

Child Development Occupations

Labor Market Analysis: San Diego County

May 2025

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Proceed with Caution	 	 	☐ Doctorate Degree ☐ Master's Degree ☐ Bachelor's Degree ☐ Associate Degree ☐ Some College or Certificate ☒ HS Diploma or Equivalent ☐ Less Than a HS Diploma ☐ Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	HIGH 	HIGH 	

The San Diego & Imperial Center of Excellence (COE) developed this brief to assist the region's community colleges with strategic planning and program development. *Child Development Occupations* include "Child, Family, and School Social Workers," "Childcare Workers," and "Education and Childcare Administrators, Preschool and Daycare." According to available data, *Child Development Occupations* in San Diego County have a labor market demand of 2,945 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and 10 institutions supply 1,535 awards for these occupations, suggesting that there is a supply gap in the labor market. On average, entry-level wages are below the living wage. This brief recommends proceeding with caution when developing a new program but supports a program modification because although 1) a high number of annual job openings exist for these occupations and 2) there is a supply gap in San Diego County, and 3) these occupations' entry-level wages are below the living wage. However, because the program includes an entrepreneurial component, the COE defers to the region. Additionally, colleges should note that **the percentage of students who complete a related program and earn a living wage is generally lower than students who complete Career Education programs in general.**

Introduction

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

- **Child, Family, and School Social Workers** (SOC 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.
- **Childcare Workers** (SOC 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.
- **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.

For the purpose of this report, these occupations are referred to as *Child Development Occupations*.

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. <https://www.bls.gov/soc/>.

Projected Occupational Demand

Because *Child Development Occupations* often have self-employed workers, the following exhibits separate the labor market data by employee (E) and self-employed (SE). Between 2024 and 2029, businesses in San Diego County will need to hire 2,945 employees annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example (Exhibit 1). Most of this labor market demand comes from Childcare Workers, which are projected to have the most annual job openings with 2,483 openings each year between 2024 and 2029. Prior trends suggest that there will be 1,870 self-employed Childcare Workers and four self-employed Education and Childcare Administrators, Preschool and Daycare each year between 2024 and 2029.

Exhibit 1: Number of Jobs for *Child Development Occupations* (2024-2029)²

Occupational Title	2024 Jobs	2029 Jobs	2024 – 2029 Net Jobs Change	2024 - 2029 % Net Jobs Change	Annual Job Openings (Demand)
(E) Childcare Workers	10,305	10,815	510	5%	1,870
(SE) Childcare Workers	3,855	3,546	- 309	- 8%	613
(E) Child, Family, and School Social Workers	3,943	4,312	369	9%	387
(E) Education and Childcare Administrators, Preschool and Daycare	907	954	47	5%	71
(SE) Education and Childcare Administrators, Preschool and Daycare	67	66	-1	-1%	4
(SE) Child, Family, and School Social Workers	1	0	-1	-100%	0
Total	19,078	19,693	615	3%	2,945

² Lightcast 2025.01; QCEW, Non-QCEW, Self-Employed.

Earnings

According to traditional³ labor market information (LMI), entry-level hourly earnings for *Child Development Occupations* range from \$6.32 to \$23.96 (Exhibit 2).

Exhibit 2: Hourly Earnings for *Child Development Occupations* in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
(E) Education and Childcare Administrators, Preschool and Daycare	\$23.96	\$28.00	\$36.92
(E) Child, Family, and School Social Workers	\$23.18	\$30.81	\$38.76
(E) Childcare Workers	\$15.92	\$16.84	\$19.59
(SE) Education and Childcare Administrators, Preschool and Daycare	\$7.23	\$12.99	\$25.64
(SE) Childcare Workers	\$6.32	\$12.04	\$20.32
(SE) Child, Family, and School Social Workers	Insf. Data	Insf. Data	Insf. Data

On average, the entry-level hourly earnings for employed *Child Development Occupations* are \$21.02—or \$43,721.60 annual salary⁵—and \$6.78 per hour or \$14,102.40 annual salary for self-employed *Child Development Occupations*; this is less than the living wage for a single adult in San Diego County, which is \$26.01 per hour (Exhibit 3).⁶ These wages are lower than the minimum wage because labor market statistical agencies such as the California Employment Development Department (EDD) and U.S. Bureau of Labor Statistics (BLS) examine wages on a yearly basis and divide the total salary reported by a full-time workload (e.g., 2,080 hours a year) to determine the hourly wage for an occupation.⁷ In other words, the data suggests that employed individuals report an annual salary of \$43,721.60 and self-employed individuals report an annual salary of \$14,102.40; dividing them by 2080 yields the \$21.02 and \$6.78 hourly earnings, respectively.

³ Traditional LMI is generally historical data captured by the U.S. Bureau of Labor Statistics (BLS) or the California Employment Development Department (EDD). It does not account for recent technological, economic, or legislative changes that may affect labor market demand and wages.

⁴ Lightcast 2025.01; QCEW, Non-QCEW, Self-Employed.

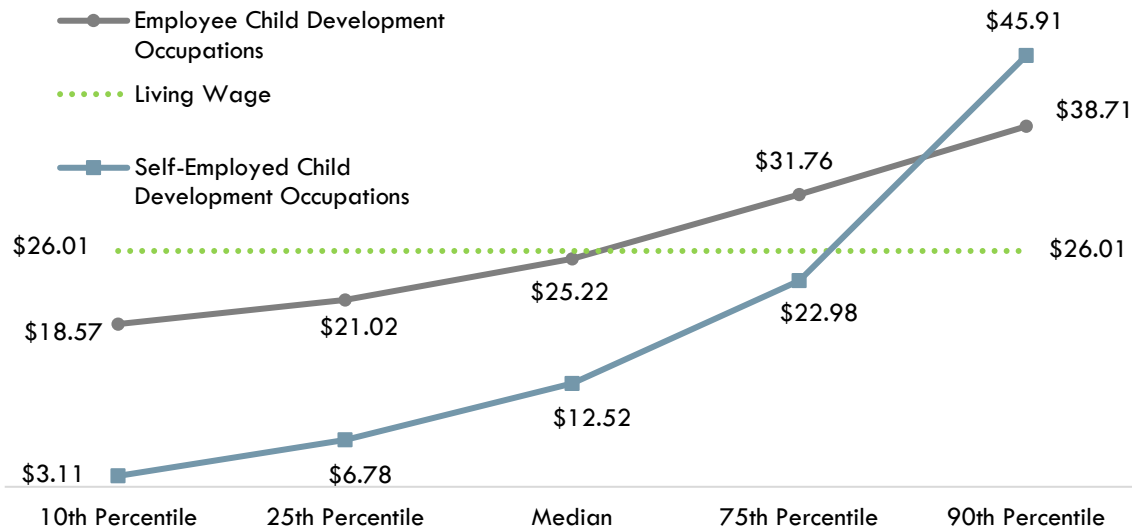
⁵ Annualized salaries assume a full-time position with 2,080 hours. Multiplying the hourly wage with 2,080 yields the annual salary.

⁶ Center for Women's Welfare, University of Washington. (2024). The self-sufficiency standard for California 2024.

selfsufficiencystandard.org/California.

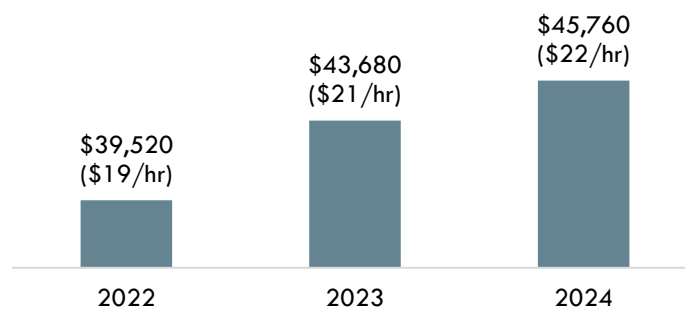
⁷ Quarterly Census of Employment and Wages methodology. bls.gov/cew/overview.htm.

Exhibit 3: Hourly Earnings⁸ for Child Development Occupations in San Diego County⁹



In online job postings, however, employers advertised between \$19 to \$22 per hour between January 1, 2022 and December 30, 2024 for *Child Development Occupations* in San Diego County (Exhibit 4).¹⁰ This suggests that while these occupations may pay \$22 per hour (in 2024), employees may not work a full-time workload, resulting in the low wages as demonstrated in the previous exhibit.

Exhibit 4: Entry-Level Advertised Salaries in Online Job Postings for *Child Development Occupations* in San Diego County (2022-2024)



⁸ 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.

⁹ Lightcast 2025.01; QCEW, Non-QCEW, Self-Employed.

¹⁰ Lightcast 2025.01; "Job Posting Analytics." 2022-2024.

Expected Level of Education

According to traditional LMI (data reported to EDD and BLS), *Child Development Occupations* have a national educational attainment ranging from a [high school diploma or equivalent](#) to a [bachelor's degree](#) (Exhibit 5).¹¹

Exhibit 5: National Educational Attainment for *Child Development Occupations*¹²

Occupational Title	Typical Entry-Level Education
Education and Childcare Administrators, Preschool and Daycare	Bachelor's degree
Child, Family, and School Social Workers	Bachelor's degree
Childcare Workers	High school diploma or equivalent

Similarly, online job postings between January 1, 2022 and December 31, 2024 in San Diego County had a [bachelor's degree](#) as the most requested educational requirement for *Child Development Occupations*; however, employers also expected the following certifications (Exhibit 6).¹³

**Exhibit 6: Top Certifications for *Child Development Occupations*
in San Diego County in Online Job Postings (2022-2024)¹⁴**

1. Cardiopulmonary Resuscitation (CPR) Certification
2. First Aid Certification
3. Licensed Clinical Social Worker (LCSW)
4. Basic Life Support (BLS) Certification
5. Licensed Marriage And Family Therapist (LMFT)
6. Licensed Professional Clinical Counselor
7. Automated External Defibrillator (AED) Certification
8. American Red Cross (ARC) Certification
9. Basic Cardiac Life Support
10. Certified Social Workers Credential

¹¹ Lightcast 2025.01; QCEW, Non-QCEW, Self-Employed.

¹² Lightcast 2025.01; QCEW, Non-QCEW, Self-Employed.

¹³ Lightcast 2025.01; "Job Posting Analytics." 2022-2024.

¹⁴ Lightcast 2025.01; "Job Posting Analytics." 2022-2024.

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. There are **five** TOP codes and **five** CIP codes related to *Child Development Occupations* (Exhibit 7).

Exhibit 7: Related TOP and CIP Codes for *Child Development Occupations*¹⁵

TOP or CIP Code	TOP or CIP Program Title
TOP 1305.00	Child Development/Early Care and Education
TOP 1305.40	Preschool Age Children
TOP 1305.50	The School Age Child
TOP 1305.80	Child Development Administration and Management
TOP 1305.90	Infants and Toddlers
CIP 13.0401	Educational Leadership and Administration, General
CIP 13.0414	Early Childhood Program Administration
CIP 19.0706	Child Development
CIP 19.0708	Child Care and Support Services Management
CIP 19.0709	Child Care Provider/Assistant

According to TOP data, **eight** community colleges supply the region with awards for these occupations: Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego College of Continuing Education, San Diego Mesa College, and San Diego Miramar College. According to CIP data, **two** non-community-college institutions supply the region with awards: Ashford University and Point Loma Nazarene University (

¹⁵ This brief uses a conservative estimate of program supply and only calculates awards from the TOP code listed in Exhibit 7.

Exhibit 8).

**Exhibit 8: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2020-21 Through Program Year 2023-24 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY22-23)
1305.00	Child Development/Early Care and Education	581	0	581
	Grossmont	38	0	
	• Associate Degree	20	0	
	• Certificate 30 < 60 units	18	0	
	MiraCosta	219	0	
	• Associate Degree	49	0	
	• Certificate 30 < 60 units	17	0	
	• Certificate 16 < 30 units	48	0	
	• Certificate 6 < 18 units	105	0	
	Palomar	93	0	
	• Associate Degree	14	0	
	• Certificate 30 < 60 units	16	0	
	• Certificate 8 < 16 units	3	0	
	• Certificate 6 < 18 units	60	0	
	San Diego Cont Ed	231	0	
	• Noncredit 288 < 480 hrs	7	0	
	• Noncredit 192 < 288 hrs	15	0	
	• Noncredit 144 < 192 hrs	99	0	
	• Noncredit 48 < 96 hrs	110	0	
1305.40	Preschool Age Children	436	0	436
	Cuyamaca	54	0	
	• Associate Degree	36	0	
	• Certificate 30 < 60 units	18	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY22-23)
	Palomar	7	0	
	• Associate Degree	3	0	
	• Certificate 30 < 60 units	4	0	
	San Diego City	37	0	
	• Associate Degree	20	0	
	• Certificate 30 < 60 units	0	0	
	• Certificate 16 < 30 units	17	0	
	San Diego Cont Ed	258	0	
	• Noncredit 192 < 288 hrs	27	0	
	• Noncredit 144 < 192 hrs	81	0	
	• Noncredit 96 < 144 hrs	10	0	
	• Noncredit 48 < 96 hrs	140	0	
	San Diego Mesa	33	0	
	• Associate Degree	22	0	
	• Certificate 16 < 30 units	11	0	
	San Diego Miramar	47	0	
	• Associate Degree	13	0	
	• Certificate 30 < 60 units	2	0	
	• Certificate 16 < 30 units	16	0	
	• Certificate 8 < 16 units	16	0	
1305.50	The School Age Child	142	0	142
	Palomar	11	0	
	• Certificate 8 < 16 units	11	0	
	San Diego Cont Ed	131	0	
	• Noncredit 48 < 96 hrs	32	0	
	• Noncredit < 48 hrs	99	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY22-23)
1305.80	Child Development Administration and Management	23	0	23
	Grossmont	9	0	
	• Associate Degree	5	0	
	• Certificate 30 < 60 units	4	0	
	• Certificate 16 < 30 units	0	0	
	MiraCosta	10	0	
	• Associate Degree	4	0	
	• Certificate 30 < 60 units	6	0	
	Palomar	3	0	
	• Associate Degree	1	0	
	• Certificate 30 < 60 units	2	0	
	San Diego Miramar	1	0	
	• Associate Degree	1	0	
1305.90	Infants and Toddlers	182	0	182
	Cuyamaca	4	0	
	• Associate Degree	3	0	
	• Certificate 30 < 60 units	1	0	
	Palomar	1	0	
	• Associate Degree	0	0	
	• Certificate 30 < 60 units	1	0	
	San Diego Cont Ed	177	0	
	• Noncredit 96 < 144 hrs	32	0	
	• Noncredit 48 < 96 hrs	120	0	
	• Noncredit < 48 hrs	25	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY21-22 to PY23-24)	Other Educational Institutions 3-Yr Annual Average Awards (PY20-21 to PY22-23)	Total Average Supply (PY20-21 to PY22-23)
19.0706	Child Development	0	171	171
	Ashford University	0	94	
	• Bachelor's	0	94	
	Point Loma Nazarene University	0	77	
	• Bachelor's	0	77	
			Total	1,535

Demand vs. Supply

Comparing labor demand with labor supply¹⁶ suggests that there is a **supply gap** for these occupations in San Diego County, with 2,945 annual openings and 1,545 awards. Comparatively, there are 35,482 annual openings in California and 16,568 awards, suggesting that there is a **supply gap** across the state (Exhibit 9).¹⁷

Exhibit 9: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Annual Awards)	Supply Gap or Oversupply
San Diego	2,945	1,545	1,400
California	35,482	16,568	18,914

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.

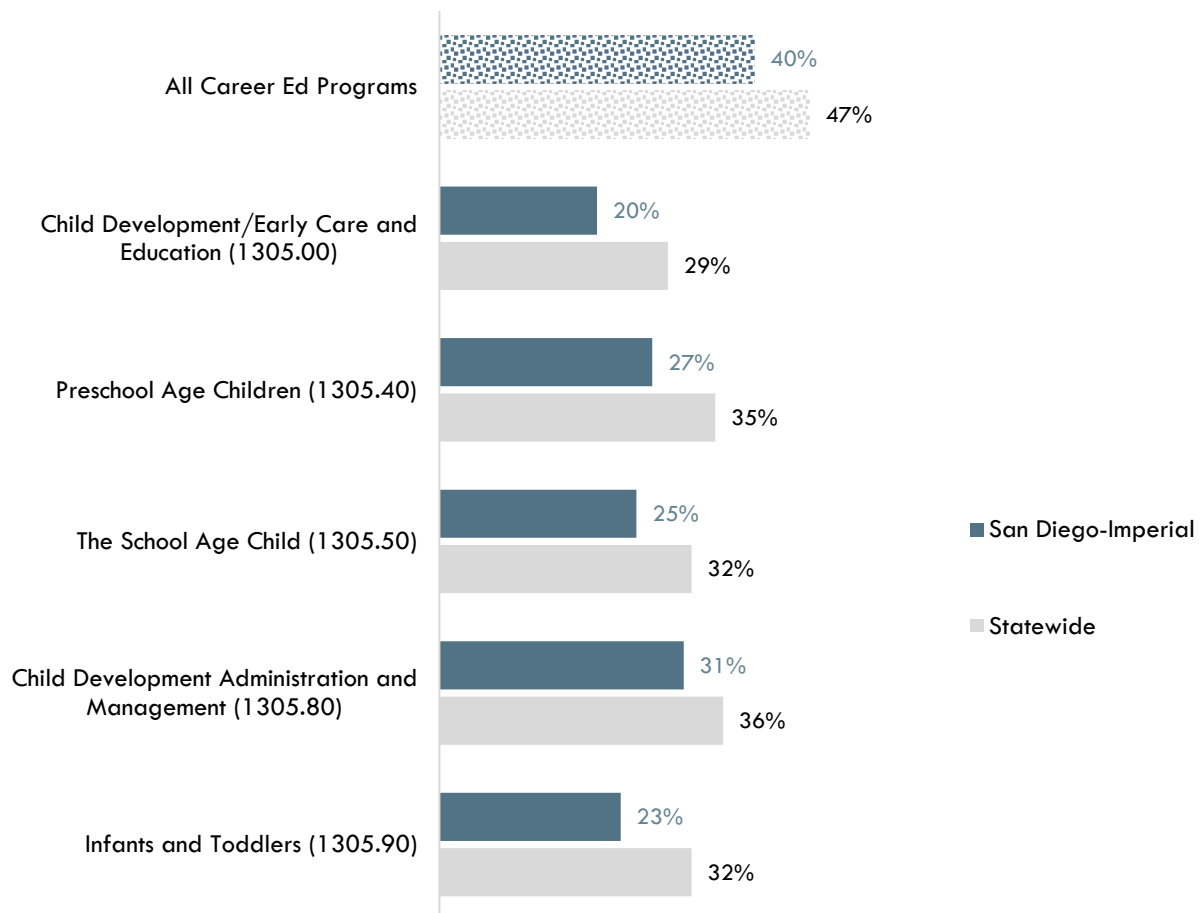
¹⁶ Labor supply can be found from two different sources: Lightcast or the California Community Colleges Chancellor's Office MIS Data Mart. Lightcast uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁷ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/our-resources.

Student Outcomes and Regional Comparisons

According to the California Community Colleges DataVista, 20 to 31 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Child Development Occupations*, compared to 29 to 36 percent statewide and 47 percent of students in Career Education programs in general across the state (Exhibit 10).¹⁸

Exhibit 10: Percentage of Students Who Earned a Living Wage by Program, PY2022-23¹⁹

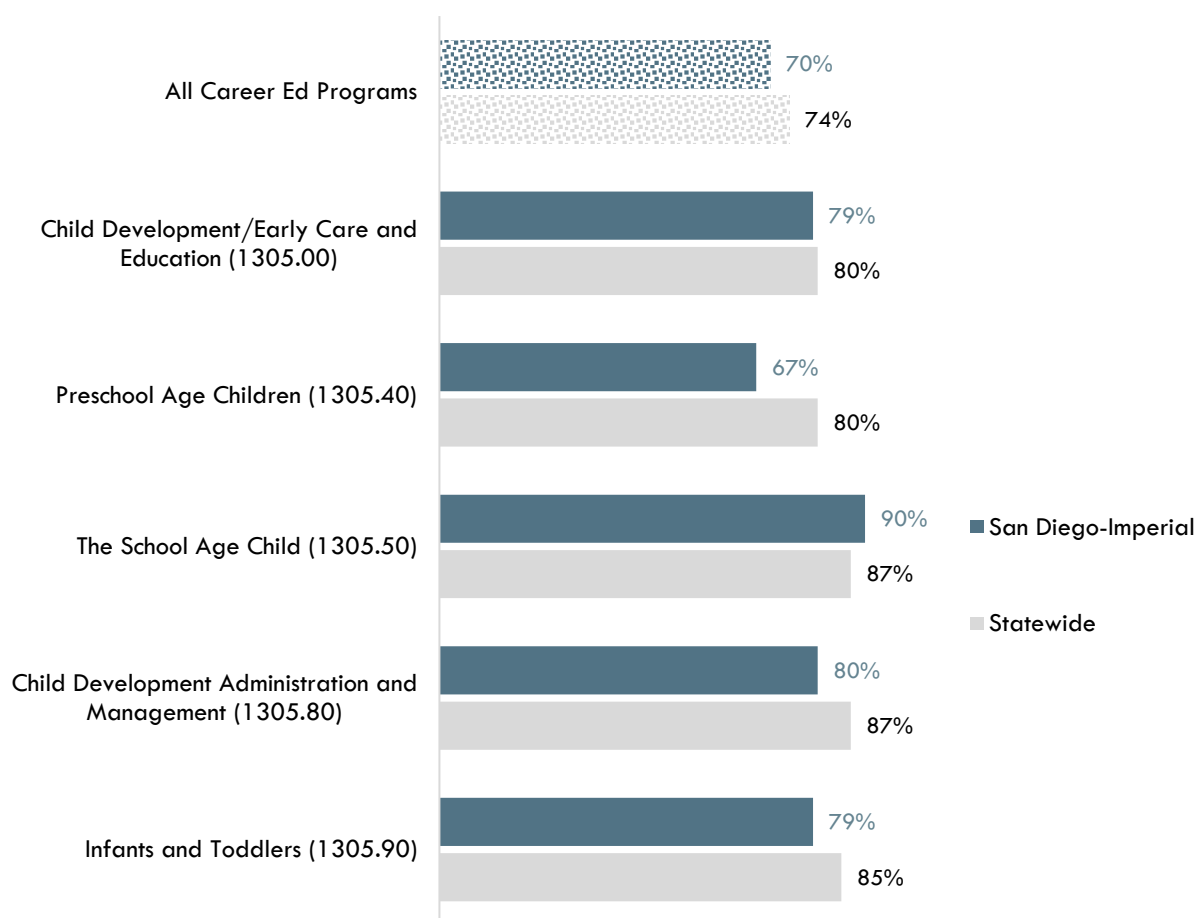


¹⁸ DataVista, California Community Colleges, datavista.cccco.edu/.

¹⁹ Most recent year with available data is Program Year 2022-23. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges DataVista, 67 to 90 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Child Development Occupations*, compared to 80 to 87 percent statewide and 74 percent of students in Career Education programs in general across the state (Exhibit 11).²⁰

Exhibit 11: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2021-22²¹



²⁰ DataVista, California Community Colleges, datavista.cccco.edu/.

²¹ Most recent year with available data is Program Year 2021-22. 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.

Employers

Between January 1, 2022 and December 31, 2024, the top five employers in San Diego County for *Child Development Occupations* were Kid Care, Public Consulting Group, YMCA, Arc After School & Experiential Education, and Family Health Centers Of San Diego based on online job postings (Exhibit 12).

Exhibit 12: Top Employers for Child Development Occupations in San Diego County²²

Top Employers	
• Kid Care • Public Consulting Group • YMCA • Arc After School & Experiential Education • Family Health Centers Of San Diego	• Community Research Foundation • San Diego Nanny Agency • Mental Health Systems • Crunch Care • Your Path

Skills

Exhibit 13 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2022 and December 31, 2024.

Exhibit 13: Top Skills for Child Development Occupations in San Diego County²³

Specialized Skills	Soft Skills	Software Skills
• Social Work • Case Management • Mental Health • Crisis Intervention • Psychology • Bilingual (Spanish/English) • Child Development • Treatment Planning • Human Services • Medical Records • Behavioral Health • Disabilities • Trauma Care • Care Coordination • Trauma Informed Approaches	• Communication • Advocacy • Multilingualism • Management • Confidentiality • Planning • Computer Literacy • Problem Solving • Writing • Detail Oriented • Spanish Language • English Language • Coordinating • Customer Service • Leadership	• Microsoft Office • Microsoft Excel

²² Lightcast 2025.01; "Job Posting Analytics." 2022-2024.

²³ Lightcast 2025.01; "Job Posting Analytics." 2022-2024.

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