

Funeral Service Occupations Labor Market Information Report Canada 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 Funeral Service workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties.) There is a projected annual gap of about 148 students in the Bay region and 42 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1255.00 - Mortuary Science 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 Canada College and in the region.

Introduction

This report profiles Funeral Service Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a possible new program at Canada College.

- **Morticians, Undertakers, and Funeral Directors (SOC 39-4031):** Perform various tasks to arrange and direct funeral services, such as coordinating transportation of body to mortuary, interviewing family or other authorized person to arrange details, selecting pallbearers, aiding with the selection of officials for religious rites, and providing transportation for mourners. Excludes “Funeral Service Managers” (11-9061).
Entry-Level Educational Requirement: Associate degree
Training Requirement: Long-term *on-the-job training*
Percentage of Community College Award Holders or Some Postsecondary Coursework: 52%
- **Embalmers (SOC 39-4011):** Prepare bodies for interment in conformity with legal requirements.
Entry-Level Educational Requirement: Associate degree
Training Requirement: Long-term *on-the-job training*
Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%
- **Funeral Service Managers (SOC 11-9061):** Plan, direct, or coordinate the services or resources of funeral homes. Includes activities such as determining prices for services or merchandise and managing the facilities of funeral homes. Excludes “Morticians, Undertakers, and Funeral Directors” (39-4031).
Entry-Level Educational Requirement: Associate degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%
- **Funeral Attendants (SOC 39-4021):** Perform a variety of tasks during funeral, such as placing casket in parlor or chapel prior to service; arranging floral offerings or lights around casket; directing or escorting mourners; closing casket; and issuing and storing funeral equipment.
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: 39%

Occupational Demand

Table 1. Employment Outlook for Funeral Service Occupations in Bay Region

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	10% Hourly Wage	Median Hourly Wage
Morticians, Undertakers, and Funeral Directors	326	340	14	4%	231	46	\$12.02	\$21.49
Embalmers	63	64	1	1%	51	10	\$13.09	\$19.10
Funeral Service Managers	176	188	13	7%	78	16	\$13.63	\$27.05
Funeral Attendants	451	471	20	5%	378	76	\$11.52	\$18.18
Total	1,016	1,064	48	5%	738	148	\$12.14	\$20.84

Source: EMSI 2019.2

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 Funeral Service Occupations in Mid-Peninsula Sub-Region

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	10% Hourly Wage	Median Hourly Wage
Morticians, Undertakers, and Funeral Directors	108	111	3	3%	73	15	\$13.82	\$24.15
Embalmers	39	40	0	1%	32	7	\$13.04	\$15.34
Funeral Service Managers	34	36	2	5%	15	3	\$13.46	\$24.51
Funeral Attendants	100	103	3	3%	81	17	\$12.63	\$17.47
TOTAL	280	289	9	3%	202	42	\$13.25	\$20.58

Source: EMSI 2019.2

Mid-Peninsula Sub-Region includes San Francisco and San Mateo Counties

Job Postings in Bay Region and Mid-Peninsula Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (June 2018 - May 2019)

Occupation	Bay Region	Mid-Peninsula
Morticians, Undertakers, and Funeral Directors	96	14
Funeral Service Managers	39	6
Funeral Attendants	26	2
Embalmers	18	0
Total	179	22

Source: Burning Glass

Table 4a. Top Job Titles for Funeral Service Occupations for latest 12 months (June 2018 - May 2019) Bay Region

Common Title	Bay	Common Title	Bay
Funeral Arranger	65	Manager, Service Industry Information And Technology Industry	1
Funeral Director	24	Licensed Embalmer	1
Embalmer	14	Funeral Services Transportation	1
Funeral Director/Embalmer	9	Funeral Service Attendant/Arranger	1
Crematory Operator	8	Funeral Arranger/Technician	1
Mortician	7	Funeral Arranger/Miller, Service Industry	1
Manager	7	Funeral Arranger, Bilingual, Cantonese	1
Care Professional	7	Friends And Family-Bay Street	1
Funeral Home Manager	6	Friends And Family- Street	1
Funeral Attendant	6	Embalmer, Funeral, Information And Technology Industry	1
Funeral Ambassador	5	Director, Service Industry	1

Manager, Service Industry	3	Clean For Family Reunion	1
Operator, Service Industry	1	Attendant	1
My Father A Trach In His Throats And A G Tube In His Stomach	1	Manager, Service Industry Information And Technology Industry	1

Table 4b. Top Job Titles for Funeral Service Occupations for latest 12 months (June 2018 - May 2019) Mid-Peninsula Sub-Region

Common Title	Mid-Peninsula	Common Title	Mid-Peninsula
Funeral Arranger	9	Friends And Family- Street	1
Funeral Director	5	Care Professional	1
Mortician	3	Attendant	1
Funeral Home Manager	1	Advisor	1

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Funeral Service 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)
Cemeteries and Crematories (812220)	485	531	9.5%	48.4%
Funeral Homes and Funeral Services (812210)	421	424	0.7%	42.0%
Temporary Help Services (561320)	11	<10	Insf. Data	1.1%
Residential Remodelers (236118)	10	12	20.0%	1.0%

Source: EMSI 2019.2

Table 6. Top Employers Posting Funeral Service Occupations in Bay Region and Mid-Peninsula Sub-Region (June 2018 - May 2019)

Employer	Bay	Employer	Bay	Employer	Mid-Peninsula
Service Corporation International	26	Catholic Funeral And Cemetery Services	3	US Navy	3
Northstar Incorporated	19	Victoria's Secret	2	Service Corporation International	3
Carriage Services Incorporated	13	Tulip Incorporated	2	Tulip Incorporated	2
Sci Shared Resources LLC	11	Diocese San Jose	2	Trident Society	2
Carriage Services	11	Diocese Of San Jose Dsj	2	Victoria's Secret	1
Trident Society	8	Catholic Funeral & Cemetery Services	2	Tulip Cremation	1
US Navy	7	Whitted Atkins Funeral Home	1	Stonemor Partners L P	1
Neptune Society Of Northern California	7	Tulip Cremation	1	Sci Shared Resources, LLC	1
Honor Home Care	6	Serenity Transportation	1	Pacific Interment Service, Inc	1
Foundation Partners	6	Sci Oak Hill Funeral Home	1	Northstar Incorporated	1
Sci Shared Resources, LLC	5	Sci Dignity Memorial	1	Neptune Society Of Northern California	1
Pacific Interment Service, Inc	5	Roman Catholic Cemetery	1	Honor	1
Catholic Funeral & Cemetery Services Of The Diocese Of Oakland Cfcs	5	Philz Coffee	1	Goodwill	1

Stonemor Partners L P Service Corporation International Sci	4	Nsmg	1	Catholic Funeral & Cemetery Services Of The Diocese Of Oakland Cfcs	1
Catholic Funeral And Cemetery Services Cfcs	4	Honor	1		
Catholic Funeral And Cemetery Services Cfcs	3	Goodwill	1		
Catholic Funeral And Cemetery Services Cfcs	3	Corporatesci	1		

Source: Burning Glass

Educational Supply

There were no community colleges in the Bay Region issuing awards annually (last 3 years) on TOP 1255.00 - Mortuary Science.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 148 annual openings for the Funeral Service occupational cluster and no annual awards, for an annual undersupply of 148 students. In the Mid-Peninsula Sub-Region there are 42 annual openings and no annual awards, for an annual undersupply of 42 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1255.00 - Mortuary Science

2015-16	Bay (All CTE Programs)	Canada College (All CTE Programs)	State (1255.00)	Bay (1255.00)	Mid-Peninsula (1255.00)	Canada College (1255.00)
% Employed Four Quarters After Exit	74%	66%	78%	n/a	n/a	n/a
Median Quarterly Earnings Two Quarters After Exit	\$10,550	\$9,520	\$8,329	n/a	n/a	n/a
Median % Change in Earnings	46%	44%	157%	n/a	n/a	n/a
% of Students Earning a Living Wage	63%	49%	46%	n/a	n/a	n/a

Source: Launchboard Pipeline (version available on 6/7/19)

Skills, Certifications and Education

Table 9. Top Skills for Funeral Service Occupations in Bay Region (June 2018 - May 2019)

Skill	Postings	Skill	Postings	Skill	Postings
Customer Service	63	Customer Contact	8	Supply Inventory	5
Funeral Industry Knowledge	31	Cleaning	8	Sales Management	5
Scheduling	25	X-Rays	7	Home Care	5
Data Entry	25	Toileting	7	Hazardous Material Handling	5
General Office Duties	23	Senior Care	7	Community Relations	5
Professional Services Marketing	21	Patient Bathing	7	Trend Analysis	4
Lifting Ability	17	Home Management	7	Record Keeping	4
Merchandising	13	Chest X-Ray	7	Outside Sales	4
Postage Meter	12	Caregiving	7	Market Strategy	4
Financial Analysis	11	Bathing	7	Legal Documentation	4

Sales	10	Upselling Products and Services	6	Legal Document Composition	4
Case Management	10	Repair	6	Employee Relations	4
Budgeting	10	Industrial Equipment Industry Knowledge	6	Customer Service Enhancement	4
Occupational Health and Safety	8	Equipment Repair	6	Administrative Support	4
Hair Styling	8	Equipment Maintenance	6	Staff Management	3

Source: Burning Glass

Table 10. Certifications for Funeral Service Occupations in the Bay Region (June 2018 - May 2019)

Note: 31% 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	87	Home Health Aide	7
Licensed Funeral Director	40	Certified Career Development Facilitator	1
Embalming License	27	CDL Class A	1

Source: Burning Glass

Table 11. Education Requirements for Funeral Service Occupations in Bay Region

Note: 50% 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	328	4%
Associate Degree	228	3%
Bachelor's Degree or Higher	6,836	93%

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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