

Labor Market Analysis for Program Recommendation: 2104.00/Human Services (Social and Human Service Assistants and Community Health Workers)

CVML Center of Excellence, December 2024



Summary

| | | | |
|---|--|---|---|
| Program LMI Endorsement | Endorsed: All LMI Criteria Met <input type="checkbox"/> | Endorsed: Some LMI Criteria Met <input checked="" type="checkbox"/> | Not LMI Endorsed <input type="checkbox"/> |
| Program LMI Endorsement Criteria | | | |
| | Yes <input checked="" type="checkbox"/> | | No <input type="checkbox"/> |
| Supply Gap: | <i>Comments:</i> There are projected to be 551 annual job openings throughout the SCV/SML subregion for <i>Social and Human Service Assistants and Community Health Workers</i> , which are more than the 502 awards conferred by educational institutions (CC + Non CC) . | | |
| | Yes <input checked="" type="checkbox"/> | | No <input type="checkbox"/> |
| Living Wage: (Entry-Level, 25 th) | <i>Comments:</i> The entry-level hourly wage for <i>Social and Human Service Assistants</i> (\$18.16) and <i>Community Health Workers</i> (\$19.01), are above the SCV/SML living wage of \$16.08 . | | |
| | Yes <input type="checkbox"/> | | No <input checked="" type="checkbox"/> |
| Education: | <i>Comments:</i> The typical entry-level education for <i>Social and Human Service Assistants and Community Health Workers</i> is a high school diploma or equivalent. However, 32% of <i>Social and Human Service Assistants</i> and 26% of <i>Community Health Workers</i> have completed some college or an associate degree as their highest level of education . | | |
| Emerging Occupation(s) | | | |
| | Yes <input type="checkbox"/> | | No <input checked="" type="checkbox"/> |
| <i>Comments:</i> N/A | | | |

The Central Valley/Mother Lode Center of Excellence for Labor Market Research (CVML COE) prepared this report to determine whether there is a supply gap in the South Central Valley/Southern Mother Lode regional labor market related to the following middle-skill occupations:

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

Middle-skill occupations typically require a community college education while above middle-skill occupations typically require at least a bachelor’s degree.

Based on the available data, there appears to be a supply gap for *Social and Human Service Assistants* and *Community Health Workers*; both occupations have entry-level hourly wages above the subregion’s living wage. Although the typical entry-level education requirement for these occupations is a high school diploma or equivalent, nearly one-third of incumbent workers have some community college training. **Therefore, due to some of the regional labor market criteria being met, the COE endorses this proposed program.**

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for *Social and Human Service Assistants and Community Health Workers*.

Exhibit 1: Labor Market Endorsement Summary

| Occupation (SOC) | Demand (Annual Openings) | Supply (CC and Non-CC) | Entry-Level Hourly Earnings (25 th Percentile) | Typical Entry-Level Education | Community College Educational Attainment |
|---|--------------------------|------------------------|---|-----------------------------------|--|
| Social and Human Service Assistants (21-1093) | NCV/NML: 244 | | NCV/NML: \$18.57 | High school diploma or equivalent | 32% |
| | SCV/SML: 491 | | SCV/SML: \$18.16 | | |
| | | NCV/NML: 119 | | | |
| | | SCV/SML: 502 | | | |
| Community Health Workers (21-1094) | NCV/NML: 27 | | NCV/NML: \$20.05 | | 26% |
| | SCV/SML: 60 | | SCV/SML: \$19.01 | | |
| Total | 822 | 621 | - | - | - |

Demand:

- The number of jobs for *Social and Human Service Assistants* and *Community Health Workers* is projected to increase 17% through 2028, equating to 551 annual job openings (SCV/SML).
- The entry-level hourly wage for *Social and Human Service Assistants* (\$18.16) and *Community Health Workers* (\$19.01) in the South Central Valley/Southern Mother Lode region is above the living wage of \$16.08.
- There were 598 online job postings for *Social and Human Service Assistants* and *Community Health Workers* over the past 12 months.
- The typical entry-level education for *Social and Human Service Assistants* and *Community Health Workers* is a high school diploma or equivalent.
- Between 26% and 32% of workers in the field have some community college training or an associate degree as their highest level of education.

Supply:

- Between 2020 and 2023, there were 135 awards conferred by community colleges in the SCV/SML subregion.
- Between 2019 to 2022, non-community college institutions in the SCV/SML region conferred 367 awards in relevant programs.

Demand

Occupational Projections:

Exhibit 2 shows the annual percent change in jobs for *Social and Human Service Assistants* and *Community Health Workers* from 2018 through 2028. Employment in these occupations experienced a 7% decrease in 2021 (SCV/SML), but then experienced an increase of 5% in 2022 (SCV/SML), same as the 5% increase across all occupations in 2022 (CVML). Employment projections through 2028 for *Social and Human Service Assistants and Community Health Workers* is projected to remain steady or slightly decrease across the two subregions and the region.

Exhibit 2: Annual Percent Change in Jobs for Social and Human Service Assistants and Community Health Workers, 2018-2028

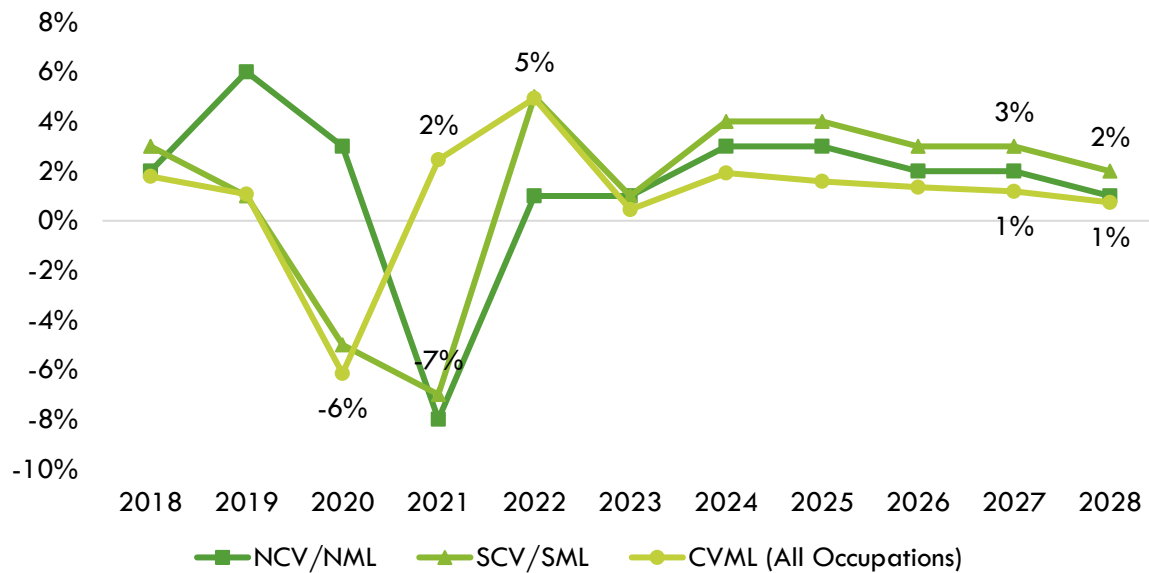


Exhibit 3 shows the five-year occupational demand projections for *Social and Human Service Assistants* and *Community Health Workers*. In the SCV/SML subregion, the number of jobs for *Social and Human Service Assistants and Community Health Workers* is projected to increase by 17% through 2028. There are projected to be 551 jobs available annually in the SCV/SML region.

Exhibit 3: Occupational Demand in NCV/NML, SCV/SML and CVML¹

| Geography | 2023 Jobs | 2028 Jobs | 2023-2028 Change | 2023-2028 % Change | Annual Openings |
|-------------|--------------|--------------|------------------|--------------------|-----------------|
| NCV/NML | 2,037 | 2,302 | 265 | 13% | 271 |
| SCV/SML | 3,890 | 4,536 | 646 | 17% | 551 |
| CVML | 5,927 | 6,838 | 911 | 15% | 822 |

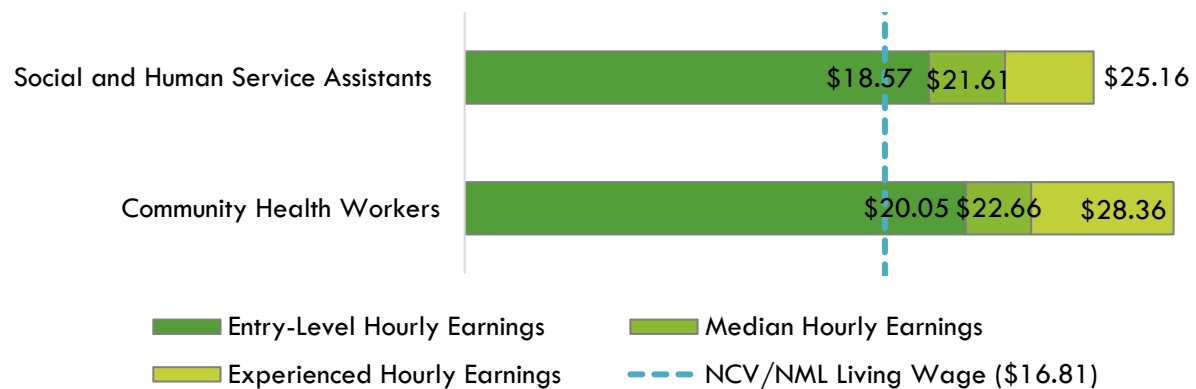
¹ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages:

The labor market endorsement in this report considers the entry-level hourly wages for *Social and Human Service Assistants and Community Health Workers* as they relate to the subregions and region's living wage. NCV/NML, SCV/SML and CVML wages are included below to provide a complete analysis of the subregions and region.

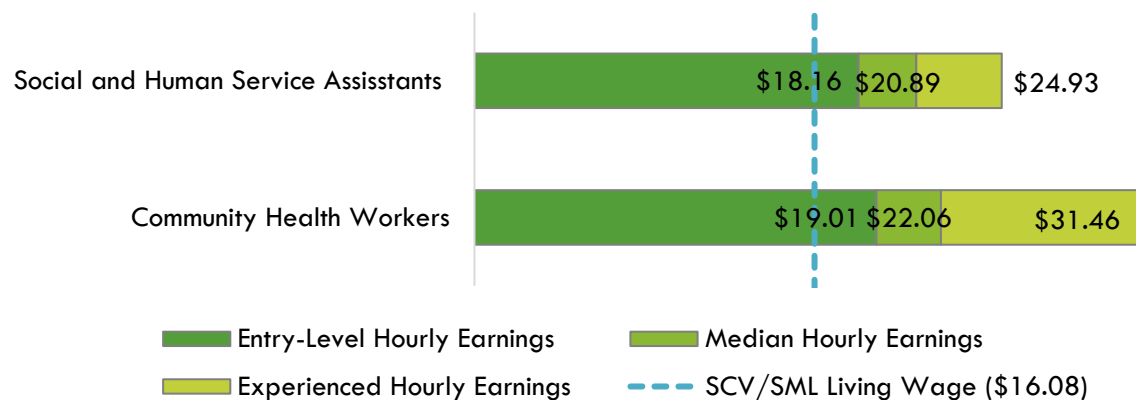
The typical entry-level hourly wage for *Social and Human Service Assistants* (\$18.57) and *Community Health Workers* (\$20.05) are above the living wage for one adult in the NCV/NML subregion (\$16.81). The NCV/NML average wage for these occupations is \$23.04, which is below the average statewide wage of \$25.31. Exhibit 4a shows the wage range for *Social and Human Service Assistants and Community Health Workers* and how they compare to the NCV/NML subregion's living wage.

Exhibit 4a: Wages by Occupation in NCV/NML



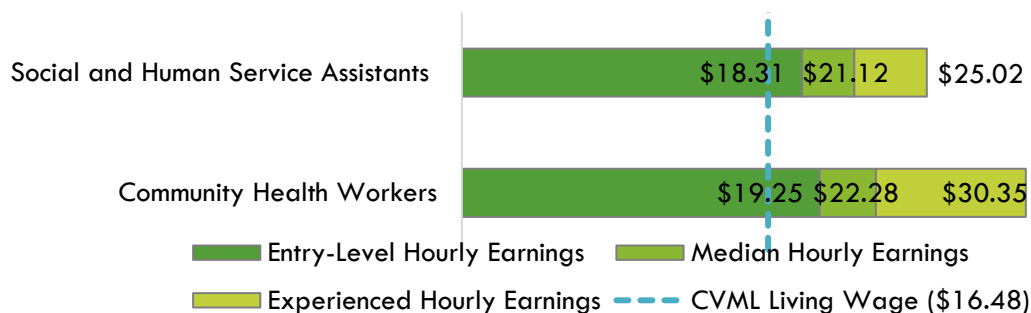
The typical entry-level hourly wage for *Social and Human Service Assistants* (\$18.16) and *Community Health Workers* (\$19.01) are above the living wage for one adult in the SCV/SML subregion (\$16.08). The SCV/SML subregion's average wage for these occupations is \$22.76, which is below the average statewide wage of \$25.31. Exhibit 4b shows the wage range for *Social and Human Service Assistants and Community Health Workers* and how they compare to the SCV/SML subregion's living wage.

Exhibit 4b: Wages by Occupation in SCV/SML



The typical entry-level hourly wage for *Social and Human Service Assistants* (\$18.31) and *Community Health Workers* (\$19.25) are above the living wage for one adult in the CVML region (\$16.48). The CVML average wage for this occupation is \$22.86, which is below the average statewide wage of \$25.31. Exhibit 5 shows the wage range for *Social and Human Service Assistants and Community Health Workers* and how they compare to the CVML region’s living wage.

Exhibit 5: Wages by Occupation in CVML



Job Postings:

Important Online Job Postings Data Note: Online job postings data is sourced from Lightcast, a labor market analytics firm that scrapes, collects, and organizes data from online job boards such as LinkedIn, Indeed, Glassdoor, Monster, GovernmentJobs.com, and thousands more. Lightcast uses natural language processing (NLP) to determine the related company, industry, occupation, and other information for each job posting. However, NLP has limitations that include understanding contextual words of phrases; determining differences in words that can be used as nouns, verbs, and/or adjectives; and misspellings or grammatical errors.² For these reasons, job postings could be assigned to the wrong employer, industry, or occupation within Lightcast’s database.

Additionally, there are several limitations when analyzing job postings. A single job posting may not represent a single job opening, as employers may be creating a pool of candidates for future openings or hiring for multiple positions with a single posting. Additionally, not all jobs are posted online, and jobs may be filled through other methods such as internal promotion, word-of-mouth advertising, physical job boards, or a variety of other channels.

There were 598 online job postings for *Social and Human Service Assistants* and *Community Health Workers* listed in the past 12 months (Exhibit 6). More than three-fourths of postings were for *Social and Human Service Assistants*.

Exhibit 6: Number of Job Postings by Occupation (n=598)

| Occupation | Job Postings | Percentage of Job Postings |
|-------------------------------------|--------------|----------------------------|
| Social and Human Service Assistants | 469 | 78% |
| Community Health Workers | 129 | 22% |

² K. R. Chowdhary, *Fundamentals of Artificial Intelligence* (Basingstoke: Springer Nature, 2020), <https://link.springer.com/book/10.1007/978-81-322-3972-7>.

The top employers in the subregion for *Social and Human Service Assistants and Community Health Workers* listed, by number of job postings, are shown in Exhibit 7.

Exhibit 7: Top Employers by Number of Job Postings (n=598)

| Employer | Job Postings | Percentage of Job Postings |
|--------------------------------------|--------------|----------------------------|
| WestCare Foundation | 14 | 2% |
| Adventist Health | 14 | 2% |
| Family Healthcare Network | 11 | 2% |
| The Arc Fresno/Madera Counties | 11 | 2% |
| Mercy House | 10 | 2% |
| Fresno Unified School District | 10 | 2% |
| Community Action Partnership of Kern | 10 | 2% |
| Centro La Familia Advocacy Services | 10 | 2% |
| RH Community Builders | 9 | 2% |
| Community Regional Medical Center | 9 | 2% |

The top specialized, common, and software skills for *Social and Human Service Assistants and Community Health Workers* listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 8.

Exhibit 8: Top Skills by Number of Job Postings (n=598)

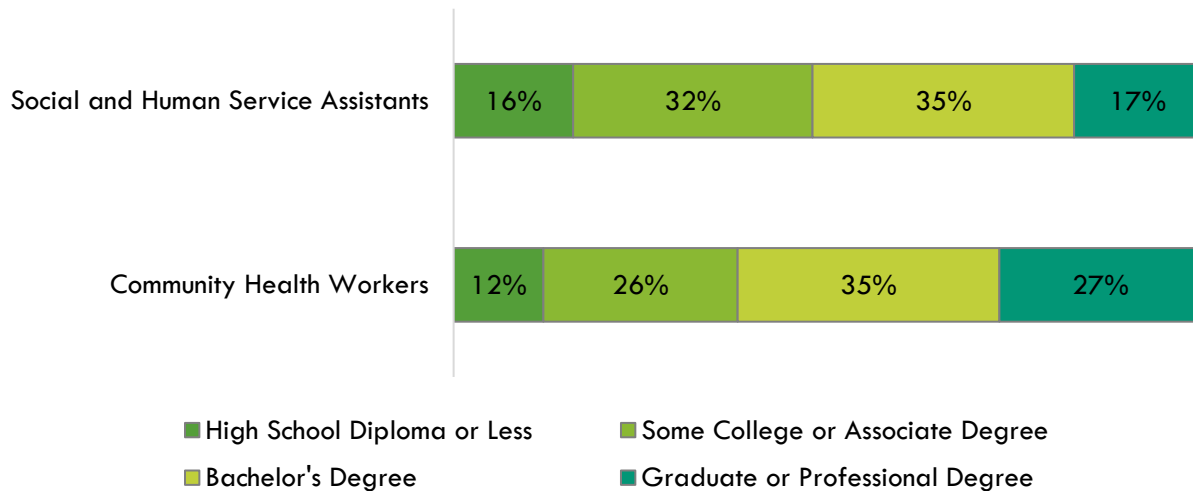
| Top Specialized Skills | Top Common Skills | Top Software Skills |
|----------------------------------|-----------------------|---|
| Social Work (204) | Communication (280) | Microsoft Excel (84) |
| Case Management (142) | Advocacy (198) | Microsoft Word (70) |
| Community Health (125) | Management (123) | Microsoft Outlook (54) |
| Community Outreach (81) | Coordinating (112) | Microsoft Office (46) |
| Disabilities (81) | Customer Service (94) | Microsoft PowerPoint (26) |
| Mental Health (67) | Multilingualism (91) | Lookup Tables (11) |
| Bilingual (Spanish/English) (66) | Planning (86) | Business Software (10) |
| Psychology (60) | Microsoft Excel (84) | Homeless Management Information System (8) |
| Human Services (58) | Presentations (75) | Spreadsheets (6) |
| Life Skills Development (53) | Writing (72) | Customer Relationship Management (CRM) Software (5) |

Educational Attainment:

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for *Social and Human Service Assistants and Community Health Workers*. National-level educational attainment data indicates that between 26% and 32% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 9 shows the educational attainment for *Social and Human Service Assistants and Community Health Workers*.

Of the 598 online job postings, 96% (equivalent to 574 postings) of cumulative job postings for *Social and Human Service Assistants and Community Health Workers* listed a minimum education requirement in the SCV/SML subregion, and 49% (279) requested a high school diploma or GED.

Exhibit 9: National-level Educational Attainment for Social and Human Service Assistants and Community Health Workers



Educational Supply

Community College Supply:

Exhibit 10 shows the annual and three-year average number of awards conferred by community colleges in the related TOP codes: Community Health Care Worker (1261.00) and Human Services (2104.00). The one community college in the region that has conferred awards between 2020 and 2023 is Bakersfield (SCV/SML) for Community Health Care Worker (1261.00). The college with the most completions in the region for Human Services (2104.00), is Fresno City.

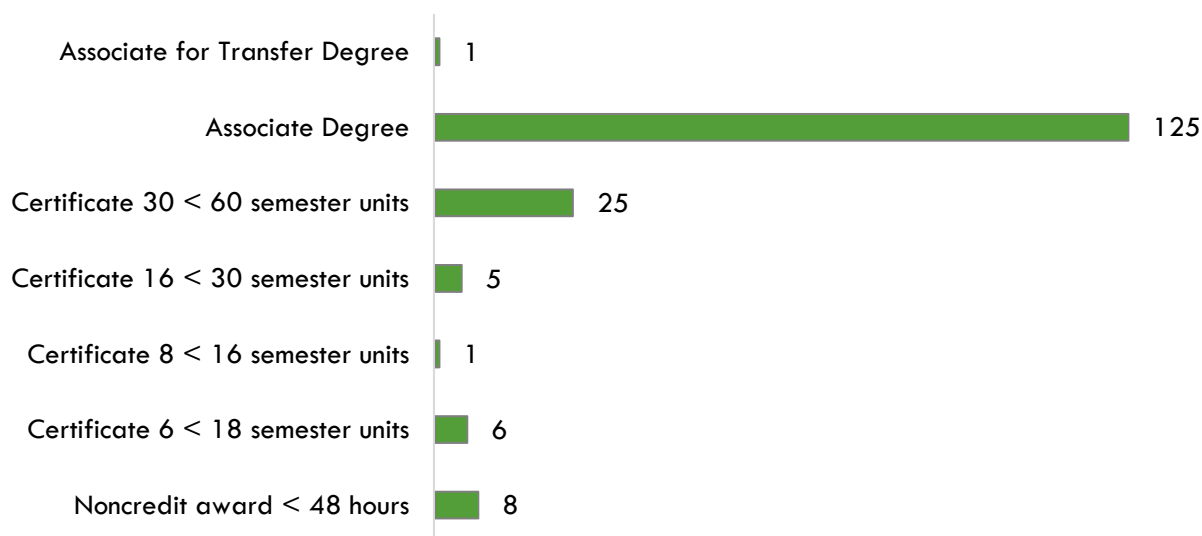
Exhibit 10: Regional Community College Awards (Certificates and Degrees), 2020-2023

| TOP Code | Program | College | 2020-2021 Awards | 2021-2022 Awards | 2022-2023 Awards | 3-Year Award Average |
|-----------------------------|------------------------------|----------------------|------------------|------------------|------------------|----------------------|
| 1261.00 | Community Health Care Worker | N/A | - | - | - | - |
| | | NCV/NML Total | - | - | - | - |
| | | Bakersfield | - | 23 | 1 | 8 |
| | | SCV/SML Total | - | 23 | 1 | 8 |
| Supply Total/Average | | | - | 23 | 1 | 8 |

| TOP Code | Program | College | 2020-2021 Awards | 2021-2022 Awards | 2022-2023 Awards | 3-Year Award Average |
|----------|----------------|-----------------------------|------------------|------------------|------------------|----------------------|
| 2104.00 | Human Services | Columbia | 1 | 3 | 2 | 2 |
| | | Merced | 4 | 9 | 3 | 5 |
| | | Modesto | 21 | 29 | 23 | 24 |
| | | San Joaquin Delta | 4 | 8 | 2 | 5 |
| | | NCV/NML Total | 30 | 49 | 30 | 36 |
| | | Bakersfield | 39 | 57 | 22 | 39 |
| | | Cerro Coso | 10 | 14 | 14 | 13 |
| | | Fresno City | 60 | 47 | 72 | 60 |
| | | Madera | - | - | 1 | 0 |
| | | Sequoias | 13 | 16 | 17 | 15 |
| | | SCV/SML Total | 122 | 134 | 126 | 127 |
| | | Supply Total/Average | | | 152 | 183 |

Exhibit 11 shows the annual average community college awards by type from 2020-21 through 2022-23. Of the 171 awards conferred in the CVML region, nearly three-fourths (73% - 125 awards) of the awards were for an associate degree.

Exhibit 11: Annual Average Community College Awards by Type, 2020-2023



Non-Community College Supply:

For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for *Social and Human Service Assistants and Community Health Workers*. Exhibit 12 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Code: Social Work (44.0701). Between 2019 and 2022, non-community colleges in the region conferred an average of 450 awards annually in related training programs.

Exhibit 12: Regional Non-Community College Awards, 2019-2022

| CIP Code | Program | College | 2019-2020 Awards | 2020-2021 Awards | 2021-2022 Awards | 3-Year Award Average |
|-----------------------------|-------------|---|------------------|------------------|------------------|----------------------|
| 44.0701 | Social Work | California State University-Stanislaus | 89 | 87 | 73 | 83 |
| | | NCV/NML Total | 89 | 87 | 73 | 83 |
| | | California State University-Bakersfield | 70 | 81 | 75 | 75 |
| | | California State University-Fresno | 168 | 184 | 155 | 169 |
| | | Fresno Pacific University | 79 | 210 | 80 | 123 |
| | | SCV/SML Total | 317 | 475 | 310 | 367 |
| Supply Total/Average | | | 406 | 562 | 383 | 450 |

Appendix A: Methodology

The CVML COE prepared this report by analyzing data from occupations and education programs.

Occupational data is derived from Lightcast, a labor market analytics firm that consolidates data from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS) and other government agencies. Program supply data is drawn from two systems: Taxonomy of Programs (TOP) and Classification of Instructional Programs (CIP).

Using a TOP-SOC crosswalk, the CVML COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

The CVML COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. The COE developed a "supply table" with this information, which is the source of the program supply data for this report. TOP code data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP code data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data), also known as IPEDS. TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education in the United States and Canada. Institutions outside of the California Community College system do not use TOP codes in their reporting systems.

Data included in this analysis represent the labor market demand for relevant positions most closely related to the proposed program as expressed by the requesting college in consultation with the CVML COE. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study which can signal demand and show what employers are looking for in potential employees but is not a perfect measure of the quantity of open positions.

All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

Appendix B: Data Sources

| Data Type | Source |
|---|--|
| Occupational Projections, Wages, and Job Postings | <p>Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics and the American Community Survey. For more information, see https://lightcast.io/</p> |
| Living Wage | <p>The living wage is derived from the Insight Center's California Family Needs Calculator, which measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, childcare, health care, transportation, and taxes. For more information, see: https://selfsufficiencystandard.org/California/</p> <p>The living wage for one adult in Fresno County is \$16.70 per hour (\$34,736.00 annually). This figure is used by the CCCCOC to calculate the percentage of students that attained the regional living wage.</p> |
| Typical Education and Training Requirements, and Educational Attainment | <p>The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. BLS uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data. For more information, see https://www.bls.gov/emp/documentation/education/tech.htm</p> |
| Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences | <p>The O*NET database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations. For more information, see https://www.onetonline.org/help/online/</p> |
| Educational Supply | <p>The CCCCOC Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: https://datamart.cccco.edu</p> <p>The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</p> |
| Student Metrics and Demographics | <p>DataVista, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. For more information, see: https://datavista.cccco.edu/</p> |

| Data Type | Source |
|--|--|
| Population and Occupation Demographics | <p>The Census Bureau’s American Community Survey (ACS) is the premier source for detailed population and housing information. For more information, see: https://www.census.gov/programs-surveys/acs</p> <p>Data is sourced from IPUMS USA, a database providing access to ACS and other Census Bureau data products. For more information, see: https://usa.ipums.org/usa/about.shtml</p> |

For more information, please contact the Central Valley/Mother Lode Center of Excellence:

Patricia Salinas, Interim District Director

patricia.salinas@sccd.edu

Ignacio Faria, Senior Research and Planning Analyst

ignacio.faria@sccd.edu

Angela Steitz, Program Specialist

angela.steitz@sccd.edu

December 2024

