** Online Teaching Occupations**

**Labor Market Information Report**

**Evergreen Valley College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

December 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Online Teaching 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 3,985 students in the Bay region and 1,387 students in the Silicon Valley Sub-Region.

In addition, Evergreen Valley College has indicated that the focus of the proposed new program will be to train incumbent teachers how to teach in an online format. Because of this, the demand for the program is not dependent just on the occupational demand for new teachers, because there are many current teachers in the region and sub-region who might be interested in learning how to teach courses online as part of their professional development.

This report also provides student outcomes data on employment and earnings for programs on TOP 0860.00 - Educational Technology 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 Evergreen College and in the region.

# Introduction

This report profiles Online Teaching Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new program at Evergreen Valley College.

|  |
| --- |
| * **Postsecondary Teachers (SOC 25-1099):** Teach postsecondary courses. Includes both teachers primarily engaged in teaching and those who do a combination of teaching and research.
 |
| Entry-Level Educational Requirement: Doctoral or *professional degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 0% |
|  |
| * **Adult Basic and Secondary Education and Literacy Teachers and Instructors (SOC 25-3011):** Teachor instruct out-of-school youths and adults in remedial education classes, preparatory classes for the General Educational Development test, literacy, or English as a Second Language. Teaching may or may not take place in a traditional educational institution.
 |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 26*%* |
|  |
| * **Special Education Teachers, Kindergarten and Elementary School (SOC 25-2052):** Teach elementary school subjects to educationally and physically handicapped students. Includes teachers who specialize and work with audibly and visually handicapped students and those who teach basic academic and life processes skills to the mentally impaired. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099).
 |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 11*%* |

# Occupational Demand

**Table 1. Employment Outlook for Online Teaching Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Postsecondary Teachers |  40,212  |  42,276  | 2,064 | 5% |  17,851  |  3,570  | $15.85 | $34.99 |
| Adult Basic and Secondary Education and Literacy Teachers and Instructors |  1,704  |  1,653  | -52 | -3% |  938  |  188  | $23.40 | $38.02 |
| Special Education Teachers, Kindergarten and Elementary School |  2,668  |  2,866  | 198 | 7% |  1,167  |  233  | $24.73 | $37.81 |
| **Total** |  **44,584**  |  **46,795**  | **2,211** | **5%** |  **19,956**  |  **3,991**  | **$16.67** | **$35.28** |

*Source: EMSI 2019.3*

**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 Online Teaching Occupations in Silicon Valley Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Postsecondary Teachers |  12,384  |  14,047  | 1,663 | 13% |  6,597  |  1,319  | $18.30 | $35.50 |
| Adult Basic and Secondary Education and Literacy Teachers and Instructors |  158  |  166  | 7 | 5% |  101  |  20  | $18.37 | $36.01 |
| Special Education Teachers, Kindergarten and Elementary School |  564  |  598  | 34 | 6% |  237  |  47  | $29.81 | $38.17 |
| **TOTAL** |  **13,106**  |  **14,811**  | **1,704** | **13%** |  **6,935**  |  **1,387**  | **$18.80** | **$35.62** |

*Source: EMSI 2019.3*

**Silicon Valley Silicon Valley** 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 (December 2018 - November 2019)**

| Occupation | Bay Region | Valley Silicon |
| --- | --- | --- |
|  Vocational Education Teachers, Postsecondary | 2,257 | 580 |
|  Special Education Teachers, Kindergarten and Elementary School | 425 | 77 |
|  Business Teachers, Postsecondary | 286 | 64 |
|  Adult Basic and Secondary Education and Literacy Teachers and Instructors | 265 | 51 |
|  Computer Science Teachers, Postsecondary | 189 | 62 |
|  **Total** | **3,422** | **834** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Online Teaching Occupations for latest 12 months (December 2018 - November 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Makeup Advisor | 160 | Certified Nursing Assistant | 25 |
| Summer Technology Instructor, Multimedia | 98 | Summer Instructor, Game Design | 21 |
| Summer Technology Instructor, Game Design | 94 | Chef/Culinary Instructor | 21 |
| After-School Instructor | 68 | Group X Instructor - - Super Sport | 20 |
| Nurse, Driving | 62 | Computer Science Instructor | 20 |
| Medical Assistant Instructor | 50 | Coding Instructor | 20 |
| Substitute Summer Instructor | 46 | Adult Education Teacher | 17 |
| Technology Teacher | 40 | Technology Teacher, Multimedia | 16 |
| Adjunct Instructor | 40 | Group X Instructor - - Sport | 16 |
| ESL Teacher | 36 | Culinary Instructor | 16 |
| Summer Technology Instructor, Programming Fundamentals | 35 | Technical Instructor | 15 |
| Summer Instructor, Culinary Arts | 33 | Assistant Professor of Computer Science | 15 |
| Summer Technology Instructor, D Printing | 32 | Technician | 14 |
| Chess Instructor | 25 | Welding Instructor | 13 |

**Table 4b. Top Job Titles for Online Teaching Occupations for latest 12 months (December 2018 - November 2019) Silicon Valley Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Valley Silicon | Common Title | Valley Silicon |
| Makeup Advisor | 34 | Flow Cytometry Instructor | 8 |
| Summer Technology Instructor, Multimedia | 22 | Chef/Culinary Instructor | 8 |
| Summer Technology Instructor, Game Design | 20 | Medical Assistant Instructor | 7 |
| Technology Teacher | 18 | Behavior Technician, Special Education | 7 |
| Substitute Summer Instructor | 15 | Technology Teacher, Game Design | 6 |
| After-School Instructor | 15 | Stem Summer Instructor | 6 |
| Nurse, Driving | 14 | Group X Instructor - Crane | 6 |
| Group X Instructor - - Super Sport | 11 | Group X Instructor - And Mckee | 6 |
| Summer Technology Instructor, D Printing | 10 | Cosmetology Instructor | 6 |
| Technical Instructor | 9 | Chess Instructor | 6 |
| Summer Technology Instructor, Programming Fundamentals | 9 | Ils Instructor | 5 |
| Summer Instructor, Culinary Arts | 9 | Group X Instructor - Parkmoor | 5 |
| Technology Teacher, Multimedia | 8 | Group X Instructor - Mountain View - Super Sport | 5 |
| Summer Instructor, Game Design | 8 | Group X Instructor - Expressway | 5 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries Hiring Online Teaching 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) |
| Colleges, Universities, and Professional Schools (State Government) (902612) | 16,540 | 16,651 | 0% | 41% |
| Colleges, Universities, and Professional Schools (611310) | 11,745 | 11,911 | 12% | 29% |
| Colleges, Universities, and Professional Schools (Local Government) (903612) | 8,920 | 8,894 | 1% | 22% |
| Other Technical and Trade Schools (611519) | 807 | 826 | 12% | 2% |

*Source: EMSI 2019.3*

**Table 6. Top Employers Posting Online Teaching Occupations in Bay Region and Silicon Valley (December 2018 - November 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Silicon Valley |
| Galileo Learning | 179 | Cozymeal | 18 | Galileo Learning | 66 |
| 24 Hour Fitness | 140 | Unitek | 17 | 24 Hour Fitness | 46 |
| Sephora | 115 | San Ramon Valley Unified School District | 17 | Galileo Headquarters | 37 |
| Galileo Headquarters | 111 | Pacific Gas and Electric Company | 17 | Sephora | 25 |
| Kidztopros | 45 | Zum | 16 | Santa Clara Unified School District | 16 |
| Pleasanton Unified School District | 42 | Santa Clara Unified School District | 16 | East Side High School District | 14 |
| Oakland Unified School District | 40 | San Mateo Union High School District | 16 | Galileo | 13 |
| Galileo | 35 | Harperrand | 16 | Foothill College | 12 |
| Boys & Girls Clubs Of America | 28 | General Dynamics | 16 | San Jose State University | 10 |
| Alameda Unified School District | 26 | Coe Incorporated | 16 | Carrington Colleges Group, Inc | 10 |
| Contra Costa Community College District | 24 | Vacaville Unified School District | 15 | Kidztopros | 9 |
| Year Up | 22 | The South San Francisco Unified School District | 15 | Santa Clara University | 8 |
| Central Carolina Community College | 22 | Nexplore | 15 | Devry University | 8 |
| California State University | 22 | Carrington Colleges Group, Inc | 15 | YMCA | 7 |
| University Of California Berkeley | 21 | Thrive Support Services, Inc | 14 | Palo Alto Unified School District | 7 |
| Fairfield Suisun Unified | 20 | Santa Rosa City Schools | 14 | Milpitas Unified | 7 |
| South San Francisco Unified | 18 | In House Vacancy Internal Candidates Only | 14 | Juni Learning | 7 |

*Source: Burning Glass*

# Educational Supply

There is one community college in the Bay Region issuing 6 awards on average annually (last 3 years) on TOP 0860.00 - Educational Technology. There are no colleges in the Silicon Valley Sub-Region issuing awards on this TOP code.

**Table 7. Awards on TOP 0860.00 - Educational Technology in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ units | Certificate Low unit | Total |
| **Merritt College**  | East Bay | 0 | 0 | 6 | 6 |
| **Total Bay Region** | **0** | **0** | **6** | **6** |
| **Total Silicon Valley Sub-Region** | **0** | **0** | **0** | **0** |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 3,991 annual openings for the Online Teaching occupational cluster and 6 annual (3-year average) awards for an annual undersupply of 3,985 students. In the SiliconValley Sub-Region, there is also a gap with 1,387 annual openings and no annual (3-year average) awards for an annual undersupply of 1,387 students.

In addition, Evergreen Valley College has indicated that the focus of the proposed new program will be to train incumbent teachers how to teach in an online format. Because of this, the demand for the program is not dependent just on the occupational demand for new teachers, because there are many current teachers in the region and sub-region who might be interested in learning how to teach courses online as part of their professional development.

# Student Outcome

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0860.00 - Educational Technology**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | Evergreen College (All CTE Programs) | State (0860.00) | Bay (0860.00) | Silicon Valley (0860.00) | Evergreen College (0860.00) |
| % Employed Four Quarters After Exit | 74% | 76% | 81% | 81% | 77% | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $8,549 | $20,325 | $22,242 | $20,549 | n/a |
| Median % Change in Earnings | 46% | 75% | 32% | 30% | 25% | n/a |
| % of Students Earning a Living Wage | 63% | 53% | 83% | 88% | 86% | n/a |

*Source: Launchboard Pipeline (version available on 12/10/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Online Teaching Occupations in Bay Region (December 2018 - November 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Teaching | 2,027 | Inventory Management | 169 | Autism Diagnosis / Treatment / Care | 71 |
| Customer Service | 602 | Inventory Control | 168 | Business Administration | 69 |
| Educational Programs | 522 | Prevention Programs | 160 | Youtube | 69 |
| Cleaning | 424 | Administrative Functions | 154 | Robotics | 68 |
| Scheduling | 373 | Capital Markets | 145 | JavaScript | 67 |
| Lesson Planning | 253 | Multimedia | 134 | Babysitting | 66 |
| Special Education | 251 | Cooking | 117 | Staff Management | 66 |
| Lifting Ability | 228 | Curriculum Development | 101 | Java | 65 |
| Game Development | 222 | Python | 97 | Parenting | 63 |
| Level design | 213 | Learning Styles | 92 | Project Management | 61 |
| Cardiopulmonary Resuscitation (CPR) | 199 | Child Care | 85 | Developmental Disabilities | 60 |
| Adult Education | 186 | Web Site Design | 80 | Elder Care | 60 |
| Tutoring | 179 | Budgeting | 79 | Medical Assistance | 60 |
| Product Knowledge | 172 | Technical Training | 78 | Economics | 59 |
| Retail Industry Knowledge | 171 | Progress Reports | 77 | Customer Checkout | 58 |

*Source: Burning Glass*

**Table 10. Certifications for Online Teaching Occupations in Bay Region (December 2018 - November 2019)**

Note: 78% 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 |
| Driver's License | 301 | Basic Cardiac Life Support Certification | 16 |
| First Aid CPR AED | 146 | Food Handler Certification | 13 |
| Security Clearance | 32 | Teachers of English To Speakers of Other Languages  | 12 |
| Certified Teacher | 28 | Registered Behavior Technician | 12 |
| Basic Life Saving (BLS) | 26 | Phlebotomy Certification | 12 |
| Certified A+ Technician | 25 | Microsoft Certified Solutions Expert (MCSE) | 11 |
| Licensed Vocational Nurse (LVN) | 23 | Group Exercise Instructor | 11 |
| Certified Medical Assistant | 23 | Certified Flight Instructor | 11 |
| ServSafe | 17 | Board Certified Behavior Analyst (BCBA) | 11 |
| Cosmetology License | 17 | Dental Hygienist Certification | 10 |
| American Heart Association Certification | 17 | Cross-Cultural Language and Academic Development | 10 |
| Project Management Certification | 16 | AFAA Certification | 10 |

*Source: Burning Glass*

**Table 11. Education Requirements for Online Teaching Occupations in Bay Region**

Note: 32% 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 12 Mos. Postings |
| High school or vocational training | 81 | 6% |
| Associate Degree | 28 | 2% |
| Bachelor’s Degree or Higher | 972 | 92% |

*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

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