

# Labor Market Analysis for Program Recommendation

# Addiction and Mental Health Occupations

# Napa Valley College

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

**January 2022**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Addiction and Mental Health 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 3,157 students in the Bay region and 430 students in the North Bay Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 2104.40 Alcohol and Controlled Substances 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 Addiction and Mental Health Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Napa Valley College.

* **Substance Abuse, Behavioral Disorder, and Mental Health Counselors (21-1018):** Assess and treat individuals with mental, emotional, or substance abuse problems, including abuse of alcohol, tobacco, and/or other drugs. Activities may include individual and group therapy, crisis intervention, case management, client advocacy, prevention, and education.  
    Entry-Level Educational Requirement: Bachelor’s degree  
    Training Requirement: None  
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%
* **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%

## Occupational Demand

**Table 1. Employment Outlook for Addiction and Mental Health 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Substance Abuse, Behavioral Disorder, and Mental Health Counselors | 8,092 | 9,467 | 1,375 | 17% | 6,274 | 1,255 | $20 | $51 |
| Social and Human Service Assistants | 11,681 | 13,481 | 1,799 | 15% | 10,241 | 2,048 | $18 | $45 |
| **Total** | **19,773** | **22,948** | **3,175** | **16%** | **16,515** | **3,303** |  |  |
| 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 Addiction and Mental Health 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Substance Abuse, Behavioral Disorder, and Mental Health Counselors | 1,285 | 1,559 | 274 | 21% | 1,077 | 215 | $18 | $44 |
| Social and Human Service Assistants | 1,393 | 1,598 | 204 | 15% | 1,213 | 243 | $16 | $41 |
| **Total** | **2,678** | **3,157** | **479** | **18%** | **2,290** | **458** |  |  |
| 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 (Dec 2020 - Nov 2021)**

| **Occupation** | **Bay Region** | **North Bay** |
| --- | --- | --- |
| Mental Health Counselors | 4,254 | 695 |
| Social and Human Service Assistants | 1,351 | 274 |
| Substance Abuse and Behavioral Disorder Counselors | 543 | 86 |
| Source: Burning Glass | | |

**Table 4a. Top Job Titles for Addiction and Mental Health Occupations for latest 12 months (Dec 2020 - Nov 2021) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Mental Health Counselor | 188 | Mental Health Therapist | Lmft/Lmsw/Lpcc | 59 |
| Counselor | 122 | Licensed Mental Health Therapist | 57 |
| Mental Health Clinician | 113 | Outreach Specialist | 56 |
| Licensed Counselor - Home Online | 100 | Social Services Coordinator | 44 |
| Licensed Counselor | 98 | Mental Health Specialist | 41 |
| Licensed Counselor - Betterhelp | 88 | Licensed Masters Mental Health Professional | 40 |
| Mental Health Therapist | 86 | Care Coordinator | 39 |
| Substance Abuse Counselor | 68 | Remote Mental Health Counselor | 38 |
| Social Services Assistant | 62 | Online Counselor | 28 |
| Source: Burning Glass | | | |

**Table 4b. Top Job Titles for Addiction and Mental Health Occupations for latest 12 months (Dec 2020 - Nov 2021) North Bay Sub-Region**

| **Title** | **North Bay** | **Title** | **North Bay** |
| --- | --- | --- | --- |
| Mental Health Counselor | 36 | Case Management Coordinator | 12 |
| Licensed Counselor | 34 | Mental Health Clinician | 12 |
| Substance Abuse Counselor | 28 | Licensed Masters Mental Health Professional | 11 |
| Counselor I | 23 | Licensed Mental Health Therapist | 11 |
| Licensed Counselor - Home Online | 21 | Mental Health Therapist | Lmft/Lmsw/Lpcc | 11 |
| Counselor | 14 | Mental Health Therapist | 10 |
| Relief Counselor | 14 | Online Counselor | 10 |
| Remote Mental Health Counselor | 14 | Resource Counselor | 10 |
|  |  | Social Services Assistant | 10 |
| Source: Burning Glass | | | |

## Industry Concentration

**Table 5. Industries hiring Addiction and Mental Health 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)** |
| --- | --- | --- | --- | --- |
| Services for the Elderly and Persons with Disabilities | 3,375 | 4,202 | 25% | 17% |
| Other Individual and Family Services | 2,348 | 3,033 | 29% | 12% |
| Local Government, Excluding Education and Hospitals | 1,956 | 2,050 | 5% | 10% |
| Outpatient Mental Health and Substance Abuse Centers | 1,507 | 1,864 | 24% | 8% |
| Residential Mental Health and Substance Abuse Facilities | 1,311 | 1,365 | 4% | 7% |
| Child and Youth Services | 1,015 | 1,239 | 22% | 5% |
| State Government, Excluding Education and Hospitals | 607 | 640 | 5% | 3% |
| Offices of Mental Health Practitioners (except Physicians) | 506 | 639 | 26% | 3% |
| HMO Medical Centers | 500 | 588 | 18% | 3% |
| Temporary Shelters | 391 | 439 | 12% | 2% |
| Source: EMSI 2021.3 | | | | |

**Table 6. Top Employers Posting Addiction and Mental Health Occupations in Bay Region and North Bay Sub-Region (Dec 2020 - Nov 2021)**

| **Employer** | **Bay** | **Employer** | **North Bay** |
| --- | --- | --- | --- |
| Betterhelp | 354 | Betterhelp | 64 |
| Kaiser Permanente | 294 | Wellpath | 39 |
| Masc Medical | 137 | Catholic Charities | 39 |
| Anthem Blue Cross | 124 | Progress Foundation | 37 |
| Seneca Family Of Agencies | 115 | Kaiser Permanente | 37 |
| Thriveworks | 107 | Thriveworks | 36 |
| Progress Foundation | 82 | Seneca Family Of Agencies | 35 |
| Talkspace | 74 | Masc Medical | 27 |
| Telecare Corporation | 70 | Buckelew Programs | 22 |
| Telemynd | 64 | County Sonoma | 21 |
| Source: Burning Glass | | | |

## Educational Supply

There are seven (7) community colleges in the Bay Region issuing 137 awards on average annually (last 3 years ending 2018-19) on TOP 2104.40 Alcohol and Controlled Substances. In the North Bay Sub-Region, there is one (1) community college that issued 19 awards on average annually (last 3 years) on this TOP code.

There is one (1) other CTE educational institutions in the Bay Region issuing 9 awards on average annually (last 3 years ending 2016-17) on TOP 2104.40 Alcohol and Controlled Substances. There is one (1) other CTE educational institution in the North Bay Sub-Region issuing 9 awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 2104.40 Alcohol and Controlled Substances in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- |
| Diablo Valley | East Bay | 10 | 18 | 28 |
| Hartnell | SC-Monterey | 2 | 3 | 5 |
| Merritt | East Bay | 12 | 16 | 28 |
| San Francisco | Mid-Peninsula | 0 | 19 | 19 |
| San Jose City | Silicon Valley | 9 | 18 | 27 |
| San Mateo | Mid-Peninsula | 2 | 9 | 11 |
| Santa Rosa | North Bay | 7 | 12 | 19 |
| **Total** |  | **42** | **95** | **137** |
| Source: Data Mart | | | | |

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

**Table 7b. Other CTE Institutions Awards on TOP 2104.40 Alcohol and Controlled Substances in Bay Region**

| **College** | **Subregion** | **Award 1 < 2 academic yrs** | **Total** |
| --- | --- | --- | --- |
| InterCoast Colleges-Fairfield | North Bay | 9 | 9 |
| **Total** |  | **9** | **9** |
| Source: Data Mart | | | |

*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 3,303 annual openings for the Addiction and Mental Health occupational cluster and 146 annual (3-year average) awards for an annual undersupply of 3,157 students. In the North Bay Sub-Region, there is also a gap with 458 annual openings and 28 annual (3-year average) awards for an annual undersupply of 430 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 2104.40 Alcohol and Controlled Substances**

| **Metric Outcomes** | **Bay All CTE Programs** | **Napa Valley All CTE Programs** | **State 2104.40** | **Bay 2104.40** | **North Bay 2104.40** | **Napa Valley 2104.40** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 73% | 76% | 70% | 74% | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | $44,575 | $42,458 | $28,333 | $37,574 | $19,513 | N/A |
| Median Change in Earnings for SWP Exiting Students | 30% | 31% | 25% | 18% | N/A | N/A |
| Exiting Students Who Attained the Living Wage | 53% | 50% | 37% | 31% | N/A | N/A |
| Source: Launchboard Strong Workforce Program Median of 2016-18. | | | | | | |

## Skills, Certifications and Education

**Table 9. Top Skills for Addiction and Mental Health Occupations in Bay Region (Dec 2020 - Nov 2021)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Mental Health | 3,523 | Customer Service | 602 |
| Treatment Planning | 1,974 | Telehealth | 577 |
| Case Management | 1,584 | Rehabilitation | 576 |
| Psychology | 1,526 | Cardiopulmonary Resuscitation (CPR) | 566 |
| Crisis Intervention | 1,413 | Customer Contact | 538 |
| Behavioral Health | 1,018 | Appointment Setting | 491 |
| Psychotherapy | 832 | Discharge Planning | 418 |
| Counseling Services | 774 | Psychiatry | 418 |
| Social Services | 735 | Cleaning | 415 |
| Mental Illness | 726 | Teaching | 399 |
| Customer Billing | 710 | Primary Care | 389 |
| Family Therapy | 688 | Patient Evaluation | 382 |
| Trauma | 663 | Program Development | 374 |
| Scheduling | 616 | Addiction Treatment | 370 |
| Source: Burning Glass | | | |

**Table 10. Certifications for Addiction and Mental Health Occupations in the Bay Region (Dec 2020 - Nov 2021)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Driver's License | 1,693 | Counseling Certification | 138 |
| Social Work License | 1,258 | Certified Alcohol and Drug Abuse Counselor | 99 |
| Licensed Marriage and Family Therapist | 1,078 | Licensed Independent Clinical Social Worker (LICSW) | 98 |
| Licensed Mental Health Counselor (LMHC) | 695 | Registered Behavior Technician | 85 |
| Licensed Professional Counselor | 551 | Board Certified Behavior Analyst (BCBA) | 72 |
| Licensed Clinical Social Worker (LCSW) | 529 | Addiction Treatment Counselor | 66 |
| First Aid Cpr Aed | 453 | Basic Life Saving (BLS) | 52 |
| Licensed Master Social Worker (LMSW) | 196 | Ca License | 49 |
| Psychologist License | 152 | Domestic Violence | 42 |
| Certified Substance Abuse Counselor | 142 | Basic Cardiac Life Support Certification | 41 |
| Source: Burning Glass | | | |

**Table 11. Education Requirements for Addiction and Mental Health Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 1,113 | 25% |
| Associate's degree | 292 | 6% |
| Bachelor's degree and higher | 3,095 | 69% |
| 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/  
Statewide CTE Outcomes Survey  
Employment Development Department Unemployment Insurance Dataset  
Living Insight Center for Community Economic Development  
Chancellor’s Office MIS system

## Contacts

For more information, please contact:

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