

Program Endorsement Brief:

Community Health Workers in Woodland Community College's Lake County Campus region

North/Far North Center of Excellence, October 2019

INTRODUCTION

This report provides an overview of the labor market demand and educational program supply for community health workers in the 5-county service region of Woodland Community College's Lake County Campus and the broader 15-county Far North region.

SUMMARY OF KEY FINDINGS

- Between 2008 and 2018, jobs for community health workers (CHW) doubled in Woodland Community College's Lake County Campus' service area. The 5-county region added 79 jobs over ten years. The 5-county service area will need to hire 26 CHWs annually to meet regional demand between 2018 and 2023.
- For CHWs in the 5-county service region, the 10th percentile hourly wages are \$12, which is above the statewide minimum wage of \$11 per hour but below the one-adult household living wage needed for self-sufficiency.
- Burning Glass, an online job posting aggregation tool, identified a total of seven job postings when searching for CHWs as an occupation (SOC 21-1094) in the 5-county service area.
- Searching by selected job titles yielded 40 additional online job postings with four distinct job titles that linked to four other occupational groups, including social workers, patient representatives, and administrative assistants.
- No community colleges in the 5-county service area offer training in the TOP code 1261.00 – Community Health Care Worker. However, three community colleges – Mendocino, Santa Rosa, and Woodland - provide training in related areas.

The report contains the following sections:

- Occupational demand,
- Wages,
- Online job postings,
- Education and training,
- Regional program supply, and
- Findings and recommendations.

OCCUPATIONAL DEMAND

The following Standard Occupational Classification (SOC) codes related to the proposed program were included in the analysis:

21-1094.00 - Community Health Workers	
Description:	Assist individuals and communities to adopt healthy behaviors. Conduct outreach for medical personnel or health organizations to implement programs in the community that promote, maintain, and improve individual and community health. May provide information on available resources, provide social support and informal counseling, advocate for individuals and community health needs, and provide services such as first aid and blood pressure screening. May collect data to help identify community health needs.
Sample job titles:	Apprise Counselor, Assistant Director of Nutrition and Wellness Programs, Chief Program Officer, Community Health Outreach Worker, Community Health Program Coordinator, Community Health Program Representative (Community Health Program Rep), Community Health Promoter, Community Health Worker (CHW), Community Nutrition Educator, HIV CTS Specialist (Human Immunodeficiency Virus Counseling and Testing Services Specialist)

Exhibit 1 summarizes current and projected employment for community health workers in the 5-county service area of the Lake County Campus. The service area includes Colusa, Lake, Mendocino, Sonoma, and Yolo counties. Between 2018 and 2023, community health workers are projected to increase by 22 CHW jobs or 14%. Most of these jobs are projected for Sonoma County, where they are expected to add 14 of the 22 positions. As a whole, the 5-county region will need to hire 26 community health workers annually to meet regional demand. During the same 5-year period, the Far North region is expected to add 23 CHW jobs, a 13% increase from 2018, and will have 29 annual openings.

Exhibit 1. Employment and projected occupational demand for Community Health Workers by county^{1*}

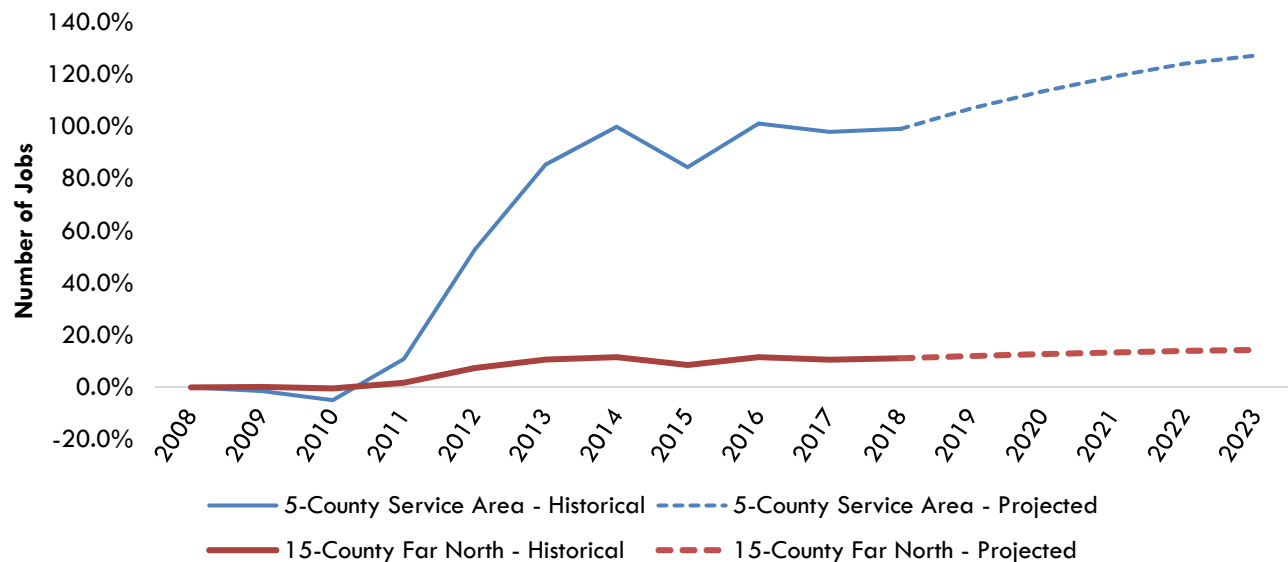
County	2008 Jobs	2018 Jobs	2023 Jobs	2018-2023 Jobs % Change	Annual Openings
Colusa	1	2	2	0%	0
Lake	6	12	13	8%	2
Mendocino	9	18	21	17%	3
Sonoma	42	96	110	15%	16
Yolo	23	32	36	13%	5
5-county totals	80	159	181	14%	26
Butte	28	48	53	10%	8
Colusa	1	2	2	0%	0
Del Norte	2	5	5	0%	1
Glenn	0	2	2	0%	0
Humboldt	17	30	35	17%	5
Lake	5	12	13	8%	2
Lassen	1	3	3	0%	0
Mendocino	9	18	21	17%	3
Modoc	0	1	1	0%	0
Plumas	1	3	2	-33%	0
Shasta	22	45	49	9%	7
Sierra	0	0	0	0%	0
Siskiyou	2	4	5	25%	1
Tehama	2	5	6	20%	1
Trinity	0	1	1	0%	0
15-county Far North totals	95	177	200	13%	29

¹ Emsi 2019.2; QCEW Employees, Non-QCEW Employees and Self-Employed. The 5-county service area region includes Colusa, Lake, Mendocino, Sonoma and Yolo counties. The 15-county Far North region includes Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama and Trinity counties.

* Caution: Values in table are interpolated and are intended to estimate employment counts. Beware when interpreting and reporting as factual.

Exhibit 2 compares the rates of change of the total number of jobs between 2008 and 2018 in the 5-county service area to the Far North. It also compares occupational demand projections from 2018 through 2023 across the same areas. The rate of change is indexed to the base year 2008 total number of jobs. Job growth in the 5-county service area is outpacing that in the Far North.

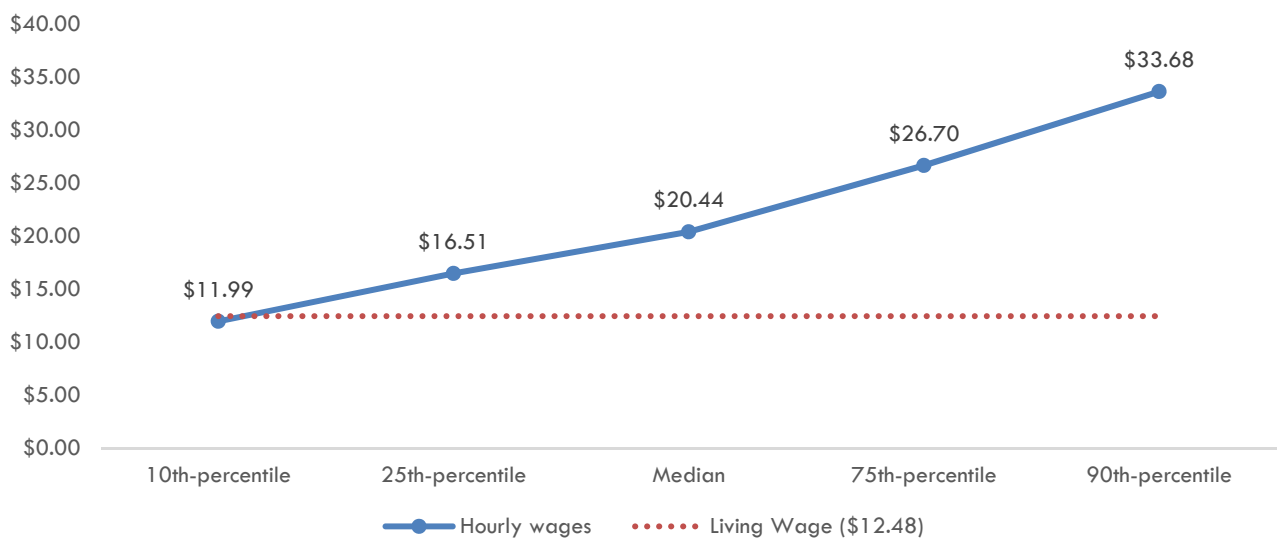
Exhibit 2. Rate of Change for Selected Occupations²



WAGES

Exhibit 3 compares the hourly salaries of community health workers in the 5-county service area to the average living wage for a one-adult household in the same geography.³ Future community health workers in the 5-county service area can expect to earn a starting wage over the statewide minimum wage of \$11 per hour. Median hourly wages for the occupation are \$9 above minimum wage.

Exhibit 3. Hourly wages for Community Health Workers in the 5-county service area⁴



² Ibid.

³ Living Wage Calculator: Counties and Metropolitan Statistical Areas in California, <http://livingwage.mit.edu/>

⁴ Emsi 2019.2; QCEW Employees, Non-QCEW Employees and Self-Employed.

ONLINE JOB POSTINGS

Burning Glass identified a pool of seven job postings for the community health worker occupation (SOC 21-1094) in the 5-county service area. This data represents job listings posted online within the last year, from October 1, 2018, through September 30, 2019.

Exhibit 4 shows the 12-month online job posting trends for community health workers in the 5-county service area. Job postings for community health workers as an occupational group in the 5-county region have been relatively stagnant over the last 12 months.

Exhibit 4: Job postings trend for community health workers in the 5-county service area⁵

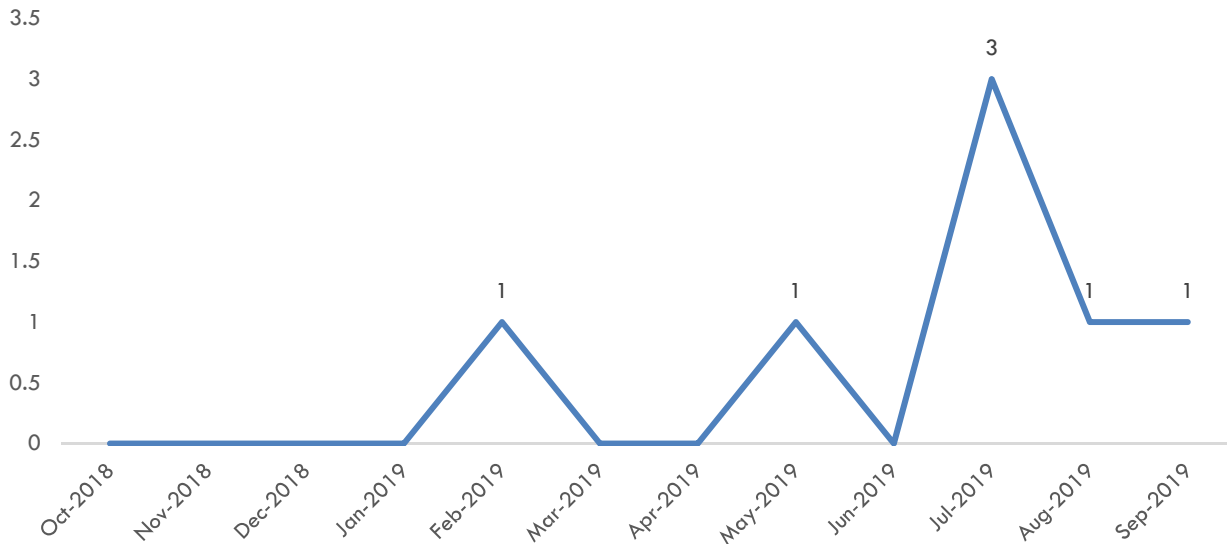
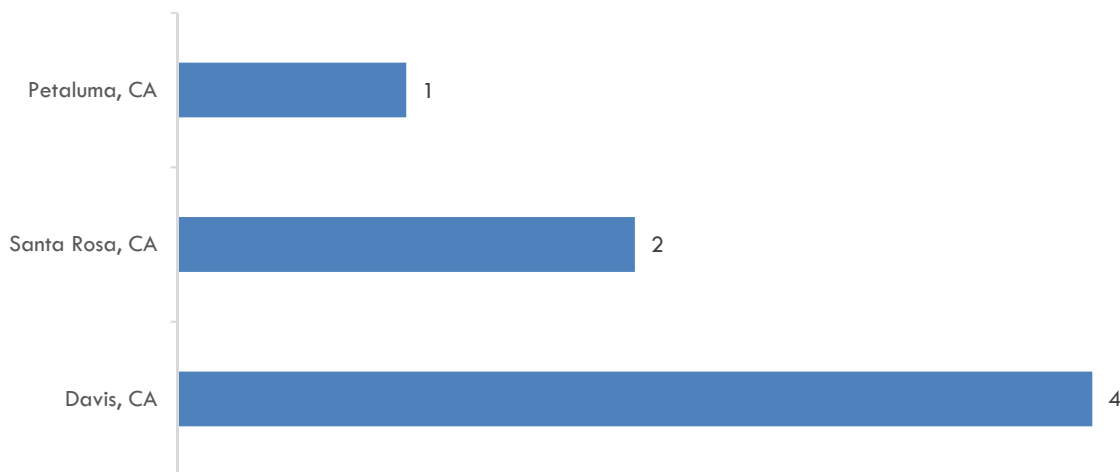


Exhibit 5 shows the number of job postings by location. Most job postings were located in Davis, California, a suburb of Yolo County.

Exhibit 5. Top job postings locations for community health workers⁶



⁵ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool," <http://www.burning-glass.com>, 2019.

⁶ Ibid.

Exhibit 6 lists the employers with the most job openings for community health workers as an occupation in the 5-county service area. All job postings included an employer.

Exhibit 6: Top employers of community health workers by number of job postings⁷

Employer	Number of Postings	Percent of Postings
University California Davis	1	14%
UC Davis Health	1	14%
Goodwill	1	14%
Community Support Network	1	14%
Accent care	1	14%
A Bright Future Sacramento	1	14%
A Bright Future Inc.	1	14%

Exhibit 7 shows the most requested job titles for community health workers as an occupation in the 5-county service area. All job postings included job titles.

Exhibit 7: Top job titles for community health workers by number of job postings⁸

Job Title	Number of Postings	Percent of Postings
Community Living Instructor	2	29%
Community Health Outreach Professional	2	29%
Community Liaison	1	14%
Development Coordinator	1	14%
Peer Navigator	1	14%

Exhibit 8 shows the skills most in-demand for community health workers as an occupation in the 5-county service area. All job postings included skills information.

Exhibit 8: Top employer-requested skills of community health workers by number of job postings⁹

Skill	Number of Postings	Percent of Postings
Cancer prevention	2	14%
Cancer knowledge	2	14%
Cardiopulmonary resuscitation (CPR)	2	14%
Community health	2	14%
Conflict management	2	14%
Grant applications	2	14%
Health education	2	14%
Progress reports	2	14%
Project management	2	14%
Proofreading	2	14%

Using community health workers as an occupation to search for online job postings yielded few results – the seven job postings referred to above. This is partly due to variation in job titles for community health workers; not all of these job titles are captured within the occupation group. In an attempt to identify other job postings that may match the expected duties of an entry-level community health worker, COE searched for several selected job titles

⁷ Ibid.

⁸ Ibid.

⁹ Ibid.

provided by regional partners (exhibit 9). The results in the table below display the number of unique online job postings for each job title, as well as the associated occupational group within the 5-county service area between October 1, 2018, through September 30, 2019.

Exhibit 9. Number of online job postings for community health workers in the 5-county service area with selected job title¹⁰

Searched Job Title	Occupational Group (SOC)	Number of Postings
Community health representative	N/A	0
Community health outreach worker	N/A	0
Family advocate	Child, family, and school social workers (21-1021.00)	3
Patient access representative	Patient representatives (43-4051.03)	33
Mental health assistant	Medical and health services managers (11-9111.00)	2
Client support assistant	Secretaries and administrative assistants (43-6014.00)	2
Family support specialist	N/A	0
Para-educator (or, Para educator)	N/A	0
Totals	--	40

EDUCATION AND TRAINING

Exhibit 9 shows the average level of educational attainment for incumbent community health workers, 25 years and older, across the U.S. While nearly half of incumbent community health workers have less than an associate's degree, the other half holds at least a bachelor's degree.

Exhibit 9. Typical educational attainment for incumbent community health workers, nationally¹¹

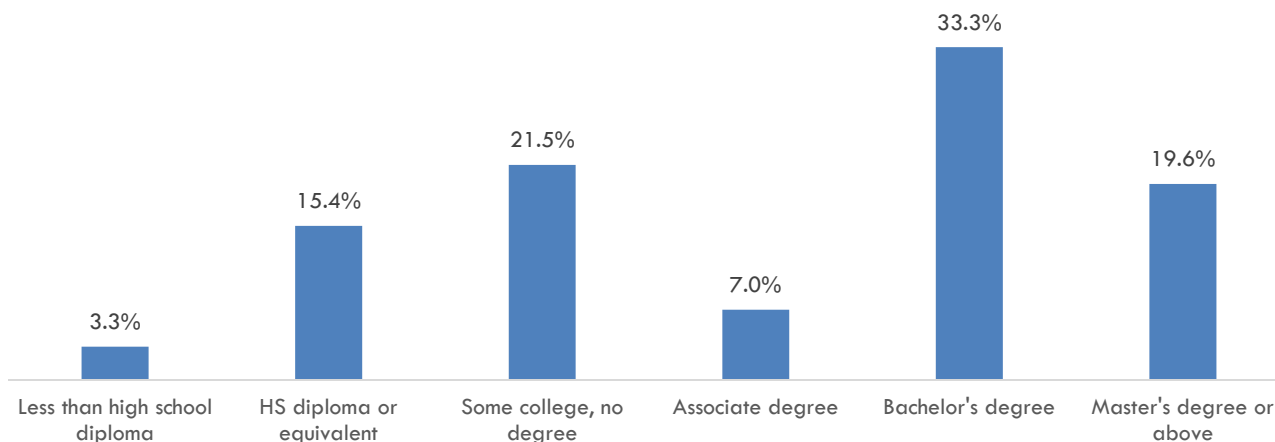


Exhibit 10 shows the typical entry-level education requirements, on-the-job training, and work experience requirements for community health workers in the 5-county service area.

Exhibit 10. Typical education, training, and work experience of community health workers¹²

Typical Entry-Level Education	Typical On-The-Job Training	Work Experience Required
HS Diploma or equivalent	None	Short-term (0-2 years)

¹⁰ Ibid.

¹¹ Bureau of Labor Statistics. Educational Attainment for Workers 25 Years and Older by Detailed Occupation, 2016-2017, <https://www.bls.gov/emp/tables/educational-attainment.htm>.

¹² Emsi 2019.2; QCEW Employees, Non-QCEW Employees and Self-Employed.

PROGRAM SUPPLY

While there is a dedicated Taxonomy of Program (TOP) code related to training community health workers, 1261.00 – Community Health Care Worker, preliminary analysis of program awards data revealed there were no awards (certificates or degrees) issues in either 15-county Far North region or the 7-county Greater Sacramento region. A deeper dive into the Chancellor's Office of Curriculum Inventory shows that there was one college in the North/Far North region that provides training for community health workers – Sacramento City College, whose program was approved in late fall 2017. The corresponding Classification of Instructional Programs (CIP) code is 51.2208 – Community Health and Preventive Medicine.

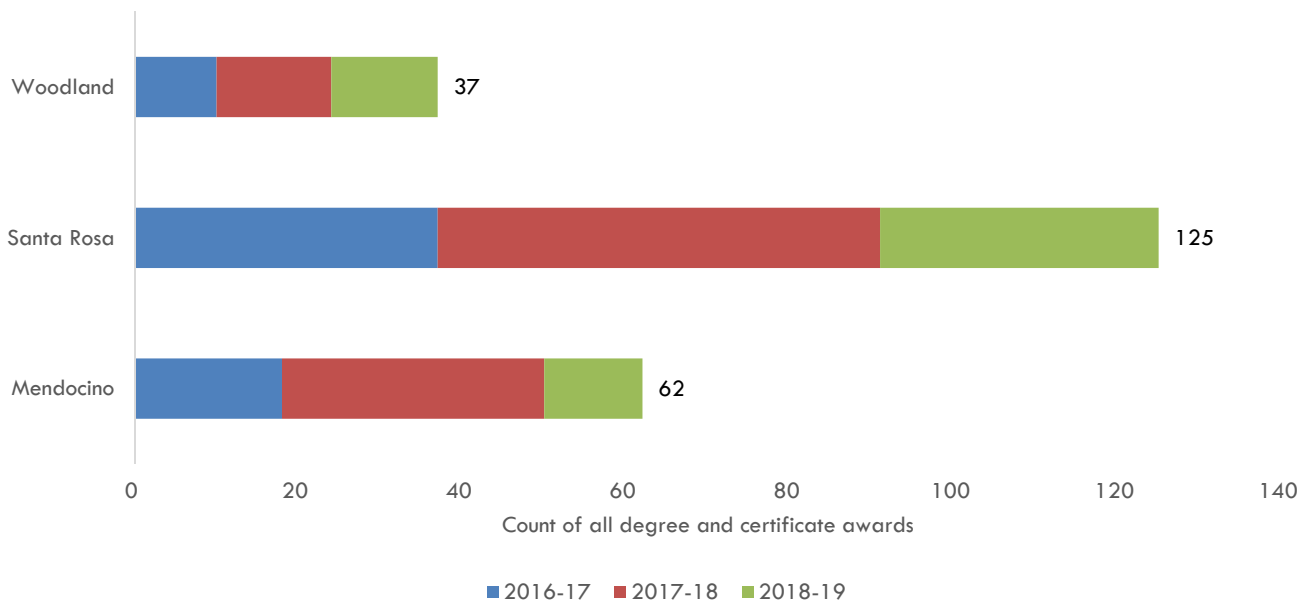
As suggested by job posting data, training for community health workers can come from a variety of educational programs. Therefore, educational supply for the occupation can be estimated utilizing closely related TOP and CIP codes that provide training (exhibit 11).

Exhibit 12 compares the average total number of awards (certificates and degrees) conferred by colleges in the selected TOP and CIP codes in the 5-county service area over the last three academic years. Santa Rosa Junior College was the leader, with a total of 125 certificates and degrees in the selected programs in the previous three years.

Exhibit 11. TOP and CIP codes for Community Health Workers

TOP/CIP	Program Title
1261.00	Community Health Care Worker
1309.00	Gerontology
2104.00	Human Services
2104.40	Alcohol and Controlled Substances
2104.50	Disability Services
19.0499	Family and Consumer Economics and Related Services, Other
19.0702	Adult Development and Aging
30.1101	Gerontology
44.0000	Human Services, General
44.0701	Social Work
51.1501	Substance Abuse/Addiction Counseling
51.2208	Community Health and Preventive Medicine

Exhibit 12. Total awards conferred by community colleges in 5-county service area, 2016-19¹³



¹³ COE Supply Tables, California Community Colleges Chancellor's Office DataMart, and Integrated Postsecondary Education Data System (IPEDS).

Exhibit 13 displays program awards by level and year for the selected education programs over the last three academic years.

Exhibit 13. Program awards conferred by community colleges in the 5-county service area, 2016-2019¹⁴

Program	College	Certificates				Associate degrees			
		2016-17	2017-18	2018-19	3-yr Avg	2016-17	2017-18	2018-19	3-yr Avg
2104.00 - Human Services	Mendocino	15	18	1	11	3	10	10	8
	Santa Rosa	10	18	11	13	6	13	9	9
	Woodland	0	0	0	0	2	8	4	5
2104.40 - Alcohol and Controlled Substances	Mendocino	0	3	1	1	0	1	0	0
	Santa Rosa	11	16	9	12	10	7	5	7
	Woodland	6	3	6	5	2	3	3	3
	Totals	42	58	28	43	23	42	31	32

¹⁴ Ibid.

FINDINGS

- Between 2008 and 2018, jobs for community health workers (CHW) doubled in Woodland Community College's Lake County Campus' service area. The 5-county region added 79 new jobs over the last ten years.
- This trend is projected to continue over the next five years. The 5-county region is projected to add 22 new jobs - a projected growth rate of 14%. Most of this job growth is expected to occur in Sonoma County, where 14 of the 22 CHW jobs will be located.
- The 5-county service area will need to hire 26 CHWs annually to meet regional demand between 2018 and 2023.
- While median hourly wages for community health workers are significantly above the estimated regional living wage of \$12.48¹⁵, entry-level wages fall shy of this threshold by about 50 cents. Tenth-percentile wages are often used as proxy for entry-level wages. For CHWs in the 5-county service region, the 10th percentile hourly wages are \$12, which is above the statewide minimum wage of \$11 per hour but below the one-adult household living wage needed for self-sufficiency.
- Online job postings data for community health workers is minimal. Burning Glass, an online job posting aggregation tool, identified a total of seven job postings when searching for CHWs as an occupation (SOC 21-1094) in the 5-county service area. These job postings were posted online in the last 12 months, from October 1, 2018 to September 30, 2019.
- Variation in job titles, as well as job descriptions, can contribute to a smaller than expected job posting pool. To correct for this, COE searched for additional job postings utilizing industry partner provided job titles. This approach yielded 40 additional online job postings with four distinct job titles that linked to four other occupational groups, including social workers, patient representatives, and administrative assistants.
- The typical entry-level education for a CHW is a high school diploma or its equivalent. However, while nearly half of incumbent CHWs across the nation have education at or below an associate's degree (including 21.5% having attended some college), the other half of incumbent workers hold at least a bachelor's degree. The split between levels of educational attainment for incumbent workers may be due to variation in worker duties and job descriptions.
- No community colleges in the 5-county service area offer training in the TOP code 1261.00 – Community Health Care Worker. However, three community colleges – Mendocino, Santa Rosa, and Woodland, provide training in related areas.
- These colleges conferred an annual average of 43 certificates and 32 degrees in related community health programs between 2016 and 2019.

RECOMMENDATIONS

- To understand employer needs, the North/Far North COE surveyed community health worker (CHW) employers in fall 2015¹⁶. While geography of the study pertains to the Greater Sacramento region, the recommendations are appropriate to reference here, including:
 - **Build a focus group of CHW employers to understand and define a scope of practice, core competencies, roles, and responsibilities.** While not a focus of this report, a quick analysis of the minimum levels of education required in the seven job postings showed two postings that required a master's degree, one that required an associate's degree, and one that required a high school diploma. The other three job postings did not indicate a preferred minimum education level. The

¹⁵ Calculation is an average of the living wage for each county in the 5-county service area.

¹⁶ NFN Center of Excellence. (2015). *Community Health Workers, Sacramento Region*. (Oct 2015), Sacramento, Ca. <https://drive.google.com/file/d/1I32bKHqoXb9IfBb5A2mvmbK1UuNFhKP/view?usp=sharing>

wide variation in education requested by employers as well as the diverging educational attainment of incumbent community health workers requires attention, especially since job experience and education are crucial to career advancement and earnings above the self-sufficiency level. Clarity about CHW roles and universal scope of practice is needed to develop a framework for a unified training curriculum, and would no doubt play a role in supporting CHW career advancement.

- **Identify existing coursework and programs that could be leveraged for the foundational education of a community health worker.** While there were no community colleges in the 5-county region that offered training under the specialized community health worker TOP code, there were several colleges that offered training in related areas – most notably human services and substance abuse counseling.
- **Develop a CHW program with certificates in specialty areas.** Given the prevalence and impact of the opioid crisis in rural communities, as well as the unaddressed medical needs of marginalized and underrepresented communities, future CHWs would benefit from training focused on working in communities with diverse needs. Aligning certificate specialties to areas with the highest workforce demand will support ensure that employers have qualified CHW job applicants and CHW job candidates have the skills employers need.
- **Convene an employer group to focus on addressing community health needs in rural areas.** One of the purposes of this report was to assess the need for CHWs in rural areas of the 5-county service area of Woodland Community College’s Lake County Campus. Much of the demand for CHWs was located in city centers of the counties – not rural areas. The lack of job postings in rural areas could very well be due to a job title issue – in fact, California Association of Community Health Workers identified more than 180 job titles used by CHW employers across the United States¹⁷. Regardless, rural community health will require special attention.
- Based on projected yearly openings for CHW occupations (26 openings) and the lack of any program dedicated explicitly to CHW training, the 5-county region appears to have some demand for programs related to the occupation. The NFN COE recommends moving forward with plans for program development.

COE Recommendation		
Move forward with program	Program is not recommended	Additional information needed
☒	☐	☐

¹⁷ California Association of Community Health Workers – Job Titles. <http://www.cachw.org/chw-job-titles/>

METHODOLOGY

Occupations in this report were identified using O*Net. Findings in this report 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.

APPENDIX A: DATA SOURCES

Sources used for data analysis purposes in this report include:

- U.S. Department of Labor/Employment and Training Administration (DOL ETA) O*NET Online
- Burning Glass, Labor Insight/Jobs
- Economic Modeling Specialists, International (EMSI)
- California Employment Development Department, Labor Market Information Division (EDD, LMID)
- Bureau of Labor Statistics, Occupational Employment Statistics (OES)
- California Community Colleges Chancellor's Office, Cal-PASS Plus LaunchBoard
- Living Insight Center for Community Economic Development, Self-Sufficiency Standard Tool for California
- California Community Colleges Chancellor's Office Management Information Systems (MIS Data Mart)
- U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS)

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