



Labor Market Analysis for Program Recommendation Leadership and Social Change Occupations De Anza College

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

May 2025

Recommendation

Based on all available data, there appears to be an “undersupply” of Leadership and Social Change workers compared to the demand for this cluster of occupations in the Bay Region and in the Silicon Valley Sub-Region (Santa Clara County). There is a projected annual gap of about 7,851 students in the Bay Region and 278 students in the Silicon Valley Sub-Region.

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 colleges in the state and region, as well as to outcomes across all CTE programs at De Anza College and in the region.

This report profiles Leadership and Social Change Occupations in the 12 county Bay Region and in the Silicon Valley Sub-Region for program recommendation at De Anza College.

- 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
 - Typical On-the-Job Training: Short-term on-the-job training
 - Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 33%

Occupational Demand

Table 1. Employment Outlook for Leadership and Social Change 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	58,586	67,220	8,635	15%	40,223	8,045	\$19	\$23
Total	58,586	67,220	8,634	15%	40,223	8,045	\$19	\$23

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 Leadership and Social Change Occupations in the Silicon Valley Sub-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	1,809	2,193	384	21%	1,392	278	\$21	\$26
Total	1,809	2,193	384	21%	1,392	278	\$21	\$26

Source: Lightcast 2025.1

Silicon Valley Sub-Region includes: Santa Clara County

Job Postings in the Bay Region and Silicon Valley Sub-Region

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

Occupation	Bay Region	Silicon Valley
Social and Human Service Assistants	348	53

Source: Lightcast 2025.1; "Job Posting Analytics." May. 2024 - Apr. 2025

Table 4a. Top Job Titles in Job Postings for Leadership and Social Change Occupations in the Bay Region

Title	Bay	Title	Bay
Social Services Assistants	102	General Services Assistants	5
Life Enrichment Assistants	42	Admissions Assistants	4
Outreach Workers	22	Licensed Clinical Social Workers	4
Life Coaches	14	Student Assistants	4
Community Outreach Workers	13	Community Health Outreach Workers	3
Directors of Health and Human Services	10	Health Benefits Company Representatives	3
Graduate Student Assistants	8	Independent Living Instructors	3
Social Service Designees	7	Recovery Workers	3
Bilingual Spanish Customer Service Representatives	6	Resident Mentors	3

Source: Lightcast 2025.1; "Job Posting Analytics." May. 2024 - Apr. 2025

Table 4b. Top Job Titles in Job Posting for Leadership and Social Change Occupations in the Silicon Valley Sub-Region

Title	Silicon Valley	Title	Silicon Valley
Social Services Assistants	27	Life Enrichment Managers	1
Life Coaches	4	Life Skills Workers	1
Health Benefits Company Representatives	3	Neighborhood Sales Managers	1

Title	Silicon Valley	Title	Silicon Valley
Life Enrichment Assistants	3	Outreach Workers	1
Licensed Clinical Social Workers	2	Recycling Workers	1
Life Enrichment Coordinators	2	Service Clerks	1
Social Services Coordinators	2	Social Service Designees	1
Directors of Social Services	1	Social Work Assistants	1
General Services Assistants	1		

Source: Lightcast 2025.1; "Job Posting Analytics." May. 2024 - Apr. 2025

Industry Concentration

Table 5. Industries Hiring for Leadership and Social Change 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)
Services for the Elderly and Persons with Disabilities	1,565	2,307	47%	15%
Other Individual and Family Services	1,645	2,053	25%	14%
Local Government, Excluding Education and Hospitals	1,721	1,578	-8%	12%
Child and Youth Services	691	812	18%	6%
State Government, Excluding Education and Hospitals	639	623	-3%	5%
Temporary Shelters	515	591	15%	4%
Outpatient Mental Health and Substance Abuse Centers	365	514	41%	3%
Residential Mental Health and Substance Abuse Facilities	396	397	0%	3%
Other Community Housing Services	383	451	18%	3%
Other Social Advocacy Organizations	358	439	23%	3%

Source: Lightcast 2025.1

Table 6. Top Employers Posting Leadership and Social Change Occupations in the Bay Region and the Silicon Valley Sub-Region

Employer	Bay	Employer	Silicon Valley
Front Porch	15	Hope Services	4
State of California	14	The Redwoods Post Acute	4

Employer	Bay	Employer	Silicon Valley
Kaiser Permanente	11	Canyon Springs Post-Acute	3
Sequoia Living	10	Cupertino Healthcare & Wellness Center	3
Catholic Charities USA	8	Front Porch	3
Aegis Living	7	Options For All	3

Source: Lightcast 2025.1; "Job Posting Analytics." May, 2024 - Apr. 2025

Educational Supply

There are 10 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 Silicon Valley Sub-Region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

There are no other CTE educational institutions 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
Total	-	90	31	51	22	194

Source: Data Mart

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

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 8,045 annual openings for the Leadership and Social Change occupational cluster and 194 annual (3-year average) awards for an annual undersupply of 7,851 students. In the Silicon Valley Sub-Region, there is also a gap with 278 annual openings and no annual (3-year average) awards for an annual undersupply of 278 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	De Anza College All CTE Program	State 2104.00	Bay 2104.00	Silicon Valley 2104.00	De Anza College 2104.00
Students with a Job Closely Related to Their Field of Study	74%	76%	70%	86%	NA	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	\$50,788	\$30,376	\$37,752	NA	NA
Median Change in Earnings for SWP Exiting Students	24%	30%	25%	19%	NA	NA
Exiting Students Who Attained the Living Wage	54%	44%	43%	36%	NA	NA

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

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Leadership and Social Change Occupations in the Bay Region

Skill	Posting	Skill	Posting
Social Work	170	Bilingual (Spanish/English)	23
Psychology	56	Rehabilitation	21
Disabilities	50	Support Services	21
Discharge Planning	49	Community Outreach	20
Mental Health	43	Life Skills Development	20
Human Services	42	Nursing	18
Community Planning	36	Performance Improvement	18
Office Equipment	36	Safety Standards	18
Case Management	29	Crisis Intervention	17
Social History Records	24	Emotional Support	17

Source: Lightcast 2025.1; "Job Posting Analytics." May. 2024 - Apr. 2025

Table 10. Certifications in Job Postings for Leadership and Social Change Occupations in the Bay Region

Certification	Posting	Certification	Posting
ServSafe Certification	2	Activity Director Certification	1
Food Safety Certification	1		

Source: Lightcast 2025.1; "Job Posting Analytics." May. 2024 - Apr. 2025

Table 11. Education Requirements for Leadership and Social Change Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	110	42%
Associate degree	49	19%
Bachelor's degree & higher	104	40%

Source: Lightcast 2025.1; "Job Posting Analytics." May. 2024 - Apr. 2025

Note: 48% 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 CCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online

Lightcast

CTE LaunchBoard www.calpassplus.org

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCO Data Mart

Contacts

For more information, please contact:

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