Sitter, Babysits, and Grimmway Schools. The most common job titles in job postings in the subregion are nannies and babysitters.

- **Skills —** The top baseline skill is communications, the top specialized skill is housekeeping, and the top software skill is Microsoft Excel.

- **Education —** A high school diploma or equivalent is typically required for *Childcare Workers*.

- **Supply and Demand Analysis —** Based on 854 annual openings (i.e., demand), and seven postsecondary degrees awarded (i.e., supply), an analysis of supply and demand suggests there is an undersupply of 847 workers in the SCV/SML subregion.

Recommendation

Based on a comparison of demand and supply, there is an undersupply of 847 childcare workers in the SCV/SML subregion. The Center of Excellence recommends that College of the Sequoias work with the regional directors, the college's advisory board, and local industry when discussing the expansion or modification of relevant programs.

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[1] The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: https://insightcced.org/tools-metrics/self-sufficiency-standard-tool-for-california/.

Introduction

The Central Valley/Mother Lode Center of Excellence developed this report to provide College of the Sequoias with labor market information for *Infant Toddler Specialization*. The geographical focus for this report is the South Central Valley/Southern Mother Lode (SCV/SML) subregion, but regional demand and supply data has been included for broader applicability and use. Analysis of the program and occupational data related to *Infant Toddler Specialization* is included in the report. The Standard Occupational Classification (SOC) System code and occupational title used in this report from the Bureau of Labor Statistics and O*NET OnLine is shown below.

Childcare Workers (SOC 39-9011)

- **Job Description:** Attend to children at schools, businesses, private households, and childcare institutions. Perform a variety of tasks, such as dressing, feeding, bathing, and overseeing play.
- **Knowledge:** Customer and Personal Service, English Language, Education and Training, Public Safety and Security, Psychology
- **Skills:** Monitoring, Service Orientation, Social Perceptiveness, Active Listening, Coordination

Occupational Demand

Exhibit 1a shows trends for *Childcare Workers* in the SCV/SML subregion. Between 2021 to 2026, the number of jobs for *Childcare Workers* is projected to increase by 305 jobs, or seven percent.

Exhibit 1a. Occupational projections for *Childcare Workers* in the SCV/SML subregion
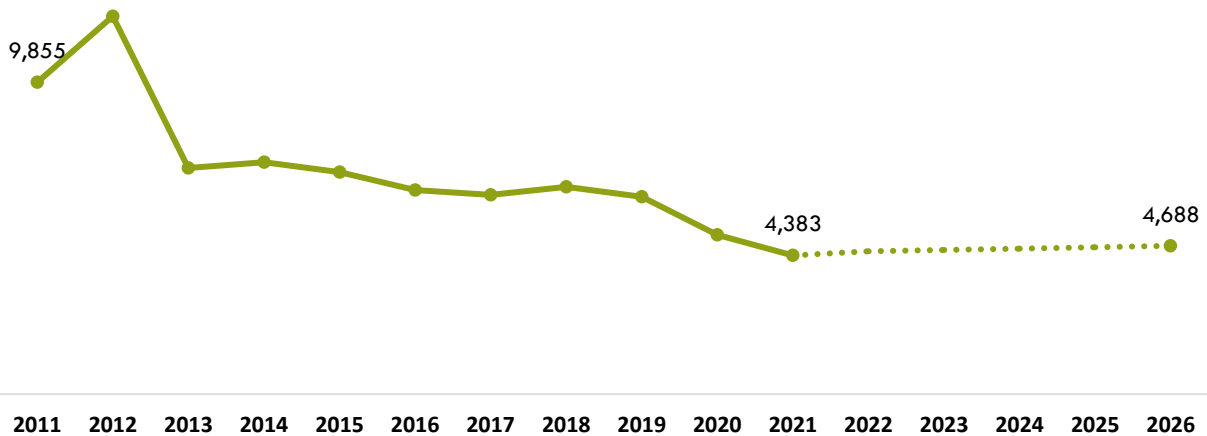
In 2021, there were 4,383 jobs for *Childcare Workers* in the SCV/SML subregion (Exhibit 1b). Childcare workers are projected to grow by seven percent over the next five years and have projected annual openings of 854.

Exhibit 1b. Occupational projections for *Childcare Workers* in the SCV/SML subregion

Occupation	2021 Jobs	2026 Jobs	5-Year Change	5-Year % Change	Annual Openings
Childcare Workers	4,383	4,688	305	7%	854
TOTAL	**4,383**	**4,688**	**305**	**7%**	**854**

Wages

The average living wage for a single adult in the SCV/SML subregion is $11.91/hour.[2] Exhibit 2 shows the hourly wages for childcare workers. The entry-level wage for this occupation is $14.01/hour.[3] Please note 25th percentile is considered an entry-level wage, while 75th percentile is considered an experience wage, either gained by long-term employment, extra training, etc.

Exhibit 2. Hourly wages for *Childcare Workers* in the SCV/SML subregion

Occupation	Pct. 25 Hourly Earnings	Median Hourly Earnings	Pct. 75 Hourly Earnings
Childcare Workers	$14.01	$14.42	$17.27

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[2] The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: https://insightcced.org/tools-metrics/self-sufficiency-standard-tool-for-california/.

[3] Entry-level wages are derived from the 25th percentile.

Job Postings

There were 438 job postings for *Childcare Workers* in the SCV/SML subregion from October 2022 to March 2023.[4]

Top Employers

The employers with the most job postings are listed in Exhibit 3. The top employers in online job postings were Sitter, Babysits, and Grimmway Schools.

Exhibit 3. Top employers of *Childcare Workers* by number of job postings

Employer
Sitter
Babysits
Grimmway Schools
Mammoth Mountain Ski Area
Westin
Little Angels Learning Center
Tehachapi Unified School District
Bakersfield City School District

Top Job Titles

Exhibit 4 shows the most common job titles for Childcare Workers in the SCV/SML subregion. Common job titles in postings include: nannies, baby sitters, and child care professionals.

Exhibit 4. Top job titles in job postings for *Childcare Workers*

Job Title
Nannies
Baby Sitters
Child Care Professionals
Kids Club Attendants
Daycare Assistants

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[4] Other than occupation titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

Education

Of the 438 job postings, 110 listed a preferred or minimum educational requirement for the position being filled. Among those, 58% requested high school or GED, 29% requested a bachelor's degree, and 13% requested an associate degree (Exhibit 5).

Exhibit 5. Education levels requested in job postings for *Childcare Workers*

Education Level	Job Postings	% of Job Postings
High school or GED	64	58%
Bachelor's degree	32	29%
Associate degree	14	13%

Baseline, Specialized, and Software Skills

Exhibit 6 depicts the top baseline, specialized, and software skills in job postings. The most common baseline skills are communications, management and teaching. The top specialized skills are housekeeping, home health care, and personal care/caregiving. The top software is Microsoft Excel.

Exhibit 6. In-demand baseline, specialized, and software skills for *Childcare Workers*

Baseline Skills	Specialized Skills	Software Skills
Communications	Housekeeping	Microsoft Excel
Management	Home Health Care	Microsoft Word
Teaching	Personal Care/Caregiving	Microsoft Outlook
Lifting Ability	Child Development	Software Systems
First Aid	Activities of Daily Living (ADLs)	Zoom (video conferencing)

Education, Work Experience, & Training

A high school diploma or equivalent is typically required for *Childcare Workers* (Exhibit 7).

Exhibit 7. Education, work experience, training, and Current Population Survey results for *Childcare Workers*[5]

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Childcare Workers	High school diploma or equivalent	None	Short-term	37%

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[5] "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, https://www.bls.gov/cps/.

Supply

An analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) for the last three program years shows that, on average, seven awards were conferred in the CVML region (Exhibit 8 and 9).

Exhibit 8. TOP and CIP codes for *Childcare Workers*

TOP Titles	CIP Titles
1305.90 - Infants and Toddlers	13.1210 - Early Childhood Education and Teaching 19.0709 - Child Care Provider/Assistant

Exhibit 9. Postsecondary supply for *Childcare Workers*

TOP/CIP Code- Title	College	Certificate 12 < 18 semester units	Certificate 16 < 30 semester units	Total
1305.90 - Infants and Toddlers	Fresno City	3	4	7
CVML TOTAL		**3**	**4**	**7**

There is an undersupply of 847 *Childcare Workers* in the SCV/SML subregion (Exhibit 10).

Exhibit 10. *Childcare Workers* demand (annual job openings), postsecondary awards (supply), and additional students needed to fill gap in the SCV/SML subregion

Demand: 854

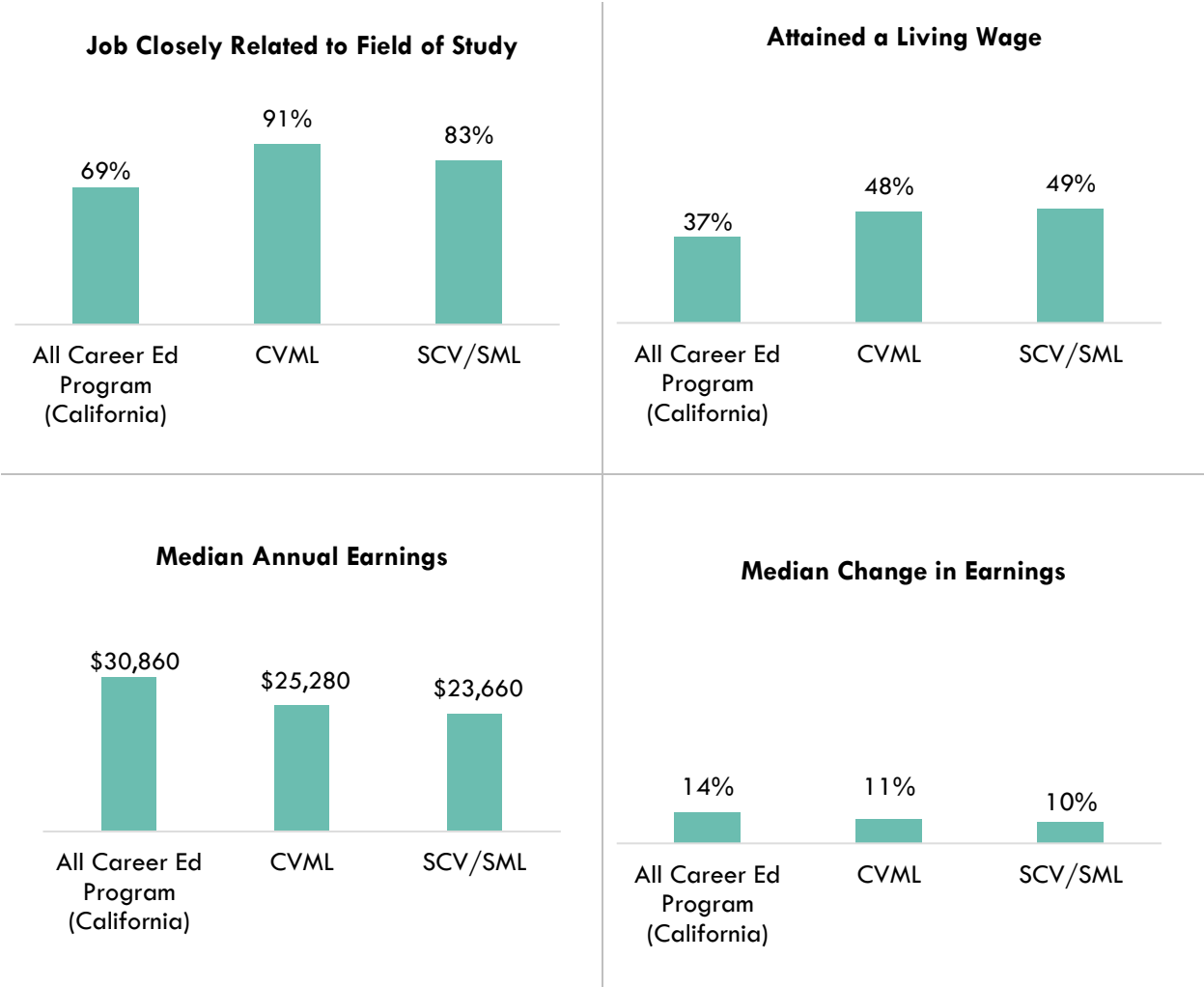Supply: 7

Shortage of 847 workers

Student Outcomes

Exhibits 11a-11b summarize outcomes from California Community College Chancellor's LaunchBoard for TOP codes related to *Infant Toddler Specialization*. Notably, 83% of students obtained a job closely related to their field of study in the subregion, and 49% attained a living wage.

Exhibit 11a. Metrics for TOP 1305.90 - Infants and Toddlers

Metric	
Students Who Got a Degree or Certificate or Attained Apprenticeship Journey Status	*
Number of Students Who Transferred	17
*denotes data not available in table and charts	

Exhibit 11b. Metrics for TOP 1305.90 - Infants and Toddlers

Job Closely Related to Field of Study

All Career Ed Program (California)	CVML	SCV/SML
69%	91%	83%

Attained a Living Wage

All Career Ed Program (California)	CVML	SCV/SML
37%	48%	49%

Median Annual Earnings

All Career Ed Program (California)	CVML	SCV/SML
$30,860	$25,280	$23,660

Median Change in Earnings

All Career Ed Program (California)	CVML	SCV/SML
14%	11%	10%

Recommendation

This report suggests there is a shortage of 847 *Childcare Workers* in the SCV/SML subregion. Based on these findings, it is recommended that College of the Sequoias work with the regional directors, the college's advisory board, and local industry when discussing the expansion or modification of relevant programs.

Appendix: Methodology & Data Sources

Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor's Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (LIGHTCAST). LIGHTCAST occupational employment data are based on final LIGHTCAST industry data and final LIGHTCAST 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). Occupational wage estimates also affected by county-level LIGHTCAST earnings by industry: economicmodeling.com.
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: https://www.bls.gov/emp/tables/educational-attainment.htm.
LaunchBoard	Chancellor's Cal-PASS Plus LaunchBoard. https://www.calpassplus.org/LaunchBoard/SWP.aspx
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov.
Job Posting and Skills Data	Burning Glass: burning-glass.com/.
Additional Education Requirements/ Employer Preferences	The O*NET Job Zone database includes over 900 as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: onetonline.org.

Key Terms and Concepts

Annual Job Openings: Annual openings are calculated by dividing the number of years in the projection period by total job openings.

Education Attainment Level: The highest education attainment level of workers age 25 years or older.

Employment Estimate: The total number of workers currently employed.

Employment Projections: Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (LIGHTCAST) formula that includes historical employment and economic indicators along with national, state and local trends.

LaunchBoard (Attained the Living Wage): Among SWP students who exited college and did not transfer to any postsecondary institution, the proportion who attained the district county living wage for a single adult measured immediately following academic year of exit

LaunchBoard (Median Annual Earnings): Among SWP students who exited the community college system and who did not transfer to any postsecondary institution, median earnings following the academic year of exit.

LaunchBoard (Median Change in Earnings): Among SWP students who exited and who did not transfer to any postsecondary institution, median change in earnings between the second quarter prior to the beginning of the academic year of entry and the second quarter after the end of the academic year of exit from the last college attended.

LaunchBoard (Job Closely Related to Field of Study): Among SWP students who responded to the CTE Outcomes Survey and did not transfer to any postsecondary institution, the proportion who reported that they are working in a job very closely or closely related to their field of study.

Living Wage: The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

Occupation: An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

Percent Change: Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

Replacements: Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

Total Job Openings (New + Replacements): Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

Typical Education Requirement: represents the typical education level most workers need to enter an occupation.

Typical On-The-Job Training: indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.