



Human Services Occupations Labor Market Information Report 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 Human Services 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 4,003 students in the Bay region and 412 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 2104.00 Human Services 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 Human Services Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a program modification at Cabrillo College.

- **Social and Community Service Managers (11-9151):** Plan, direct, or coordinate the activities of a social service program or community outreach organization. Oversee the program or organization’s budget and policies regarding participant involvement, program requirements, and benefits. Work may involve directing social workers, counselors, or probation officers.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 19%
- **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 and Social Service Specialists, All Other (21-1099):** All community and social service specialists not listed separately.
Entry-Level Educational Requirement: Bachelor’s degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%

Occupational Demand

Table 1. Employment Outlook for Human Services 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 Community Service Managers	11,251	12,352	1,101	10%	6,568	1,314	\$27	\$58
Social and Human Service Assistants	11,681	13,481	1,799	15%	10,241	2,048	\$18	\$45
Community and Social Service Specialists, All Other	6,197	6,651	453	7%	4,207	841	\$25	\$51
Total	29,129	32,484	3,355	12%	21,016	4,203		

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 Human Services 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 Community Service Managers	1,160	1,289	128	11%	695	139	\$28	\$59
Social and Human Service Assistants	1,469	1,657	188	13%	1,229	246	\$16	\$44
Community and Social Service Specialists, All Other	574	631	57	10%	412	82	\$27	\$56
Total	3,203	3,577	374	12%	2,336	467		

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 Community Service Managers	1,740	60
Social and Human Service Assistants	1,305	79
Community and Social Service Specialists, All Other	311	28

Source: Burning Glass

Table 4a. Top Job Titles for Human Services Occupations for latest 12 months (Nov 2020 - Oct 2021) Bay Region

Title	Bay	Title	Bay
Program Supervisor	75	Program Coordinator	25
Case Manager	62	Program Manager	24
Social Services Assistant	57	Client Service Officer	22
Outreach Specialist	52	Community Coordinator	22
Social Services Director	47	Youth Advocate	21
Care Coordinator	44	Aba Program Supervisor	19
Social Services Coordinator	43	Case Worker	19
Director Of Social Services	34	Human Services Specialist	19
Mortgage Field Services	28	Resident Services Coordinator	19

Source: Burning Glass

Table 4b. Top Job Titles for Human Services Occupations for latest 12 months (Nov 2020 - Oct 2021) SC-Monterey Sub-Region

Title	SC-Monterey	Title	SC-Monterey
Social Services Assistant	11	Organizer II	3
Community Engagement Specialist	5	Shelter Program Monitor	3
Community Outreach Specialist	5	Social Services Aide II - Spanish Bilingual	3
Mortgage Field Services	5	Americorps Volunteer Infrastructure Program Vip Fellow	2
Program Coordinator	5	Behavioral Health Program Manager	2
Community Support Facilitator	4	Case Worker	2
Social Services Director	4	Community Support Attendant	2
Care Coordinator	3	Community Support Staff	2
Case Manager	3	Community Support Worker	2

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Human Services 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	6,970	8,473	22%	24%
Local Government, Excluding Education and Hospitals	3,966	4,127	4%	14%

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)
Other Individual and Family Services	2,897	3,521	22%	10%
State Government, Excluding Education and Hospitals	1,465	1,551	6%	5%
Child and Youth Services	1,252	1,443	15%	4%
Temporary Shelters	767	843	10%	3%
Residential Mental Health and Substance Abuse Facilities	796	842	6%	3%
Other Social Advocacy Organizations	655	783	19%	2%
Environment, Conservation and Wildlife Organizations	654	740	13%	2%
Outpatient Mental Health and Substance Abuse Centers	581	721	24%	2%

Source: EMSI 2021.3

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

Employer	Bay	Employer	SC-Monterey
Lifesteps Incorporated	43	International Rescue Committee	5
Catholic Charities	43	Interim Incorporated	5
Boys & Girls Clubs Of America	43	Far Inspections	5
Uplift Family Services	40	County Monterey	5
University Of California	35	The GEO Group, Inc	4
The Mentor Network	34	Salvation Army	4
East Bay Innovations	29	Resource Center	4
Larkin Street Youth Services	28	Hope Services	4
La Clinica De La Raza	27	Covenant Care California, Llc	4
Anthem Blue Cross	27	County Santa Cruz	4

Source: Burning Glass

Educational Supply

There are 11 community colleges in the Bay Region issuing 191 awards on average annually (last 3 years ending 2018-19) on TOP 2104.00 Human Services. In the SC-Monterey Sub-Region, there are two (2) community colleges that issued 55 awards on average annually (last 3 years) on this TOP code.

There is one (1) other CTE educational institutions in the Bay Region issuing 9 awards on average annually (last 3 years ending 2016-17) on TOP 2104.00 Human Services. There are no other CTE educational institution 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 2104.00 Human Services in Bay Region

College	Subregion	Associate	Certificate Low	Total
Berkeley City	East Bay	2	7	9
Cabrillo	SC-Monterey	12	38	50
Canada	Mid-Peninsula	5	10	15
Chabot	East Bay	3	3	6
Contra Costa	East Bay	7	32	39
Las Positas	East Bay	0	1	1
Merritt	East Bay	3	3	6
Monterey	SC-Monterey	3	1	4
Napa	North Bay	5	5	10
Santa Rosa	North Bay	9	13	22
Solano	North Bay	13	16	29
Total		62	129	191

Source: Data Mart

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

Table 7b. Other CTE Institution Awards on TOP 2104.00 Human Services in Bay Region

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

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 4,203 annual openings for the Human Services occupational cluster and 200 annual (3-year average) awards for an annual undersupply of 4,003 students. In the SC-Monterey Sub-Region, there is also a gap with 467 annual openings and 55 annual (3-year average) awards for an annual undersupply of 412 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 2104.00 Human Services

Metric Outcomes	Bay All CTE Programs	Cabrillo All CTE Programs	State 2104.00	Bay 2104.00	SC-Monterey 2104.00	Cabrillo 2104.00
Students with a Job Closely Related to Their Field of Study	73%	76%	68%	70%	N/A	N/A

Metric Outcomes	Bay All CTE Programs	Cabrillo All CTE Programs	State 2104.00	Bay 2104.00	SC-Monterey 2104.00	Cabrillo 2104.00
Median Annual Earnings for SWP Exiting Students	\$44,575	\$39,206	\$25,720	\$31,470	\$30,987	\$32,551
Median Change in Earnings for SWP Exiting Students	30%	31%	25%	31%	54%	55%
Exiting Students Who Attained the Living Wage	53%	50%	42%	32%	28%	N/A

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

Skills, Certifications and Education

Table 9. Top Skills for Human Services Occupations in Bay Region (Nov 2020 - Oct 2021)

Skill	Posting	Skill	Posting
Case Management	929	Conflict Management	265
Social Services	901	Behavioral Health	245
Budgeting	651	Record Keeping	233
Mental Health	618	Program Management	221
Psychology	598	Public Health and Safety	219
Customer Service	558	Data Collection	206
Scheduling	558	Developmental Disabilities	202
Staff Management	524	Personal Protective Equipment (PPE)	198
Cardiopulmonary Resuscitation (CPR)	360	Teaching	192
Crisis Intervention	336	Cleaning	187
Data Entry	317	Supervisory Skills	186
Treatment Planning	299	Rehabilitation	184
Trauma	281	Social Media	184
Social Services Industry Knowledge	267	Customer Contact	182

Source: Burning Glass

Table 10. Certifications for Human Services Occupations in Bay Region (Nov 2020 - Oct 2021)

Certification	Posting	Certification	Posting
Driver's License	1,199	Registered Behavior Technician	26
First Aid Cpr Aed	277	Community Health Certificate	26
Social Work License	186	Cdl Class C	22

Certification	Posting	Certification	Posting
Licensed Clinical Social Worker (LCSW)	107	Series 7	17
Board Certified Assistant Behavior Analyst (BCaBA)	49	Project Management Certification	17
Counseling Certification	42	Certified Outpatient Coding (COC)	17
Board Certified Behavior Analyst (BCBA)	41	Cdl Class B	15
Licensed Marriage and Family Therapist	33	Psychologist License	14
Domestic Violence	33	Registered Nurse	12
Food Handler Certification	29	Licensed Vocational Nurse (LVN)	11

Source: Burning Glass

Note: 50% 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.

Table 11. Education Requirements for Human Services Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	531	23%
Associate's degree	154	7%
Bachelor's degree and higher	1,670	70%

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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