








Education and Childcare Administrators, Preschool and Daycare

Labor Market Analysis: Imperial County

June 2022

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Proceed with Caution	 	 	<input checked="" type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
<input checked="" type="checkbox"/> <input type="checkbox"/>	<p>LOW</p> 	<p>LOW</p> 	

The San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *Education and Childcare Administrators, Preschool and Daycare* in Imperial County have a labor market demand of three annual job openings (average demand for a single occupation in Imperial County is 12 annual job openings), and no educational institutions in Imperial County supply any awards for this occupation, suggesting that a small supply gap exists in the labor market. Entry-level wages for this occupation are below the living wage, but median earnings are above the living wage. This brief recommends to proceed with caution when developing a new program, but supports a program modification because 1) there is a small supply gap in the region; 2) there is a low number of annual job openings; and 3) this occupations' entry-level earnings are below the living wage, but median earnings are above the living wage. The colleges should also note that the typical entry-level education is a bachelor's degree.

Introduction

This report provides labor market information in Imperial County for the following occupational code in the Standard Occupational Classification (SOC)¹ system:

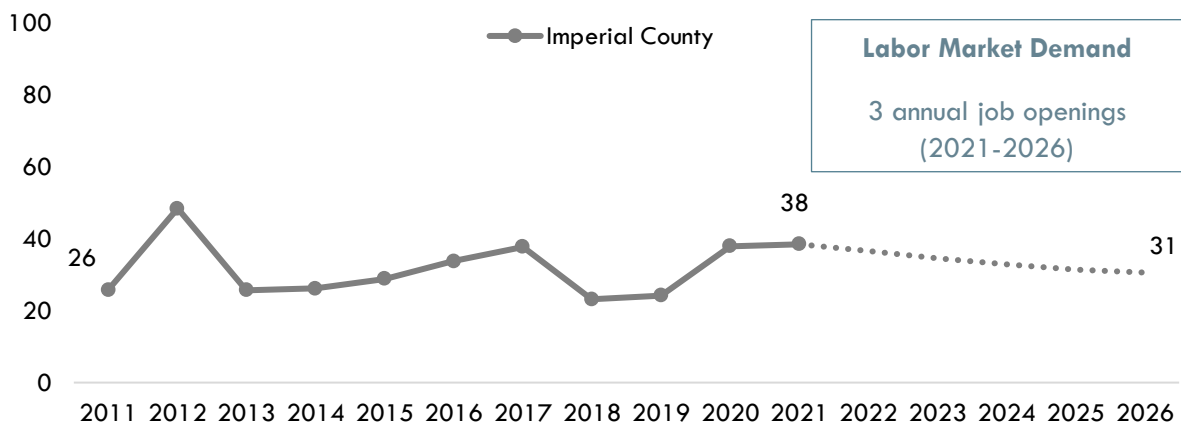
Education and Childcare Administrators, Preschool and Daycare (SOC 11-9031): Plan, direct, or coordinate academic or nonacademic activities of preschools or childcare centers and programs, including before- and after-school care. Sample reported job titles include:

- Child Care Center Director
- Preschool Director
- Site Coordinator
- Principal
- Education Director
- Early Head Start Director
- Childcare Director
- Child Care Director
- Preschool Program Director
- Education Site Manager

Projected Occupational Demand

Between 2021 and 2026, *Education and Childcare Administrators, Preschool and Daycare* are projected to decrease by seven net jobs or 18 percent (Exhibit 1). Employers in Imperial County will need to hire three workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for Education and Childcare Administrators, Preschool and Daycare (2011-2026)²



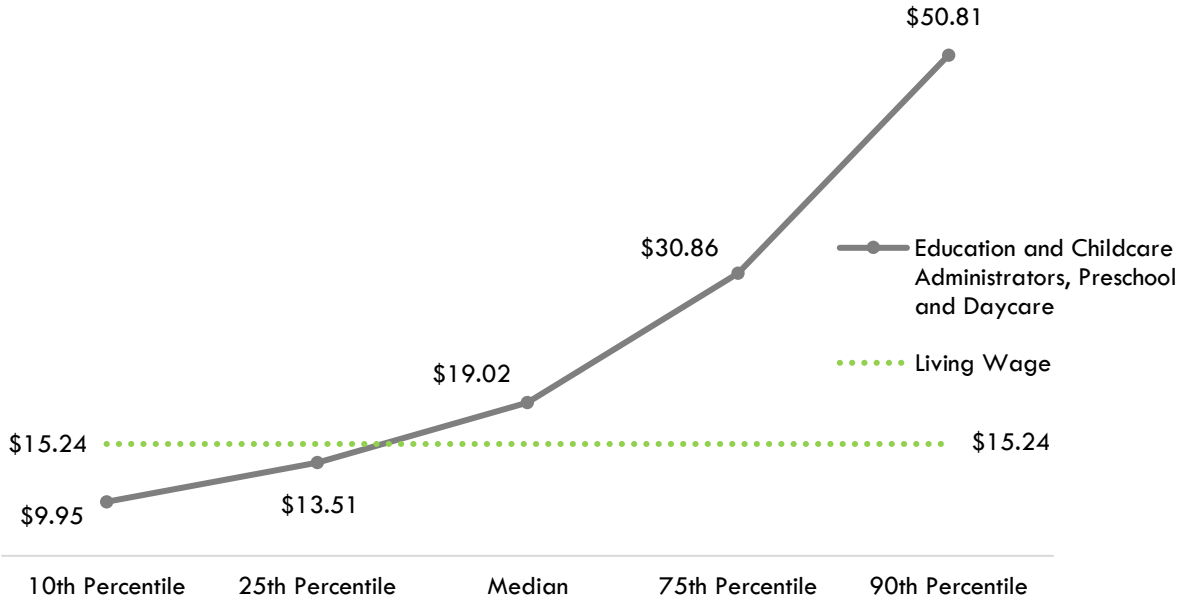
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

² EMSI 2022.02; QCEW, Non-QCEW, Self-Employed.

Earnings

Education and Childcare Administrators, Preschool and Daycare receive entry-level hourly earnings of \$13.51; this is less than the living wage for a household of two adults and two school-age children in Imperial County, which is \$15.24 per hour (Exhibit 2).³

Exhibit 2: Hourly Earnings⁴ for Education and Childcare Administrators, Preschool and Daycare in Imperial County⁵



³ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator/.

⁴ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁵ EMSI 2022.02; QCEW, Non-QCEW, Self-Employed.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁶ There is **one** TOP code and **three** CIP codes related to *Education and Childcare Administrators, Preschool and Daycare* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Education and Childcare Administrators, Preschool and Daycare*

TOP or CIP Code	TOP or CIP Program Title
TOP 1305.80	Child Development Administration and Management
CIP 13.0401	Educational Leadership and Administration, General
CIP 13.0414	Early Childhood Program Administration
CIP 19.0708	Child Care and Support Services Management

According to TOP and CIP data, **no** community college or other educational institution supplies the region with awards for this occupation (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2016-17 through PY2019-20 Average)**

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
1305.80	Child Development Administration and Management	0	0	0
13.0401	Educational Leadership and Administration, General	0	0	0
13.0414	Early Childhood Program Administration	0	0	0
19.0708	Child Care and Support Services Management	0	0	0
Total				0

⁶ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁷ suggests that a **supply gap** exists for this occupation in Imperial County, with **three** annual openings and **zero** awards. Comparatively, there are **547** annual openings in California and **297** awards, suggesting that there is a supply gap across the state⁸ (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
Imperial	3	0	3
California	547	297	250

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

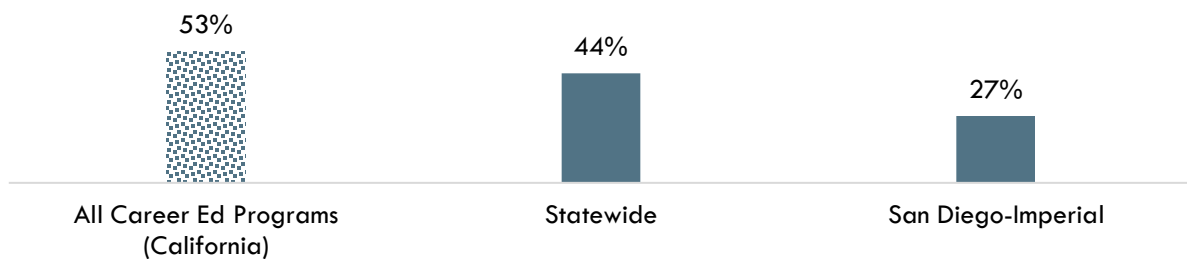
⁷ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁸ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

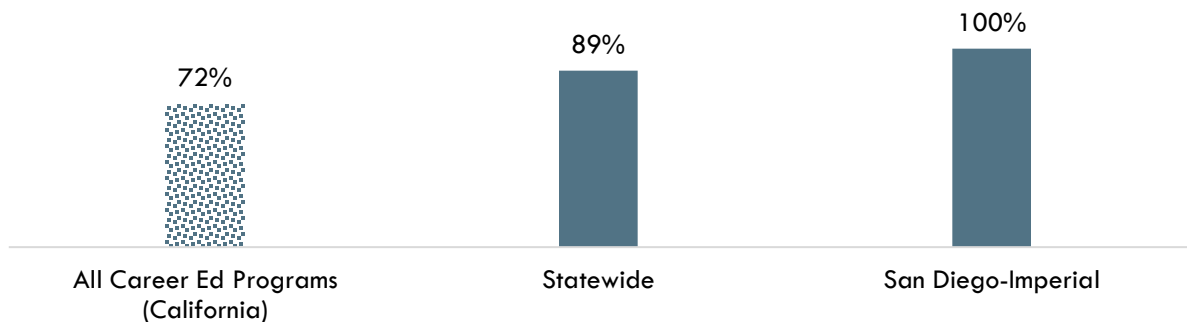
According to the California Community Colleges LaunchBoard, 27 percent of students in the San Diego-Imperial region earned a living wage after completing a Child Development Administration and Management (TOP 1305.80) program, compared to 44 percent statewide and 53 percent of students in Career Education programs in general across the state (Exhibit 6a).⁹

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, (Child Development Administration and Management, PY2018-19)¹⁰



According to the California Community Colleges LaunchBoard, 100 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a Child Development Administration and Management (TOP 1305.80) program, compared to 89 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹¹

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program (Child Development Administration and Management, PY 2017-18)¹²



⁹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁰ Among completers and skills builders who exited, the percentage of students who attained a living wage.

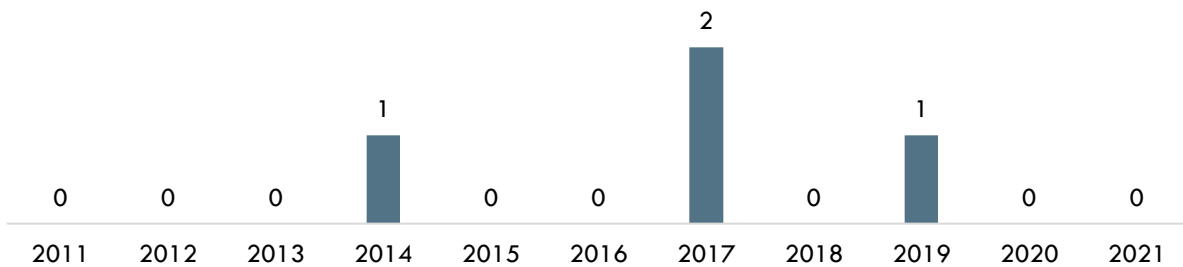
¹¹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹² Most recent year with available data is Program Year 2017-18. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2011 and 2021, there was an average of **zero** online job posting per year for *Education and Childcare Administrators, Preschool and Daycare* in Imperial County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

Exhibit 7: Number of Online Job Postings for Education and Childcare Administrators, Preschool and Daycare in Imperial County (2011-2021)¹³



Top Employers

Between January 1, 2019 and December 31, 2021, the top employer in Imperial County for *Education and Childcare Administrators, Preschool and Daycare* was the [Imperial County Office of Education](#) based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for Education and Childcare Administrators, Preschool and Daycare in Imperial County¹⁴

Top Employers

- Imperial County Office of Education

¹³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2011-2021.

¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

Education, Skills, and Certifications

Exhibit 9 indicates that the typical educational attainment for this occupation found currently in the national labor force is a **master's degree or higher**. The typical entry-level education is a **bachelor's degree**.¹⁵

Exhibit 9: National Educational Attainment of Education and Childcare Administrators, Preschool and Daycare¹⁶

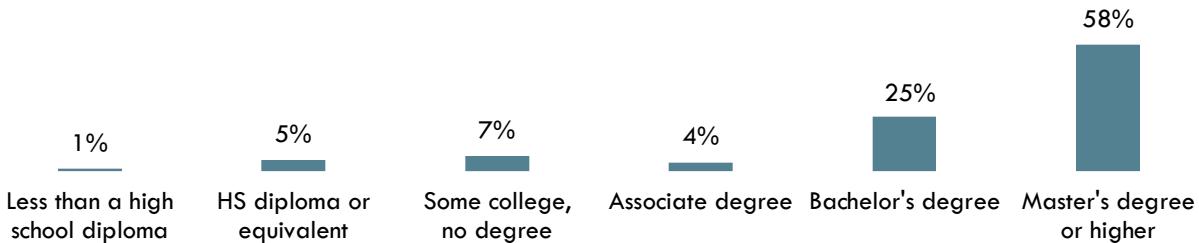


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2019 and December 31, 2021.

Exhibit 10: Top Skills for Education and Childcare Administrators, Preschool and Daycare in Imperial County¹⁷

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Cardiopulmonary Resuscitation • Child Development • Early Childhood Education • Teaching 	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • N/A

¹⁵ EMSI 2022.02; QCEW, Non-QCEW, Self-Employed.

¹⁶ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 8, 2021. bls.gov/emp/tables/educational-attainment.htm.

¹⁷ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

Exhibit 11 lists the top certification that appeared in online job postings between January 1, 2019 and December 31, 2021.

**Exhibit 11: Top Certification for Education and Childcare Administrators, Preschool and Daycare
in Imperial County¹⁸**

Top Certification in Online Job Postings

1. First Aid CPR AED
-

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¹⁸ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2019-2021.

Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.