** Early Childhood Education Occupations**

**Labor Market Information Report**

**Foothill College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

May 2019

# Recommendation

Based on all available data, there appears to be a significant undersupply of Early Childhood Education 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 2,069 students in the Bay region and 658 students in the Silicon Valley Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1305.00 - Child Development/Early Care and Education 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.

# Introduction

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

|  |
| --- |
| * **Preschool Teachers, Except Special Education (SOC 25-2011):** Instruct preschool-agedchildren in activities designed to promote social, physical, and intellectual growth needed for primary school in preschool, day care center, or other child development facility. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099). May be required to hold State certification. Excludes "Childcare Workers" (39-9011) and "Special Education Teachers" (25-2050). |
| Entry-Level Educational Requirement: Associate's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 38% |

# Occupational Demand

**Table 1. Employment Outlook for Early Childhood Education Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Preschool Teachers, Except Special Education | 18,383 | 19,881 | 1,498 | 8% | 10,652 | 2,130 | $13.30 | $18.30 |

*Source: EMSI 2019.2*

**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 Early Childhood Education Occupations in Silicon Valley Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Preschool Teachers, Except Special Education | 5,963 | 6,283 | 321 | 5% | 3,296 | 667 | $12.94 | $17.64 |

*Source: EMSI 2019.2*

**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 (May 2018 - April 2019)**

| Occupation | Bay Region | Silicon Valley |
| --- | --- | --- |
| Preschool Teachers, Except Special Education | 5,042 | 1,452 |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Early Childhood Education Occupations for latest 12 months (May 2018 - April 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Preschool Teacher | 1,845 | School Teacher | 28 |
| Infant Teacher | 294 | School Program Teacher | 28 |
| Teacher | 246 | Summer Outdoor Play Instructor | 26 |
| Childcare Teacher | 220 | Instructional Aide | 26 |
| Early Childhood Teacher | 206 | Creative Lead | 26 |
| Afterschool Teacher | 190 | Child Development Teacher | 24 |
| Kindergarten Teacher | 182 | Teacher, School | 23 |
| Assistant Teacher | 158 | Teacher, Education Industry | 21 |
| Substitute Teacher | 79 | Child Development Specialist | 21 |
| Toddler Teacher | 60 | Teacher's Aide | 20 |
| Lead Teacher | 55 | Pre-School And In-Home Daycare For | 20 |
| Preschool Aide | 52 | Kindergarten And Pre-School For | 17 |
| Head Teacher | 50 | Afterschool Program Teacher | 17 |
| Teacher's Assistant | 34 | Afterschool Educator | 17 |

**Table 4.b Top Job Titles for Early Childhood Education Occupations for latest 12 months (May 2018 - April 2019) Silicon Valley Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Silicon Valley | Common Title | Silicon Valley |
| Preschool Teacher | 545 | Teacher's Assistant | 14 |
| Infant Teacher | 100 | Child Care Assistant | 10 |
| Childcare Teacher | 75 | Pre-School And In-Home Daycare For | 9 |
| Afterschool Teacher | 61 | Lead Teacher | 9 |
| Teacher | 54 | Summer Outdoor Play Instructor | 8 |
| Kindergarten Teacher | 52 | Lead Teacher, Education Industry | 8 |
| Early Childhood Teacher | 52 | Teacher's Aide | 7 |
| Assistant Teacher | 37 | School Teacher | 7 |
| Toddler Teacher | 26 | Child Development Teacher | 7 |
| School Program Teacher | 26 | School Teaching Assistant | 6 |
| Substitute Teacher | 19 | Kindergarten And Pre-School For | 6 |
| Preschool Aide | 17 | Child Development Specialist | 6 |
| Teacher, School | 15 | Nanny | 5 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Early Childhood Education Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Child Day Care Services (624410) | 11,164 | 12,075 | 8% | 59.5% |
| Elementary and Secondary Schools (Local Government) (903611) | 1,751 | 1,675 | 5% | 8.9% |
| Elementary and Secondary Schools (611110) | 1,738 | 1,650 | 5% | 8.8% |
| Religious Organizations (813110) | 1,570 | 1,588 | (1%) | 8.5% |
| Local Government, Excluding Education and Hospitals (903999) | 478 | 459 | 4% | 2.4% |
| Other Individual and Family Services (624190) | 459 | 416 | 10% | 2.2% |
| Civic and Social Organizations (813410) | 327 | 330 | (1%) | 1.8% |
| Child and Youth Services (624110) | 204 | 196 | 4% | 1.0% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Early Childhood Education Occupations in Bay Region and Silicon Valley Sub-Region (May 2018 - April 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Silicon Valley |
| Bright Horizons | 353 | Wonderschool | 16 | Bright Horizons | 127 |
| YMCA | 76 | Trinity Lutheran Preschool | 16 | Stratford School | 33 |
| La Petite Academy | 61 | Safari Kid | 16 | Sjb Child Development Centers | 26 |
| Stratford School | 49 | Primrose School Of Livermore | 16 | Child Development Centers | 25 |
| Teach For America | 43 | Little Flowers Montessori | 16 | Cdi/Cdc Continuing Development Inc/Child Development Centers | 23 |
| Learning Care | 35 | Community First School | 16 | Primrose School Of Willow Glen | 22 |
| Child Development Centers | 32 | Aspire Public Schools | 16 | Community First School | 16 |
| Cdi/Cdc Continuing Development Inc/Child Development Centers | 28 | Santa Clara Unified School District | 15 | Santa Clara Unified School District | 15 |
| Sjb Child Development Centers | 26 | Russian School Mathematics | 15 | Mustard Seed Learning Center | 14 |
| Nobel Learning Communities | 26 | Peninsula Jewish Community Center | 15 | Diocese San Jose | 13 |
| Primrose School Of Willow Glen | 22 | Peninsula Family Service | 15 | Children's Center Of The Stanford Community | 13 |
| Pajaro Valley Unified School District | 21 | Childrens Day School | 15 | Pasitos School | 11 |
| Contra Costa Arc | 21 | Child Day Schools | 15 | Iducator Llc | 11 |
| Coe Incorporated | 20 | Acorn Learning Center | 15 | Waldorf School Peninsula | 10 |
| Iducator Llc | 18 | Wu Yee Childrens Services | 14 | Tiny Einstein Child Development Center | 10 |
| Childtime Learning Centers | 18 | The Child Unique Montessori School | 14 | Stars Therapy Services | 10 |
| International Child Resource Institute Icri | 17 | Mustard Seed Learning Center | 14 | Primrose School | 10 |

*Source: Burning Glass*

# Educational Supply

There are 7 community colleges in the Bay Region issuing 31 awards on average annually (last 3 years) on TOP 1305.00 - Child Development/Early Care and Education. There are four colleges in the Silicon Valley Sub-Region issuing 9 awards on average annually (last 3 years) on this TOP code. There is one other postsecondary institution (CET-San Jose) in the Bay Region issuing 30 awards annually (3-year average) on CIP 19.0709 - Child Care Provider/Assistant and Education. There are 61 total regional awards on average annually on TOP 1305.00 and CIP 19.0709.

**Table 7. Awards on TOP 1305.00 - Child Development/Early Care and Education in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificates | Noncredit | Total |
| **Chabot Hayward** | East Bay | 3 | 1 |  | 4 |
| **Deanza** | Silicon Valley |  | 5 |  | 5 |
| **Gavilan** | Silicon Valley |  | 1 |  | 1 |
| **Las Positas** | East Bay | 1 | 1 |  | 2 |
| **Mission** | Silicon Valley |  | 1 |  | 1 |
| **San Francisco** | Mid-Peninsula |  | 16 |  | 16 |
| **West Valley** | Silicon Valley |  | 2 |  | 2 |
| **Total Bay Region** | | **4** | **27** | **0** | **31** |
| **Total Silicon Valley Sub-Region** | | **0** | **9** | **0** | **9** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 2,130 annual openings for the Early Childhood Education occupational cluster and 61 annual (3-year average) awards for an annual undersupply of 2,069 students. In the Silicon Valley Sub-Region, there is also a gap with 667 annual openings and 9 annual (3-year average) awards for an annual undersupply of 658 students.

# Student Outcomes

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Foothill College (All CTE Programs) | State (1305.00) | Bay (1305.00) | Silicon Valley (1305.00) | Foothill College (1305.00) |
| % Employed Four Quarters After Exit | 74% | 77% | 67% | 68% | 66% | 66% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $15,301 | $6,000 | $7,217 | $7,485 | $8,327 |
| Median % Change in Earnings | 46% | 82% | 44% | 42% | 40% | 40% |
| % of Students Earning a Living Wage | 63% | 76% | 35% | 39% | 43% | 63% |

*Source: Launchboard Pipeline (version available on 5/9/19)*

**Table 9. Related Bay Area programs listed in Chancellor’s Office Curriculum Inventory (COCI)**

There are 22 colleges in the Bay Region with Early Childhood in the Bay Region per COCI.

|  |  |  |
| --- | --- | --- |
| Cabrillo | Hartnell | San Francisco City |
| Canada | Las Positas | San Francisco Ctrs |
| Chabot | Los Medanos | San Jose City |
| Contra Costa | Marin | Santa Rosa |
| De Anza | Merritt | Skyline |
| Diablo Valley | Monterey Peninsula | Solano |
| Evergreen Valley | Napa Valley | West Valley |
| Foothill | Ohlone |  |

**Early Education Program TOP Codes**

|  |  |
| --- | --- |
| 1305.00 Child Development/Early Care and Education | 1305.50 The School Age Child |
| 1305.80 Child Development Administration and Management | 1305.40 Preschool Age Children |
| 1305.10 Child and Adolescent Development | 1305.90 Infants and Toddlers |
| 1305.20 Children with Special Needs | 1305.70 Foster and Kinship Care |

# Skills, Certifications and Education

**Table 9. Top Skills for Early Childhood Education Occupations in Bay Region (May 2018 - April 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Teaching | 4,547 | Pertussis | 136 | Conflict Management | 81 |
| Early Childhood Education | 2,194 | Staff Management | 131 | Empower | 80 |
| Child Development | 1,785 | Nurturing Environment | 129 | Social Studies | 75 |
| Child Care | 1,679 | Special Needs Children | 122 | Measles Mumps Rubella (MMR) | 72 |
| Cardiopulmonary Resuscitation (CPR) | 1,011 | Toileting | 116 | Cooking | 72 |
| Lesson Planning | 797 | Caregiving | 116 | Social Services | 70 |
| Health Screening | 281 | Educational Programs | 109 | Meal Serving | 68 |
| Scheduling | 270 | Newsletters | 93 | Human Development | 66 |
| Customer Service | 218 | Staff Development | 91 | Child Care Program | 66 |
| Child Care Facility | 202 | Mental Health | 91 | Budgeting | 66 |
| Music | 186 | Child Safety | 88 | Primary Care | 61 |
| Cleaning | 173 | Record Keeping | 86 | Faculty Training | 59 |
| Special Education | 150 | Influenza | 83 | Safety Training | 58 |
| Curriculum Development | 147 | Tutoring | 82 | Infant Care | 58 |
| Lifting Ability | 138 | Psychology | 82 | Group Instruction | 58 |

*Source: Burning Glass*

**Table 10. Certifications for Early Childhood Education Occupations in the Bay Region (May 2018 - April 2019)**

Note: 71% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| First Aid Cpr Aed | 700 | Administrative Services Credential | 3 |
| Child Development Associate (CDA) | 488 | Certified Regulatory Compliance Manager (CRCM) | 2 |
| Driver's License | 243 | Certified Outpatient Coding (COC) | 2 |
| Certified Teacher | 78 | Certified Marriage and Family Therapist | 2 |
| Early Childhood Education Certification | 35 | Certified Clinical Transplant Coordinator | 2 |
| Certified Cyber Forensics Professional (CCFP) | 21 | Board Certified Behavior Analyst (BCBA) | 2 |
| Registered Behavior Technician | 12 | Train The Trainer | 1 |
| Certified Behavioral Analyst | 9 | Teaching Assistant | 1 |
| Cdl Class C | 8 | Special Education Certification | 1 |
| Cross-Cultural Language and Academic Development | 5 | Series 6 | 1 |
| Crisis Intervention Certification | 5 | Security Clearance | 1 |
| Certified Occupational Therapy Assistant (COTA) | 5 | Mixed Martial Arts | 1 |
| Certified Health Education Specialist | 5 | Mentor Certification | 1 |
| Certified Child Care Provider | 5 | Home Health Aide | 1 |
| Board Certified Assistant Behavior Analyst (BCaBA) | 5 | Financial Risk Manager (FRM) | 1 |
| Teachers of English To Speakers of Other Languages (TESOL) | 3 | Esthiology License | 1 |
| Food Handler Certification | 3 | Co-Op | 1 |

*Source: Burning Glass*

**Table 11. Education Requirements for Early Childhood Education Occupations in Bay Region**

Note: 46% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings | Percent of Total Postings |
| High school or vocational training | 1,162 | 42% |
| Associate Degree | 563 | 21% |
| Bachelor’s Degree or Higher | 954 | 37% |

*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/](http://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

For more information, please contact:

* Doreen O’Donovan, Data Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [doreen@baccc.net](mailto:doreen@baccc.net) or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544