

**Labor Market Analysis for Program Recommendation**

**Community Health Worker Occupations**

**Foothill College**

### Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

**August 2022**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Community Health Workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara county). There is a projected annual gap of about 166 students in the Bay region and 46 students in the Silicon Valley Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1261.00 Community Health Care Worker programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Foothill College and in the region.

This report profiles Community Health Worker Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new program at Foothill College.

* **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. Excludes “Health Educators” (21-1091).
  Entry-Level Educational Requirement: High school diploma or equivalent
  Training Requirement: Short-term on-the-job training
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%

## Occupational Demand

**Table 1. Employment Outlook for Community Health Worker Occupations in Bay Region**

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Community Health Workers | 1,641 | 1,914 | 273 | 17% | 1,176 | 235 | $19 | $26 |
| **Total** | **1,641** | **1,914** | **273** | **17%** | **1,176** | **235** | **$19** | **$26** |
| Source: EMSI 2022.1 |

**Bay Region includes:** Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Community Health Worker Occupations in Silicon Valley Sub-region**

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Community Health Workers | 321 | 382 | 61 | 19% | 240 | 48 | $25 | $29 |
| **Total** | **321** | **382** | **61** | **19%** | **240** | **48** | **$25** | **$29** |
| Source: EMSI 2022.1 |

**Silicon Valley Sub-Region includes:** Santa Clara County

### Job Postings in Bay Region and Silicon Valley Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Aug 2021 - July 2022)**

| **Occupation** | **Bay Region** | **Silicon Valley** |
| --- | --- | --- |
| Community Health Workers | 362 | 65 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Community Health Worker Occupations for latest 12 months (Aug 2021 - July 2022) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Community Liaison | 30 | Guest Advocate Target Hire | 7 |
| Community Lead | 20 | Health Advocate | 7 |
| Health Navigator | 12 | Covid Contact Tracer | 6 |
| Peer Navigator | 12 | Community Living Instructor Direct Support Professional Bay Areas | 5 |
| Community Health Advocate | 10 | Community Navigator | 5 |
| Community Health Navigator | 8 | Covid - Contact Tracer | 5 |
| Community Health Advocate Coordinator | 7 | Outreach Benefits Navigator | 5 |
| Community Living Instructor Dsp | 7 | Community Living Instructor/Direct Support Professional | 4 |
| Contact Tracer | 7 | Digital Peer Navigator | 4 |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Community Health Worker Occupations for latest 12 months (Aug 2021 - July 2022) Silicon Valley Sub-Region**

| **Title** | **Silicon Valley** | **Title** | **Silicon Valley** |
| --- | --- | --- | --- |
| Peer Navigator  | 9 | Contact Tracer | 2 |
| Community Lead | 5 | Contact Tracing And Immunization | 2 |
| Community Liaison | 5 | Contact Tracing Coordinator | 2 |
| Covid Contact Tracer | 3 | Family Health Navigator | 2 |
| Outreach Advisor | 3 | Health Navigator | 2 |
| Community Engagement Lead | 2 | Health Navigator - Family | 2 |
| Community Navigator | 2 | Pridenet Lgbtq Community Engagement Lead | 2 |
| Source: Burning Glass |

## Industry Concentration

**Table 5. Industries hiring Community Health Workers in Bay Region**

| **Industry - 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2020)** | **Jobs in Industry (2025)** | **% Change (2020-25)** | **% Occupation Group in Industry (2020)** |
| --- | --- | --- | --- | --- |
| Local Government, Excluding Education and Hospitals | 280 | 314 | 12% | 18% |
| HMO Medical Centers | 131 | 193 | 48% | 9% |
| Other Individual and Family Services | 139 | 182 | 31% | 8% |
| Services for the Elderly and Persons with Disabilities | 135 | 118 | -12% | 5% |
| Child and Youth Services | 61 | 71 | 16% | 4% |
| Temporary Help Services | 12 | 59 | 393% | 3% |
| General Medical and Surgical Hospitals | 62 | 55 | -12% | 3% |
| Religious Organizations | 50 | 52 | 3% | 3% |
| Direct Health and Medical Insurance Carriers | 43 | 59 | 37% | 3% |
| Hospitals (Local Government) | 38 | 55 | 42% | 3% |
| Source: EMSI 2022.1 |

**Table 6. Top Employers Posting Community Health Worker Occupations in Bay Region and Silicon Valley Sub-Region (Aug 2021 - July 2022)**

| **Employer** | **Bay** | **Employer** | **Silicon Valley** |
| --- | --- | --- | --- |
| Toolworks | 23 | Roots Community Health Center | 6 |
| Roots Community Health Center | 15 | Stanford University | 3 |
| University Of California | 12 | University Of Silicon Valley | 2 |
| Wework | 9 | Unity Care Group | 2 |
| Asian Health Services | 9 | Target | 2 |
| Target | 7 | San Jose/Evergreen Community College District | 2 |
| Heluna Health | 7 | Ro Health Pr Derek | 2 |
| Rcf Connects | 6 | Heluna Health | 2 |
| Medzed, Llc | 6 | Crossover Health | 2 |
| Center For Human Development | 6 | A Caring Life Home Health | 2 |
| Source: Burning Glass |

## Educational Supply

There are five (5) community colleges in the Bay Region issuing 69 awards on average annually (last 3 years ending 2018-19) on TOP 1261.00 Community Health Care Worker. In the Silicon Valley Sub-Region, there are two (2) community colleges that issued two (2) awards on average annually (last 3 years) on this TOP code.

**Table 7. Community College Awards on TOP 1261.00 Community Health Care Worker in Bay Region**

| **College** | **Subregion** | **Associate Degree** | **Award < 1 academic yr** | **Total** |
| --- | --- | --- | --- | --- |
| Canada College | Mid-Peninsula | 0 | 2 | 2 |
| City College of San Francisco | Mid-Peninsula | 0 | 62 | 62 |
| Mission College | Silicon Valley | 1 | 0 | 1 |
| San Jose City College | Silicon Valley | 0 | 1 | 1 |
| Santa Rosa Junior College | North Bay | 1 | 2 | 3 |
| **Total** |  | **2** | **67** | **69** |

Note: The annual average for awards is 2017-18 to 2019-20.

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 235 annual openings for the Community Health Worker occupational cluster and 69 annual (3-year average) awards for an annual undersupply of 166 students. In the Silicon Valley Sub-Region, there is also a gap with 48 annual openings and 2 annual (3-year average) awards for an annual undersupply of 46 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1261.00 Community Health Care Worker**

| **Metric Outcomes** | **Bay All CTE Programs** | **Foothill All CTE Program** | **State 1261.00** | **Bay 1261.00** | **Silicon Valley 1261.00** | **Foothill 1261.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 91% | 85% | 85% | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | $47,419 | $66,288 | $41,009 | $41,229 | N/A | N/A |
| Median Change in Earnings for SWP Exiting Students | 23% | 43% | 5% | 4% | N/A | N/A |
| Exiting Students Who Attained the Living Wage | 52% | 64% | 32% | 32% | N/A | N/A |
| Source: Launchboard Strong Workforce Program Median of 2017 to 2020. |

## Skills, Certifications and Education

**Table 9. Top Skills for Community Health Worker Occupations in Bay Region (Aug 2021 - July 2022)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Customer Service | 93 | Primary Care | 34 |
| Case Management | 89 | Project Management | 34 |
| Public Health and Safety | 85 | Appointment Setting | 33 |
| Mental Health | 81 | Customer Contact | 32 |
| Community Health | 78 | Staff Management | 32 |
| Social Services | 78 | Behavioral Health | 31 |
| Scheduling | 67 | Cardiopulmonary Resuscitation (CPR) | 30 |
| Health Education | 48 | Health Insurance Portability and Accountability Act (HIPAA) | 27 |
| Data Collection | 45 | Social Media | 27 |
| Data Entry | 42 | Patient Assistance | 26 |
| Budgeting | 39 | Medical Coding | 25 |
| Mental Illness | 39 | Developmental Disabilities | 24 |
| Vaccination | 36 | Meal Preparation | 24 |
| Motivational Interviewing | 34 | Caregiving | 20 |
| Source: Burning Glass |

**Table 10. Certifications for Community Health Worker Occupations in Bay Region (Aug 2021 - July 2022)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Driver's License | 107 | Licensed Alcohol and Drug Counselor | 3 |
| First Aid Cpr Aed | 27 | Certified Alcohol and Drug Abuse Counselor | 3 |
| Community Health Certificate | 12 |  |  |
| Phlebotomy Certification | 4 | Basic Cardiac Life Support Certification | 3 |
| Basic Life Saving (BLS) | 4 | Paralegal Certification | 2 |
| Social Work License | 3 | Licensed Professional Counselor | 2 |
| Project Management Professional (PMP) | 3 | Licensed Clinical Social Worker (LCSW) | 2 |
| Project Management Certification | 3 | Conflict Resolution | 2 |
| Source: Burning Glass |

*Note: 56% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.*

**Table 11. Education Requirements for Community Health Worker Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 102 | 45% |
| Associate's degree | 30 | 13% |
| Bachelor's degree and higher | 94 | 42% |
| Source: Burning Glass |

## Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

## Sources

O\*Net Online
Labor Insight/Jobs (Burning Glass)
Economic Modeling Specialists International (EMSI)
CTE LaunchBoard www.calpassplus.org/Launchboard/
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset
Living Insight Center for Community Economic Development
Chancellor’s Office MIS system

## Contacts

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