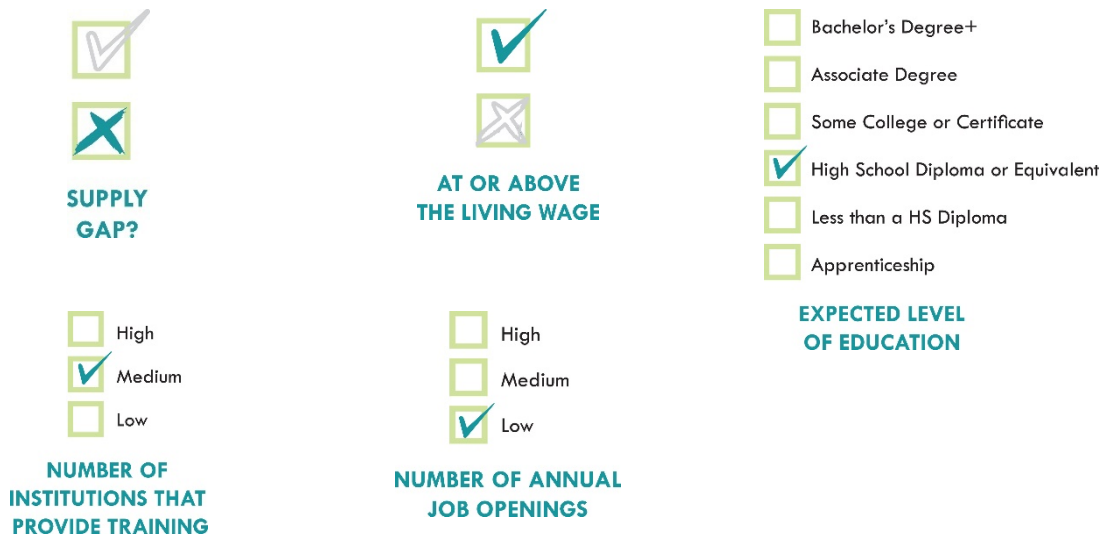


Community Health Workers

Labor Market Analysis: San Diego County

August 2019

Summary



The brief provides labor market information about *Community Health 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, *Community Health Workers* have a labor market demand of 82 annual job openings, while average demand for an occupation in San Diego County is 277 annual job openings. Seven educational institutions in San Diego County supply 203 awards for this occupation, suggesting that there is an oversupply. Comparatively, there are 1,035 annual openings in California and 2,702 awards. This occupation's entry-level wages are below the living wage, but its median wages are above the living wage, suggesting that students who obtain enough training and work experience beyond the entry-level may earn a living wage. According to the California Community Colleges' outcomes data, 47 percent of students who complete Community Health Care Worker programs (TOP 126100) earned a living wage, compared to 58 percent of students who complete Career Education programs in general. Additionally, the typical entry-level education for *Community Health Workers* is a high school diploma or equivalent.

Introduction

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

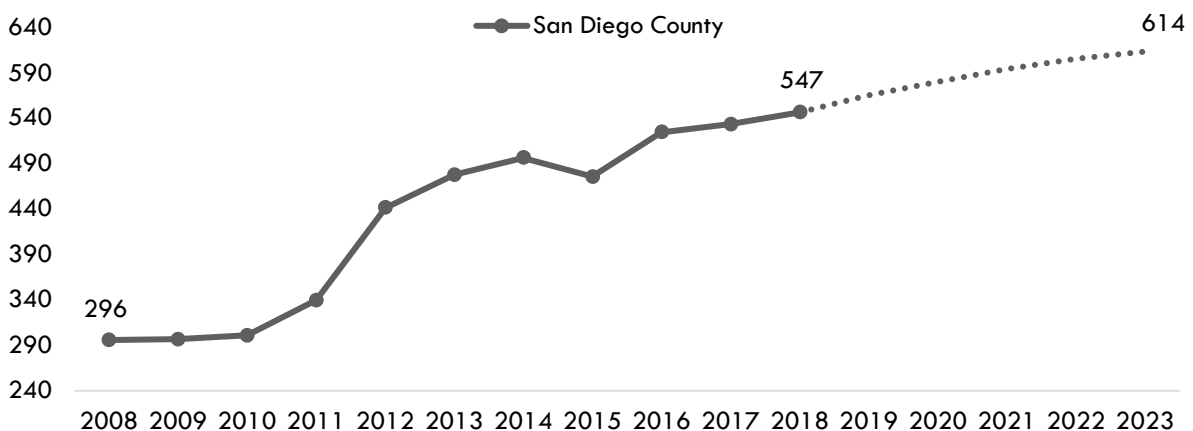
Community Health Workers (SOC 21-1094): Assist individuals and communities to adopt healthy behaviors. Conduct outreach for medical personnel or health organizations to implement programs in the community that promote, maintain, and improve individual and community health. May provide information on 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 reported job titles include:

- Community Health Promoter
- Community Health Outreach Worker
- Human Immunodeficiency Virus Counseling and Testing Services Specialist (HIV CTS) Specialist
- Community Health Program Coordinator
- Apprise Counselor
- Community Health Program Representative
- Community Nutrition Educator

Projected Occupational Demand

Between 2018 and 2023, *Community Health Workers* are projected to increase by **67** net jobs or **12** percent (Exhibit 1). Employers in San Diego County will need to hire **82** 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 Community Health Workers (2008-2023)²



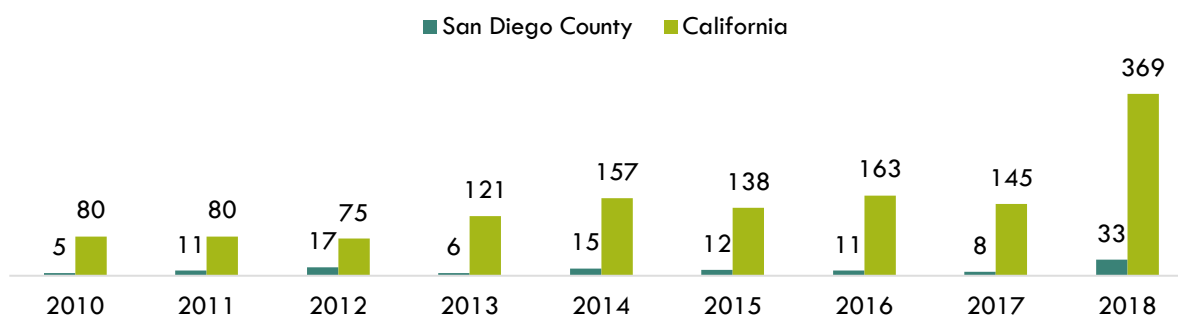
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

² Emsi 2019.03; 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 13 and 143 online job postings per year for *Community Health Workers* in San Diego County and California, respectively (Exhibit 2). Compared to occupations in general, the demand for this occupation is relatively low in online job postings. It takes approximately 44 days for employers in California to fill positions for this occupation, and 40 days for employers in San Diego County.³

Exhibit 2: Number of Online Job Postings for *Community Health Workers* in San Diego County and California (2010-2018)⁴



In addition to analyzing the number of online job postings overall for *Community Health Workers*, this brief examines the top job titles commonly posted for the occupation in California in recent years (Exhibit 3a).

Exhibit 3a: Top Job Titles for *Community Health Workers* in California (2016-2018)⁵

Job Title	Unique Online Job Postings	Job Title	Unique Online Job Postings
Community Liaison	228	Community Health Advocate	21
Health Advocate	42	Development Coordinator	18
Health Navigator	28	Community Lead	18
Peer Navigator	24	Mental Health Advocate	14
Community-Minded Person	22	Outreach Navigator	13

³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." Occupation Analysis – Community Health Workers. Last 12 months. San Diego County, California.

⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2018.

⁵ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

Because employers use a variety of job titles for *Community Health Workers*, this brief also analyzes selected job titles in online job postings across California for this occupation. However, the number of job postings for each job title was small and yielded few results (Exhibit 3b).

Exhibit 3b: Number of Online Job Postings for *Community Health Workers* in California with Selected Job Titles (2016-2018)⁶

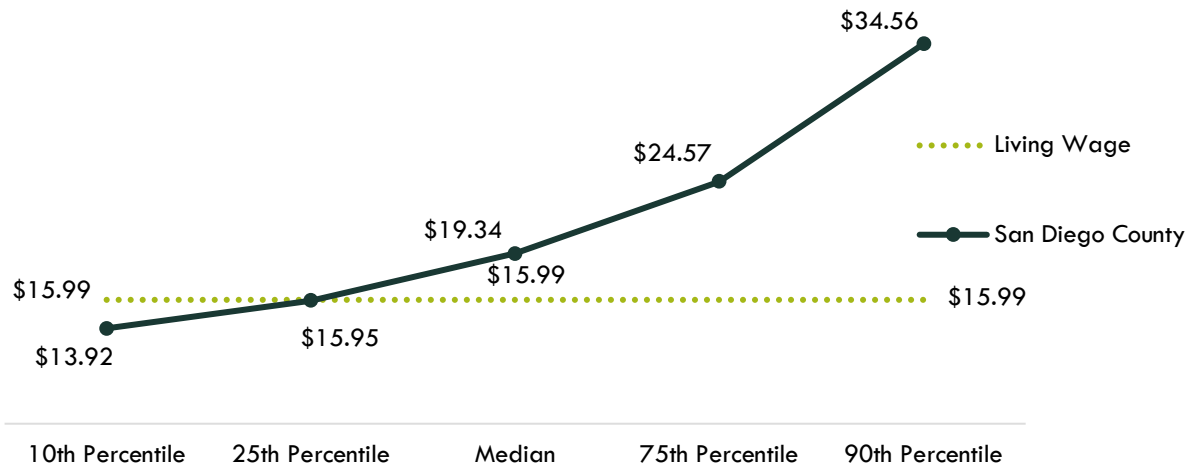
Job Title	Unique Online Job Postings	Job Title	Unique Online Job Postings
Coordinator	22	Nutrition Education and Obesity Specialist	N/A
Community Education Coordinator (CEC)	2	Community Organizer	N/A
Program Coordinator	1	Outreach Coordinator	N/A
Case Manager	N/A	Patient Engagement Specialist	N/A
Certified Eligibility Specialist	N/A	Patient Navigator	N/A
Certified Enrollment Counselor	N/A	Promotor	N/A
Children, Youth and Family Liaison	N/A	Promotora	N/A
Community Health Worker	N/A	Promotora Coordinator	N/A
Community Health Specialist	N/A	Peer Self Advocacy Coordinator	N/A
Community Outreach Representative	N/A	Peer Self Advocacy Trainer	N/A
Community Relations Specialist (CRS)	N/A	Research Assistant	N/A
Diabetes Health Educator	N/A	Risk and Patient Experience	N/A
Environmental Justice Liaison	N/A	San Diego Regional Coordinator	N/A
Family Development Associate	N/A	Senior Community Worker	N/A
Family Specialist Trainer	N/A	Social Services Aide	N/A
Health Educator	N/A	Social Worker	N/A
Lider	N/A	Vision Screener	N/A
Medical Assistant	N/A	Volunteer	N/A

⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

Earnings

Community Health Workers receive median hourly earnings of \$19.34; this is more than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 4).⁷

Exhibit 4: Hourly Earnings⁸ for Community Health Workers in San Diego County⁹



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.¹⁰ There are five TOP codes and seven CIP codes related to Community Health Workers (Exhibit 5).

Exhibit 5: Related TOP and CIP Codes for Community Health Workers

Community Health Workers

TOP 126100: Community Health Care Worker

TOP 130900: Gerontology

TOP 210400: Human Services

TOP 210440: Alcohol and Controlled Substances

⁷ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

⁸ 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.

⁹ Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

¹⁰ 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).

Community Health Workers

TOP 210450: Disability Services

CIP 19.0499: Family and Consumer Economics and Related Services, Other

CIP 19.0702: Adult Development and Aging

CIP 30.1101: Gerontology

CIP 44.0000: Human Services, General

CIP 44.0701: Social Work

CIP 51.1501: Substance Abuse/Addiction Counseling

CIP 51.2208: Community Health and Preventive Medicine

According to TOP data, six community colleges supply the region with awards for this occupation: Cuyamaca College, Grossmont College, Palomar College, MiraCosta College, San Diego City College, and Southwestern College. According to CIP data, two non-community college supplies the region with awards: Mueller College and National University (Exhibit 6).

Exhibit 6: 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)
130900	Gerontology	8	0	8
	• MiraCosta	8	0	
210400	Human Services	88	0	88
	• Cuyamaca	38	0	
	• San Diego City	31	0	
	• Southwestern	19	0	
210440	Alcohol and Controlled Substances	96	0	96
	• Palomar	35	0	
	• San Diego City	61	0	

210450	Disability Services	1	0	1
	• Grossmont	1	0	
51.1501	Substance Abuse/Addiction Counseling	0	10	10
	• Mueller College	0	8	
	• National University	0	2	
			Total	203

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹¹ suggests that there is an **oversupply** for this occupation in San Diego County, with **82** annual openings and **203** awards. Comparatively, there are **1,035** annual openings in California and **2,702** awards¹² (Exhibit 7).

Exhibit 7: 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	82	203	121
California	1,035	2,702	1,667

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.

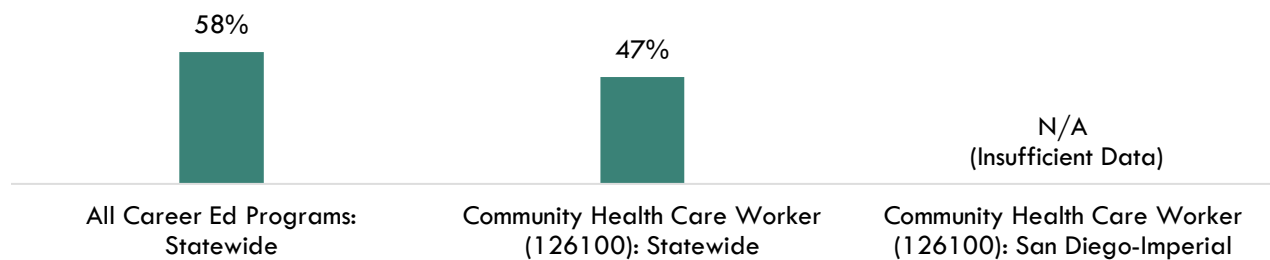
¹¹ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹² "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, there was insufficient data to calculate the “Percentage of Students Employed in a Job Closely Related to Field of Study” in the San Diego-Imperial region and across the state for Community Health Care Worker (126100); however, there was data for the “Proportion of Students Who Earned a Living Wage.” Statewide, 47 percent of students earned a living wage after completing Community Health Care Worker (126100) programs, compared to 58 percent of students who earned a living wage after completing Career Education programs in general (Exhibit 8).

Exhibit 8: Proportion of Students Who Earned a Living Wage, PY2015-16¹³



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 [Family Health Centers of San Diego](#), [Sharp Healthcare](#), [Landmark Health](#), [KRA Corporation](#), and [Sutter Health](#) (Exhibit 9).

Exhibit 9: Top Employers in San Diego County for Community Health Workers¹⁴

Top Employers	
<ul style="list-style-type: none"> • Family Health Centers of San Diego • Sharp Healthcare • Landmark Health • KRA Corporation • Sutter Health 	<ul style="list-style-type: none"> • Mission Edge • Universal Health Services, Inc. • UnitedHealth Group • United States Medical Management • Union of Pan Asian Communities

¹³ Among completers and skills builders who exited, the proportion of students who attained a living wage.

¹⁴ Burning Glass Technologies, “Labor Insight Real-Time Labor Market Information Tool.” 2016-2018.

Skills, Education, and Certifications

Exhibit 10 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 diploma or equivalent](#).¹⁵

Exhibit 10: National Educational Attainment of Community Health Workers¹⁶

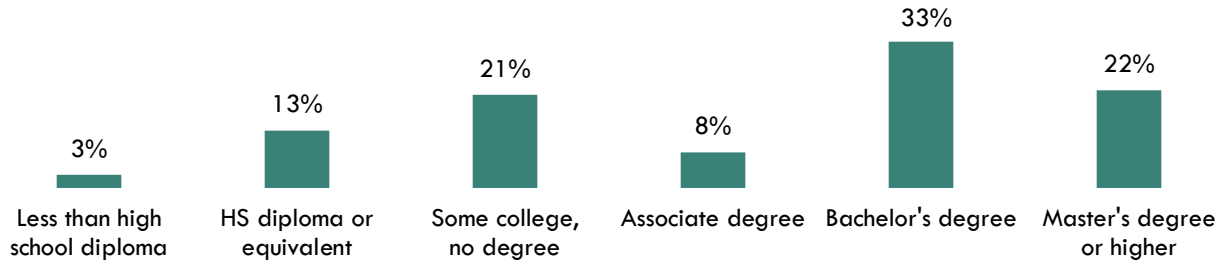


Exhibit 11 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

Exhibit 11: Top Skills for Community Health Workers in San Diego County¹⁷

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Customer Service • Case Management • Mental Health • Customer Contact • Community Health 	<ul style="list-style-type: none"> • Communication Skills • Building Effective Relationships • English • Computer Literacy • Spanish 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Word • Microsoft Outlook • Microsoft PowerPoint • Centricity

¹⁵ Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

¹⁶ "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.

¹⁷ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

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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.