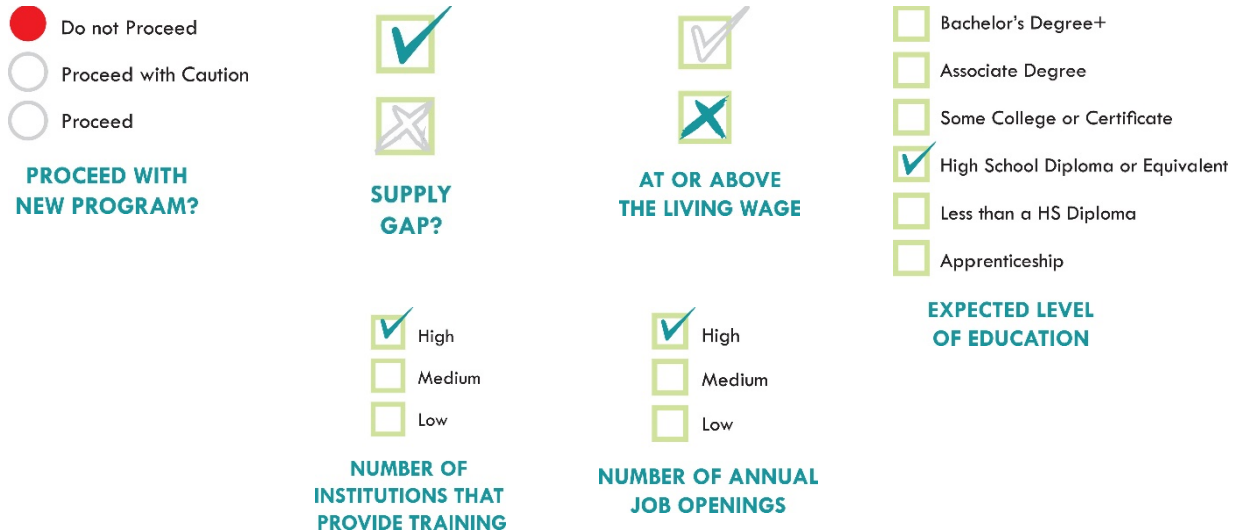


Childcare Workers

Labor Market Analysis: San Diego County

January 2020

Summary



The brief provides labor market information about *Childcare Workers* to assist the San Diego and Imperial Counties Community Colleges with decision-making in processes such as program development. According to available labor market information, *Childcare Workers* have a labor market demand of 1,834 annual job openings, while average demand for an occupation in San Diego County is 277 annual job openings. Eleven educational institutions in San Diego County supply 1,230 awards for this occupation, suggesting that there is a supply gap. This occupation's entry-level and median wages are below the living wage. According to the California Community Colleges' outcomes data, 27 to 41 percent of students who completed a related program (e.g., Child Development/Early Care and Education) earned a living wage, compared to 58 percent of students who complete Career Education programs in general. The typical entry-level education for *Childcare Workers* is a high school degree or equivalent. This brief recommends to not proceed with a new program for this occupation because 1) its entry-level and median earnings are below the living wage; 2) only a high school degree of equivalent is needed for the occupation; and 3) there is a significant number of programs that already exist.

Introduction

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

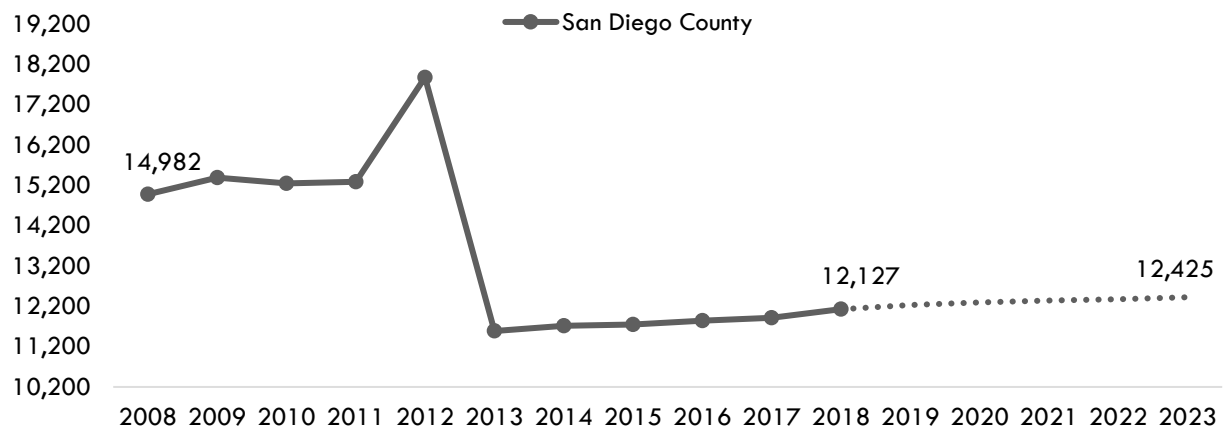
Childcare Workers (SOC 39-9011): Attend to children at schools, businesses, private households, and childcare institutions. Perform a variety of tasks, such as dressing, feeding, bathing, and overseeing play. Sample reported job titles include:

- Babysitter
- Child Care Assistant
- Daycare Provider
- Child Caregiver
- Nanny
- Household Manager
- Family Manager
- Childcare Professional
- Child Care Attendant

Projected Occupational Demand

Between 2018 and 2023, *Childcare Workers* are projected to increase by 298 net jobs or two percent (Exhibit 1). Employers in San Diego County will need to hire 1,834 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for Childcare Workers (2008-2023)²



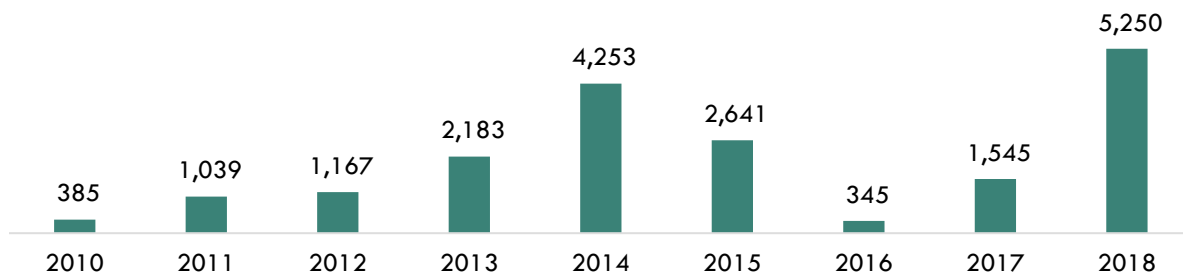
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

² Emsi 2019.04; QCEW, Non-QCEW, Self-Employed.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market demand that are not captured by historical data. Between 2010 and 2018, there was an average of 2,090 online job postings per year for *Childcare Workers* in San Diego County (Exhibit 2).

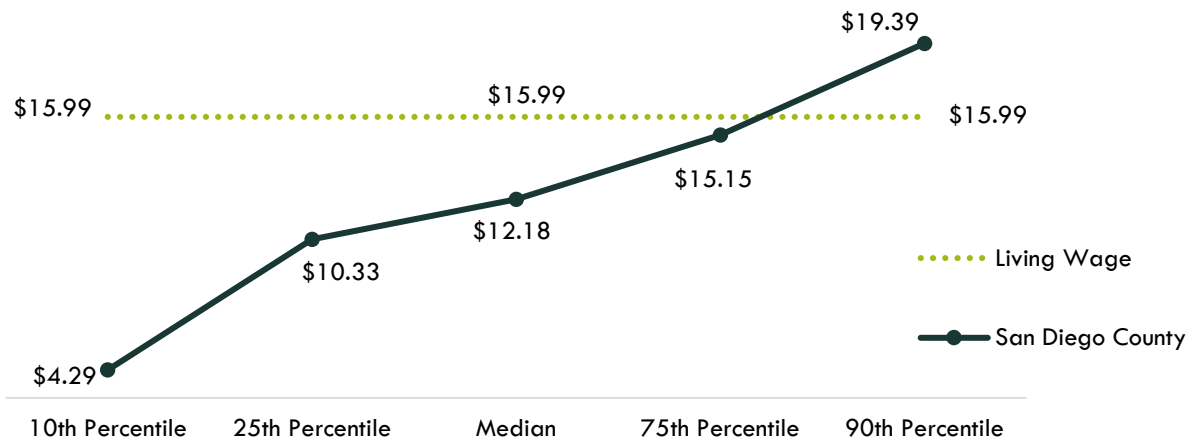
Exhibit 2: Number of Online Job Postings for *Childcare Workers* in San Diego County (2010-2018)³



Earnings

Childcare Workers receive median hourly earnings of \$12.18; this is less than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3).⁴

Exhibit 3: Hourly Earnings⁵ for *Childcare Workers* in San Diego County⁶



³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2018.

⁴ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

⁵ 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.

⁶ Emsi 2019.04; QCEW, Non-QCEW, Self-Employed.

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.⁷ There are **four** TOP codes and **three** CIP codes related to *Childcare Workers* (Exhibit 4).

Exhibit 4: Related TOP and CIP Codes for Childcare Workers

<i>Childcare Workers</i>
TOP 130500: Child Development/Early Care and Education
TOP 130540: Preschool Age Child
TOP 130550: The School Age Child
TOP 130590: Infants and Toddlers
CIP 13.1210: Early Childhood Education and Teaching
CIP 19.0706: Child Development
CIP 19.0709: Child Care Provider/Assistant

According to TOP data, **nine** community colleges supply the region with awards for this occupation: *Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego Continuing Education, San Diego Mesa College, San Diego Miramar College, and Southwestern College*. According to CIP data, **two** non-community college supplies the region with awards: *Ashford University and National University* (Exhibit 5).

Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2013-14 through PY2016-17 Average)

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY14-15 to PY16-17)	Other Educational Institutions 3-Yr Annual Average Awards (PY13-14 to PY15-16)	3-Yr Total Average Supply (PY13-14 to PY16-17)
130500	Child Development/Early Care and Education	473	0	473
	<ul style="list-style-type: none"> Cuyamaca 	1	0	

⁷ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

	• Grossmont	21	0	
	• MiraCosta	164	0	
	• Palomar	48	0	
	• San Diego Cont Ed	97	0	
	• San Diego City	39	0	
	• San Diego Mesa	5	0	
	• San Diego Miramar	46	0	
	• Southwestern	52	0	
130540	Preschool Age Child	194	0	194
	• Cuyamaca	37	0	
	• San Diego City	52	0	
	• San Diego Cont Ed	27	0	
	• San Diego Mesa	26	0	
	• San Diego Miramar	52	0	
130550	The School Age Child	10	0	10
	• Cuyamaca	0	0	
	• Palomar	0	0	
	• San Diego City	10	0	
130590	Infants and Toddlers	46	0	46
	• Cuyamaca	7	0	
	• Palomar	3	0	
	• San Diego Adult	27	0	
	• Southwestern	9	0	
13.1210	Early Childhood Education and Teaching	0	507	507
	• Ashford University	0	505	
	• National University	0	2	
			Total	1,230

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁸ suggests that there is a **supply gap** for this occupation in San Diego County, with **1,834** annual openings and **1,230** awards. Comparatively, there are **23,091** annual openings in California and **13,322** awards⁹ (Exhibit 6).

Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or OverSupply
San Diego	1,834	1,230	604
California	23,091	13,322	9,769

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.

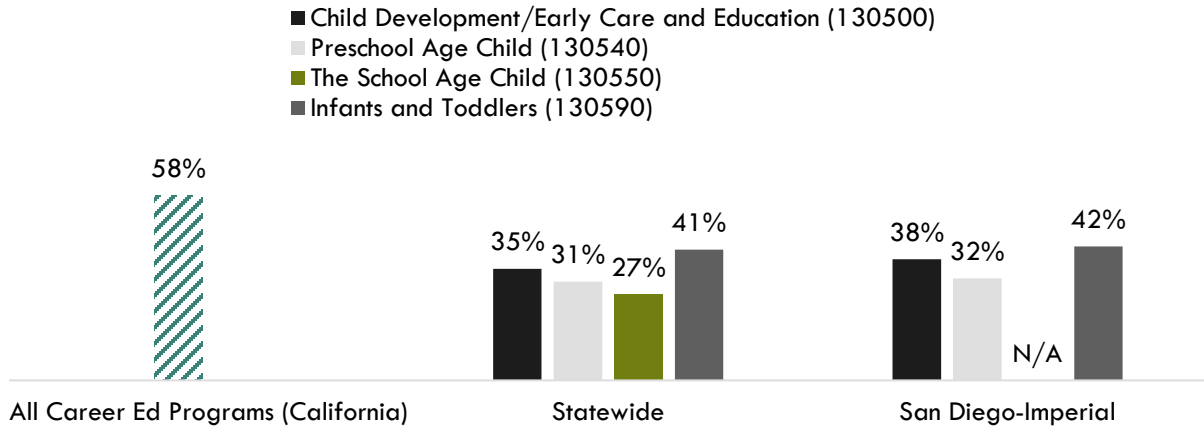
Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, between **32** and **42** percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Childcare Workers*, compared to **27** to **41** percent statewide and **58** percent of students in Career Education programs in general across the state (Exhibit 7a).

⁸ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

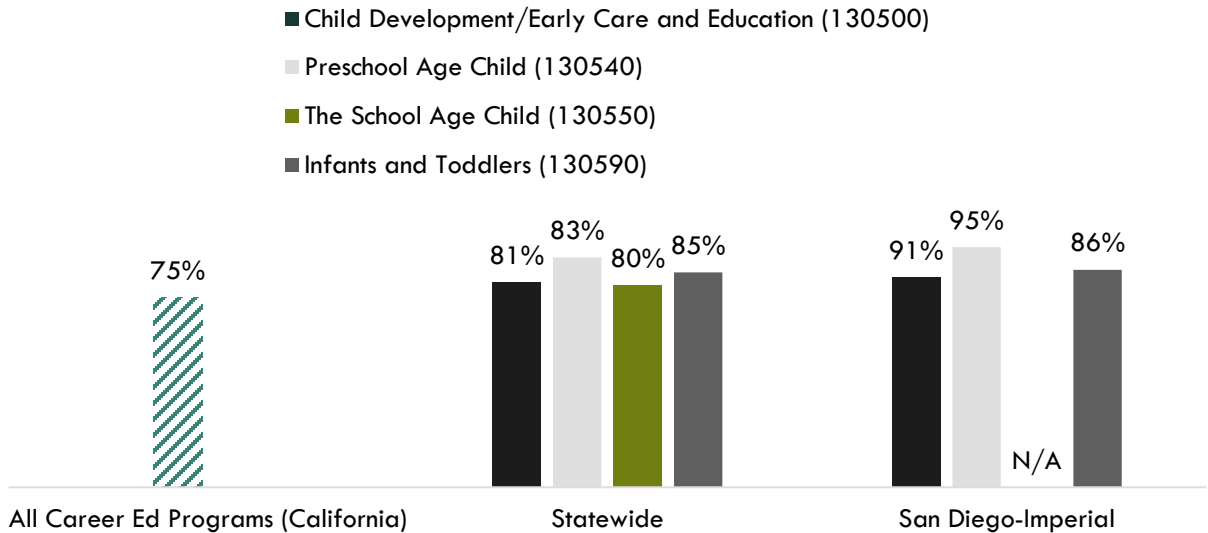
⁹ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Exhibit 7a: Proportion of Students Who Earned a Living Wage, PY2015-16¹⁰



According to the California Community Colleges LaunchBoard, 86 to 95 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 *Childcare Workers*, compared to 81 to 85 percent statewide and 75 percent of students in Career Education programs in general across the state (Exhibit 7b).

Exhibit 7b: Percentage of Students in a Job Closely Related to Field of Study, PY2014-15¹¹



¹⁰ Among completers and skills builders who exited, the proportion of students who attained a living wage.

¹¹ Most recent year with available data is Program Year 2014-15. 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.

Top Employers and Work Locations

Between January 1, 2016 and December 31, 2018, the top five employers in San Diego County for this occupation were [Sitter](#), [College Nannies Sitters Tutors Development](#), [Petsitter](#), [24 Hour Fitness](#), and [Goodwill](#) (Exhibit 8).

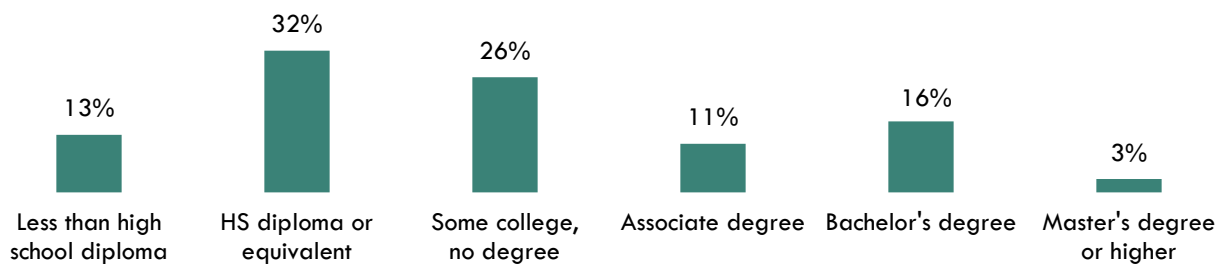
Exhibit 8: Top Employers in San Diego County for Childcare Workers¹²

Top Employers	
<ul style="list-style-type: none"> • Sitter • College Nannies Sitters Tutors Development, Inc. • Petsitter • 24 Hour Fitness • Goodwill 	<ul style="list-style-type: none"> • Coronado Unified • Rover • Sitter Service • Sitter.com • Public Consulting Group

Skills, Education, and Certifications

Exhibit 9 indicates the educational attainment for the occupation found currently in the national labor force. The typical on-the-job training for this profession is [short-term on-the-job training](#). The typical entry-level education is a [high school degree or equivalent](#).¹³

Exhibit 9: National Educational Attainment of Childcare Workers¹⁴



*May not add to 100% due to rounding

¹² Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

¹³ Emsi 2019.04; QCEW, Non-QCEW, Self-Employed.

¹⁴ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified October 18, 2018. bls.gov/emp/tables/educational-attainment.htm.

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

Exhibit 10: Top Skills for Childcare Workers in San Diego County¹⁵

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Child Care • Babysitting • Meal Preparation • Cardiopulmonary Resuscitation • Laundry 	<ul style="list-style-type: none"> • Energetic • Organizational Skills • Communication Skills • Spanish • Creativity 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Word • Microsoft PowerPoint • Apache Spark • Change data capture

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; 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 the report 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.

¹⁵ Burning Glass Technologies, “Labor Insight Real-Time Labor Market Information Tool.” 2016-2018.