



# Labor Market Analysis for Program Recommendation

## Drug and Alcohol Occupations

### Cabrillo College

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

Based on all available data, there appears to be an “undersupply” of Drug and Alcohol workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, Santa Cruz counties). There is a projected annual gap of about 2,259 students in the Bay region and 286 students in the SC-Monterey Sub-Region.

#### Introduction

This report provides student outcomes data on employment and earnings for TOP 2104.40 Alcohol and Controlled Substances 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 Cabrillo College and in the region.

This report profiles Drug and Alcohol Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a proposed new Drug and Alcohol Studies program at Cabrillo College.

- **Social and Human Service Assistants (21-1093):** Assist in providing client services in a wide variety of fields, such as psychology, rehabilitation, or social work, including support for families. May assist clients in identifying and obtaining available benefits and social and community services. May assist social workers with developing, organizing, and conducting programs to prevent and resolve problems relevant to substance abuse, human relationships, rehabilitation, or dependent care. Excludes “Rehabilitation Counselors” (21-1015), “Psychiatric Technicians” (29-2053), “Personal Care Aides” (39-9021), and “Eligibility Interviewers, Government Programs” (43-4061).  
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: 33%
- **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%

- **Psychiatric Aides (31-1133):** Assist mentally impaired or emotionally disturbed patients, working under direction of nursing and medical staff. May assist with daily living activities, lead patients in educational and recreational activities, or accompany patients to and from examinations and treatments. May restrain violent patients. Includes psychiatric orderlies.

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: 46%

## Occupational Demand

**Table 1. Employment Outlook for Drug and Alcohol 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
Social and Human Service Assistants	11,681	13,481	1,799	15%	10,241	2,048	\$18	\$45
Community Health Workers	1,655	1,890	235	14%	1,292	258	\$23	\$51
Psychiatric Aides	443	589	146	33%	493	99	\$12	\$38
<b>Total</b>	<b>13,779</b>	<b>15,960</b>	<b>2,181</b>	<b>16%</b>	<b>12,026</b>	<b>2,405</b>		

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 Drug and Alcohol Occupations in SC-Monterey 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
Social and Human Service Assistants	1,469	1,657	188	13%	1,229	246	\$16	\$44
Community Health Workers	213	238	24	12%	158	32	\$23	\$49
Psychiatric Aides	79	89	10	13%	63	13	\$10	\$32
<b>Total</b>	<b>1,761</b>	<b>1,984</b>	<b>223</b>	<b>13%</b>	<b>1,450</b>	<b>291</b>		

Source: EMSI 2021.3

**SC-Monterey Sub-Region includes:** Monterey, San Benito, Santa Cruz Counties

## Job Postings in Bay Region and SC-Monterey Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Nov 2020 - Oct 2021)**

Occupation	Bay Region	SC-Monterey
Social and Human Service Assistants	1,305	79
Community Health Workers	298	15
Psychiatric Aides	108	2

Source: Burning Glass

**Table 4a. Top Job Titles for Drug and Alcohol Occupations for latest 12 months (Nov 2020 - Oct 2021)****Bay Region**

<b>Title</b>	<b>Bay</b>	<b>Title</b>	<b>Bay</b>
Social Services Assistant	57	Human Services Specialist	19
Outreach Specialist	52	Contact Tracer	18
Care Coordinator	44	Case Management Assistant	15
Social Services Coordinator	43	Case Management Coordinator	15
Mental Health Aide	33	Community Support Coordinator	14
Community Liaison	27	Community Support Facilitator	14
Community Coordinator	22	Case Manager	13
Youth Advocate	21	Social Worker - Case Management	13
Case Worker	19	Community Lead	12

Source: Burning Glass

**Table 4b. Top Job Titles for Drug and Alcohol Occupations for latest 12 months (Nov 2020 - Oct 2021)****SC-Monterey Sub-Region**

<b>Title</b>	<b>SC-Monterey</b>	<b>Title</b>	<b>SC-Monterey</b>
	<b>Y</b>		<b>Y</b>
Social Services Assistant	11	Community Support Attendant	2
Community Health Advocate	4	Community Support Staff	2
Community Support Facilitator	4	Community Support Worker	2
Care Coordinator	3	Community Support Worker II	2
Case Manager	3	Contact Tracer	2
Shelter Program Monitor	3	Educational Measurement Innovation Advocate	2
Social Services Aide II - Spanish Bilingual	3	Employment Support Specialist	2
Case Worker	2	Housing Navigator, Community Health Engagement	2
Community Liaison	2	Independent Living Skills Specialist	2

Source: Burning Glass

**Industry Concentration****Table 5. Industries hiring Drug and Alcohol 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)
Services for the Elderly and Persons with Disabilities	3,005	3,823	27%	22%
Other Individual and Family Services	1,473	1,868	27%	11%
Local Government, Excluding Education and Hospitals	1,565	1,643	5%	12%
Child and Youth Services	641	765	19%	5%
State Government, Excluding Education and Hospitals	594	645	9%	4%
Residential Mental Health and Substance Abuse Facilities	550	594	8%	4%
Outpatient Mental Health and Substance Abuse Centers	418	536	28%	3%
Temporary Shelters	379	425	12%	3%
HMO Medical Centers	310	402	30%	2%
Environment, Conservation and Wildlife Organizations	305	358	18%	2%

Source: EMSI 2021.3

**Table 6. Top Employers Posting Drug and Alcohol Occupations in Bay Region and SC-Monterey Sub-Region (Nov 2020 - Oct 2021)**

Employer	Bay	Employer	SC-Monterey
Catholic Charities	36	County Monterey	6
Heluna Health	27	Interim Incorporated	5
Anthem Blue Cross	23	The GEO Group, Inc	4
The GEO Group, Inc	22	Salvation Army	4
University Of California	21	Hope Services	4
La Clinica De La Raza	21	Resource Center	3
Hope Services	19	Doctors On Duty	3
Roots Community Health Center	18	Covenant Care California, Llc	3
East Bay Innovations	18	County Santa Cruz	3
Toolworks	16	Wellpath	2

Source: Burning Glass

## Educational Supply

There are seven (7) community colleges in the Bay Region issuing 137 awards on average annually (last 3 years ending 2018-19) on TOP 2104.40 Alcohol and Controlled Substances. In the SC-Monterey Sub-Region, there is one (1) community college that issued 5 awards on average annually (last 3 years) on this TOP code.

There is one (1) other CTE educational institution in the Bay Region issuing 9 awards on average annually (last 3 years ending 2016-17) on TOP 2104.40 Alcohol and Controlled Substances. There are no other CTE educational institutions in the SC-Monterey Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 2104.40 Alcohol and Controlled Substances in Bay Region**

College	Subregion	Associate	Certificate Low	Total
Diablo Valley	East Bay	10	18	28

Hartnell	SC-Monterey	2	3	5
Merritt	East Bay	12	16	28
San Francisco	Mid-Peninsula	0	19	19
San Jose City	Silicon Valley	9	18	27
San Mateo	Mid-Peninsula	2	9	11
Santa Rosa	North Bay	7	12	19
<b>Total</b>		<b>42</b>	<b>95</b>	<b>137</b>

Source: Data Mart

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

**Table 7b. Other CTE Institution Awards on TOP 2104.40 Alcohol and Controlled Substances in Bay Region**

College	Subregion	Award 1 < 2 academic yrs	Total
InterCoast Colleges-Fairfield	North Bay	9	9
<b>Total</b>		<b>9</b>	<b>9</b>

Source: Data Mart

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 2,405 annual openings for the Drug and Alcohol occupational cluster and 146 annual (3-year average) awards for an annual undersupply of 2,259 students. In the SC-Monterey Sub-Region, there is also a gap with 291 annual openings and 5 annual (3-year average) awards for an annual undersupply of 286 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 2104.40 Alcohol and Controlled Substances**

Metric Outcomes	Bay All CTE Programs	Cabrillo All CTE Programs	State 2104.40	Bay 2104.40	SC-Monterey 2104.40	Cabrillo 2104.40
Students with a Job Closely Related to Their Field of Study	73%	76%	70%	74%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$44,575	\$39,206	\$28,392	\$37,574	\$25,758	N/A
Median Change in Earnings for SWP Exiting Students	30%	31%	25%	18%	31%	N/A
Exiting Students Who Attained the Living Wage	53%	50%	37%	31%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2016-18.

## Skills, Certifications and Education

**Table 9. Top Skills for Drug and Alcohol Occupations in Bay Region (Nov 2020 - Oct 2021)**

Skill	Posting	Skill	Posting
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Case Management	486	Behavioral Health	141
Social Services	418	Staff Management	131
Mental Health	406	Conflict Management	129
Customer Service	339	Cleaning	123
Scheduling	301	Customer Contact	123
Cardiopulmonary Resuscitation (CPR)	248	Discharge Planning	117
Psychology	207	Data Collection	114
Data Entry	206	Social Services Industry Knowledge	111
Crisis Intervention	169	Appointment Setting	109
Budgeting	152	Personal Protective Equipment (PPE)	108
Trauma	152	Rehabilitation	106
Record Keeping	151	Community Health	105
Public Health and Safety	150	Customer Billing	99
Treatment Planning	149	Patient Care	97

Source: Burning Glass

**Table 10. Certifications for Drug and Alcohol Occupations in Bay Region (Nov 2020 - Oct 2021)**

Certification	Posting	Certification	Posting
Driver's License	587	Licensed Marriage and Family Therapist	14
First Aid Cpr Aed	195	Certified Medical Assistant	13
Social Work License	41	Security Clearance	11
Board Certified Behavior Analyst (BCBA)	38	Conflict Resolution	10
Counseling Certification	34	Certified Alcohol and Drug Abuse Counselor	8
Food Handler Certification	27	Basic Life Saving (BLS)	8
Domestic Violence	27	Basic Cardiac Life Support Certification	8
Licensed Clinical Social Worker (LCSW)	23	Licensed Practical Nurse (LPN)	7
Registered Nurse	22	Addiction Treatment Counselor	7
Licensed Vocational Nurse (LVN)	16	Facilitation Certification	6

Source: Burning Glass

Note: 52% 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 Drug and Alcohol Occupations in Bay Region**

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	602	49%
Associate's degree	108	9%
Bachelor's degree and higher	512	42%

## 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 CCCCCO 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

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