

November 2021

Labor Market Analysis

Social Workers and Human Services

POWERED BY



California
Community
Colleges



C·O·E

CENTERS OF EXCELLENCE
Inform Connect Advance



Prepared by the Central Valley/Mother Lode Center of Excellence

Table of Contents

- Summary 2
 - Key findings..... 2
- Introduction 3
- Occupational Demand..... 3
- Wages 4
- Job Postings..... 4
 - Salaries 5
 - Education..... 5
 - Baseline and Specialized Skills..... 5
 - Software Skills 6
 - Certifications 6
- Education, Work Experience & Training..... 7
- Supply 7
- Student Outcomes..... 8
- Conclusion 9
- Recommendation..... 9
- Appendix A: Methodology & Data Sources..... 10

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.

If for any reason this document is not accessible or if you have specific needs for readability, please contact us and we will do our utmost to accommodate you with a modified version. To make a request, contact Nora Seronello by phone at (209) 575-6894 or by email seronellon@mjc.edu.

Summary

Please note the COVID-19 statement on page 2 when considering this report's findings.

This study conducted by the Central Valley/Mother Lode Center of Excellence examines labor market demand, wages, skills, and postsecondary supply for social workers and human services. Two occupations related to social workers and human services were identified for Columbia College:

- 21-1093, Social and Human Service Assistants
- 21-1094, Community Health Workers

Key findings:

- **Occupational demand** — Nearly 2,400 workers were employed in jobs related to social workers and human services in 2020 in the North Central Valley/Northern Mother Lode (NCV/NML) subregion. The largest occupation is social and human service assistants with 1,702 workers in 2020, a projected growth rate of 14% over the next five years, and 258 annual openings.
- **Wages** — Community health workers earn the highest entry-level wage, \$17.20/hour in the subregion.
- **Employers** — Employers with the most job postings in the subregion are Welbehealth, Doctors Medical Center Of Modesto, and Health Plan San Joaquin.
- **Occupational titles** — The most common occupational title in job postings in the subregion is social and human service assistants. The most common job title is community liaison.
- **Skills and certifications** — The top baseline skill is communication, the top specialized skill is social services, and the top software skill is Microsoft Excel. The most in-demand certification is a driver's license.
- **Education** — A high school diploma or equivalent is typically required for the two occupations.
- **Supply** — Analysis of postsecondary completions in the region shows that on average 257 awards were conferred in the Central Valley/Mother Lode region each year.

Based on a comparison of occupational demand and supply, there is an undersupply of 297 trained workers in the subregion and 748 workers in the region. The Center of Excellence recommends that Columbia College work with the regional directors, the college's advisory board, and local industry in the expansion of programs to address the shortage of social workers and human services workers in the region.

Introduction

The Central Valley/Mother Lode Center of Excellence was asked by Columbia College to provide labor market information for social workers and human services. The geographical focus for this report is the North Central Valley/Northern Mother Lode (NCV/NML) subregion, but regional demand and supply data has been included for broader applicability and use. The average living wage for a single adult in the SCV/SML subregion is \$11.91/hour.¹ Analysis of the program and occupational data related to social workers and human services resulted in the identification of applicable occupations. The Standard Occupational Classification (SOC) System codes and titles used in this report are:

- 21-1093, Social and Human Service Assistants
- 21-1094, Community Health Workers

The occupational titles, job descriptions, sample job titles, and knowledge and skills from the Bureau of Labor Statistics and O*NET OnLine are shown below.

Social and Human Service Assistants

Job Description: Assist other social and human service providers in providing client services in a wide variety of fields, such as psychology, rehabilitation, or social work, including support for families. May assist clients in identifying and obtaining available benefits and social and community services. May assist social workers with developing, organizing, and conducting programs to prevent and resolve problems relevant to substance abuse, human relationships, rehabilitation, or dependent care.

Knowledge: Customer and Personal Service, Psychology, Therapy and Counseling, English Language, Administrative

Skills: Active Listening, Social Perceptiveness, Speaking, Service Orientation, Coordination

Community Health Workers

Job Description: 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.

Knowledge: Customer and Personal Service, English Language, Education and Training, Administration and Management, Medicine and Dentistry

Skills: Active Listening, Social Perceptiveness, Speaking, Writing, Reading Comprehension

Occupational Demand

The North Central Valley/Northern Mother Lode subregion employed 2,387 workers in social workers and human services occupations in 2020 (Exhibit 1). The largest occupation is social and human service assistants with 1,702 workers in 2020. This occupation is projected to grow by 14% over the next five years and has the greatest number of projected annual openings, 258.

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://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

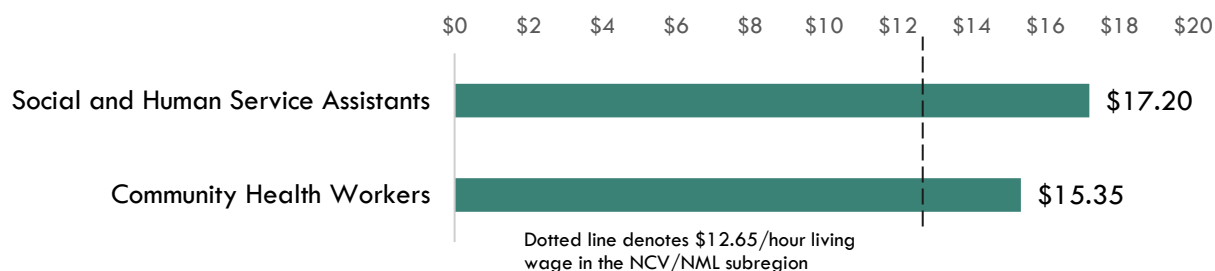
Exhibit 1. Social workers and human services employment and occupational projections in the NCV/NML subregion

Occupation	2020 Jobs	2025 Jobs	5-Year Change	5-Year % Change	Annual Openings
Social and Human Service Assistants	1,702	1,948	246	14%	258
Community Health Workers	685	759	74	11%	89
TOTAL	2,387	2,707	320	13%	347

Wages

Exhibit 2 shows the entry-level hourly wages of the social workers and human services occupations. Community health workers earn the highest entry-level wage, \$17.20/hour in the subregion. Entry-level wages are derived from the 25th percentile.

Exhibit 2. Social workers and human services entry-level wages in the NCV/NML subregion



Job Postings

There were 129 job postings for the two occupations in the NCV/NML subregion from May 2021 to October 2021.² The employers with the most job postings are listed in Exhibit 3.

Exhibit 3. Top employers of social workers and human services occupations by number of job postings

Employer	Job Postings	% Job Postings
Welbehealth	5	4%
Doctors Medical Center Of Modesto	4	3%
Health Plan San Joaquin	4	3%
Stockton Unified School District	4	3%
Community Catalysts California	3	3%
Merced City Elementary	3	3%
Salvation Army	3	3%
Alpine County	2	2%
Anthem Blue Cross	2	2%
Central Valley Pace	2	2%

² 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.

Exhibit 4 shows how job postings for the targeted occupations in the NCV/NML subregion are distributed across two O*NET OnLine occupations. The occupational title social and human service assistants is listed in 102 job postings. Note how this occupational title dominates the job posting results. Common job titles in postings include Community Liaison in 10 job postings, Outreach Specialist in nine job postings, and Social Services Assistant in nine job postings.

Exhibit 4. Top occupational titles in job postings for social workers and human services

Occupational Title	Job Postings	% of Job Postings
Social and Human Service Assistants	102	79%
Community Health Workers	27	21%

Salaries

Exhibit 5 shows the “Market Salaries” for social workers and human services occupations that are calculated by Burning Glass which uses a machine learning model built off of millions of job postings every year, and accounts for adjustments based on locations, industry, skills, experience, education requirements, among other variables.

Exhibit 5. Salaries for social workers and human services occupations

Market Salary Percentile	Salary Amount
10th Percentile	\$26,719
25th Percentile	\$30,746
50th Percentile	\$35,449
75th Percentile	\$41,746
90th Percentile	\$50,563

Education

Of the 129 job postings, 76 listed an education level preferred for the positions being filled. Of those, 61% requested high school or vocational training, 36% requested a bachelor’s degree, and 24% requested an associate degree (Exhibit 6). A job posting can indicate more than one education level. Hence, the percentages shown in the chart below may total more than 100%.

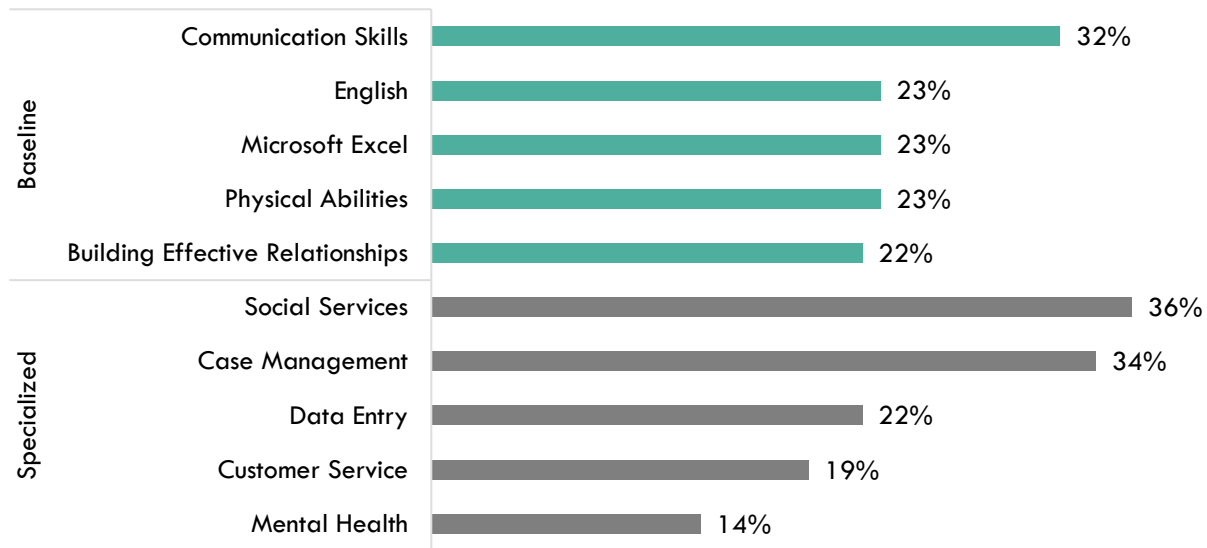
Exhibit 6. Education levels requested in job postings for social workers and human services

Education Level	Job Postings	% of Job Postings
High school or vocational training	46	61%
Bachelor's degree	27	36%
Associate degree	18	24%
Master's degree	5	7%

Baseline and Specialized Skills

Exhibit 7 depicts the top baseline and specialized skills for the targeted occupations. The three most important baseline skills are communication, 32% of job postings, English, 23%, and Microsoft Excel, 23%. The top three specialized skills are social services, 36% of job postings, case management, 34%, and data entry, 22%.

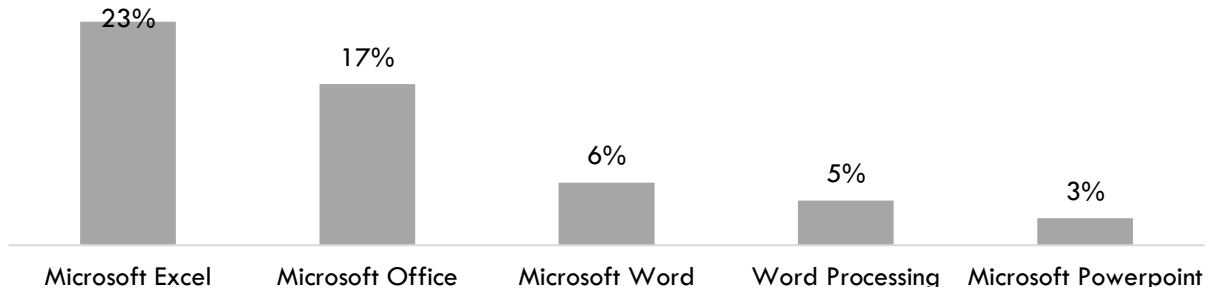
Exhibit 7. In-demand social workers and human services baseline and specialized skills



Software Skills

Analysis also included the software skills most in demand by employers. Microsoft Excel and Office were the top two software skills identified in job postings (Exhibit 8).

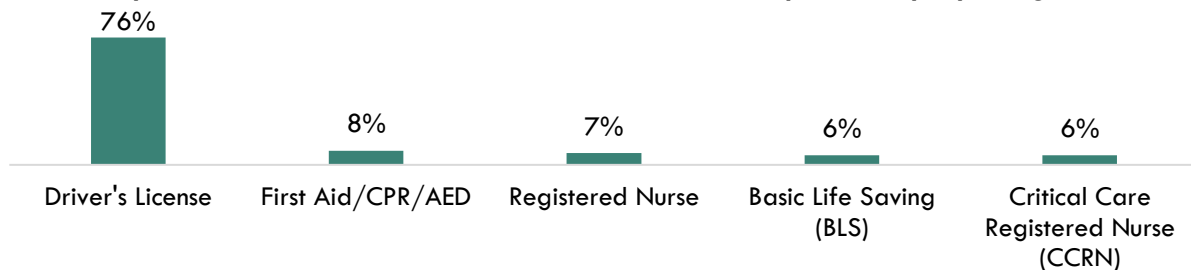
Exhibit 8. In-demand social workers and human services software skills



Certifications

Of the 129 job postings, 71 contained certification data. Among those, 76% indicated a need for a driver's license. The next top certifications are first aid/CPR/AED and registered nurse (Exhibit 9). (Due to the low number of job postings with certifications listed, the chart below may not be representative of the full sample.)

Exhibit 9. Top social workers and human services certifications requested in job postings



Education, Work Experience & Training

A high school diploma or equivalent is typically required for the two occupations (Exhibit 10).

Exhibit 10. Education, work experience, training, and Current Population Survey results for social workers and human services occupations³

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Social and Human Service Assistants	High school diploma or equivalent	None	Short-term	34.4%
Community Health Workers	High school diploma or equivalent	None	Short-term	26.7%

Supply

Analysis of program data from the California Community Colleges Chancellor's Office Data Mart included the TOP code and title: 210400 - Human Services. Analysis of the last three years of data shows that, on average, 257 awards were conferred in the Central Valley/Mother Lode region each year (Exhibit 11).

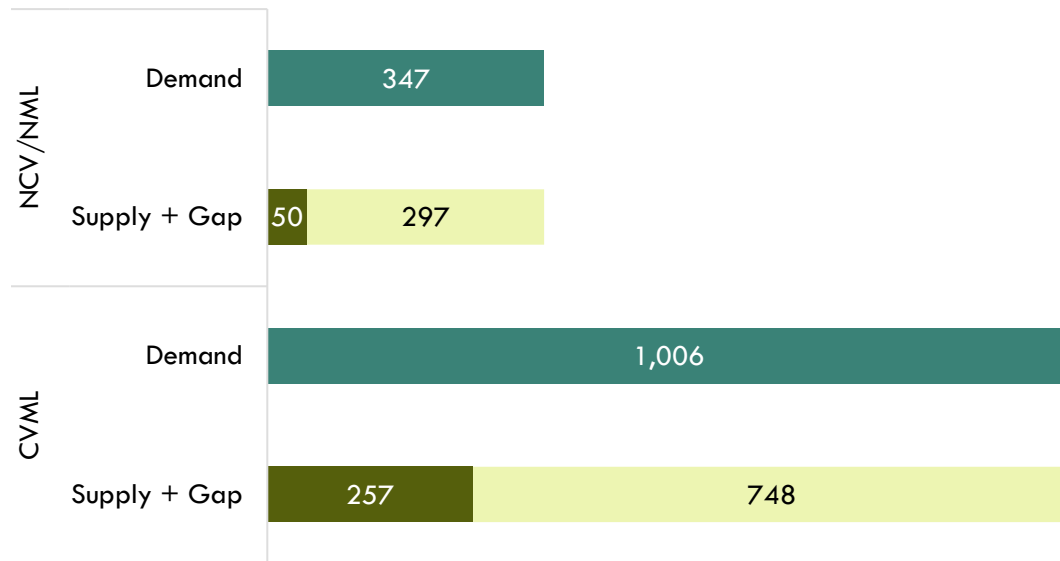
Exhibit 11. Postsecondary supply for social workers and human services occupations in the region

TOP/CIP Code- Title	College	Associate Degree	Certificate 16 < 30 Semester Units	Certificate 18 < 30 Semester Units	Certificate 30 < 60 Semester Units	Certificate 6 < 18 Semester Units	Subtotal
210400 - Human Services	Bakersfield	31				16	47
	Cerro Coso	11			9		20
	Columbia	2	1	2			5
	Fresno City	59			62		121
	Merced	8			2		10
	Modesto	17	1	3		12	33
	Reedley College			0			0
	San Joaquin Delta			1		1	2
	Sequoias	12				6	18
	West Hills Lemoore					1	1
TOTAL		141	3	5	80	29	257

³ "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

There is an undersupply of 297 social workers and human services workers in the NCV/NML subregion and 748 workers in the region (Exhibit 12).

Exhibit 12. Social worker and human services workforce demand (annual job openings), postsecondary supply of students (awards), and additional students needed to fill gap in the NCV/NML subregion and region



Student Outcomes

Exhibit 13 summarizes employment and wage outcomes from the California Community College Chancellor’s Cal-PASS Plus LaunchBoard for the TOP code related to social workers and human services. Of note, 10 human services students received a degree or certificate or attained apprenticeship journey status; 195 students transferred; 77% of students obtained a job closely related to their field of study; a 31% median change in earnings was reported; and 52% attained a living wage.

Exhibit 13. Regional metrics for the TOP code related to social workers and human services

Metric	Human Services
	210400
Students Who Got a Degree or Certificate or Attained Apprenticeship Journey Status	10
Number of Students Who Transferred	195
Job Closely Related to Field of Study	77%
Median Change in Earnings	31%
Attained a Living Wage	52%
* denotes data not available.	

Conclusion

The entry-level wages of the two occupations exceed the NCV/NML subregion's average living wage. There were 129 job postings in the past six months for occupations related to social workers and human services in the subregion. Analysis of skills and certification requirements in job postings indicates:

- The top baseline skill is communication, and the top specialized skill is social services.
- The top software skill is Microsoft Excel.
- The top certification is a driver's license.

There is an undersupply of trained workers, a shortage of 297 in the NCV/NML subregion and 748 in the region.

Recommendation

Based on these findings, it is recommended that Columbia College work with the regional directors, the college's advisory board, and local industry in the expansion of programs to address the shortage of social workers and human services in the region.

Appendix A: 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. (EMSI). 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). Occupational wage estimates also affected by county-level EMSI 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 .
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 occupations 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. (EMSI) formula that includes historical employment and economic indicators along with national, state and local trends.

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.