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CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

PROGRAM ENDORSEMENT BRIEF

SUBSTANCE ABUSE COUNSELORS IN THE GREATER SACRAMENTO REGION

North (Greater Sacramento)
Center of Excellence

JULY 2021

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SUMMARY

The North/Far North Center of Excellence for Labor Market Research prepared this report to provide a labor market analysis of educational supply and occupational demand for middle-skilled career pathways in the North (Greater Sacramento) subregion. This report aims to determine if demand in the local labor market is unmet by the supply from existing community college programs and other postsecondary training providers.

This report primarily focuses on training that leads to jobs in middle-skilled occupations - that is, occupations that typically require education beyond a high school diploma but less than a Bachelor's degree - but may include higher-skilled occupations for training pathways that lead to a bachelor's degree. Lowered skilled occupations are rarely considered in this type of analysis due to the lessened barriers for entry-level work, such as no formal education requirements and no requirements for on-the-job training.

Key findings include:

- The North (Greater Sacramento) region held 9,386 substance abuse counseling jobs in 2019. Substance abuse counseling jobs are projected to increase by 15% over the next five years, adding 1,434 new jobs to the subregion by 2024.
- Over the next five years, substance abuse counseling occupations are projected to have 1,308 annual openings in the North (Greater Sacramento) region.
- Wage data shows that substance abuse counseling occupations earn approximately \$3 to \$8 above the subregion's living wage of \$13.18 per hour.
- Awards data analysis shows that North (Greater Sacramento) training providers conferred an average of 67 awards (certificates and associate degrees) in substance abuse counseling training programs over the last three academic years.

Recommendations include:

- The North/Far North Center of Excellence recommends moving forward with program development.
- The North/Far North Center of Excellence also recommends that community colleges develop formalized mental and behavioral health pathways so that students have clearly articulated options for their future careers.

INTRODUCTION

The North (Greater Sacramento) Center of Excellence was asked to provide labor market information for a proposed program at a regional community college. This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

- These middle-skill occupations require more education and training beyond a high school diploma but less than a four-year degree:
 - Social and Human Service Assistants (21-1093)
 - Community Health Workers (21-1094)
- Students who transfer and earn a four-year degree could pursue the following high-skill occupations:
 - Substance Abuse and Behavioral Disorder Counselors (21-1011)
 - Demand data for this occupation is collected under the broader occupation of "substance abuse, behavioral disorder, and mental health counselor." Unless otherwise noted, data will focus specifically on substance abuse and behavioral disorder counselors (which excludes mental health counselors).
 - Community and Social Service Specialists, All Other (21-1099)
- Please note that all social worker occupations (including mental health and substance abuse social workers) were excluded from this study as the occupation typically requires a graduate-level degree for entry-level work.

A review of related programs revealed the following Taxonomy of Programs (TOP) title(s) and code(s) are appropriate for inclusion in this report:

- Alcohol and Controlled Substances (2104.40)

The corresponding Classification of Instructional Program (CIP) title(s) and code(s) are:

- Substance Abuse/Addiction Counseling (51.1501)

OCCUPATIONAL DEMAND

Exhibit 1 summarizes the five-year projected job growth for middle-skill and high-skill occupations in the North (Greater Sacramento) selected occupations, North/Far North, and California.

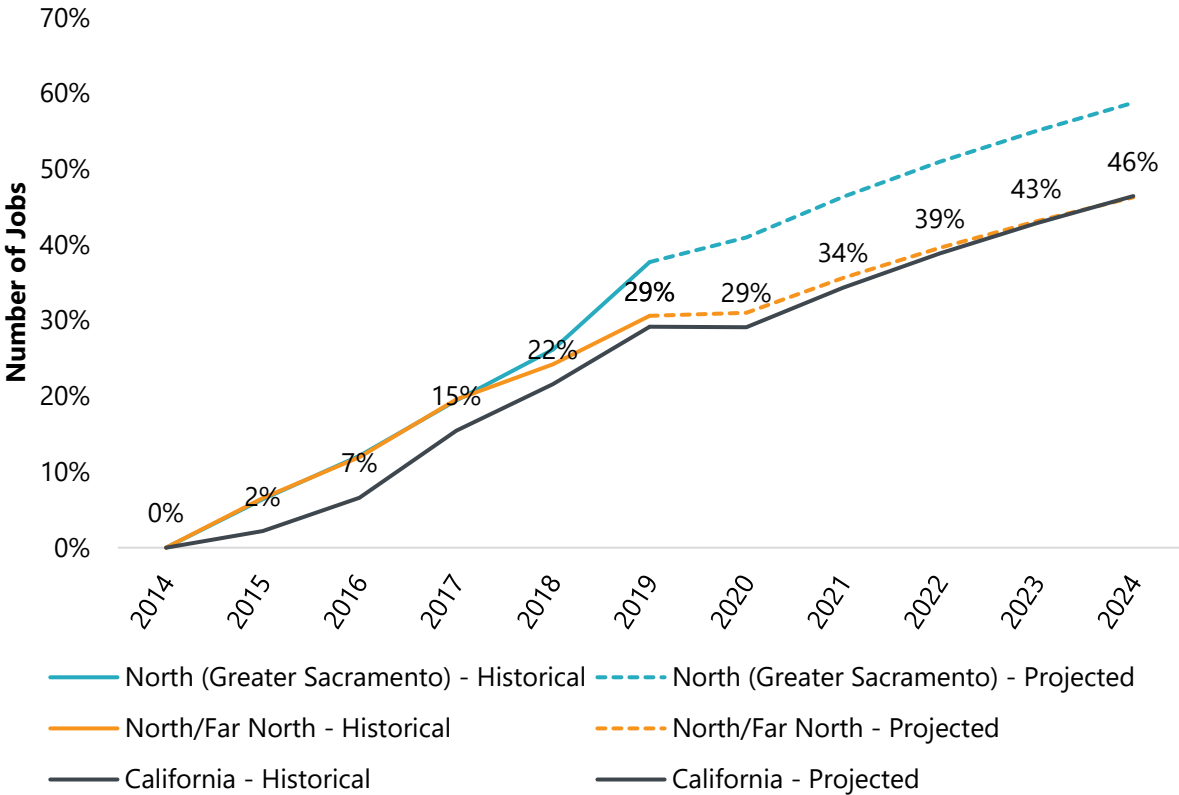
Exhibit 1. Employment and projected demand, 2019-2024

Occupation	2019 Jobs	2024 Jobs	2019-2024 Jobs Change	2019-2024 Jobs % Change	2019-2024 Annual Openings
Social and Human Service Assistants	5,299	6,160	862	16%	781
Community Health Workers	528	514	(14)	(3%)	60
Community and Social Service Specialists, All Other	1,249	1,324	75	6%	145
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	2,311	2,823	511	22%	322
North (Greater Sacramento)	9,386	10,821	1,434	15%	1,308
Social and Human Service Assistants	7,479	8,383	905	12%	1,045
Community Health Workers	713	770	57	8%	96
Community and Social Service Specialists, All Other	1,795	1,860	65	4%	203
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	3,166	3,716	550	17%	419
North/Far North	13,152	14,729	1,577	12%	1,763
Social and Human Service Assistants	56,276	62,983	6,707	12%	7,903
Community Health Workers	6,452	7,334	882	14%	859

Occupation	2019 Jobs	2024 Jobs	2019-2024 Jobs Change	2019-2024 Jobs % Change	2019-2024 Annual Openings
Community and Social Service Specialists, All Other	19,037	19,841	804	4%	2,176
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	36,952	44,423	7,470	20%	5,045
California	118,717	134,581	15,864	13%	15,983

Exhibit 2 compares the percent change in jobs between 2014 through 2019 and the projected changes through 2024. The rate of change is indexed to the total number of jobs in 2014.

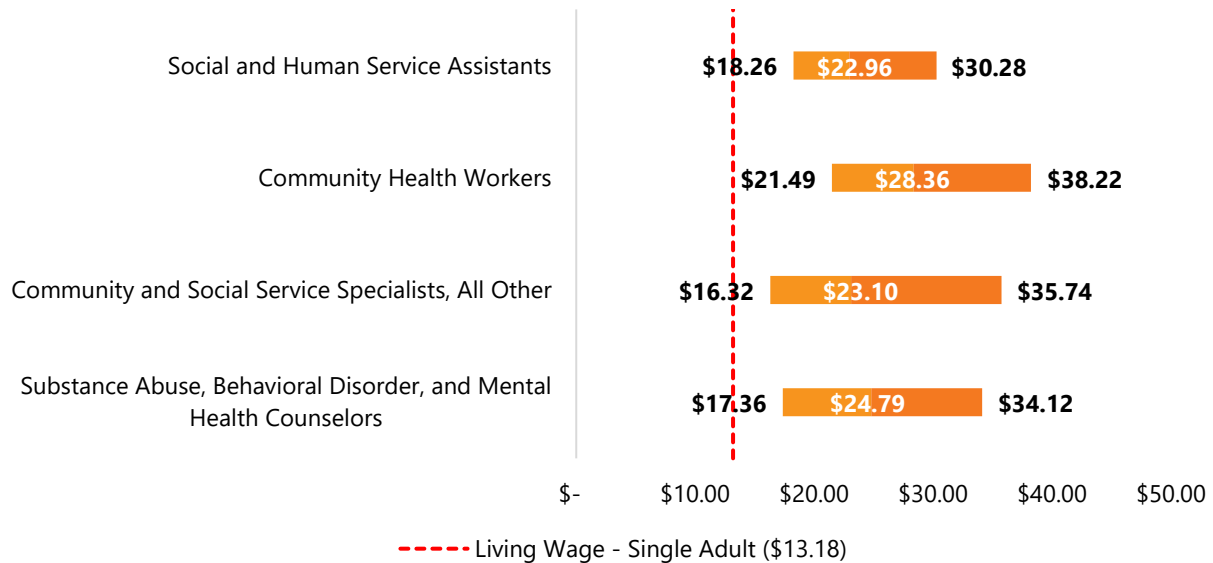
Exhibit 2. Changes in employment, 2014-2024



WAGES

Exhibit 3 compares the entry-level, median, and experienced wages for the selected occupations to the North (Greater Sacramento) living wage for a single adult - \$13.18 per hour.¹

Exhibit 3. Comparison of wages by occupation, 2019



JOB POSTINGS

This section of the report analyzes recent data from online job postings (real-time LMI). Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical trends.

The NFN COE identified 704 online job postings for the selected occupations in the North (Greater Sacramento) region. Job postings data comes from Burning Glass Labor Insights and represents new listings posted online within the last year, from July 1, 2020, to June 30, 2021.

¹ Living wage is defined as the level of income a single adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. The 25th-percentile and 75th-percentile hourly wages are used as proxy for entry-level and experienced-level wages.

Occupations and Job Titles

Exhibit 4 details the number of online job postings for the selected occupations.

Exhibit 4. Number of job postings by occupation

Occupation	Job Postings	Share of Job Postings
Social and Human Service Assistants	393	56%
Substance Abuse and Behavioral Disorder Counselors	156	22%
Community and Social Service Specialists, All Other	109	15%
Community Health Workers	46	7%
Total Job Postings	704	100%

Exhibit 5 shows the top 10 job titles with the most job postings and the share of job postings. All job postings included a job title.

Exhibit 5. Top jobs titles

Job Title	Job Postings	Share of Job Postings
Substance Abuse Counselor	21	3%
Outreach Specialist	19	3%
Social Services Assistant	15	2%
Home Visitor	13	2%
Community Resource Specialist	12	2%
Community Development Specialist	11	2%
Resident Care Coordinator	11	2%
Youth Advocate	9	1%
Care Coordinator	7	1%
Certified Addiction Counselor	7	1%

Employers

Exhibit 6 shows the top 10 employers with the most job postings for the selected occupations. Eight percent (n = 56) of job postings did not include an employer.

Exhibit 6. Employers with the most job postings

Employer	Job Postings	Share of Job Postings
Weave Incorporated	20	3%
California Department of Housing and Community Development	17	2%
The Mentor Network	16	2%
Sacramento Children's Home	14	2%
Baymark Health Services	14	2%
New Dawn Treatment Centers	13	2%
Telecare Corporation	12	2%
International Rescue Committee	12	2%
Seiu Local 2015	11	2%
Management Trust	11	2%

Certifications, Skills, and Experience

Exhibit 7 shows the most relevant certifications requested by employers for the selected occupations. Forty-four percent (n = 311) of job postings did not include certification information.

Exhibit 7. Most in-demand certifications

Certification	Job Postings	Share of Job Postings
Certified Substance Abuse Counselor	40	6%
Licensed Professional Counselor	15	2%
Addiction Treatment Counselor	15	2%
Licensed Marriage and Family Therapist	14	2%

Certification	Job Postings	Share of Job Postings
Social Work License OR Licensed Clinical Social Worker	14	2%
Counseling Certification	12	2%
Registered Behavior Technician	10	1%
Board Certified Behavior Analyst (BCBA)	5	1%
Licensed Mental Health Counselor (LMHC)	4	1%
Certified Alcohol and Drug Abuse Counselor	4	1%

Exhibit 8 shows the specialized skills most requested by employers for the selected occupations.

Exhibit 8. Most in-demand specialized skills

Specialized Skill	Skill Postings	Share of Skill Postings
Case Management	157	22%
Social Services	143	20%
Mental Health	111	16%
Customer Service	104	15%
Crisis Intervention	103	15%
Treatment Planning	103	15%
Scheduling	102	14%
Psychology	98	14%
Addiction Treatment	74	11%
Budgeting	60	9%

Exhibit 9 shows the minimum level of education required by employers for job postings for the selected occupations. Thirty-five percent (n = 243) of job postings did not include a preferred education level.

Exhibit 9. Employer-preferred minimum education levels

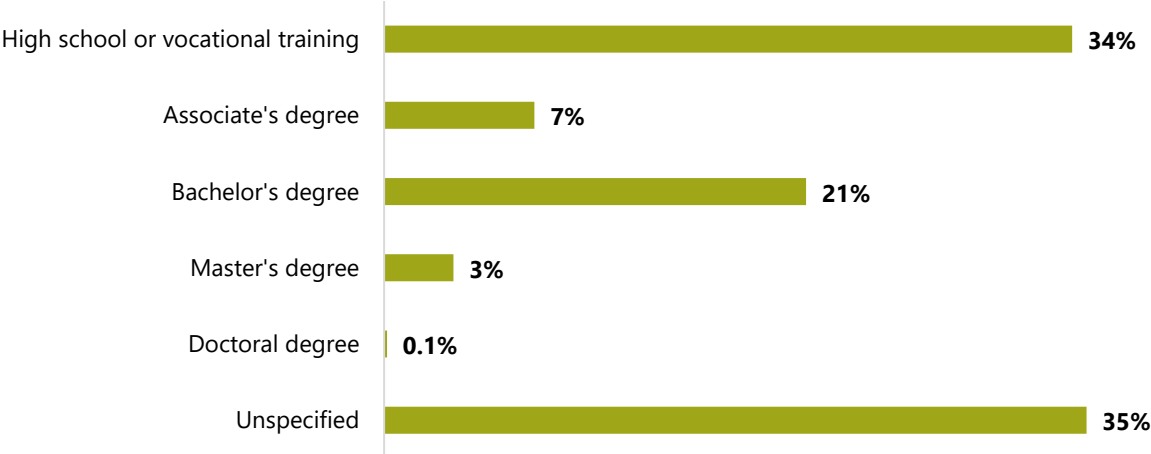
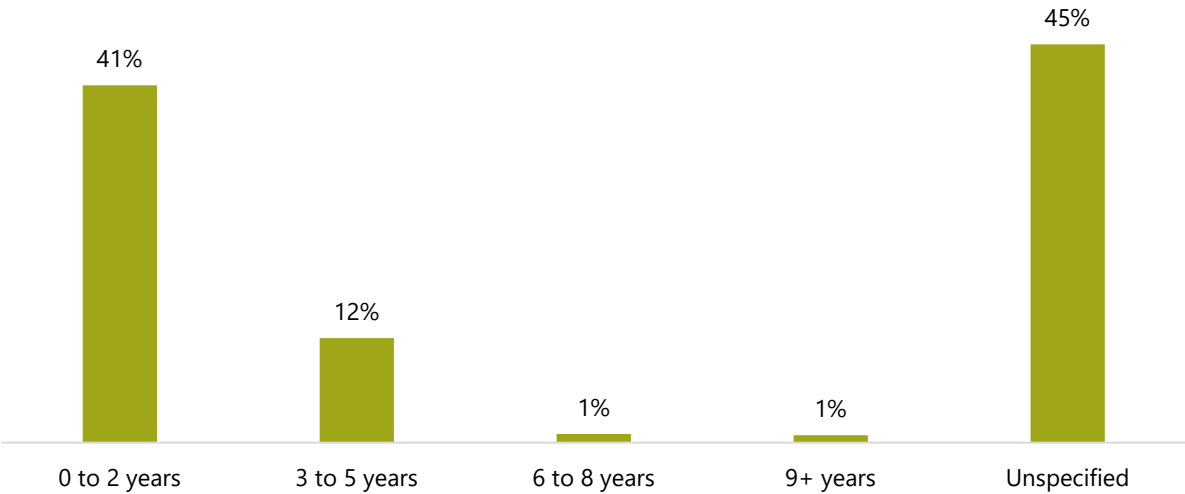


Exhibit 10 shows the experience levels required by employers for job postings for the selected occupations. Forty-five percent (n = 320) of job postings did not include a preferred education level.

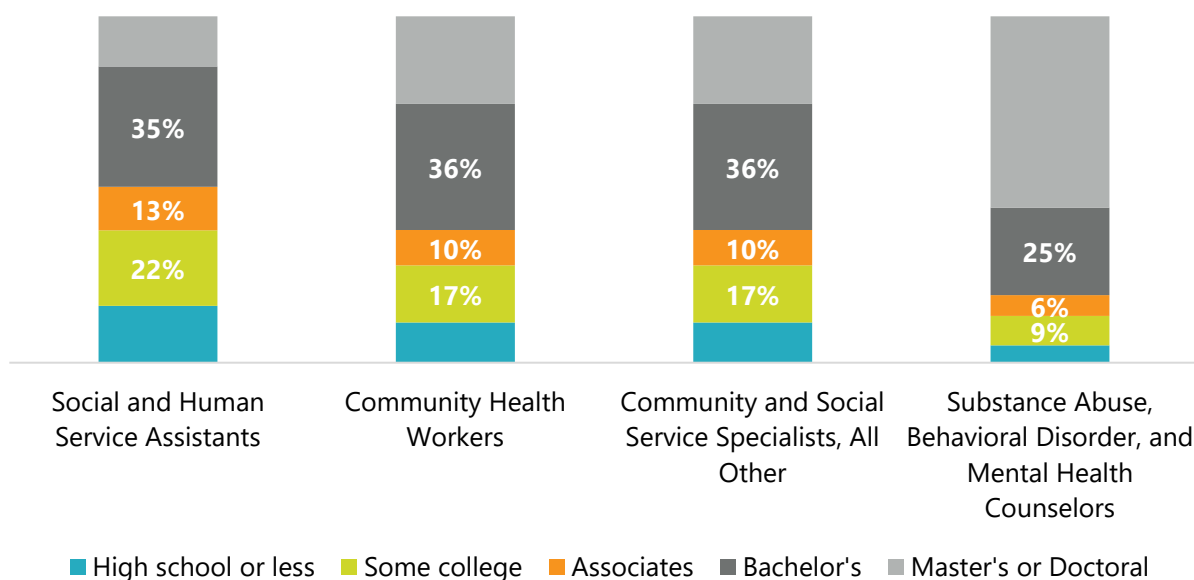
Exhibit 10. Employer-preferred experience levels



EDUCATION AND TRAINING

The U.S. Census Bureau and Bureau of Labor Statistics collected data on education achieved by workers employed in occupations. Exhibit 11 shows the national-level educational attainment of the current workforce in the selected occupations.

Exhibit 11. National worker educational attainment for selected occupations, 2019



The Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which the BLS publishes projections data. Exhibit 12 shows the skill level and entry-level job requirements for the selected occupations.

Exhibit 12. Typical education, work experience, and on-the-job training requirements

Occupation	Typical Entry-level Education	Work Experience Required	On-the-job Training Required
Social and Human Service Assistants	High school diploma or equivalent	None	Short-term on-the-job training
Community Health Workers	High school diploma or equivalent	None	Short-term on-the-job training
Community and Social Service Specialists, All Other	Bachelor's degree	None	None

Occupation	Typical Entry-level Education	Work Experience Required	On-the-job Training Required
Substance Abuse, Behavioral Disorder, and Mental Health Counselors*	Bachelor's degree	None	None

* Note: Even though it is not reflected here, mental health counselors typically require a graduate-level degree and state licensure for entry-level work in California. Source: [California Board of Behavioral Sciences](#).

State and Industry Certifications

The California Department of Health Care Services recognizes several accredited organizations to register and certify alcohol and drug counselors throughout the state.² According to state law (California Code of Regulations, Title 9, Section 13000, et seq., as effective on April 1, 2005), certification is required for all who provide counseling services in any licensed or certified program California Department of Health Care Services. Many of these certifications are recognized and required by employers. Exhibit 13 summarizes the credentials of the certification organization.

Exhibit 13. State- and industry-recognized certifications

Certification Organization	Certifications Offered	Notes
California Association for Alcohol/Drug Educators (CAADE)	<ul style="list-style-type: none"> Registered Addiction Counselor (RAC) Registered Intern (Ri) Certified Addiction Treatment Counselor (CATC-I, II, III, IV, V, and N) 	<ul style="list-style-type: none"> RAC is the initial registration for alcohol and other drug counselors working on becoming fully certified. Registration is not equivalent to certification. CATC-N is an option for alcohol and other drug counselors with a nursing degree
California Association of DUI Treatment Programs (CADTP)	<ul style="list-style-type: none"> Substance User Disorder Registered Counselor (SUDRC) Substance User Disorder Certified Counselor (SUDCC I, II, III, IV) Substance User Disorder 	<ul style="list-style-type: none"> SUDRC is the initial registration for alcohol and other drug counselors working on becoming fully certified. Registration is not equivalent to certification.

² California Department of Health Care Services (DHCS), Counselor Certification Organization, Accessed July 7, 2021, <https://www.dhcs.ca.gov/provgovpart/Pages/CounselorCertificationOrganizations.aspx>

Certification Organization	Certifications Offered	Notes
	Certified Counselor Clinical Supervisor (SUDCC III-CS and IV-CS)	
California Consortium of Addiction Programs and Professionals (CCAPP)	<ul style="list-style-type: none"> Registered Alcohol and Drug Technician (RADT) Certified Alcohol Drug Counselor - Certified Addiction Specialist (CADC-CAS) Certified Alcohol Drug Counselor (CADC-I, II, III) Licensed Advanced Alcohol and Drug Counselor (LAADC) Licensed Advanced Alcohol and Drug Counselor Supervisor (LAADC-S) Plus several specialty certifications and recovery related credentials 	<ul style="list-style-type: none"> RADT is the initial registration for alcohol and other drug counselors working on becoming fully certified. Registration is not equivalent to certification. Only schools approved by the CCAPP or an equivalent state certification board can be used to meet certification requirements LAADC requires a Master's degree.

EDUCATIONAL SUPPLY

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. Exhibit 14 shows the TOP and CIP codes for educational programs related to the selected occupations.

Exhibit 14. TOP and CIP codes for training programs related to the selected occupations

TOP Programs and Codes	Aligned CIP Programs and Codes
Alcohol and Controlled Substances (2104.40)	Substance Abuse/Addiction Counseling (51.1501)

Community College Supply

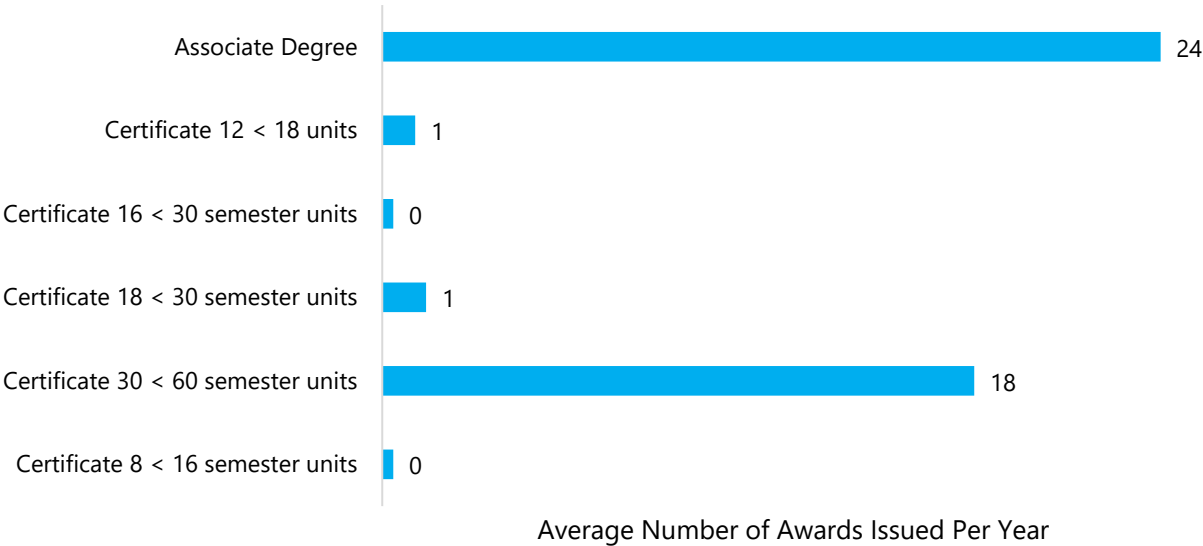
Exhibits 15 and 16 compare the average number of certificates and degrees conferred in

selected community college programs over the last three academic years.

Exhibit 15. Annual average community college awards by program, 2017-18 through 2019-20

Program - TOP Code	College	Annual Awards 2017-18	Annual Awards 2018-19	Annual Awards 2019-20	3-Yr Annual Awards Average
Alcohol and Controlled Substances (2104.40)	American River	21	14	14	16
	Cosumnes River	3	7	10	7
	Lake Tahoe	0	3	1	1
	Woodland	6	9	9	8
	Yuba	10	12	15	12
	Subtotal	40	45	49	45
	Grand Total	40	45	49	45

Exhibit 16. Annual average community college awards by type, 2017-18 through 2019-20



Other Postsecondary Supply

Exhibit 17 compares the average number of degrees conferred by non-community college training providers in the North (Greater Sacramento) area over the last three academic years.

Please note that non-community college data lags by one year.

Exhibit 17. Other postsecondary awards by program, 2016-17 through 2018-19

Program - CIP Code	College	Annual Awards 2016-17	Annual Awards 2017-18	Annual Awards 2018-19	3-Yr Annual Awards Average
Substance Abuse/Addiction Counseling (51.1501)	InterCoast Colleges - Rancho Cordova	7	19	13	13
	William Jessup University	11	9	8	9
	Subtotal	18	28	21	22
	Grand Total	18	28	21	22

FINDINGS

This report focuses on four occupations with relevant career pathways in substance abuse counseling and treatment, including social and human service assistants, community health workers, community and social service specialists, and substance abuse/behavioral disorder counselors. Please note that workers in these occupations work in various settings beyond substance abuse treatment. However, the occupational group is referred to as "substance abuse counseling" jobs in this report.

- The North (Greater Sacramento) region held 9,386 substance abuse counseling jobs in 2019.
- North (Greater Sacramento) substance abuse counseling jobs are projected to increase by 15% over the next five years, adding 1,434 new jobs to the subregion by 2024. Jobs for substance abuse counseling occupations are projected to grow faster in the North (Greater Sacramento) subregion than California.
- Over the next five years, substance abuse counseling occupations are projected to have 1,308 annual openings in the North (Greater Sacramento) region.
- Wage data shows that substance abuse counseling occupations earn approximately \$3 to \$8 above the subregion's living wage of \$13.18 per hour. Entry-level wages are highest for community health workers at \$21.49 per hour and the lowest for community and social service specialists at \$16.32 per hour.
- According to real-time labor market information, there were about 704 online job postings for substance abuse counseling occupations between July 1, 2020, and June 30,

2021. Fifty-six percent (n = 393) of job postings were for social and human service assistants, while 22% of job postings (n = 156) were for substance abuse and behavioral disorder counselors.

- Top job titles and employers hint at the wide variety of settings that the substance abuse counseling occupations work in. Work settings are not limited to substance abuse counseling and treatment but instead range from substance abuse treatment to youth services, housing, and health care supports.
- Approximately 9% of job postings (n = 61) requested that job candidates hold alcohol and other drug certification. California state law requires all who provide counseling services in state-licensed or certified alcohol and drug treatment programs to have appropriate credentials.
- There is a gap between educational attainment of incumbent workers and entry-level work requirements for some of the studied occupations.
 - Between 27% and 35% of incumbent social and human service assistants, community health workers, and community and social service specialists have educational attainment levels consistent with community college offerings (some college or associate degrees). Approximately another 35% to 36% of workers in these occupations hold a bachelor's degree.
 - While community and social service specialists typically need a bachelor's degree for entry-level work, social and human service assistants and community health workers require a minimum of a high school diploma and short-term (one month or less) on-the-job training.
 - These findings may reflect an employer's preference for workers in these occupations to hold a four-year degree.
- More than half of incumbent workers in the substance abuse, behavioral disorder, and mental health counselor occupation hold a post-baccalaureate degree (i.e., a master's degree or beyond).
- Five North (Greater Sacramento) community colleges offer degrees and certificates in programs related to substance abuse counseling and treatment. Together, these programs conferred an average of 45 awards (certificates and associate degrees) in alcohol and controlled substance programs over the last three academic years (2017-18 through 2019-20).
- Local non-community college postsecondary training providers also offer training related to the studied occupations. Between 2016-17 and 2018-19, non-community college training providers conferred an average of 22 awards in substance abuse/addiction

counseling programs over the last three years. Please note that non-community college awards data lags by one year.

RECOMMENDATIONS

- Based on a three-year average of annual awards in North (Greater Sacramento) region substance abuse counseling training programs and projected yearly openings, the supply gap analysis shows that the region seems to have room for additional training.
 - Together, community colleges and other postsecondary training providers issued an average of 67 awards over the last three years.
 - There are 1,308 projected annual openings for substance abuse counseling occupations.
- The North/Far North Center of Excellence recommends that community colleges develop formalized mental and behavioral health career pathways so that students have clearly articulated options for their futures.
 - Advanced positions within this career pathway typically require a minimum of a four-year degree. Community colleges should consider the benefit of offering a dedicated transfer pathway to students.
 - In December 2020, the North Center of Excellence released a study on mental and behavioral health workforce needs in the Greater Sacramento region.³ This analysis found that the preference for formal college and university coursework, commonly cited credentials, and a shared set of knowledge and skills indicated the opportunity to develop entry-level and paraprofessional mental and behavioral health programming.
- The North/Far North Center of Excellence recommends moving forward with the program.

COE Recommendation		
Move forward with the program	Proceed with caution	Program is not recommended
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

³ North Center of Excellence, "Mental and Behavioral Health Workforce Needs Assessment: Greater Sacramento Region," Accessed July 12, 2021, <http://coecc.net/Search.aspx?id=3625>

APPENDIX A. METHODOLOGY AND SOURCES

Occupations in this report were identified using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and O*Net OnLine. This report's findings were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

Cal-PASS Plus LaunchBoard. California Community Colleges Chancellor's Office.
<https://www.calpassplus.org/LaunchBoard/Home.aspx>.

Emsi. <https://www.economicmodeling.com/>. EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors).

Educational Attainment for Workers 25 Years and Older by Detailed Occupation, 2016-2017. Bureau of Labor Statistics. <https://www.bls.gov/emp/tables/educational-attainment.htm#>.

Integrated Postsecondary Education Data System (IPEDS). National Center for Education Statistics. U.S. Department of Education. <https://nces.ed.gov/ipeds/>.

"Labor Insight Real-Time Labor Market Information Tool." Burning Glass Technologies.
<http://www.burning-glass.com>.

Labor Market Information Division. California Employment Development Department.
<https://labormarketinfo.edd.ca.gov/>.

Management Information Systems (MIS) Data Mart. California Community Colleges Chancellor's Office. <https://datamart.cccco.edu/>.

Occupational Employment Statistics (OES). Bureau of Labor Statistics.
<https://www.bls.gov/oes/home.htm>.

O*NET OnLine. U.S. Department of Labor/Employment and Training Administration (DOL ETA).
<https://www.onetonline.org/>.

Self-Sufficiency Standard Tool for California. The University of Washington.

<http://www.selfsufficiencystandard.org/>

"Taxonomy of Programs." California Community Colleges Chancellor's Office. June 2012, 6th Edition. <https://www.cccco.edu/-/media/CCCCO-Website/About-Us/Divisions/Educational-Services-and-Support/Academic-Affairs/What-we-do/Curriculum-and-Instruction-Unit/Files/TOPmanual6200909corrected12513pdf.ashx>

"TOP-CIP-SOC Crosswalk." Centers of Excellence for Labor Market Research. November 2015 Edition. <http://coecc.net/>

COVID-19 Statement: This report includes employment projection data by EMSI. EMSI's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

Important Disclaimer: 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. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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Centers of Excellence for Labor Market Research, Economic and
Workforce Development Program



CENTERS OF EXCELLENCE
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