

# Labor Market Analysis for Program Recommendation

# Childcare Workers

# Foothill College

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

**February 2022**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Childcare 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 8,043 students in the Bay region and 1,401 students in the Silicon Valley Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1305.00 Child Development/Early Care and Education 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 Childcare Workers in the 12 county Bay region and in the Silicon Valley sub-region for a proposed Nanny, Child and Family Studies program at Foothill College.

Labor market information (LMI) is not available at the eight-digit SOC Code level for Nannies (39-9011.01), therefore, the data shown in Tables 1 and 2 is for Childcare Workers (at the six digit SOC level) and likely overstates demand for Nannies. Tables 3, 4, 6, 9, 10 and 11 use job postings data from Burning Glass at the eight-digit SOC Code level for Nannies (39-9011.01).

* **Childcare Workers (39-9011):** Attend to children at schools, businesses, private households, and childcare institutions. Perform a variety of tasks, such as dressing, feeding, bathing, and overseeing play. Excludes “Preschool Teachers, Except Special Education” (25-2011) and “Teacher Assistants” (25-9041).  
    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: 38%

## Occupational Demand

**Table 1. Employment Outlook for Childcare Workers 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** | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Childcare Workers | 56,222 | 57,244 | 1,022 | 2% | 50,372 | 10,074 | $11 | $38 | |
| **Total** | **56,222** | **57,244** | **1,022** | **2%** | **50,372** | **10,074** | **$11** | **$38** | |
| Source: EMSI 2021.3 | | | | | | | | |

**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 Childcare Workers 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Childcare Workers | 9,916 | 9,822 | -94 | -1% | 8,593 | 1,719 | $11 | $32 |
| **Total** | **9,916** | **9,822** | **-94** | **-1%** | **8,593** | **1,719** | **$11** | **$32** |
| Source: EMSI 2021.3 | | | | | | | | |

**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 (Jan 2021 - Dec 2021)**

| **Occupation** | **Bay Region** | **Silicon Valley** |
| --- | --- | --- |
| Childcare Workers | 2,581 | 570 |
| Source: Burning Glass | | |

**Table 4a. Top Job Titles for Childcare Workers for latest 12 months (Jan 2021 - Dec 2021) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Regular Babysitter For 1 Child | 151 | After-School Program Leader | 39 |
| Babysitter | 106 | One-Time Babysitter For 1 Child | 33 |
| Child Care Assistant | 79 | Nanny/Babysitter | 29 |
| Au Pair | 76 | Occasional Babysitter For 2 Children | 28 |
| Daycare Assistant | 76 | After-School Tennis Coach And Assistant Coach | 27 |
| Child Care Provider | 70 | Babysitter/Nanny | 27 |
| Occasional Babysitter For 1 Child | 64 | After-School Program Coordinator | 20 |
| Regular Babysitter For 2 Children | 62 | Sitter | 20 |
| Child Care Worker | 42 |  |  |
| Source: Burning Glass | | | |

**Table 4b. Top Job Titles for Childcare Workers for latest 12 months (Jan 2021 - Dec 2021) Silicon Valley Sub-Region**

| **Title** | **Silicon Valley** | **Title** | **Silicon Valley** |
| --- | --- | --- | --- |
| Regular Babysitter For 1 Child | 38 | One-Time Babysitter For 1 Child | 10 |
| Babysitter | 22 | Care | 9 |
| Child Care Provider | 22 | Babysitter/Nanny | 8 |
| Daycare Assistant | 17 | Child Care Assistant | 8 |
| Regular Babysitter For 2 Children | 15 | Occasional Babysitter For 2 Children | 8 |
| After-School Tennis Coach And Assistant Coach | 13 | Child Care Worker | 7 |
| Au Pair | 13 | After-School Program Leader | 6 |
| Occasional Babysitter For 1 Child | 12 | Aba - With Children | 5 |
| Nanny/Babysitter | 11 |  |  |
| Source: Burning Glass | | | |

## Industry Concentration

**Table 5. Industries hiring Childcare 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)** |
| --- | --- | --- | --- | --- |
| Private Households | 38,269 | 42,227 | 10% | 68% |
| Child Day Care Services | 11,240 | 10,643 | -5% | 20% |
| Elementary and Secondary Schools (Local Government) | 1,269 | 1,248 | -2% | 2% |
| Religious Organizations | 1,026 | 1,011 | -1% | 2% |
| Fitness and Recreational Sports Centers | 824 | 729 | -11% | 1% |
| Elementary and Secondary Schools | 597 | 623 | 4% | 1% |
| Civic and Social Organizations | 479 | 524 | 9% | 1% |
| Local Government, Excluding Education and Hospitals | 329 | 344 | 4% | 1% |
| Other Individual and Family Services | 228 | 279 | 22% | 0% |
| Services for the Elderly and Persons with Disabilities | 221 | 270 | 22% | 0% |
| Source: EMSI 2021.3 | | | | |

**Table 6. Top Employers Posting Jobs for Childcare Workers in Bay Region and Silicon Valley Sub-Region (Jan 2021 - Dec 2021)**

| **Employer** | **Bay** | **Employer** | **Silicon Valley** |
| --- | --- | --- | --- |
| Bright Horizons | 82 | College Nannies Sitters Tutors | 36 |
| YMCA | 45 | Bright Horizons | 16 |
| Bay Area Community Resources | 43 | Euro School Of Tennis | 12 |
| College Nannies Sitters Tutors | 42 | Sitter | 11 |
| Euro School Of Tennis | 34 | Uplift Family Services | 10 |
| Sitter | 29 | Crunch Care | 10 |
| Crunch Care | 29 | College Nannies Sitters | 8 |
| Alegre Home Care | 29 | Think Together | 7 |
| YMCA | 45 | Right At School | 7 |
| Bay Area Community Resources | 43 |  |  |
| Source: Burning Glass | | | |

## Educational Supply

There are 23 community colleges in the Bay Region issuing 2,009 awards on average annually (last 3 years ending 2018-19) on TOP 1305.00 Child Development/Early Care and Education. In the Silicon Valley Sub-Region, there are six (6) community colleges that issued 296 awards on average annually (last 3 years) on this TOP code.

There is one (1) other CTE educational institution in the Bay Region and Silicon Valley Sub-Region issuing 22 awards on average annually (last 3 years ending 2016-17) on TOP 1305.00 Child Development/Early Care and Education.

**Table 7a. Community College Awards on TOP 1305.00 Child Development/Early Care and Education in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate 18+ Units** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- | --- |
| Cabrillo | SC-Monterey | 29 | 0 | 83 | 112 |
| Canada | Mid-Peninsula | 46 | 0 | 48 | 94 |
| Chabot | East Bay | 31 | 0 | 76 | 107 |
| Contra Costa | East Bay | 9 | 0 | 12 | 21 |
| De Anza | Silicon Valley | 44 | 0 | 51 | 95 |
| Diablo Valley | East Bay | 35 | 0 | 165 | 200 |
| Foothill | Silicon Valley | 32 | 0 | 7 | 39 |
| Gavilan | Silicon Valley | 9 | 0 | 9 | 18 |
| Hartnell | SC-Monterey | 28 | 0 | 14 | 42 |
| Las Positas | East Bay | 17 | 0 | 89 | 106 |
| Los Medanos | East Bay | 30 | 0 | 119 | 149 |
| Marin | North Bay | 4 | 0 | 0 | 4 |
| Merritt | East Bay | 31 | 0 | 305 | 336 |
| Mission | Silicon Valley | 27 | 0 | 17 | 44 |
| Monterey | SC-Monterey | 26 | 0 | 14 | 40 |
| Napa | North Bay | 13 | 0 | 1 | 14 |
| Ohlone | East Bay | 11 | 0 | 5 | 16 |
| San Francisco | Mid-Peninsula | 64 | 0 | 149 | 213 |
| San Jose City | Silicon Valley | 18 | 0 | 43 | 61 |
| Santa Rosa | North Bay | 24 | 0 | 120 | 144 |
| Skyline | Mid-Peninsula | 40 | 0 | 32 | 72 |
| Solano | North Bay | 11 | 0 | 32 | 43 |
| West Valley | Silicon Valley | 27 | 1 | 11 | 39 |
| **Total** |  | **606** | **1** | **1,402** | **2,009** |
| Source: Data Mart | | | | | |

*Note: The annual average for awards is 2016-17 to 2018-19.*

**Table 7b. Other CTE Institutions Awards on TOP 1305.00 Child Development/Early Care and Education in Bay Region**

| **College** | **Subregion** | **Award 1 < 2 academic yrs** | **Total** |
| --- | --- | --- | --- |
| CET-Sobrato | Silicon Valley | 22 | 22 |
| **Total** |  | **22** | **22** |

*Note: The annual average for awards is 2016-17 to 2018-19.*

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 10,074 annual openings for Childcare Workersand 2,031 annual (3-year average) awards for an annual undersupply of 8,043 students. In the Silicon Valley Sub-Region, there is also a gap with 1,719 annual openings and 318 annual (3-year average) awards for an annual undersupply of 1,401 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1305.00 Child Development/Early Care and Education**

| **Metric Outcomes** | **Bay All CTE Programs** | **Foothill All CTE Programs** | **State 1305.00** | **Bay 1305.00** | **Silicon Valley 1305.00** | **Foothill College 1305.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 73% | 86% | 76% | 80% | 86% | 93% |
| Median Annual Earnings for SWP Exiting Students | $44,575 | $63,206 | $25,695 | $31,887 | $34,229 | $40,030 |
| Median Change in Earnings for SWP Exiting Students | 30% | 31% | 25% | 27% | 32% | 28% |
| Exiting Students Who Attained the Living Wage | 53% | 50% | 32% | 24% | 21% | 28% |
| Source: Launchboard Strong Workforce Program Median of 2016-18. | | | | | | |

## Skills, Certifications and Education

**Table 9. Top Skills for Childcare Workers in Bay Region (Jan 2021 - Dec 2021)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Child Care | 1,000 | Personal Protective Equipment (PPE) | 107 |
| Babysitting | 755 | Nurturing Environment | 98 |
| Cardiopulmonary Resuscitation (CPR) | 547 | Tutoring | 97 |
| Teaching | 441 | Psychology | 96 |
| Cleaning | 306 | Lifting Ability | 90 |
| Scheduling | 264 | Food Preparation | 88 |
| Caregiving | 232 | Cooking | 84 |
| Early Childhood Education | 208 | Child Care Practices | 76 |
| Child Development | 163 | Customer Service | 73 |
| Meal Preparation | 158 | Infant Care | 64 |
| Lesson Planning | 136 | Staff Management | 64 |
| Home Care | 124 | Vaccines | 59 |
| Laundry | 110 | Dog Walking | 54 |
| Vaccination | 110 | Special Education | 49 |
| Source: Burning Glass | | | |

**Table 10. Certifications for Childcare Workers in Bay Region (Jan 2021 - Dec 2021)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| First Aid Cpr Aed | 451 | Basic Cardiac Life Support Certification | 6 |
| Driver's License | 410 | Pediatric Advanced Life Support (PALS) Certification | 3 |
| Child Development Associate (CDA) | 64 | Conflict Resolution | 3 |
| Home Care Certificate | 28 | Care License | 3 |
| Home Health Aide | 26 | American Heart Association Certification | 3 |
| Registered Behavior Technician | 23 | Advanced Cardiac Life Support (ACLS) Certification | 3 |
| Board Certified Behavior Analyst (BCBA) | 19 | ServSafe | 2 |
| Certified Teacher | 9 | Psychologist License | 2 |
| Basic Life Saving (BLS) | 7 | Project Management Certification | 2 |
| Source: Burning Glass | | | |

*Note: 67% 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 Childcare Workers in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 677 | 73% |
| Associate's degree | 94 | 10% |
| Bachelor's degree | 155 | 17% |
| Source: Burning Glass | | |

*Note: 64% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.*

## 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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