

Gerontology

Inland Empire/Desert Region (Riverside and San Bernardino counties combined)

This workforce demand report uses state and federal job projection data 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.

Summary

- The community college gerontology programs lead to two non-allied health, middle-skill occupations, collectively referred to as the *gerontology occupational group* in this report.
- Employment for the *gerontology occupational group* is expected to **increase by 32% between 2019 and 2024**. A total of **14,596 annual job openings** will be available each year over the five-year timeframe.
- The **median-level, 50th percentile, hourly wages** for each occupation are between **\$12.85 and \$23.09 per hour**. **One of these occupations is above the \$19.94 per hour self-sustainable hourly wage** estimate for a single adult with one child in the region.
- There were **16 awards issued** from regional community college gerontology programs over the last three academic years.

Introduction

This report provides data on programs and occupations related to non-allied health *gerontology* workers. The **gerontology program** prepares students for employment through the instruction of the principles and practices of working with older adults. This includes physical, social, economic, emotional, health care and support services needs and concerns, related legislation, and community resources (Taxonomy of Programs, 2012). The knowledge, skills, and abilities trained by gerontology programs leads to the following occupations. These two occupations are collectively referred to as the *gerontology occupational group* in this report:

- Community Health Workers (SOC 21-1094)
- Home Health and Personal Care Aides (31-1128)

Job Opportunities

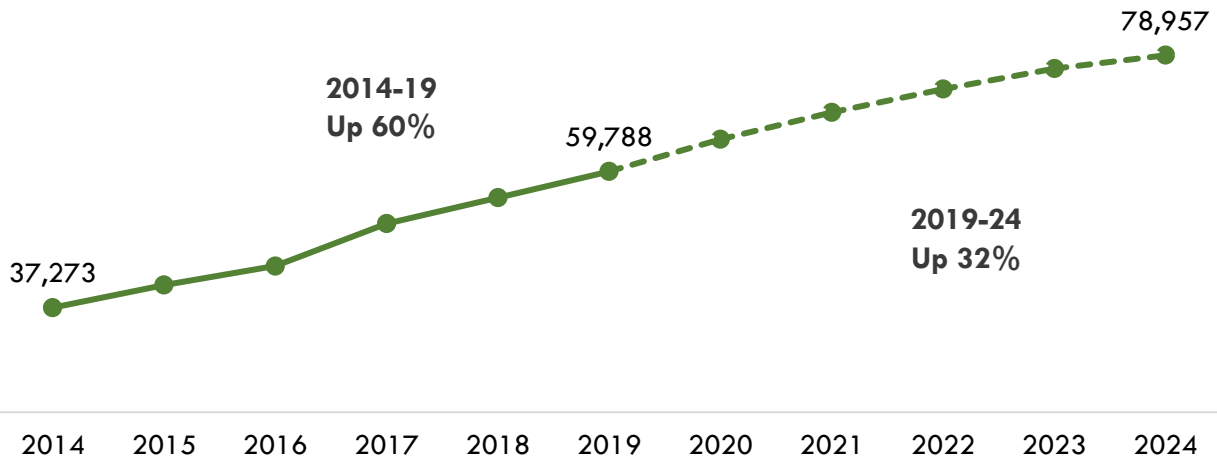
In 2019, there were 59,788 jobs in the *gerontology occupational group* in the Inland Empire/Desert region (IEDR). This occupational group is projected to increase employment by 32% through 2024. Employers are expected to have 72,981 job openings over the next five years to fill new jobs and backfill jobs that workers are permanently vacating (includes occupational transfers and retirements). Exhibit 1 displays five-year projected job growth, and Exhibit 2 displays historical (2014 to 2019) and projected (2019-2024) jobs for the *gerontology occupational group*.

Exhibit 1: Five-year projections for each occupation in the gerontology occupational group

Occupation	2019 Jobs	2024 Jobs	5-Yr % Change (New Jobs)	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
Home Health and Personal Care Aides	59,339	78,426	32%	72,623	14,525	32%
Community Health Workers	448	531	19%	358	72	24%
Total	59,788	78,957	32%	72,981	14,596	32%

Source: EMSI 2020.3

Exhibit 2: Historical and projected jobs for the gerontology occupational group, 2014 – 2024



Source: EMSI 2020.3

Job Postings

Exhibit 3 displays the number of job ads posted during the last 12 months, along with the regional and statewide average time to fill for the *gerontology occupational group*. Only 16 online job ads were posted for community health workers in the IEDR over the last 12 months. To ensure sufficient job advertisements

from which to obtain real-time information, Los Angeles and Orange Counties (LA/OC) have been added to the job posting search to provide generalizable results. Additionally, job postings have been limited to non-allied health positions as gerontology program completers are not qualified for medical positions.

On average, local employers fill online job postings for the *gerontology occupational group* within 38 days. This regional average is seven days shorter than the statewide average of 45 days, indicating that it is easier for local employers to fill open positions than other employers in California as a whole.

Exhibit 3: Job ads and time to fill, Sep 2019 – Aug 2020

Occupation	Job Ads	Regional Average Time to Fill (Days)	California Average Time to Fill (Days)
Home Health and Personal Care Aides	2,497	38	45
Community Health Workers*	130	34	35
Total	2,627	38	45

Source: Burning Glass – Labor Insights

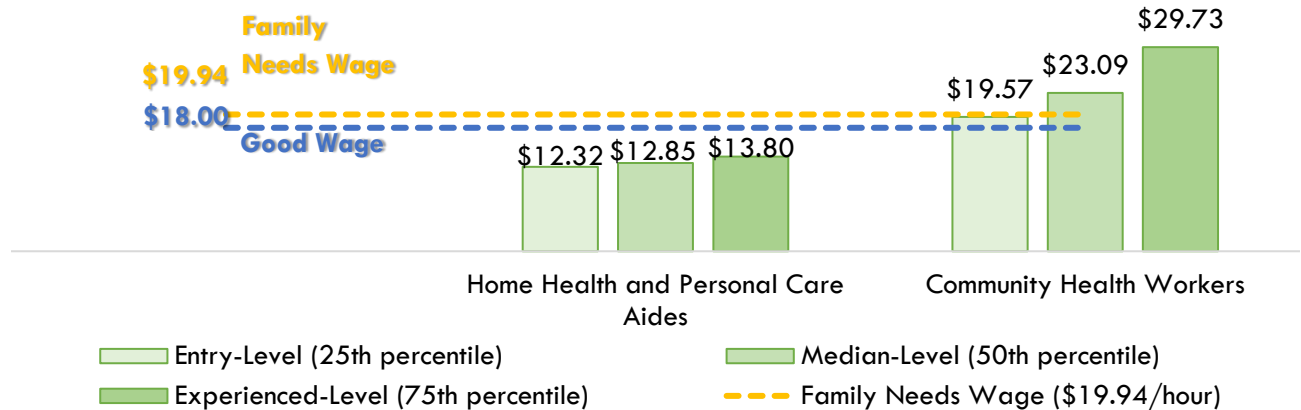
*Job posting data reflects the combined LA/OC and IEDR region

Earnings and Benefits

Community colleges should ensure their training programs lead to employment opportunities that provide a self-sustainable level of income. The Brookings Institute, *Advancing Opportunity in California's Inland Empire* report found that a "good job" wage in the region is above the \$18.00 per hour, or \$37,440 per year (Shearer, Shah & Gootman, p. 25). The Family Needs Calculator estimates that a self-sustainable wage for a single adult with one school-age child is \$19.94 per hour (Pearce & Manzer, 2018).

The median wage for *community health workers* is above the Family Needs Calculator self-sustainability rate and the Brookings Institute's "good job" wage. Wages for *home health and personal care aides* do not exceed the self-sustainability wage or good job wage at any level of experience. Exhibit 4 displays the hourly earnings for each occupation in the IEDR.

Exhibit 4: Hourly earnings for the gerontology occupational group



Source: EMSI 2020.3

According to the California Labor Market Information Division, the gerontology occupational group's benefits typically depend on the hiring agency and full-time and part-time status. Full-time workers are usually provided vacation, sick leave, medical, and dental insurance benefits (Detailed Occupational Guides, 2020).

Employers, Skills, Education, and Work Experience

Exhibit 5 displays the employers posting the most job ads for the *gerontology occupational group* during the last 12 months in the IEDR. Exhibit 5 shows the employers who posted more than 20 advertisements for *home health and personal care aides* and more than five advertisements for *community health workers*.

Exhibit 5: Employers posting the most job ads for gerontology occupations, Sep 2019 – Aug 2020

Occupation	Employers
Home Health and Personal Care Aides (n=2,497)	<ul style="list-style-type: none"> Home Instead Senior Care The Mentor Network Motherly Comfort Home Care LLC Atria Senior Living AccentCare Brookdale Senior Living Kindly Care Senior Helpers Families Choice Home Care People's Care Incorporated Oakmont Senior Living Sunrise Senior Living, Inc. CareInHomes Visiting Angels Amada Senior Care Family Choice Home Care
Community Health Workers* (n=130)	<ul style="list-style-type: none"> QueensCare Health Centers The Cambodian Family Community Center Companion Health Group

Source: Burning Glass – Labor Insights

*Job posting data reflects the combined LA/OC and IEDR region

Exhibit 6, on the next page, displays a sample of specialized and employability skills that employers are seeking when looking for workers to fill positions in the *gerontology occupational group*. Specialized skills are occupation-specific skills that employers are requesting for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is often referred to as "soft skills." The skills requested in job postings may be utilized as a helpful guide for curriculum development.

Exhibit 6: Sample of in-demand skills from employer job ads, Sep 2019 – Aug 2020

Occupation	Specialized Skills	Employability Skills
Home Health and Personal Care Aides (n=2,267)	<ul style="list-style-type: none"> Caregiving Cardiopulmonary Resuscitation (CPR) Bathing Meal Preparation Home Care 	<ul style="list-style-type: none"> Companionship Communication Skills Teamwork/Collaboration English Listening
Community Health Workers* (n=121)	<ul style="list-style-type: none"> Customer Service Case Management Health Programs Public Health and Safety Health Education 	<ul style="list-style-type: none"> Communication Skills Organizational Skills Bilingual (English-Spanish) Computer Literacy Teamwork/Collaboration

Source: Burning Glass – Labor Insights

*Job posting data reflects the combined LA/OC and IEDR region

Exhibit 7 displays the entry-level education typically required to enter each occupation according to the Bureau of Labor Statistics (BLS), educational attainment for incumbent workers with "some college, no degree" and an "associate degree" according to the U.S. Census (2016-17) and the real-time minimum advertised education requirement from employer job ads.

Exhibit 7: Typical entry-level education, educational attainment, and minimum advertised education requirements for the gerontology occupational group, Sep 2019 – Aug 2020

Occupation	Typical Entry-Level Education Requirement	CC-Level Educational Attainment*	Real-Time Minimum Advertised Education Requirement			
			Number of Job Ads	High school diploma or vocational training	Associate degree	Bachelor's degree or higher
Home Health and Personal Care Aides	High school diploma or equivalent	36%	1,021	100%	0%	-
Community Health Workers*	High school diploma or equivalent	29%	78	76%	24%	-

Source: EMSI 2020.3, Burning Glass – Labor Insights

*Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework

**Job posting data reflects the combined LA/OC and IEDR region

Exhibit 8 displays the work experience typically required to enter each occupation and the real-time work experience requirements from employer job ads.

Exhibit 8: Work experience required and real-time work experience requirements, Sep 2019 – Aug 2020

Occupation	Work Experience Typically Required	Real-Time Work Experience			
		Number of Job Ads	0 – 2 years	3 – 5 years	6+ years
Home Health and Personal Care Aides	None	698	93%	7%	-
Community Health Workers*	None	71	55%	44%	1%

Source: EMSI 2020.3, Burning Glass – Labor Insights

*Job posting data reflects the combined LA/OC and IEDR region

Certifications

Few job postings for the gerontology occupational group contained certification information. For *home health and personal care aides*, 38% (594 online job postings) of online job postings sought candidates with First-Aid CPR AED certification, and 11% (172) job advertisements included a desire for individuals with registered with the State of California as a Home Care Aide. No certification requirements were found in online job postings for *community health workers*.

According to the Home Care Services Consumer Protection Act (HCSCPA), anyone working for a licensed Home Care Organization (HCO) needs to be a registered Home Care Aide (HCA) (California Legislative Information, 2013). To become a Registered Home Care Aide in the State of California, you must complete

the Home Care Aide Registry Application, Submit Live Scan fingerprints, pay the two-year registration fee, complete statement of prior criminal records, complete a Mandated Reporter Acknowledgement and TB clearance within 90 days before application or seven days after. Once the application process is completed, all HCAs must: complete five hours of entry-level training (two hours of orientation and three hours of training) and complete five hours of annual training (with verification) by an approved training organization (Home Instead Senior Care, 2020).

Advertised Salary

Exhibit 9 displays advertised salary data from gerontology job postings over the last 12 months.

Advertised salary information reveals that employers are willing to pay home health and personal care aide \$33,000 annually and community health workers \$46,000 annually. Advertised wages for community health workers which is above the \$37,440 per year established as a "good job" wage by the Brookings Institute in their Advancing Opportunity in California's Inland Empire report (Shearer, Shah & Gootman, p. 25). Please note that salary figures are prorated to reflect full-time, annual wage status.

Exhibit 9: Advertised salary information, Sep 2019 – Aug 2020

Job Title	Real-Time Salary Information					Average Annual Salary
	Number of job postings	Less than \$35,000	\$35,000 to \$49,999	\$50,000 to \$74,999	More than \$75,000	
Home Health and Personal Care Aides	1,332	83%	6%	10%	1%	\$33,000
Community Health Workers*	72	31%	33%	30%	6%	\$46,000

Source: Burning Glass – Labor Insights

*Job posting data reflects the combined LA/OC and IEDR region

Student Completions and Program Outcomes

Exhibit 10 displays annual average completion data for the California Community College gerontology, based on the most recent three academic years.

Exhibit 10: 2016-19, Annual average community college awards for the gerontology programs in the IEDR

1309.00 – Gerontology	Associate degree	Certificate requiring 18< 30-semester units	CCC Annual Average Awards, Academic Years 2016-19
Chaffey	6	10	16
Total	6	10	16

Source: MIS Data Mart

California program outcome data may provide a useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP codes and region is provided in Exhibit 11. The outcome methodology is available in the appendix section of this report.

Exhibit 11: 1309.00 – Gerontology strong workforce program outcomes

Strong Workforce Program Metrics: 1309.00 – Gerontology Academic Year 2017-18, unless noted otherwise	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2018-19)	624	5,503
Completed 9+ career education units in one year (2018-19)	16%	5%
Perkins Economically disadvantaged students (2018-19)	88%	30%
Students who attained a noncredit workforce milestone in a year (2018-19)	-	62%
Students who earned a degree, certificate, or attained apprenticeship (2018-19)	16	53
Transferred to a four-year institution (transfers)	32	73
Job closely related to the field of study (2016-17)	-	58%
Median annual earnings (all exiters)	\$28,962	\$28,198
Median change in earnings (all exiters)	31%	24%
Attained a living wage (completers and skills-builders)	64%	50%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

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Appendix: Occupation definitions, sample job titles, five-year projections for gerontology occupations

Occupation Definitions (SOC code), Education and Training Requirement, Community College Educational Attainment

Community Health Workers (21-1094)

Assist individuals and communities to adopt healthy behaviors. Conduct outreach for medical personnel or health organizations to implement programs in the community that promote, maintain, and improve individual and community health. May provide information on available resources, provide social support and informal counseling, advocate for individuals and community health needs, and provide services such as first aid and blood pressure screening. May collect data to help identify community health needs.

Sample job titles: Apprise Counselor, Assistant Director of Nutrition and Wellness Programs, Chief Program Officer, Community Health Outreach Worker, Community Health Program Coordinator, Community Health Program Representative (Community Health Program Rep), Community Health Promoter, Community Health Worker (CHW), Community Nutrition Educator, HIV CTS Specialist (Human Immunodeficiency Virus Counseling and Testing Services Specialist)

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: Less than one month on-the-job training

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 29%

Home Health and Personal Care Aides (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 patients 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.

Sample job titles: Home Attendant, Home Health Aide (HHA), Direct Support Professional (DSP), Licensed Nursing Assistant (LNA), Home Care Aide, Personal Attendant, Homemaker, Companion, Caregiver, Personal Care Attendant (PCA)

Appendix: Program Completion and Outcome Methodology

Exhibit 10 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2016 and 2019, from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total of associate degrees and certificates issued during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variation that might be present in a single year.

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from records provided by California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2020a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS), administered by Santa Rosa Junior College (LaunchBoard, 2020a).

Job postings data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014). Online job postings often do not reveal the hiring intentions of employers; it is unknown if employers plan to hire one or multiple workers from a single online job posting, or if they are collecting resumes for future hiring needs. A closed job posting may not be the result of a hired worker.

Table 1: 2019 to 2024 job growth, wages, education, training, and work experience required for the gerontology occupational group, IEDR

Occupation (SOC)	2019 Jobs	5-Yr Change	5-Yr % Change	Annual Openings (New + Replacement Jobs)	Entry-Experienced Hourly Wage Range (25 th to 75 th percentile)	Median Hourly Wage (50 th percentile)	Average Annual Earnings	Typical Entry-Level Education & On-The-Job Training Required	Work Experience Required
Home Health and Personal Care Aides (31-1128)	59,339	19,087	32%	14,525	\$12.32 to \$13.80	\$12.85	\$28,600	High school diploma or equivalent & 1 month	None
Community Health Workers (21-1094)	448	83	19%	72	\$19.57 to \$29.73	\$23.09	\$52,600	High school diploma or equivalent & 1 month	None
Total	59,788	19,169	32%	14,596	-	-	-	-	-

Source: EMSI 2020.3