

# Labor Market Analysis for Program Recommendation

# Early Care and Education Occupations

# Napa Valley College

## Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

**April 2022**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Early Care and Education workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 14,498 students in the Bay region and 2,102 students in the North Bay Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1305.00 Child Development/Early Care and Education 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 Napa Valley College and in the region.

This report profiles Early Care and Education Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new Trauma Informed Earlycare in Education program at Napa Valley College.

* **Education and Childcare Administrators, Preschool and Daycare (11-9031):** Plan, direct, or coordinate the academic and nonacademic activities of preschool and childcare centers or programs. Excludes “Preschool Teachers” (25-2011).  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%
* **Child, Family, and School Social Workers (21-1021):** Provide social services and assistance to improve the social and psychological functioning of children and their families and to maximize the family well-being and the academic functioning of children. May assist parents, arrange adoptions, and find foster homes for abandoned or abused children. In schools, they address such problems as teenage pregnancy, misbehavior, and truancy. May also advise teachers.  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 17%
* **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%
* **Teaching Assistants, Except Postsecondary (25-9045):** Perform duties that are instructional in nature or deliver direct services to students or parents. Serve in a position for which a teacher has ultimate responsibility for the design and implementation of educational programs and services. Excludes “Graduate Teaching Assistants” (25-1191).  
    Entry-Level Educational Requirement: Some college, no degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%
* **Childcare Workers (39-9011):** Attend to children at schools, businesses, private households, and childcare institutions. Perform a variety of tasks, such as dressing, feeding, bathing, and overseeing play. Excludes “Preschool Teachers, Except Special Education” (25-2011) and “Teacher Assistants” (25-9041).  
    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: 38%

## Occupational Demand

**Table 1. Employment Outlook for Early Care and Education** **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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Education and Childcare Administrators, Preschool and Daycare | 2,358 | 2,354 | -4 | -0% | 971 | 194 | $25 | $52 |
| Child, Family, and School Social Workers | 6,354 | 7,174 | 820 | 13% | 4,451 | 890 | $25 | $49 |
| Social and Human Service Assistants | 11,681 | 13,481 | 1,799 | 15% | 10,241 | 2,048 | $18 | $45 |
| Teaching Assistants, Except Postsecondary | 30,937 | 31,426 | 488 | 2% | 18,602 | 3,720 | $14 | $40 |
| Childcare Workers | 56,222 | 57,244 | 1,022 | 2% | 50,372 | 10,074 | $11 | $38 |
| **Total** | **107,552** | **111,679** | **4,127** | **4%** | **84,637** | **16,926** |  |  |
| 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 Early Care and Education** **Occupations in North Bay 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Education and Childcare Administrators, Preschool and Daycare | 303 | 300 | -3 | -1% | 123 | 25 | $26 | $51 |
| Child, Family, and School Social Workers | 946 | 1,041 | 95 | 10% | 641 | 128 | $18 | $44 |
| Social and Human Service Assistants | 1,393 | 1,598 | 204 | 15% | 1,213 | 243 | $16 | $41 |
| Teaching Assistants, Except Postsecondary | 5,062 | 4,902 | -159 | -3% | 2,857 | 571 | $12 | $38 |
| Childcare Workers | 7,699 | 7,683 | -16 | -0% | 6,729 | 1,346 | $11 | $35 |
| **Total** | **15,403** | **15,524** | **121** | **1%** | **11,563** | **2,313** |  |  |
| Source: EMSI 2021.3 | | | | | | | | |

**North Bay Sub-Region includes:** Marin, Napa, Solano, Sonoma Counties

### Job Postings in Bay Region and North Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Apr 2021 - Mar 2022)**

| **Occupation** | **Bay Region** | **North Bay** |
| --- | --- | --- |
| Teacher Assistants | 4,835 | 761 |
| Nannies | 3,797 | 375 |
| Childcare Workers | 3,061 | 411 |
| Social and Human Service Assistants | 1,580 | 308 |
| Child, Family, and School Social Workers | 1,106 | 142 |
| Education Administrators, Preschool and Childcare Center/Program | 676 | 95 |
| Source: Burning Glass | | |

**Table 4a. Top Job Titles for Early Care and Education** **Occupations for latest 12 months (Apr 2021 - Mar 2022) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Nanny | 912 | Special Education Paraprofessional | 88 |
| Assistant Teacher | 268 | Child Care Assistant | 87 |
| Paraprofessional/Educator | 146 | Nanny At | 82 |
| Babysitter | 142 | Child Care | 81 |
| Paraprofessional | 128 | Daycare Assistant | 79 |
| Instructional Assistant | 124 | Associate Teacher | 72 |
| Teacher Assistant | 96 | Social Services Assistant | 71 |
| Nanny For 1 Child | 95 | Instructional Aide | 69 |
| Paraeducator | 92 | Pre-School Director | 67 |
| Source: Burning Glass | | | |

**Table 4b. Top Job Titles for Early Care and Education** **Occupations for latest 12 months (Apr 2021 - Mar 2022) North Bay Sub-Region**

| **Title** | **North Bay** | **Title** | **North Bay** |
| --- | --- | --- | --- |
| Nanny | 88 | Behavior Assistant Rbt /Classroom Aide | 10 |
| Assistant Teacher | 47 | Nanny At | 10 |
| Babysitter | 26 | Social Worker - Case Management | 10 |
| Instructional Assistant | 23 | Paraprofessional/Educator | 9 |
| Paraeducator | 18 | Pre-School Director | 9 |
| Child Care Assistant | 17 | Social Services Coordinator | 9 |
| Paraprofessional | 15 | Teacher Assistant | 9 |
| After-School Program Leader | 14 | Teacher's Aide | 9 |
| Social Services Assistant | 11 | Teaching Assistant | 9 |
| Source: Burning Glass | | | |

## Industry Concentration

**Table 5. Industries hiring Early Care and Education** **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)** |
| --- | --- | --- | --- | --- |
| Private Households | 30,529 | 30,816 | 1% | 32% |
| Elementary and Secondary Schools (Local Government) | 20,684 | 18,887 | -9% | 20% |
| Child Day Care Services | 15,328 | 13,616 | -11% | 15% |
| Elementary and Secondary Schools | 5,346 | 5,573 | 4% | 6% |
| Services for the Elderly and Persons with Disabilities | 4,019 | 4,868 | 21% | 4% |
| Local Government, Excluding Education and Hospitals | 3,387 | 3,410 | 1% | 3% |
| Other Individual and Family Services | 2,781 | 3,645 | 31% | 3% |
| Religious Organizations | 1,992 | 1,993 | 0% | 2% |
| State Government, Excluding Education and Hospitals | 1,929 | 2,030 | 5% | 2% |
| Child and Youth Services | 1,233 | 1,445 | 17% | 1% |
| Source: EMSI 2021.3 | | | | |

**Table 6. Top Employers Posting Early Care and Education** **Occupations in Bay Region and North Bay Sub-Region (Apr 2021 - Mar 2022)**

| **Employer** | **Bay** | **Employer** | **North Bay** |
| --- | --- | --- | --- |
| Bright Horizons | 318 | Vacaville Unified School District | 44 |
| Crunch Care | 307 | Bright Horizons | 42 |
| Kindercare | 195 | Petaluma City Schools | 37 |
| YMCA | 168 | Kindercare | 27 |
| Stepping Stones | 161 | County Sonoma | 27 |
| Oakland Unified School District | 159 | Catholic Charities | 27 |
| Genuine Nannies | 110 | YMCA | 22 |
| Soliant | 103 | Genuine Nannies | 17 |
| 1 1 Cares | 102 | Wright Elementary School District | 16 |
| Center For Autism And Related Disorders, Inc | 99 | Swing Education | 16 |
| Source: Burning Glass | | | |

## Educational Supply

There are 23 community colleges in the Bay Region issuing 2,009 awards on average annually (last 3 years ending 2018-19) on TOP 1305.00 Child Development/Early Care and Education. In the North Bay Sub-Region, there are four (4) community colleges that issued 205 awards on average annually (last 3 years) on this TOP code.

There are six (6) other CTE educational institutions in the Bay Region issuing 419 awards on average annually (last 3 years ending 2016-17) on TOP 1305.00 Child Development/Early Care and Education. There is one (1) other CTE educational institution in the North Bay Sub-Region issuing 6 awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 1305.00 Child Development/Early Care and Education in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate 18+ Units** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- | --- |
| Cabrillo | SC-Monterey | 29 | 0 | 83 | 112 |
| Canada | Mid-Peninsula | 46 | 0 | 48 | 94 |
| Chabot | East Bay | 31 | 0 | 76 | 107 |
| Contra Costa | East Bay | 9 | 0 | 12 | 21 |
| De Anza | Silicon Valley | 44 | 0 | 51 | 95 |
| Diablo Valley | East Bay | 35 | 0 | 165 | 200 |
| Foothill | Silicon Valley | 32 | 0 | 7 | 39 |
| Gavilan | Silicon Valley | 9 | 0 | 9 | 18 |
| Hartnell | SC-Monterey | 28 | 0 | 14 | 42 |
| Las Positas | East Bay | 17 | 0 | 89 | 106 |
| Los Medanos | East Bay | 30 | 0 | 119 | 149 |
| Marin | North Bay | 4 | 0 | 0 | 4 |
| Merritt | East Bay | 31 | 0 | 305 | 336 |
| Mission | Silicon Valley | 27 | 0 | 17 | 44 |
| Monterey | SC-Monterey | 26 | 0 | 14 | 40 |
| Napa | North Bay | 13 | 0 | 1 | 14 |
| Ohlone | East Bay | 11 | 0 | 5 | 16 |
| San Francisco | Mid-Peninsula | 64 | 0 | 149 | 213 |
| San Jose City | Silicon Valley | 18 | 0 | 43 | 61 |
| Santa Rosa | North Bay | 24 | 0 | 120 | 144 |
| Skyline | Mid-Peninsula | 40 | 0 | 32 | 72 |
| Solano | North Bay | 11 | 0 | 32 | 43 |
| West Valley | Silicon Valley | 27 | 1 | 11 | 39 |
| **Total** |  | **606** | **1** | **1,402** | **2,009** |
| Source: Data Mart | | | | | |

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

**Table 7b. Other CTE Institutions Awards on TOP 1305.00 Child Development/Early Care and Education in Bay Region**

| **College** | **Subregion** | **Award 1 < 2 academic yrs** | **Bachelor's Degree** | **Total** |
| --- | --- | --- | --- | --- |
| CET-Sobrato | Silicon Valley | 22 | 0 | 22 |
| Mills College | East Bay | 0 | 9 | 9 |
| Pacific Union College | North Bay | 0 | 6 | 6 |
| Saint Mary's College of California | East Bay | 0 | 10 | 10 |
| San Francisco State University | Mid-Peninsula | 0 | 141 | 141 |
| San Jose State University | Silicon Valley | 0 | 231 | 231 |
| **Total** |  | **22** | **397** | **419** |

*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 16,926 annual openings for the Early Care and Education occupational cluster and 2,428 annual (3-year average) awards for an annual undersupply of 14,498 students. In the North Bay Sub-Region, there is also a gap with 2,313 annual openings and 211 annual (3-year average) awards for an annual undersupply of 2,102 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1305.00 Child Development/Early Care and Education**

| **Metric Outcomes** | **Bay All CTE Programs** | **Napa Valley All CTE Programs** | **State 1305.00** | **Bay 1305.00** | **North Bay 1305.00** | **Napa Valley 1305.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 79% | 75% | 81% | 64% | 58% |
| Median Annual Earnings for SWP Exiting Students | $47,419 | $43,933 | $25,626 | $30,912 | $28,908 | $29,107 |
| Median Change in Earnings for SWP Exiting Students | 23% | 38% | 26% | 30% | 41% | 51% |
| Exiting Students Who Attained the Living Wage | 52% | 60% | 32% | 24% | 33% | 32% |
| Source: Launchboard Strong Workforce Program Median of 2017 to 2020. | | | | | | |

## Skills, Certifications and Education

**Table 9. Top Skills for Early Care and Education** **Occupations in Bay Region (Apr 2021 - Mar 2022)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Child Care | 5,878 | Customer Service | 776 |
| Teaching | 4,458 | Lesson Planning | 742 |
| Cardiopulmonary Resuscitation (CPR) | 3,194 | Mental Health | 735 |
| Child Development | 1,518 | Social Services | 711 |
| Scheduling | 1,500 | Home Care | 645 |
| Early Childhood Education | 1,265 | Staff Management | 641 |
| Special Education | 1,238 | Autism Diagnosis/Treatment/ Care | 632 |
| Cleaning | 1,095 | Psychology | 628 |
| Laundry | 1,032 | Cooking | 565 |
| Caregiving | 1,029 | Record Keeping | 540 |
| Case Management | 1,007 | Budgeting | 501 |
| Meal Preparation | 929 | Data Collection | 482 |
| Vaccination | 907 | Nurturing Environment | 472 |
| Babysitting | 823 | Vaccines | 452 |
| Source: Burning Glass | | | |

**Table 10. Certifications for Early Care and Education** **Occupations in Bay Region (Apr 2021 - Mar 2022)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Driver's License | 3,266 | Board Certified Behavior Analyst (BCBA) | 55 |
| First Aid Cpr Aed | 2,531 | Domestic Violence | 41 |
| Child Development Associate (CDA) | 481 | Food Handler Certification | 40 |
| Registered Behavior Technician | 361 | Counseling Certification | 40 |
| Home Health Aide | 126 | Psychologist License | 37 |
| Social Work License | 112 | Clinical Nurse Specialist (CNS) License | 31 |
| Certified Case Manager (CCM) | 80 | Cdl Class C | 30 |
| Certified Teacher | 71 | Licensed Marriage and Family Therapist | 26 |
| Home Care Certificate | 67 | Licensed Practical Nurse (LPN) | 25 |
| Licensed Clinical Social Worker (LCSW) | 58 | Licensed Vocational Nurse (LVN) | 21 |
| Source: Burning Glass | | | |

*Note: 61% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.*

**Table 11. Education Requirements for Early Care and Education** **Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 4,216 | 61% |
| Associate's degree | 923 | 13% |
| Bachelor's degree and higher | 1,744 | 25% |
| Source: Burning Glass | | |

*Note: 54% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.*

## 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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