

Gerontology Occupations

Labor Market Analysis: Imperial County

March 2021

Summary

- Do not Proceed
- Proceed with Caution
- Proceed

**PROCEED WITH
NEW PROGRAM?**



**SUPPLY
GAP?**

- High
- Medium
- Low

**NUMBER OF
INSTITUTIONS THAT
PROVIDE TRAINING**



**AT OR ABOVE
THE LIVING WAGE**

- High
- Medium
- Low

**NUMBER OF ANNUAL
JOB OPENINGS**

- Bachelor's Degree+
- Associate Degree
- Some College or Certificate
- High School Diploma or Equivalent
- Less than a HS Diploma
- Apprenticeship

**EXPECTED EDUCATION
FOR MAJORITY OF
OCCUPATIONS ANALYZED**

This brief provides labor market information about *Gerontology Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Gerontology Occupations* include “Community Health Workers” and “Home Health and Personal Care Aides.” According to available labor market information, *Gerontology Occupations* in Imperial County have a labor market demand of 945 annual job openings (while average demand for a single occupation in Imperial County is 14 annual job openings), and one educational institution in Imperial County supplies two awards for these occupations, suggesting that there is a supply gap in the labor market. Entry-level and median wages for “Home Health and Personal Care Aides” are below the living wage, however “Community Health Workers” entry-level and median wages for are above the living wage. This brief recommends proceeding with caution when developing a new program because 1) entry-level and median earnings for “Home Health and Personal Care Aides” are below the living wage; and 2) a large supply gap exists for these positions. The community colleges should also note that the percentage of students who earn a living wage is lower than students who complete Career Education programs in general.

Introduction

This report provides labor market information in Imperial County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Community Health Workers** (SOC 21-1094): Promote health within a community by assisting individuals to adopt healthy behaviors. Serve as an advocate for the health needs of individuals by assisting community residents in effectively communicating with healthcare providers or social service agencies. Act as liaison or advocate and implement programs that promote, maintain, and improve individual and overall community health. May deliver health-related preventive services such as blood pressure, glaucoma, and hearing screenings. May collect data to help identify community health needs.
- **Home Health and Personal Care Aides** (SOC 31-1128): Monitor the health status of an individual with disabilities or illness, and address their health-related needs, such as changing bandages, dressing wounds, or administering medication. Work is performed under the direction of offsite or intermittent onsite licensed nursing staff. Provide assistance with routine healthcare tasks or activities of daily living, such as feeding, bathing, toileting, or ambulation. May also help with tasks such as preparing meals, doing light housekeeping, and doing laundry depending on the patient's abilities. Provide personalized assistance to individuals with disabilities or illness who require help with personal care and activities of daily living support (e.g., feeding, bathing, dressing, grooming, toileting, and ambulation). May also provide help with tasks such as preparing meals, doing light housekeeping, and doing laundry. Work is performed in various settings depending on the needs of the care recipient and may include locations such as their home, place of work, out in the community, or at a daytime nonresidential facility.

For the purpose of this report, these occupations are referred to as *Gerontology Occupations*.

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

Projected Occupational Demand

Between 2019 and 2024, *Gerontology Occupations* are projected to increase by 1,117 net jobs or 27 percent (Exhibit 1a). During this period, employers in Imperial County are projected to hire 945 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1a: Number of Jobs for Gerontology Occupations (2009-2024)²

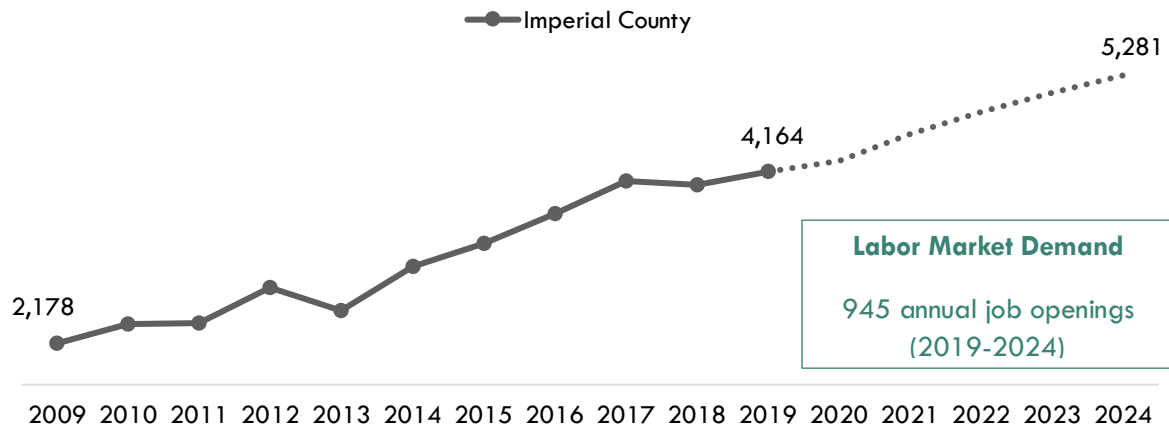


Exhibit 1b breaks down the projected number of annual job openings by occupation more specifically: *Home Health and Personal Care Aides* are projected to have the most labor market demand between 2019 and 2024, with 941 annual job openings.

Exhibit 1b: Number of Jobs for Gerontology Occupations in Imperial County (2019-2024)³

Occupational Title	2019 Jobs	2024 Jobs	2019 - 2024 Net Jobs Change	2019-2024 % Net Jobs Change	Annual Job Openings (Demand)
Home Health and Personal Care Aides	4,143	5,255	1,112	27%	941
Community Health Workers	21	26	5	26%	4
Total	4,164	5,281	1,117	27%	945

² EMSI 2020.04; QCEW, Non-QCEW, Self-Employed.

³ EMSI 2020.04; QCEW, Non-QCEW, Self-Employed

Earnings

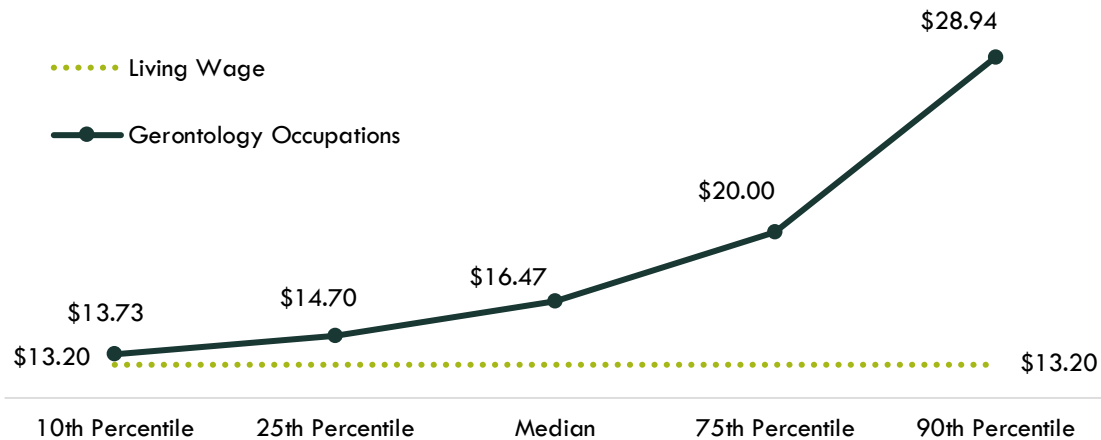
Entry-level hourly earnings for *Gerontology Occupations* range from \$12.27 to \$15.44 (Exhibit 2a).

Exhibit 2a: Hourly Earnings for Gerontology Occupations in Imperial County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Community Health Workers	\$15.44	\$19.62	\$26.14
Home Health and Personal Care Aides	\$12.27	\$12.73	\$13.30

On average, entry-level hourly earnings for *Gerontology Occupations* are \$14.70; this is more than the living wage for a household of two adults and two school-age children in Imperial County, which is \$13.20 per hour (Exhibit 2b).⁵

Exhibit 2b: Average Hourly Earnings⁶ for Gerontology Occupations in Imperial County⁷



⁴ EMSI 2020.04; QCEW, Non-QCEW, Self-Employed

⁵ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

⁶ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁷ EMSI 2020.04; QCEW, Non-QCEW, Self-Employed.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁸ There are **four** TOP codes and **eight** CIP codes related to *Gerontology Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for Gerontology Occupations

<i>Gerontology Occupations</i>
TOP 1230.80: Home Health Aide
TOP 1261.00: Community Health Care Worker
TOP 1309.00: Gerontology
TOP 2104.00: Human Services
CIP 19.0499: Family and Consumer Economics and Related Services, Other
CIP 19.0702: Adult Development and Aging
CIP 30.1101: Gerontology
CIP 44.0000: Human Services, General
CIP 44.0701: Social Work
CIP 51.2208: Community Health and Preventive Medicine
CIP 51.2601: Health Aide
CIP 51.2602: Home Health Aide/Home Attendant

According to TOP data, **one** community college supplies the region with awards for this occupation: **Imperial Valley College**. According to CIP data, no non-community-college institution supplies the region with awards (Exhibit 4).

⁸ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2014-15 through PY2018-19 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY16-17 to PY18-19)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY18-19)
2104.00	Human Services	2	0	2
	<ul style="list-style-type: none"> • Imperial Valley 	2	0	
			Total	2

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁹ suggests that there is a **supply gap** for these occupations in Imperial County, with **945** annual openings and **two** awards. Comparatively, there are **139,612** annual openings in California and **4,094** awards, suggesting that there is a supply gap across the state¹⁰ (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
Imperial	945	2	943
California	139,612	4,094	135,518

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

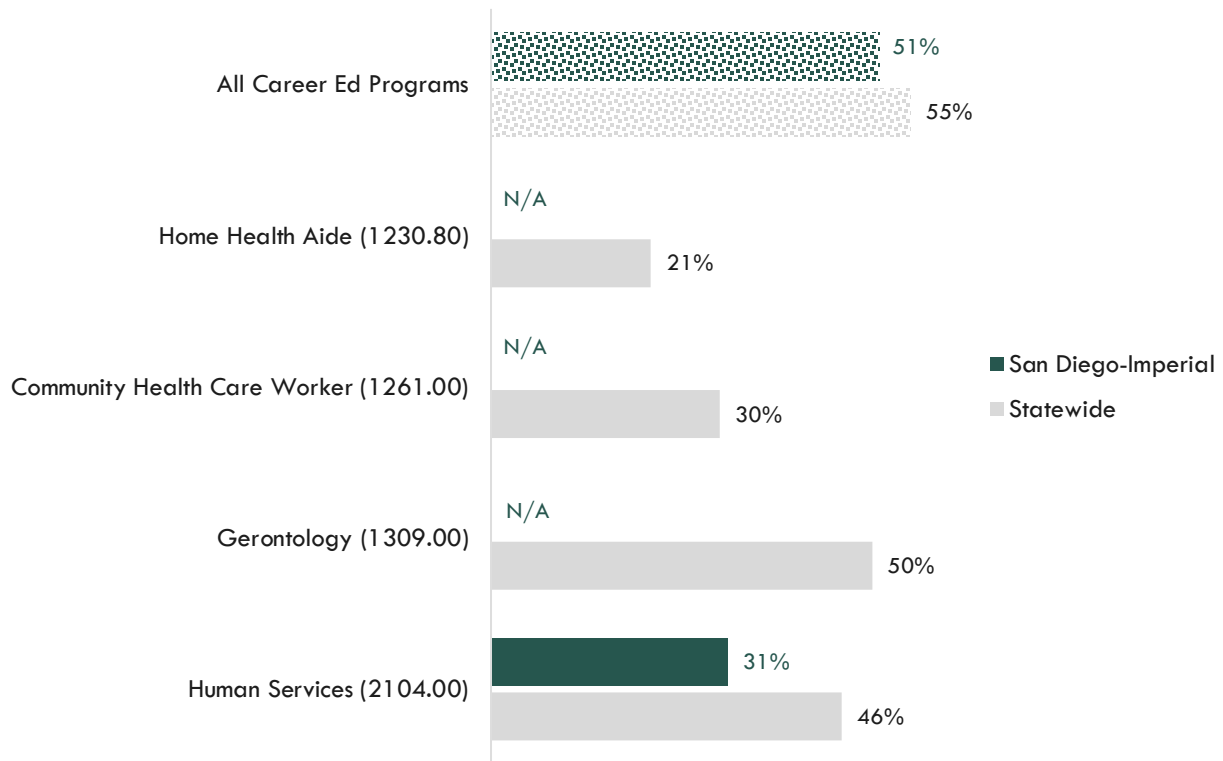
⁹ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁰ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 31 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Gerontology Occupations*, compared to 21 to 50 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).

Exhibit 6a: Proportion of Students Who Earned a Living Wage, PY2017-18¹¹

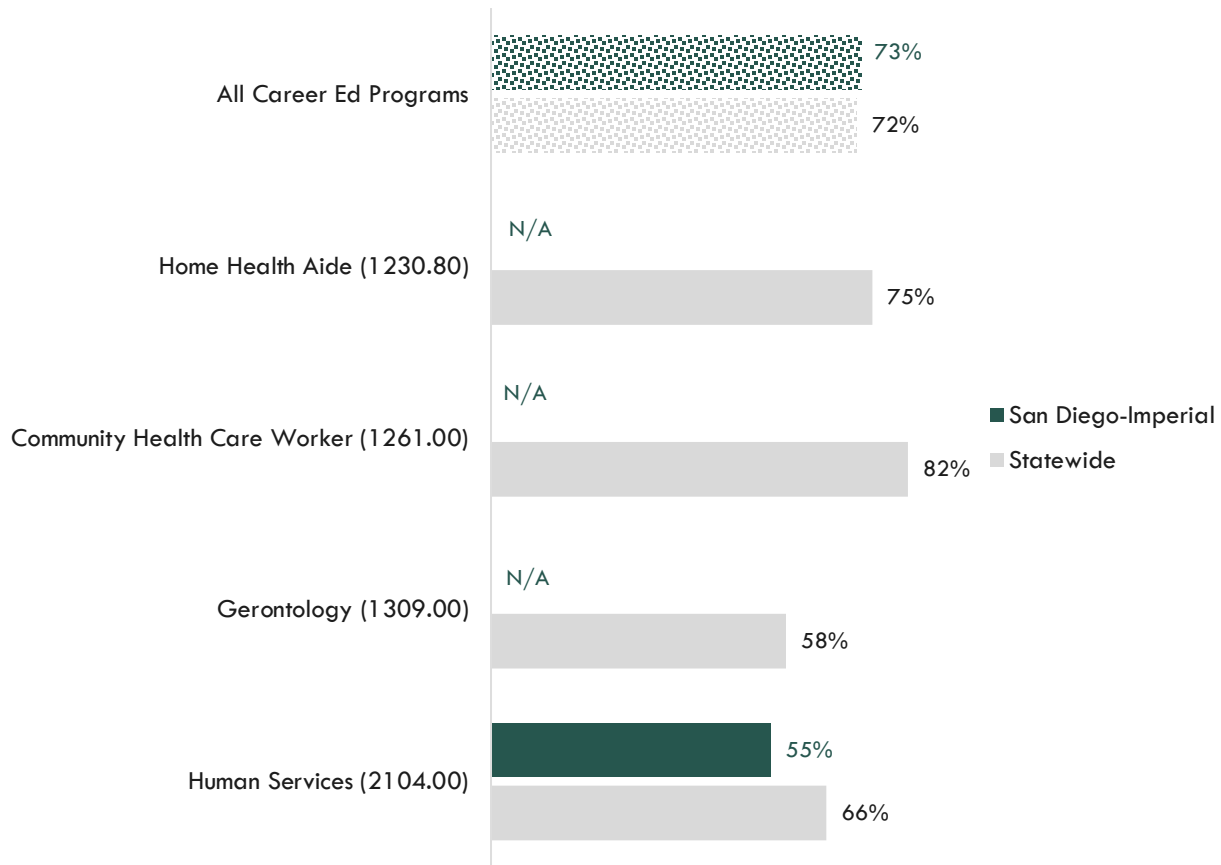


"N/A" indicates insufficient data

¹¹ Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 55 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Gerontology Occupations*, compared to 58 to 82 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study, PY2016-17¹²



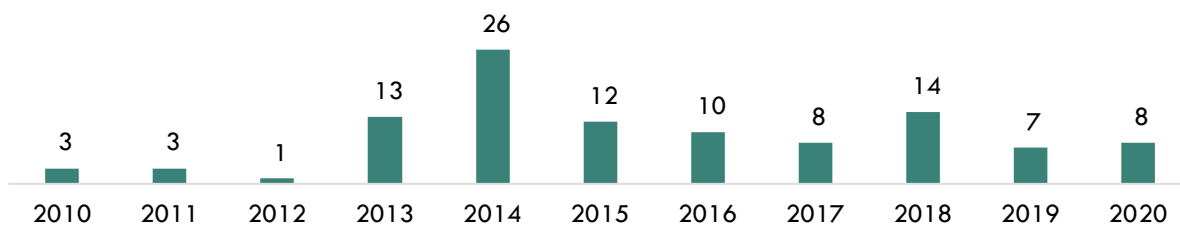
"N/A" indicates insufficient data

¹² Most recent year with available data is Program Year 2016-17. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected data (traditional labor market information or LMI), but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2020, there was an average of 10 online job postings per year in Imperial County for Gerontology Occupations (Exhibit 7). Please note that online job postings do not equal labor market demand; demand is represented by annual job openings (see Exhibit 1b above). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

Exhibit 7: Number of Online Job Postings for Gerontology Occupations in Imperial County (2010-2019)¹³



Top Employers

Between January 1, 2018 and December 31, 2020, the top three employers in Imperial County for these occupations were [AccentCare](#), [The MENTOR Network](#), and [Easterseals Southern California](#) (Exhibit 8).

Exhibit 8: Top Employers in Imperial County for Gerontology Occupations¹⁴

Top Employers	
<ul style="list-style-type: none">• AccentCare• The MENTOR Network• Easterseals Southern California• WomanHaven• Volunteers of America	<ul style="list-style-type: none">• El Centro Regional Medical Center• CareWorks Health Services• CareInHomes• Alliance Healthcare Services

¹³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2020.

Education, Skills and Certifications

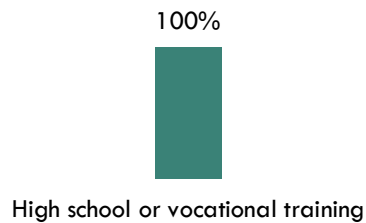
Gerontology Occupations have a national educational attainment of a [high school diploma or equivalent](#) (Exhibit 9a).

Exhibit 9a: National Educational Attainment for *Gerontology Occupations* ¹⁵

Occupational Title	Typical Entry-Level Education
Community Health Workers	High school diploma or equivalent
Home Health and Personal Care Aides	High school diploma or equivalent

Based on online job postings between January 1, 2018 and December 31, 2020 in Imperial County, the only listed educational requirement for *Gerontology Occupations* is a [high school diploma or vocational training](#) (Exhibit 9b).¹⁶

Exhibit 9b: Educational Requirements for *Gerontology Occupations* in Imperial County¹⁷



¹⁵ EMSI 2020.04; QCEW, Non-QCEW, Self-Employed.

¹⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2020.

¹⁷ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. bls.gov/emp/tables/educational-attainment.htm.

Exhibit 10 lists the top specialized, soft and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 10: Top Skills for Gerontology Occupations in Imperial County¹⁸

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Home Health • Cardiopulmonary Resuscitation • Caregiving • Customer Service • Electronic Medical Records • Hospice • Meal Preparation • Patient Care • Teaching • Bathing • Heavy Lifting • Lifting Ability • Scheduling • Food Preparation • Medication Administration 	<ul style="list-style-type: none"> • Spanish • Teamwork / Collaboration • Computer Literacy • Communication Skills • Companionship • Problem Solving • Building Effective Relationships • Planning • Written Communication • Creativity • Organizational Skills • Writing • Bilingual • Critical Thinking • Detail-Oriented 	<ul style="list-style-type: none"> • Facebook • Microsoft Excel • Software Development • Word Processing

¹⁸ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2020.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 11: Top Certifications for Gerontology Occupations in Imperial County¹⁹

Top Certifications in Online Job Postings

1. First Aid CPR AED
2. Home Health Aide
3. Home Care Certificate
4. Certified Nursing Assistant
5. CDL Class A

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Important Disclaimers

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. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.

¹⁹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2020.