








# Education and Childcare Administrators, Preschool and Daycare

Labor Market Analysis: San Diego County

April 2022

## Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 <b>Proceed with Caution</b>	 	 	<input checked="" type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
<b>The COE defers to the region</b>	<div style="text-align: center;"> <span style="background-color: #4a7c9c; color: white; padding: 2px;">HIGH</span>   </div>	<div style="text-align: center;"> <span style="background-color: #4a7c9c; color: white; padding: 2px;">LOW</span>   </div>	

The San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *Education and Childcare Administrators, Preschool and Daycare* in San Diego County have a labor market demand of 51 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings), and nine educational institutions in San Diego County supply 2,006 awards for this occupation, suggesting that there is an oversupply in the labor market. Entry-level and median earnings are above the living wage for this occupation. This brief recommends to proceeding with caution when developing a new program but supports a program modification because 1) this occupations' entry-level and median earnings are above the living wage. **However**, if the region decides to create a program for entrepreneurs who want to start a business as *Education and Childcare Administrators, Preschool and Daycare*, then the COE defers to the [Regional Program Recommendation Process](#): The colleges should find alternative labor market demand for entrepreneurs in this field.

## Introduction

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)<sup>1</sup> system:

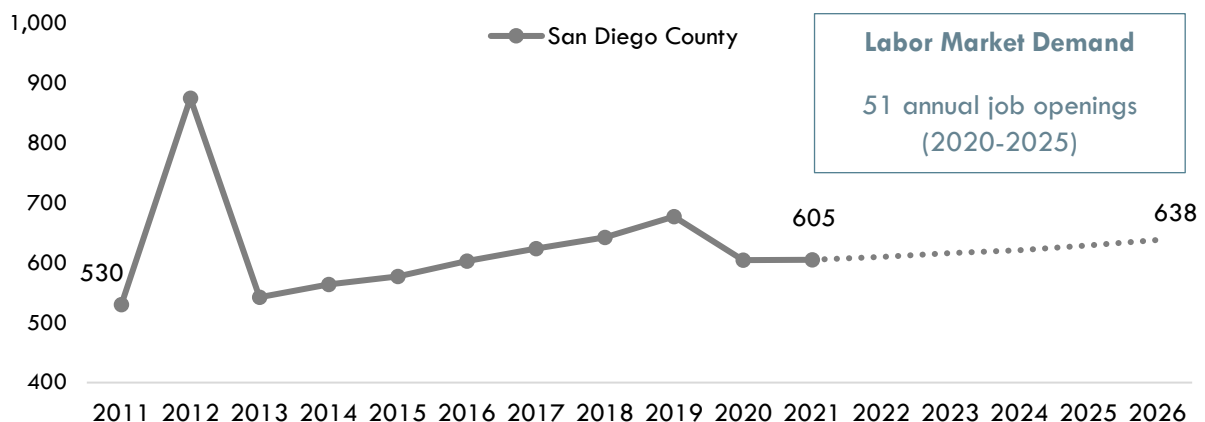
**Education and Childcare Administrators, Preschool and Daycare (SOC 11-9031):** Plan, direct, or coordinate academic or nonacademic activities of preschools or childcare centers and programs, including before- and after-school care. Sample reported job titles include:

- Child Care Center Director
- Early Head Start Director
- Preschool Director
- Childcare Director
- Site Coordinator
- Child Care Director
- Principal
- Preschool Program Director
- Education Director
- Education Site Manager

## Projected Occupational Demand

Between 2021 and 2026, *Education and Childcare Administrators, Preschool and Daycare* are projected to increase by 33 net jobs or five percent (Exhibit 1). Employers in San Diego County will need to hire 51 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

**Exhibit 1: Number of Jobs for Education and Childcare Administrators, Preschool and Daycare (2011-2026)<sup>2</sup>**



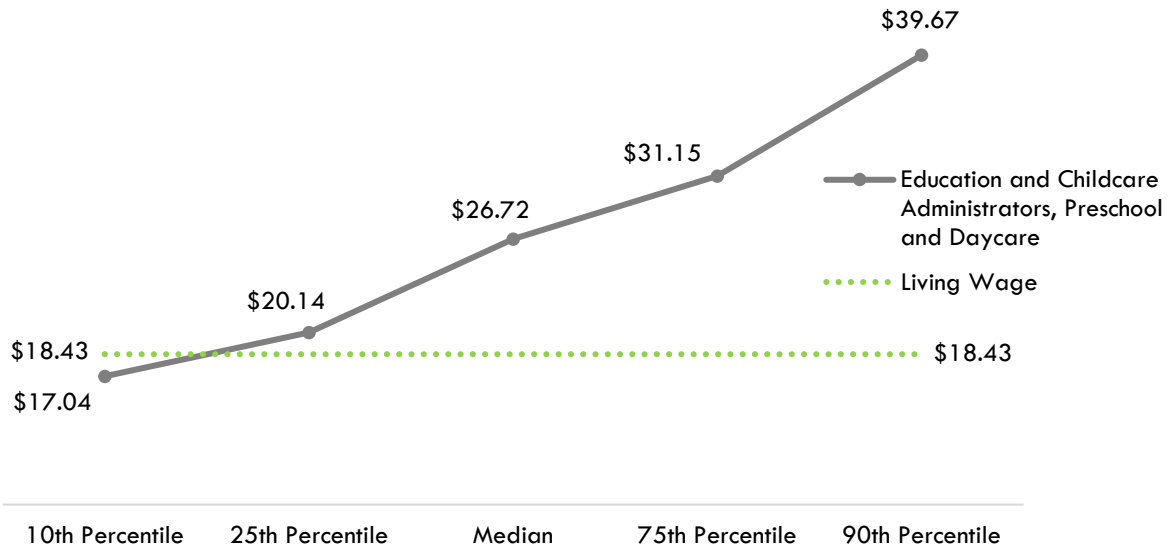
<sup>1</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

<sup>2</sup> EMSI 2022.01; QCEW, Non-QCEW, Self-Employed.

## Earnings

Education and Childcare Administrators, Preschool and Daycare receive entry-level hourly earnings of \$20.14; this is more than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2).<sup>3</sup>

**Exhibit 2: Hourly Earnings<sup>4</sup> for Education and Childcare Administrators, Preschool and Daycare in San Diego County<sup>5</sup>**



<sup>3</sup> "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. [insightccd.org/family-needs-calculator/](https://insightccd.org/family-needs-calculator/).

<sup>4</sup> 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.

<sup>5</sup> EMSI 2022.01; 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.<sup>6</sup> There are **two** TOP codes and **three** CIP codes related to *Education and Childcare Administrators, Preschool and Daycare* (Exhibit 3).

### **Exhibit 3: Related TOP and CIP Codes for *Education and Childcare Administrators, Preschool and Daycare***

TOP or CIP Code	TOP or CIP Program Title
TOP 1305.00	Child Development/Early Care and Education
TOP 1305.80	Child Development Administration and Management
CIP 13.0401	Educational Leadership and Administration, General
CIP 13.0414	Early Childhood Program Administration
CIP 13.1210	Early Childhood Education and Teaching

According to TOP data, **eight** community colleges supply the region with awards for this occupation: Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego College of Continuing Education, San Diego City College, San Diego Miramar College and Southwestern College. According to CIP data, **five** non-community-college institutions supply the region with awards: Alliant International University-San Diego, Ashford University, California State University-San Marcos, National University, and San Diego State University (Exhibit 4).

<sup>6</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](http://datamart.cccco.edu)) and CIP data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](http://nces.ed.gov/ipeds/use-the-data)).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions  
(Program Year 2016-17 through PY2019-20 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
1305.00	Child Development/Early Care and Education	<b>562</b>	<b>0</b>	<b>562</b>
	• Cuyamaca	0	0	
	• Grossmont	42	0	
	• MiraCosta	255	0	
	• Palomar	71	0	
	• San Diego City	1	0	
	• San Diego Cont. Ed.	139	0	
	• San Diego Miramar	7	0	
	• Southwestern	47	0	
1305.80	Child Development Administration and Management	<b>16</b>	<b>0</b>	<b>16</b>
	• Grossmont	6	0	
	• MiraCosta	4	0	
	• Palomar	3	0	
	• San Diego City	2	0	
	• San Diego Miramar	1	0	
13.0401	Educational Leadership and Administration, General	<b>0</b>	<b>42</b>	<b>42</b>
	• Alliant International University-San Diego	0	0	
	• Ashford University	0	27	
	• San Diego State University	0	15	
13.1210	Early Childhood Education and Teaching	<b>0</b>	<b>1,386</b>	<b>1,386</b>
	• Ashford University	0	1,050	
	• California State University-San Marcos	0	42	
	• National University	0	142	
	• San Diego State University	0	152	
			<b>Total</b>	<b>2,006</b>

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>7</sup> suggests that there is an **oversupply** for this occupation in San Diego County, with **51** annual openings and **2,006** awards. Comparatively, there are **526** annual openings in California and **15,334** awards, suggesting that there is an oversupply across the state<sup>8</sup> (Exhibit 5).

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

	<b>Demand</b> (Annual Openings)	<b>Supply</b> (Total Annual Average Supply)	<b>Supply Gap or Oversupply</b>
San Diego	51	2,006	<b>-1,955</b>
California	526	15,334	<b>-14,808</b>

**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.

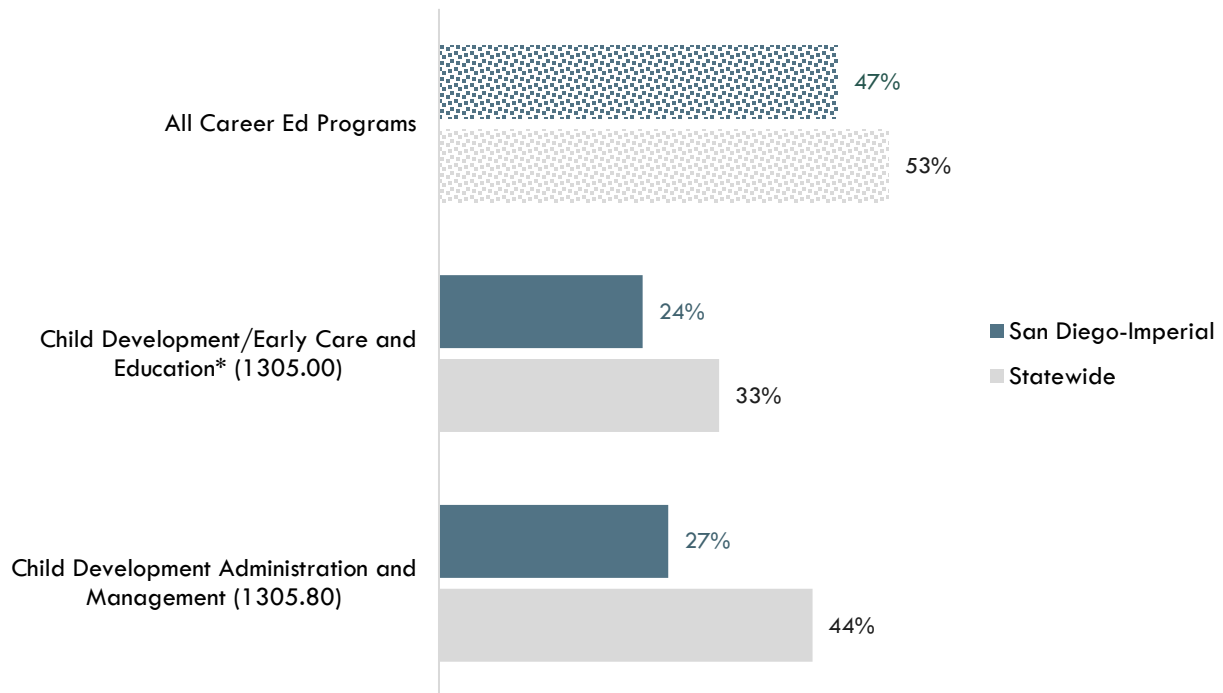
<sup>7</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

<sup>8</sup> "Supply and Demand," Centers of Excellence Student Outcomes, [coecc.net/Supply-and-Demand.aspx](http://coecc.net/Supply-and-Demand.aspx).

## Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 24 to 27 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Education and Childcare Administrators, Preschool and Daycare*, compared 33 to 44 percent statewide and 53 percent of students in Career Education programs in general across the state (Exhibit 6a).<sup>9</sup>

**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2018-19<sup>10</sup>**

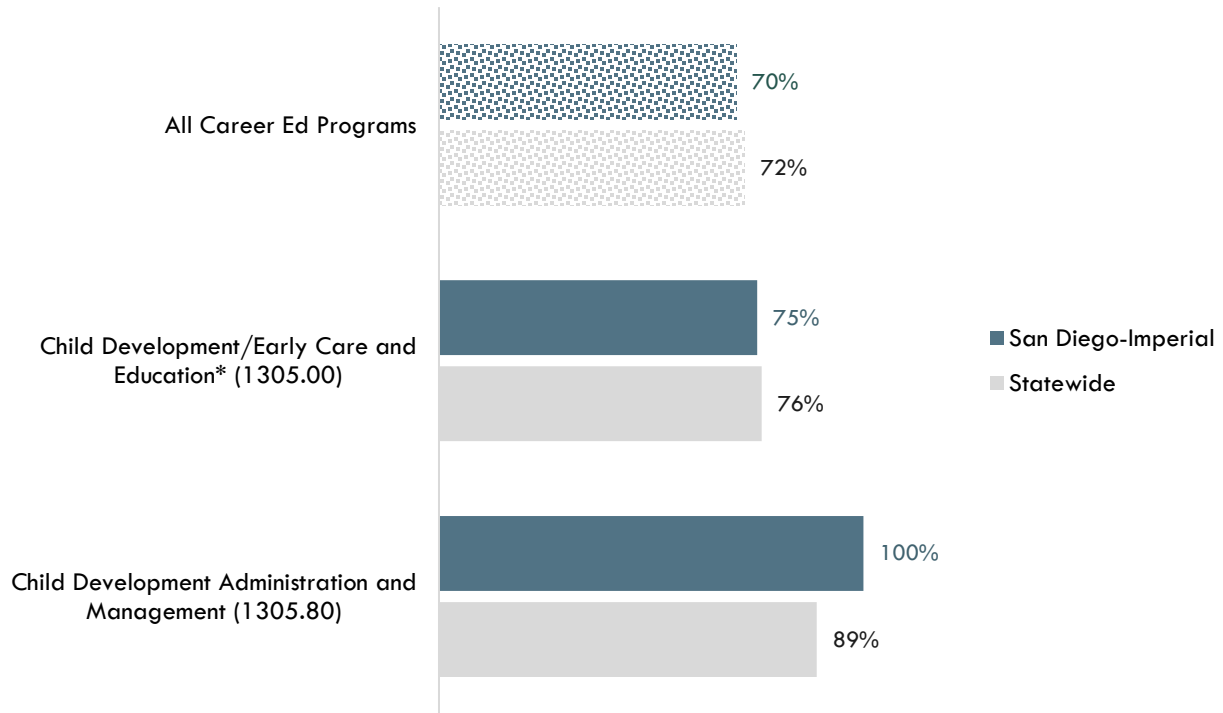


<sup>9</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>10</sup> Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 75 to 100 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 *Education and Childcare Administrators, Preschool and Daycare*, compared to 76 to 89 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).<sup>11</sup>

**Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2017-18<sup>12</sup>**



<sup>11</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

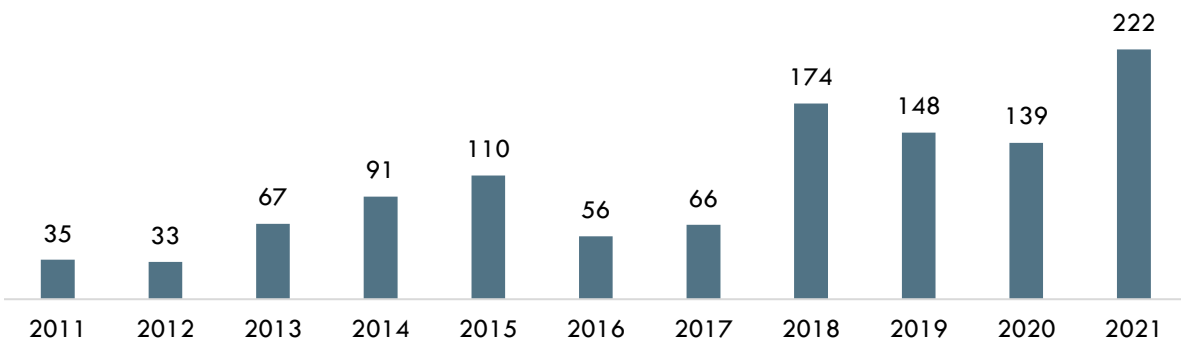
<sup>12</sup> Most recent year with available data is Program Year 2017-18. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.



## Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, 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 2011 and 2021, there was an average of 104 online job postings per year for *Education and Childcare Administrators, Preschool and Daycare* in San Diego County (Exhibit 7a). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

**Exhibit 7a: Number of Online Job Postings for Education and Childcare Administrators, Preschool and Daycare in San Diego County (2011-2021)<sup>13</sup>**



<sup>13</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2011-2021.

## Top Employers

Between January 1, 2019 and December 31, 2021, the top five employers in San Diego County for *Education and Childcare Administrators, Preschool and Daycare* were Educational Enrichment Systems, KinderCare, YMCA, Soccer Shots Central And North and Children’s Paradise Incorporated based on online job postings (Exhibit 8).

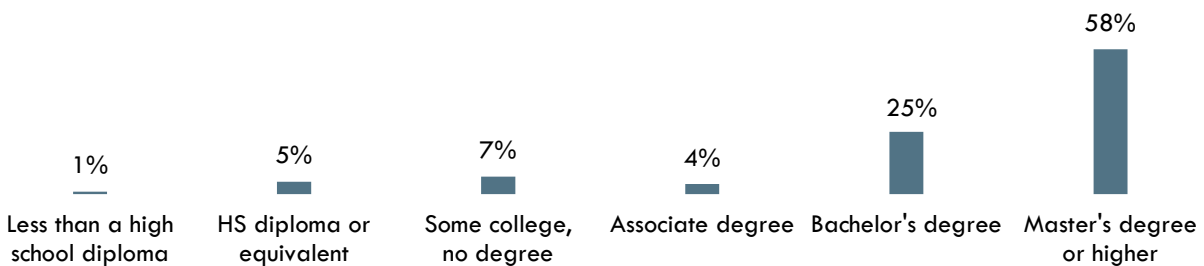
**Exhibit 8: Top Employers for Education and Childcare Administrators, Preschool and Daycare in San Diego County<sup>14</sup>**

Top Employers	
<ul style="list-style-type: none"> <li>• Educational Enrichment Systems</li> <li>• KinderCare</li> <li>• YMCA</li> <li>• Soccer Shots Central And North</li> <li>• Children’s Paradise Incorporated</li> </ul>	<ul style="list-style-type: none"> <li>• Easterseals Southern California</li> <li>• La Petite Academy</li> <li>• BrightSpring Health Services</li> <li>• University of California San Diego</li> <li>• Kid Ventures Incorporated</li> </ul>

## Education, Skills, and Certifications

Exhibit 9 indicates that the typical educational attainment for the occupation found currently in the national labor force is a *master’s degree or higher*. The typical entry-level education is a *bachelor’s degree*.<sup>15</sup>

**Exhibit 9: National Educational Attainment of Education and Childcare Administrators, Preschool and Daycare<sup>16</sup>**



\*may not total 100 percent due to rounding

<sup>14</sup> Burning Glass Technologies, “Labor Insight Real-Time Labor Market Information Tool.” 2019-2021.

<sup>15</sup> EMSI 2022.01; QCEW, Non-QCEW, Self-Employed.

<sup>16</sup> “Educational Attainment for Workers 25 Years and Older by Detailed Occupation,” Bureau of Labor Statistics, last modified September 8, 2021. [bls.gov/emp/tables/educational-attainment.htm](https://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, 2019 and December 31, 2021.

**Exhibit 10: Top Skills for *Education and Childcare Administrators, Preschool and Daycare*  
in San Diego County<sup>17</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Teaching</li> <li>• Early Childhood Education</li> <li>• Child Care</li> <li>• Cardiopulmonary Resuscitation</li> <li>• Child Development</li> <li>• Budgeting</li> <li>• Scheduling</li> <li>• Lesson Planning</li> <li>• Staff Management</li> <li>• Customer Service</li> <li>• Child Care Facility</li> <li>• Staff Development</li> <li>• Social Services</li> <li>• Educational Programs</li> <li>• Lifting Ability</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Organizational Skills</li> <li>• Teamwork / Collaboration</li> <li>• Creativity</li> <li>• English</li> <li>• Planning</li> <li>• Multi-Tasking</li> <li>• Microsoft Office</li> <li>• Writing</li> <li>• Physical Abilities</li> <li>• Energetic</li> <li>• Detail-Oriented</li> <li>• Building Effective Relationships</li> <li>• Microsoft Excel</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> <li>• Microsoft PowerPoint</li> <li>• Microsoft Word</li> <li>• Facebook</li> <li>• Microsoft Outlook</li> <li>• Word Processing</li> <li>• Blackboard LMS / CMS</li> <li>• SAP</li> <li>• Salesforce</li> <li>• Social Media Platforms</li> <li>• Adobe Acrobat</li> <li>• Adobe InDesign</li> <li>• Adobe Photoshop</li> <li>• Design Software</li> <li>• LinkedIn</li> </ul>

<sup>17</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2019 and December 31, 2021.

**Exhibit 11: Top Certifications for *Education and Childcare Administrators, Preschool and Daycare* in San Diego County<sup>18</sup>**

Top Certifications in Online Job Postings

1. First Aid CPR AED
2. Child Development Associate (CDA)
3. Certified Child Care Provider
4. Certified Catechist
5. Tax Preparation Certificate
6. Certified Teacher
7. American Heart Association Certification
8. Public Health Nurse
9. Food Handler Certification
10. CDL Class C
11. American Speech - Language Hearing Association (ASHA) Certification
12. Social Work License
13. Security Clearance

---

<sup>18</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

Prepared by:

Tina Ngo Bartel, Director ([tngobartel@miracosta.edu](mailto:tngobartel@miracosta.edu))

John Edwards, Research Analyst ([jedwards@miracosta.edu](mailto:jedwards@miracosta.edu))

San Diego-Imperial Center of Excellence for Labor Market Research



### 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.