



# Labor Market Analysis for Program Recommendation

## Social Work and Human Services Occupations

### Mid-Peninsula Subregion

Prepared by the Bay Region Center of Excellence for Labor Market Research

December 2025

#### Recommendation

Based on all available data, there appears to be an “undersupply” of Social Work and Human Services workers compared to the demand for this cluster of occupations in the Bay Region and in the Mid-Peninsula subregion (San Francisco, San Mateo counties). There is a projected annual gap of about 1,089 students in the Bay Region and 450 students in the Mid-Peninsula subregion.

#### Introduction

This report provides student outcomes data on employment and earnings for TOP 2104.00 - Human Services 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 subregion in the state and region.

This report includes middle-skill occupations that require a certificate, or an associate degree, or it may require a bachelor’s degree, but 33% or fewer of current workers in these roles hold one. This report profiles Social Work and Human Services Occupations in the 12-county Bay Region and in the Mid-Peninsula subregion.

- **Social and Human Service Assistants (21-1093):** Assist other social and human service providers 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.  
Typical Entry-Level Educational: High school diploma or equivalent  
Skill Level: Middle-Skill  
Work Experience Required: None  
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 33%
- **Community Health Workers (21-1094):** Promote health within a community by assisting individuals to adopt healthy behaviors. Serve as an advocate for the health needs of individuals by assisting community residents in effectively communicating with healthcare providers or social service agencies. Act as liaison or advocate and implement programs that promote, maintain, and improve individual and overall community health. May deliver health-related preventive services such as blood pressure, glaucoma, and hearing screenings. May collect data to help identify community health needs.  
Typical Entry-Level Educational: High school diploma or equivalent  
Skill Level: Middle-Skill  
Work Experience Required: None  
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 25%

## Occupational Demand

**Table 1. Employment Outlook for Social Work and Human Services Occupations in the Bay Region**

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Social and Human Service Assistants	11,334	13,006	1,672	15%	7,785	1,557	\$20	\$24
Community Health Workers	2,587	2,897	310	12%	1,646	329	\$25	\$32
<b>Total</b>	<b>13,921</b>	<b>15,903</b>	<b>1,982</b>	<b>14%</b>	<b>9,431</b>	<b>1,886</b>	<b>\$21</b>	<b>\$25</b>

Source: Lightcast 2025.1

The 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 Social Work and Human Services Occupations in the Mid-Peninsula Subregion**

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Social and Human Service Assistants	3,322	3,726	404	12%	2,172	434	\$22	\$26
Community Health Workers	763	837	74	10%	463	93	\$27	\$34
<b>Total</b>	<b>4,085</b>	<b>4,563</b>	<b>478</b>	<b>12%</b>	<b>2,635</b>	<b>527</b>	<b>\$23</b>	<b>\$27</b>

Source: Lightcast 2025.1

Mid-Peninsula subregion includes: San Francisco, San Mateo Counties

## Job Postings in the Bay Region and Mid-Peninsula Subregion

**Table 3. Number of Job Postings by Occupation for the latest 12 months**

Occupation	Bay Region	Mid-Peninsula
Community Health Workers	399	75
Social and Human Service Assistants	341	61

Source: Lightcast 2025.4; "Job Posting Analytics." Nov. 2024 - Oct. 2025

**Table 4a. Top Job Titles in Job Postings for Social Work and Human Services Occupations in the Bay Region**

Title	Bay	Title	Bay
Community Health Workers	178	Health Navigators	10
Social Services Assistants	94	Wellness Managers	9
Life Enrichment Assistants	53	Behavioral Health Workers	8
Community Health Advocates	17	Outreach Specialists	8
Life Coaches	14	Social Service Designees	7
Outreach Workers	13	System Navigators	7

Title	Bay	Title	Bay
Community Health Outreach Workers	12	Care Connectors	6
Peer Support Specialists	11	Community Mental Health Nurses	6
Community Outreach Workers	10	Directors of Health and Human Services	6

Source: Lightcast 2025.4; "Job Posting Analytics." Nov. 2024 - Oct. 2025

**Table 4b. Top Job Titles in Job Posting for Social Work and Human Services Occupations in the Mid-Peninsula Subregion**

Title	Mid-Peninsula	Title	Mid-Peninsula
Community Health Workers	20	Community Ambassadors	3
Social Services Assistants	11	Community Health Outreach Workers	3
Community Outreach Workers	7	Access Services Assistants	2
Health Workers	6	Behavioral Health Workers	2
Life Enrichment Assistants	6	Care Connectors	2
Public Health Directors	6	Community Health Navigators	2
Life Coaches	4	Health Promotion Specialists	2
Resident Mentors	4	Housing Navigators	2
Wellness Managers	4	Peer Support Specialists	2

Source: Lightcast 2025.4; "Job Posting Analytics." Nov. 2024 - Oct. 2025

## Industry Concentration

**Table 5. Industries Hiring for Social Work and Human Services Occupations in the Bay Region**

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Other Individual and Family Services	1,882	2,346	25%	14%
Services for the Elderly and Persons with Disabilities	1,659	2,521	52%	13%
Local Government, Excluding Education and Hospitals	2,199	2,078	-6%	13%
Child and Youth Services	788	921	17%	5%
State Government, Excluding Education and Hospitals	681	658	-3%	4%
Temporary Shelters	543	612	13%	4%
HMO Medical Centers	459	579	26%	3%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Outpatient Mental Health and Substance Abuse Centers	417	595	43%	3%
Residential Mental Health and Substance Abuse Facilities	427	418	-2%	3%
Other Social Advocacy Organizations	410	481	17%	3%

Source: Lightcast 2025.4

**Table 6. Top Employers Posting Social Work and Human Services Occupations in the Bay Region and the Mid-Peninsula Subregion**

Employer	Bay	Employer	Mid-Peninsula
Ingenesis Group	44	San Francisco Department Of Public Health	9
Bay Area Community Health	17	City & County of San Francisco	8
Front Porch	16	Institute On Aging	6
Aegis Living	13	Health Plan Of San Mateo (Hpsm)	5
Pacific Clinics	12	Branch Services	4
Homeless Children's Network	11	Labcorp	4

Source: Lightcast 2025.4; "Job Posting Analytics." Nov. 2024 - Oct. 2025

## Educational Supply

There are ten community colleges in the Bay Region issuing 194 awards on average annually (last 3 years ending 2023-24) on TOP 2104.00 - Human Services. In the Mid-Peninsula subregion, there are two community colleges that issued 15 awards on average annually (last 3 years) on this TOP code.

There is no other CTE educational institution in the Bay Region issuing awards on average annually (last 3 years ending 2022-23) on CIP 44.0701- Social Work.

**Table 7. Community College Awards on TOP 2104.00 - Human Services in the Bay Region**

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Noncredit award	Total
Berkeley City	East Bay	1	9	1	20	31
Cabrillo	SC-Monterey	10	0	16	2	28
Canada	Mid-Peninsula	5	0	0	0	5
Chabot	East Bay	10	0	4	0	14
Contra Costa	East Bay	5	1	15	0	21
Las Positas	East Bay	5	0	0	0	5
Napa	North Bay	12	0	1	0	13
San Francisco	Mid-Peninsula	10	0	0	0	10
Santa Rosa	North Bay	16	21	0	0	37
Solano	North Bay	16	0	14	0	30
<b>Total</b>	<b>-</b>	<b>90</b>	<b>31</b>	<b>51</b>	<b>22</b>	<b>194</b>

Source: Data Mart

Note: The annual average for awards is 2021-22 to 2023-24.

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Noncredit award	Total
---------	-----------	------------------	-----------------------	----------------------	-----------------	-------

## Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 1,886 annual openings for the Social Work and Human Services occupational cluster and 194 annual (3-year average) awards for an annual undersupply of 1,692 students. In the Mid-Peninsula subregion, there is also a gap with 527 annual openings and 15 annual (3-year average) awards for an annual undersupply of 512 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 2104.00 - Human Services**

Metric Outcomes	Bay All CTE Program	State 2104.00	Bay 2104.00	Mid-Peninsula 2104.00
Students with a Job Closely Related to Their Field of Study	74%	70%	86%	100%
Median Annual Earnings for SWP Exiting Students	\$53,090	\$30,376	\$37,752	\$51,868
Median Change in Earnings for SWP Exiting Students	24%	25%	19%	17%
Exiting Students Who Attained the Living Wage	54%	43%	36%	31%

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

## Skills, Certifications and Education

**Table 9. Top Skills in Job Postings for Social Work and Human Services Occupations in the Bay Region**

Skill	Posting	Skill	Posting
Social Work	345	Community Outreach	80
Community Health	270	Primary Care	77
Mental Health	141	Social Determinants Of Health	77
Case Management	117	Electronic Medical Record	74
Medical Records	116	Psychology	73
Disabilities	111	Office Equipment	71
Health Education	96	Human Services	67
Care Coordination	92	Motivational Interviewing	66
Behavioral Health	91	Discharge Planning	60
Bilingual (Spanish/English)	90	Support Services	60

Source: Lightcast 2025.4; "Job Posting Analytics." Nov. 2024 - Oct. 2025

Skill	Posting	Skill	Posting
-------	---------	-------	---------

**Table 10. Certifications in Job Postings for Social Work and Human Services Occupations in the Bay Region**

Certification	Posting	Certification	Posting
Community Health Worker Certification	102	Automated External Defibrillator (AED) Certification	6
Cardiopulmonary Resuscitation (CPR) Certification	41	American Red Cross (ARC) Certification	6
First Aid Certification	37	ServSafe Certification	4
Basic Life Support (BLS) Certification	8	Activity Director Certification	3

Source: Lightcast 2025.4; "Job Posting Analytics." Nov. 2024 - Oct. 2025

**Table 11. Education Requirements for Social Work and Human Services Occupations in the Bay Region**

Education Level	Job Postings	% of Total
High school or GED	337	48%
Associate degree	119	17%
Bachelor's degree & higher	241	35%

Source: Lightcast 2025.4; "Job Posting Analytics." Nov. 2024 - Oct. 2025

Note: 35% 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 job descriptions and skills listed in O\*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCC Data Mart and CTE Launchboard.

## Sources

O\*Net Online  
 Lightcast  
 CTE LaunchBoard [www.calpassplus.org](http://www.calpassplus.org)  
 Statewide CTE Outcomes Survey  
 Employment Development Department Unemployment Insurance Dataset  
 CCCC Data Mart

## Contacts

For more information, please contact:

- Yumi Huang, Research Analyst, Bay Region Center of Excellence, [yumi@bacc.net](mailto:yumi@bacc.net) or (831) 275-0043
- Marcela Reyes, Director, Research and Center of Excellence, [marcela@bacc.net](mailto:marcela@bacc.net) or (831) 219-8875