

# Labor Market Information Report

# Infant and Toddler Care Occupations

# 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 Infant and Toddler Care 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 13,681 students in the Bay region and 2,584 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 Infant and Toddler Care Occupations in the 12 county Bay region and in the Silicon Valley sub-region for an existing low unit, local certificate for state chaptering at Foothill College.

* **Preschool Teachers, Except Special Education (25-2011):** Instruct preschool-aged children 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%
* **Teaching Assistants, Except Postsecondary (25-9045):** Perform duties that are instructional in nature or deliver direct services to students or parents. Serve in a position for which a teacher has ultimate responsibility for the design and implementation of educational programs and services. Excludes “Graduate Teaching Assistants” (25-1191).
  Entry-Level Educational Requirement: Some college, no degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%
* **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 Infant and Toddler Care 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Preschool Teachers, Except Special Education | 16,864 | 16,988 | 124 | 1% | 9,589 | 1,918 | $16 | $41 |
| Teaching Assistants, Except Postsecondary | 30,937 | 31,426 | 488 | 2% | 18,602 | 3,720 | $14 | $40 |
| Childcare Workers | 56,222 | 57,244 | 1,022 | 2% | 50,372 | 10,074 | $11 | $38 |
| **Total** | **104,023** | **105,658** | **1,635** | **2%** | **78,563** | **15,712** |  |  |
| 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 Infant and Toddler Care 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Preschool Teachers, Except Special Education | 3,662 | 3,551 | -110 | -3% | 1,960 | 392 | $16 | $40 |
| Teaching Assistants, Except Postsecondary | 6,593 | 6,726 | 133 | 2% | 3,957 | 791 | $14 | $41 |
| Childcare Workers | 9,916 | 9,822 | -94 | -1% | 8,593 | 1,719 | $11 | $32 |
| **Total** | **20,171** | **20,099** | **-72** | **0%** | **14,510** | **2,902** |  |  |
| 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 (Feb 2021 - Jan 2022)**

| **Occupation** | **Bay Region** | **Silicon Valley** |
| --- | --- | --- |
| Preschool Teachers, Except Special Education | 7,283 | 1,860 |
| Teacher Assistants | 4,726 | 893 |
| Nannies | 3,375 | 864 |
| Childcare Workers | 2,656 | 611 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Infant and Toddler Care Occupations for latest 12 months (Feb 2021 - Jan 2022) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Pre-School Teacher | 1,410 | Instructional Assistant | 123 |
| Nanny | 729 | Paraprofessional/Educator | 122 |
| Nanny For 1 Child | 253 | Babysitter | 118 |
| Assistant Teacher | 239 | Regular Babysitter For 1 Child | 116 |
| Infant/Toddler Teacher | 168 | Toddler Teacher | 116 |
| Nanny For 2 Children | 151 | Child Care | 108 |
| After-School Teacher | 133 | Paraprofessional | 106 |
| Teacher At Kindercare | 130 | Teacher Assistant | 98 |
| Teacher | 125 | Paraeducator | 94 |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Infant and Toddler Care Occupations for latest 12 months (Feb 2021 - Jan 2022) Silicon Valley Sub-Region**

| **Title** | **Silicon Valley** | **Title** | **Silicon Valley** |
| --- | --- | --- | --- |
| Pre-School Teacher | 342 | Teacher | 38 |
| Nanny | 175 | Teacher Assistant | 28 |
| Nanny For 1 Child | 78 | Paraprofessional | 27 |
| Assistant Teacher | 50 | Regular Babysitter For 1 Child | 27 |
| Nanny For 2 Children | 50 | Babysitter | 26 |
| Infant/Toddler Teacher | 44 | Paraprofessional/Educator | 26 |
| After-School Teacher | 40 | Pre-Kindergarten Teacher | 26 |
| Infant Teacher | 40 | Child Care Teacher | 23 |
| Toddler Teacher | 39 | Instructional Assistant | 23 |
| Source: Burning Glass |

## Industry Concentration

**Table 5. Industries hiring Infant and Toddler Care 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 | 38,344 | 42,313 | 10% | 37% |
| Child Day Care Services | 22,988 | 22,654 | -1% | 22% |
| Elementary and Secondary Schools (Local Government) | 21,714 | 21,422 | -1% | 21% |
| Elementary and Secondary Schools | 6,202 | 6,425 | 4% | 6% |
| Religious Organizations | 3,128 | 3,034 | -3% | 3% |
| Local Government, Excluding Education and Hospitals | 1,237 | 1,285 | 4% | 1% |
| Other Individual and Family Services | 842 | 1,013 | 20% | 1% |
| Services for the Elderly and Persons with Disabilities | 729 | 880 | 21% | 1% |
| Civic and Social Organizations | 821 | 877 | 7% | 1% |
| Fitness and Recreational Sports Centers | 885 | 784 | -11% | 1% |
| Source: EMSI 2021.3 |

**Table 6. Top Employers Posting Infant and Toddler Care Occupations in Bay Region and Silicon Valley Sub-Region (Feb 2021 - Jan 2022)**

| **Employer** | **Bay** | **Employer** | **Silicon Valley** |
| --- | --- | --- | --- |
| Kindercare | 723 | Kindercare | 219 |
| Bright Horizons | 561 | Bright Horizons | 137 |
| Crunch Care | 330 | Crunch Care | 103 |
| YMCA | 195 | College Nannies Sitters Tutors | 51 |
| Stepping Stones | 146 | College Nannies Sitters Cupertino | 49 |
| Genuine Nannies | 128 | Stratford School | 48 |
| Oakland Unified School District | 124 | Primrose School Of Evergreen | 44 |
| La Petite Academy | 117 | Primrose School Of Willow Glen | 43 |
| Learning Care | 116 | Right At School | 40 |
| Tinycare | 105 | Action Day Primary Plus | 38 |
| 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 15,712 annual openings for the Infant and Toddler Care occupational cluster and 2,031 annual (3-year average) awards for an annual undersupply of 13,681 students. In the Silicon Valley Sub-Region, there is also a gap with 2,902 annual openings and 318 annual (3-year average) awards for an annual undersupply of 2,584 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 Infant and Toddler Care Occupations in Bay Region (Feb 2021 - Jan 2022)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Teaching | 10,657 | Laundry | 910 |
| Child Care | 8,231 | Vaccination | 753 |
| Cardiopulmonary Resuscitation (CPR) | 5,661 | Health Screening | 680 |
| Early Childhood Education | 4,577 | Customer Service | 640 |
| Child Development | 4,515 | Home Care | 636 |
| Cleaning | 2,503 | Cooking | 619 |
| Lesson Planning | 1,604 | Autism Diagnosis/Treatment/Care | 543 |
| Scheduling | 1,388 | Infant Care | 539 |
| Special Education | 1,304 | Food Preparation | 497 |
| Nurturing Environment | 1,191 | Toileting | 460 |
| Personal Protective Equipment (PPE) | 1,155 | Lifting Ability | 453 |
| Caregiving | 1,093 | Vaccines | 450 |
| Babysitting | 938 | Staff Management | 445 |
| Meal Preparation | 914 | Music | 422 |
| Source: Burning Glass |

**Table 10. Certifications for Infant and Toddler Care Occupations in Bay Region (Feb 2021 - Jan 2022)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| First Aid Cpr Aed | 4,810 | Clinical Nurse Specialist (CNS) License | 31 |
| Child Development Associate (CDA) | 2,463 | Early Childhood Education Certification | 27 |
| Driver's License | 2,435 | Childhood Development Certification | 21 |
| Registered Behavior Technician | 288 | Certified Health Education Specialist | 19 |
| Certified Teacher | 180 | Special Education Certification | 18 |
| Home Health Aide | 130 | Licensed Vocational Nurse (LVN) | 17 |
| Home Care Certificate | 63 | Psychologist License | 16 |
| Certified Cyber Forensics Professional (CCFP) | 60 | Social Work License | 15 |
| ServSafe | 53 | Cdl Class C | 14 |
| Board Certified Behavior Analyst (BCBA) | 39 | Licensed Practical Nurse (LPN) | 12 |
| 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 Infant and Toddler Care Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 5,784 | 62% |
| Associate's degree | 2,304 | 24% |
| Bachelor's degree and higher | 1,324 | 14% |
| Source: Burning Glass |

*Note: 48% 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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