

May 2024

Labor Market Analysis

Community Health Workers and Social & Human Service Assistants



Prepared by Central Valley/Mother Lode Center of Excellence



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Summary

The Central Valley/Mother Lode Center of Excellence developed this report for Modesto College to determine whether there is demand in the local labor market that is not being met by the supply from postsecondary programs. This report summarizes labor market demand, wages, skills, and postsecondary supply for:

- Social and Human Service Assistants (SOC 21-1093)
- Community Health Workers (SOC 21-1094)

Key Findings

- **Occupational Demand** — Occupations related to *Community Health* have a labor market demand of 270 annual job openings in the North Central Valley/Northern Mother Lode (NCV/NML) subregion. Between 2022 and 2027, *Social and Human Service Assistants* are projected to have the most demand with 242 annual job openings – 13% growth in the NCV/NML region.
- **Wages** — Average entry-level earnings of \$16.42/hour for *Community Health-related* occupations are higher than the living wage in the NCV/NML subregion.¹ *Community Health Workers* earn the highest entry-level wage, \$18.50/hour.
- **Employers and Job Titles** — Employers in the NCV/NML subregion include International Rescue Committee, Alliance for Community Transformations, and Turning Point Community Programs. The most common job title is Outreach Specialist.
- **Skills** — The top baseline skill is advocacy; the top specialized skill is social work; and the top software skill is Microsoft Excel.
- **Education** — A high school diploma or equivalent is typically required for both occupations studied in this report: *Social and Human Service Assistants* and *Community Health Workers*.
- **Supply and Demand Analysis** — Based on 270 annual openings (i.e., demand) and 60 postsecondary awards conferred (i.e., supply), an analysis of supply and demand suggests there is an undersupply of 210 workers in the NCV/NML subregion. In the CVML region, 244 awards were conferred suggesting an undersupply of 558 workers (based on 802 annual openings in the CVML region).

Recommendation

Based on a comparison of demand and supply, there is an undersupply of trained workers in the NCV/NML subregion and the CVML region. The Center of Excellence recommends that Modesto College work with the regional directors, the college's advisory board, and local industry in the creation or expansion of programs to address the shortage of workers.

¹ The term “living wage” in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center’s California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

Introduction

The Central Valley/Mother Lode Center of Excellence developed this report to provide Modesto College with labor market information for *Community Health-related* occupations. The geographical focus for this report is the North Central Valley/Northern Mother Lode (NCV/NML) subregion, but regional demand and supply data has been included for broader applicability and use. Analysis of the program and occupational data related to *Community Health-related* occupations is included in the report. The Standard Occupational Classification (SOC) System codes and occupational titles used in this report from the Bureau of Labor Statistics and O*NET OnLine are shown below.

Social and Human Service Assistants (SOC 21-1093)

- **Job description:** 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.
- **Knowledge:** Customer and Personal Service, Psychology, Therapy and Counseling, English Language, Administrative
- **Skills:** Active Listening, Social Perceptiveness, Speaking, Service Orientation, Coordination

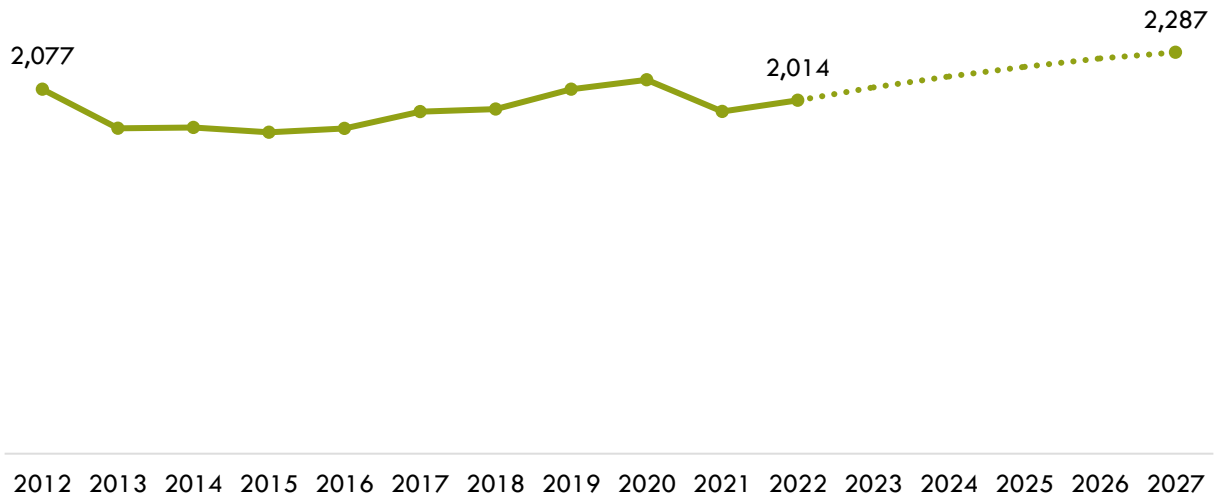
Community Health Workers (SOC 21-1094)

- **Job description:** 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.
- **Knowledge:** Customer and Personal Service, English Language, Education and Training, Administration and Management, Medicine and Dentistry
- **Skills:** Active Listening, Social Perceptiveness, Speaking, Writing, Reading Comprehension

Employment

Exhibit 1a shows employment trends for *Community Health*-related occupations in the NCV/NML subregion. Between 2022 to 2027, the number of jobs for occupations related to *Community Health* is projected to increase by 273 – growth of 14%.

Exhibit 1a. Historical employment and projected occupational demand for occupations related to Community Health in the NCV/NML subregion, 2012-2027



Occupations related to *Community Health* in the NCV/NML subregion employed 2,014 workers in 2022 (Exhibit 1b). *Social and Human Service Assistants* are projected to have the largest annual openings, 242. Occupations are sorted from highest annual openings to lowest.

Exhibit 1b. Current employment and projected occupational demand for occupations related to Community Health in the NCV/NML subregion, 2022-2027

Occupation	2022 Jobs	2027 Jobs	5-Year Change	5-Year % Change	Annual Openings
Social and Human Service Assistants	1,804	2,046	241	13%	242
Community Health Workers	209	241	32	15%	28
TOTAL	2,014	2,287	273	14%	270

Wages

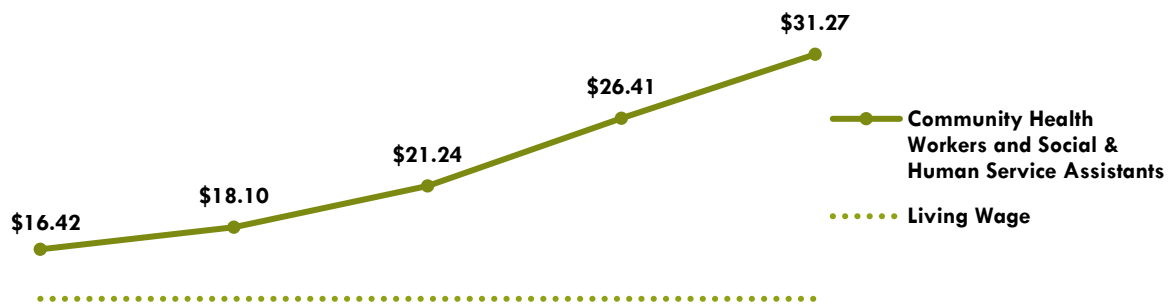
Exhibit 2a shows the hourly wages for the two occupations studied in this report. Of the two occupations studied in this report, *Community Health Workers* have the highest entry-level wage, \$18.50/hour.² Occupations are sorted from highest entry-level wage to lowest.

Exhibit 2a. Hourly wages for occupations related to *Community Health* in the NCV/NML subregion.

Occupation	25 th Percentile Hourly Earnings	Median Hourly Earnings	75 th Percentile Hourly Earnings
Community Health Workers	\$18.50	\$21.41	\$28.81
Social and Human Service Assistants	\$17.69	\$21.07	\$24.00

Exhibit 2b shows the average hourly wages for *Community Health-related* occupations; all five average wages are above the living wage for the NCV/NML subregion.

Exhibit 2b. Average hourly wages for occupations related to *Community Health* in the NCV/NML subregion.



10th Percentile 25th Percentile Median 75th Percentile 90th Percentile

² Note: 10th and 25th percentiles are considered entry-level wages while 75th and 90th are considered experienced wages, which may be obtained through long-term employment or extra training, etc.

Job Postings

There were 308 unique job postings for occupations related to *Community Health* in the NCV/NML subregion over the past 12 months.³

Top Employers

The employers with the most job postings are listed in Exhibit 3. The top employers in online job postings were International Rescue Committee, Alliance for Community Transformations, and Turning Point Community Programs.

Exhibit 3. Top employers of *Community Health* occupations

Employer
International Rescue Committee
Alliance for Community Transformations
Turning Point Community Programs
WelbeHealth
Westcare California
San Joaquin County
Women's Center - Youth & Family Services
Tuolumne County
Encompass Health
Family Resource Center

Top Job Titles

Exhibit 4 shows the most common job titles for the *Community Health* occupations in the NCV/NML subregion.

Exhibit 4. Top job titles for *Community Health* occupations

Job Title
Outreach Specialists
Social Services Assistants
Veteran Advocates
Peer Navigators
Caseworkers
Social Services Coordinators

³ Other than occupational titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

Salaries

Exhibit 5 shows the “Market Salaries” for the two *Community Health* occupations. These are calculated by Lightcast using a machine learning model built from millions of job postings every year. This accounts for adjustments based on location, industry, skills, experience, education, among other variables.

Exhibit 5. Market salaries for *Community Health* occupations

Market Salary	Job Postings
\$30,000-\$34,999	12
\$35,000-\$39,999	41
\$40,000-\$44,999	65
\$45,000-\$49,999	57
\$50,000-\$54,999	30
\$55,000-\$59,999	12
\$60,000-\$64,999	3
\$65,000-\$69,999	1
\$70,000-\$136,000	22

Education

Of the 308 unique job postings, 225 listed a minimum educational requirement for the position being filled. Among those, 32% requested a high school diploma or GED, 12% requested an associate degree, and 28% requested a bachelor’s degree (Exhibit 6).

Exhibit 6. Education levels requested in job postings for *Community Health* occupations

Education Level	Job Postings	% of Job Postings
High school diploma or GED	98	32%
Associate degree	38	12%
Bachelor's degree	86	28%
Master's degree or higher	3	1%

Baseline, Specialized, and Software Skills

Exhibit 7 depicts the top baseline, specialized, and software skills in job postings. The most requested baseline skill is advocacy. The most requested specialized skill is social work. The most requested software skill is Microsoft Excel.

Exhibit 7. In-demand baseline, specialized, and software skills for *Community Health* occupations

Baseline Skills	Specialized Skills	Software Skills
Advocacy	Social Work	Microsoft Excel
Communication	Case Management	Microsoft Office
Coordinating	Psychology	Microsoft Outlook
Management	Community Outreach	Microsoft Word
Customer Service	Crisis Intervention	Microsoft PowerPoint

Education, Work Experience, & Training

A high school diploma or equivalent is typically required for both occupations studied in this report: *Social and Human Service Assistants* and *Community Health Workers* (Exhibit 8).

Exhibit 8. Education, work experience, training, and Current Population Survey results for occupations related to *Community Health*⁴

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Social and Human Service Assistants	High school diploma or equivalent	None	Short-term	33%
Community Health Workers	High school diploma or equivalent	None	Short-term	25%

⁴ "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

Supply

An analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) for the last three program years shows that, on average, 60 awards were conferred in the NCV/NML subregion (Exhibits 9 and 10). NOTE: No supply data was available for the CIP listed below.

Exhibit 9. TOP and CIP codes for Community Health-related occupations

TOP Titles	CIP Titles
1261.00 – Community Health Care Worker	51.1501 – Substance Abuse/Addiction Counseling
2104.00 – Human Services	51.2208 – Community Health and Preventive Medicine
2104.40 – Alcohol and Controlled Substances	

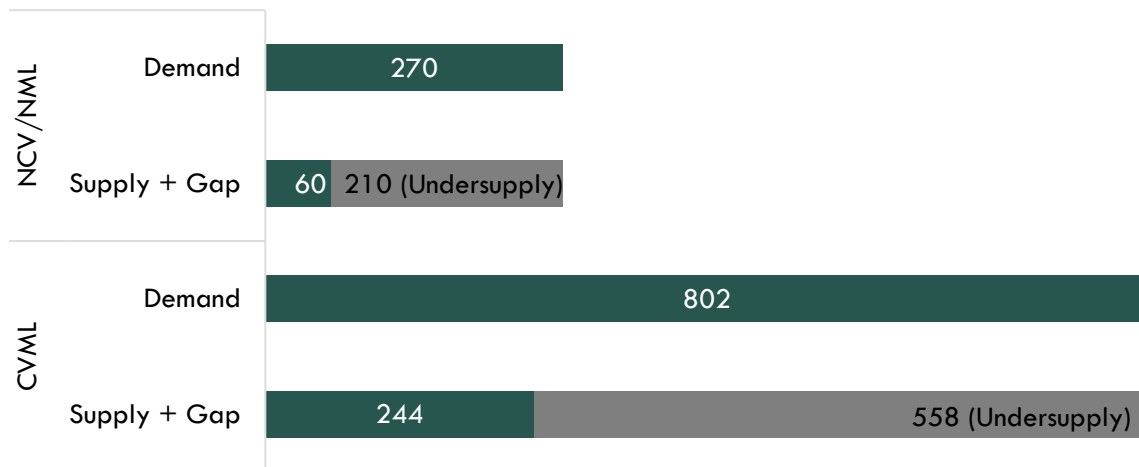
Exhibit 10. Postsecondary supply for Community Health-related Programs, Years 2019-20 through 2021-22

TOP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
1261.00	Community Health Care Worker	Bakersfield	-	-	23	8
		SCV/SML Subtotal	-	-	23	8
		CVML Subtotal	-	-	23	8
2104.00	Human Services	Columbia	3	1	3	2
		Merced	10	4	9	8
		Modesto	20	21	29	23
		San Joaquin Delta	2	4	8	5
		NCV/NML Subtotal	35	30	49	38
		Bakersfield	35	39	57	44
		Cerro Coso	13	10	14	12
		Fresno City	81	60	47	63
		Reedley College	1	-	-	0
		Sequoias	13	13	16	14
		West Hills Lemoore	1	-	-	0
		SCV/SML Subtotal	144	122	134	133
		CVML Subtotal	179	152	183	171

TOP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
2104.40	Alcohol and Controlled Substances	Merced	4	-	1	2
		Modesto	12	11	10	11
		San Joaquin Delta	12	4	12	9
		NCV/NML Subtotal	28	15	23	22
		Fresno City	43	41	44	43
		SCV/SML Subtotal	43	41	44	43
Supply Subtotal/Average			71	56	67	65
Supply Total/Average			250	208	273	244

There is an undersupply of 210 *Community Health-related* workers in the NCV/NML subregion and an undersupply of 558 workers in the CVML region (Exhibit 11).

Exhibit 11. *Community Health-related* workforce demand (annual job openings), postsecondary awards (supply), and additional students needed to fill gap in the NCV/NML subregion and CVML region



Recommendation

This report suggests there is a shortage of 210 workers in the NCV/NML subregion and a shortage of 558 workers in the CVML region for *Community Health-related* occupations. Based on these findings, it is recommended that Modesto College work with the regional directors, the college's advisory board, and local industry in the creation or expansion of programs to address the shortage of workers in the region.

Appendix: Methodology & Data Sources

Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor's Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (Lightcast). Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast 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). Occupational wage estimates also affected by county-level Lightcast earnings by industry: economicmodeling.com.
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: https://www.bls.gov/emp/tables/educational-attainment.htm .
LaunchBoard	Chancellor's LaunchBoard. https://www.calpassplus.org/LaunchBoard/SWP.aspx
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov .
Job Posting and Skills Data	Lightcast: https://lightcast.io/ .
Additional Education Requirements/Employer Preferences	The O*NET Job Zone database includes over 900 as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: onetonline.org .

Key Terms and Concepts

Annual Job Openings: Annual openings are calculated by dividing the number of years in the projection period by total job openings.

Education Attainment Level: The highest education attainment level of workers age 25 years or older.

Employment Estimate: The total number of workers currently employed.

Employment Projections: Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (LIGHTCAST) formula that includes historical employment and economic indicators along with national, state and local trends.

LaunchBoard (Attained the Living Wage): Among SWP students who exited college and did not transfer to any postsecondary institution, the proportion who attained the district county living wage for a single adult measured immediately following academic year of exit.

LaunchBoard (Median Annual Earnings): Among SWP students who exited the community college system and who did not transfer to any postsecondary institution, median earnings following the academic year of exit.

LaunchBoard (Median Change in Earnings): Among SWP students who exited and who did not transfer to any postsecondary institution, median change in earnings between the second quarter prior to the beginning of the academic year of entry and the second quarter after the end of the academic year of exit from the last college attended.

LaunchBoard (Job Closely Related to Field of Study): Among SWP students who responded to the CTE Outcomes Survey and did not transfer to any postsecondary institution, the proportion who reported that they are working in a job very closely or closely related to their field of study.

Living Wage: The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

Occupation: An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

Percent Change: Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

Replacements: Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

Total Job Openings (New + Replacements): Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

Typical Education Requirement: represents the typical education level most workers need to enter an occupation.

Typical On-The-Job Training: indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.