

Health Navigator Occupations Labor Market Information Report Merritt 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 Health Navigator workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties.) There is a projected annual gap of about 1,969 students in the Bay region and 608 students in the East Bay Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1261.00 - Community Health Care Worker 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 Merritt College and in the region.

Introduction

This report profiles Health Navigator Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Merritt College.

- **Community Health Workers (SOC 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: 28%

- **Social and Human Service Assistants (SOC 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: 35%

Occupational Demand

Table 1. Employment Outlook for Health Navigator Occupations in Bay Region

Occupation	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	25% Hourly Wage	Median Hourly Wage
Community Health Workers	2,004	2,220	216	11%	1,456	291	\$19.84	\$28.02
Social and Human Service Assistants	12,057	13,548	1,491	12%	8,801	1,760	\$16.54	\$20.65
Total	14,061	15,768	1,707	12%	10,257	2,051	\$17.01	\$21.70

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 Health Navigator Occupations in East Bay Sub-Region

Occupation	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	25% Hourly Wage	Median Hourly Wage
Community Health Workers	749	817	68	9%	528	106	\$19.43	\$27.85
Social and Human Service Assistants	3,446	3,868	422	12%	2,511	502	\$15.81	\$20.12
TOTAL	4,195	4,685	490	12%	3,039	608	\$16.46	\$21.50

Source: EMSI 2019.3

East Bay Sub-Region includes Alameda and Contra Costa Counties

Job Postings in Bay Region and East Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (January 2019 - December 2019)

Occupation	Bay Region	East Bay
Social and Human Service Assistants	1,291	454
Community Health Workers	152	55
Total	1,443	509

Source: Burning Glass

Table 4a. Top Job Titles for Health Navigator Occupations for latest 12 months (January 2019 - December 2019)
Bay Region

Common Title	Bay	Common Title	Bay
Outreach Specialist	107	Human Services Specialist	16
Advocate	76	Social Work Assistant	15
Community Coordinator	55	Community Lead	14
Social Services Coordinator	53	Youth Advocate	11
Coordinator	53	Social Services Specialist	11
Social Services Assistant	43	Independent Living Specialist	11
Case Management Assistant	31	Resident Care Coordinator	10
Community Liaison	29	Instructor Specialist- Independent Living Skills	10
Manager	25	Independent Living Skills Specialist	10
Case Manager	25	Community Living Instructor	10
Community Support Facilitator	24	Case Worker	10
Child Care Coordinator	19	Slower Of Work How About One Client At A Time	9
Victim Advocate	17	Peer Navigator	9
Social Worker	17	Human Services Transportation Specialist	9

**Table 4b. Top Job Titles for Health Navigator Occupations for latest 12 months (January 2019 - December 2019)
East Bay Sub-Region**

Common Title	East Bay	Common Title	East Bay
Outreach Specialist	36	Lead Outreach Specialist	6
Advocate	35	Independent Living Specialist	6
Social Services Coordinator	28	Health Navigator	6
Community Coordinator	27	Community Living Instructor	6
Case Management Assistant	19	Case Worker	6
Human Services Specialist	15	Case Manager	6
Coordinator	13	Women's Advocate	5
Social Services Assistant	11	Shelter Advocate	5
Community Liaison	11	Development Coordinator	5
Instructor Specialist- Independent Living Skills	10	Community Support Specialist	5
Independent Living Skills Specialist	10	Community Support Facilitator	5
Youth Advocate	8	Human Services Program Improvement Lead	4
Social Services Specialist	6	Community Support Assistant	4
Slower Of Work How About One Client At A Time	6	Child Care Specialist	4

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Health Navigator 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)
Services for the Elderly and Persons with Disabilities (624120)	3,030	3,729	23%	22%
Local Government, Excluding Education and Hospitals (903999)	1,712	1,790	5%	12%
Other Individual and Family Services (624190)	1,437	1,629	13%	10%
Child and Youth Services (624110)	639	709	11%	5%
Residential Mental Health and Substance Abuse Facilities (623220)	646	675	4%	5%
State Government, Excluding Education and Hospitals (902999)	488	515	6%	3%
HMO Medical Centers (621491)	396	497	26%	3%
Environment, Conservation and Wildlife Organizations (813312)	394	452	15%	3%
Temporary Shelters (624221)	370	407	10%	3%
Vocational Rehabilitation Services (624310)	342	315	-8%	2%
Outpatient Mental Health and Substance Abuse Centers (621420)	305	337	10%	2%
Other Social Advocacy Organizations (813319)	318	351	10%	2%
Other Community Housing Services (624229)	263	308	17%	2%
Grantmaking Foundations (813211)	222	282	27%	2%
Religious Organizations (813110)	227	234	3%	2%
Human Rights Organizations (813311)	221	265	20%	2%
Community Food Services (624210)	199	213	7%	1%
Corporate, Subsidiary, and Regional Managing Offices (551114)	179	192	7%	1%
Hospitals (State Government) (902622)	178	197	11%	1%
General Medical and Surgical Hospitals (622110)	170	165	-3%	1%
Hospitals (Local Government) (903622)	159	166	4%	1%
Other Residential Care Facilities (623990)	133	113	-15%	1%

Source: EMSI 2019.3

Table 6. Top Employers Posting Health Navigator Occupations in Bay Region and East Bay Sub-Region (January 2019 - December 2019)

Employer	Bay	Employer	Bay	Employer	East Bay
The GEO Group, Inc	46	Healthright 360	10	Thrive Support Services, Inc	15
Anthem Blue Cross	26	Atria Senior Living	10	The GEO Group, Inc	14
Thrive Support Services, Inc	15	La Clinica De La Raza	9	Laica De La Raza Inc	14
Heluna Health	15	Kaiser Permanente	9	Contra Costa Arc	13
Sfmta	14	Hope Services	9	Heluna Health	12
Laica De La Raza Inc	14	Gap Inc.	9	Covenant House Calif	11
Contra Costa Arc	13	East Bay Innovations	9	Anthem Blue Cross	11
Sutter Health Sacramento Sierra Region	12	County Sonoma	9	Thrive Support Services	10
Sutter Health	12	County Marin	8	La Clinica De La Raza	9
New Belgium Brewing Company	12	City Fremont	8	East Bay Innovations	9
Covenant House California	11	A Bright Future, Inc	8	Compass Sls & IIs	8
Compass Sls & IIs	11	A Bright Future Inc	8	Sutter Health	7
YWCA	10	Wu Yee Childrens Services	7	San Pablo Healthcare & Wellness Center	7
Thrive Support Services	10	Vital Proteins	7	Rubys Place	6
The Mentor Network	10	San Pablo Healthcare & Wellness Center	7	Kaiser Permanente	6
Jewish Family And Children's Services Of San Franc	10	Department of Veterans Affairs	7	Aids Healthcare Foundation	6
Homefirst Services	10	City and County of San Francisco	7	A Bright Future Inc	6

Source: Burning Glass

Educational Supply

There are four (4) community colleges in the Bay Region issuing 82 awards on average annually (last 3 years) on TOP 1261.00 - Community Health Care Worker. There are no colleges in the East Bay Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

Table 7. Awards on TOP 1261.00 - Community Health Care Worker in Bay Region

College	Sub-Region	Associates	Certificate 18+ units	Certificate Low unit	Total
Cañada College	Mid-Peninsula			6	6
City College of San Francisco	Mid-Peninsula		38	25	63
Mission College	Silicon Valley	3	1		4
Santa Rosa Junior College	North Bay	3	6	-	9
Total Bay Region		6	45	31	82
Total East Bay 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 large labor market gap in the Bay region with 2,051 annual openings for the Health Navigator occupational cluster and 82 annual (3-year average) awards for an annual undersupply of 1,969 students. In the East Bay Sub-Region, there is also a gap with 608 annual openings and no annual (3-year average) awards for an annual undersupply of 608 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1261.00 - Community Health Care Worker

2015-16	Bay (All CTE Programs)	Merritt College (All CTE Programs)	State (1261.00)	Bay (1261.00)	East Bay (1261.00)	Merritt College (1261.00)
% Employed Four Quarters After Exit	74%	71%	72%	72%	n/a	n/a
Median Quarterly Earnings Two Quarters After Exit	\$10,550	\$9,306	\$8,440	\$8,440	n/a	n/a
Median % Change in Earnings	46%	43%	66%	66%	n/a	n/a
% of Students Earning a Living Wage	63%	60%	47%	47%	n/a	n/a

Source: Launchboard Pipeline (version available on 1/15/20)

Skills, Certifications and Education

Table 9. Top Skills for Health Navigator Occupations in Bay Region (January 2019 - December 2019)

Skill	Postings	Skill	Postings	Skill	Postings
Case Management	429	Discharge Planning	87	Appointment Setting	60
Social Services	279	Customer Contact	85	Caregiving	60
Customer Service	244	Public Health and Safety	83	Child Care	60
Mental Health	207	Rehabilitation	83	Multilingual	60
Scheduling	190	Trauma	79	Customer Billing	57
Psychology	173	Staff Management	77	Project Management	56
Crisis Intervention	157	Data Collection	76	Health Education	53
Data Entry	154	Social Media	76	Home Health	53
Cardiopulmonary Resuscitation (CPR)	150	Behavioral Health	74	Administrative Functions	52
Budgeting	146	Conflict Management	74	General Office Duties	48
Developmental Disabilities	117	Criminal Justice	74	Lifting Ability	47
Record Keeping	105	Social Work	71	Money Management	47
Treatment Planning	101	Teaching	69	Spreadsheets	47
Social Services Industry Knowledge	100	Cooking	67	Laundry	44
Health and Human Services	90	Patient Care	63	Community Health	43

Source: Burning Glass

Table 10. Certifications for Health Navigator Occupations in Bay Region (January 2019 - December 2019)

Note: 61% 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	431	Conflict Resolution	4
First Aid CPR AED	114	Typing Certification	3
Domestic Violence	29	Registered Medical Assistant	3
Social Work License	25	Mental Health Certification	3
Counseling Certification	16	Home Health Aide	3
Certified Medical Assistant	14	Home Care Certificate	3
Licensed Clinical Social Worker (LCSW)	12	Certified Case Manager (CCM)	3
CDL Class C	10	American Medical Technologist Certification	3
Registered Nurse	7	AAMA Certified Medical Assistant	3
Facilitation Certification	7	45 Words Per Minute	3
Certified Alcohol and Drug Abuse Counselor	5	ServSafe	2

Crisis Intervention Certification	4	Security Clearance	2
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Source: Burning Glass

Table 11. Education Requirements for Health Navigator Occupations in Bay Region

Note: 31% 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	410	45%
Associate Degree	112	12%
Bachelor's Degree or Higher	395	43%

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 CCCCCO 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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