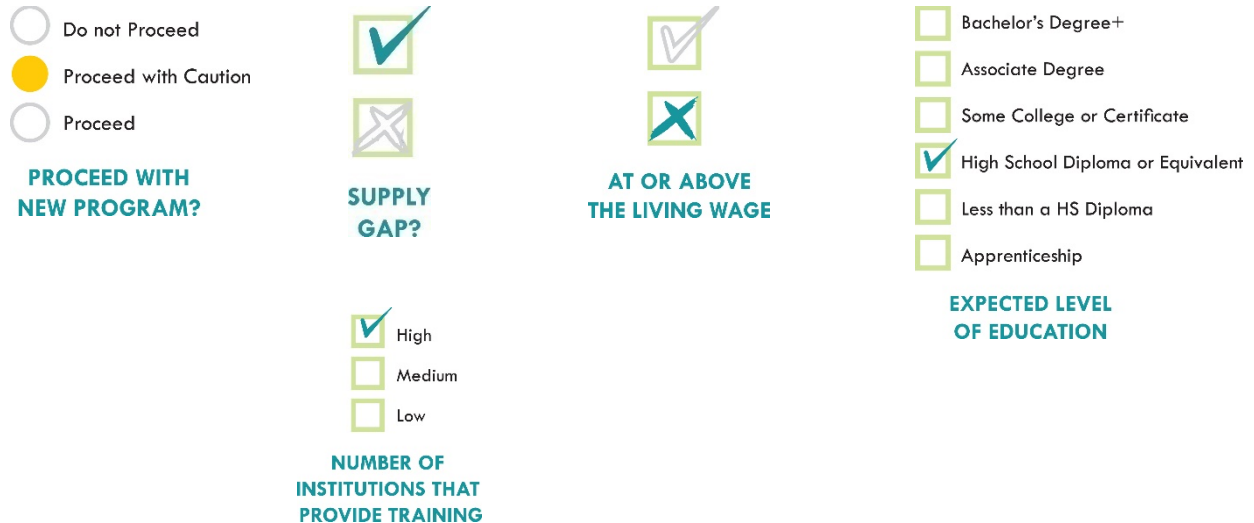


Child Development/Early Care and Education

Labor Market Analysis for San Diego Continuing Education

September 2019

Summary



This report provides labor market information for occupation(s) selected by San Diego Continuing Education for its *Child Development/Early Care and Education* program. The training provided by this program is likely to lead to employment as *Childcare Workers*. According to available labor market information, this occupation has a labor market demand of 1,821 annual job openings, while average demand for an occupation in San Diego County is 277 annual job openings. Eight community colleges supply the region with 399 for-credit awards (160 certificates with 6 to < 18 units, 112, associate degrees, and other certificates with varying numbers of units): Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego Mesa College, San Diego Miramar College, and Southwestern College. Only San Diego Continuing Education supplies noncredit awards for this occupation, which averaged 403 awards over the last three program years. In short, the region supplies 403 for-credit and noncredit awards for 1,821 annual job openings, suggesting that there is a labor market supply gap. However, this brief does not recommend moving forward with a new program because 1) entry-level and median wages are below the living wage; 2) eight out of 10 community colleges have a program; and 3) the expected level of education for this occupation is a high school diploma or equivalent.

Introduction

This report provides labor market information (LMI) in San Diego County for occupations related to the six-digit Taxonomy of Programs¹ (TOP) code, Child Development/Early Care and Education (TOP 130500). The purpose of this brief is to assist noncredit program providers in the region, such as San Diego Continuing Education (SDCE), with program development and review. SDCE identified one occupation from the Standard Occupational Classification (SOC)² system for this program, which will be the focus of this report:

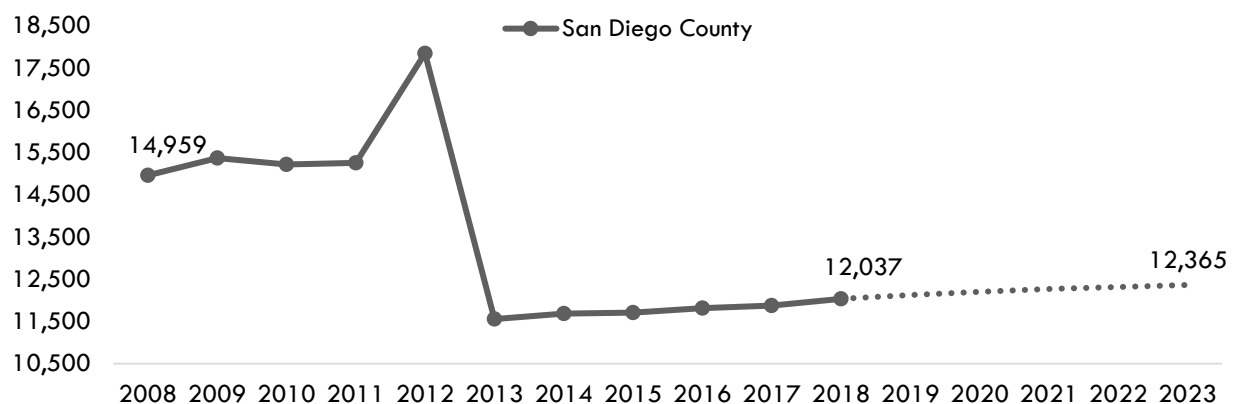
Childcare Workers (SOC 39-9011): Attend to children at schools, businesses, private households, and childcare institutions. Perform a variety of tasks, such as dressing, feeding, bathing, and overseeing play. Sample reported job titles include:

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

Projected Occupational Demand

Between 2018 and 2023, *Childcare Workers* are projected to increase by **328** net jobs or **three** percent (Exhibit 1). Employers in San Diego County will need to hire **1,821** 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)³



¹ Taxonomy of Programs (TOP) is a system of codes used by the California Community Colleges for the purpose of collecting, calculating, or disseminating data about similar training programs.

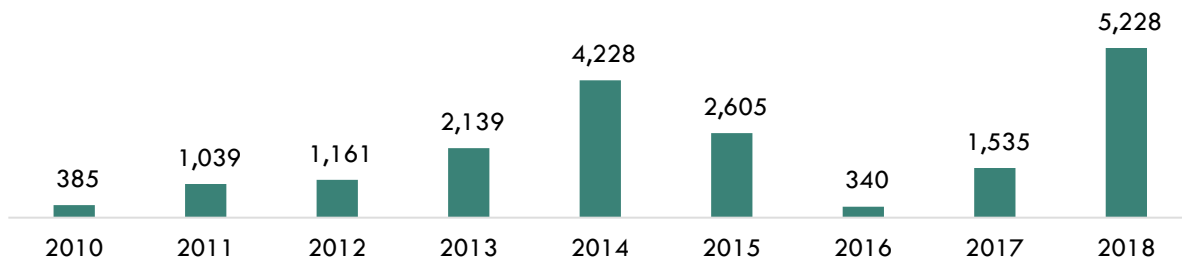
² The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

³ 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 2,073 online job postings per year for *Childcare Workers* in San Diego County (Exhibit 2).

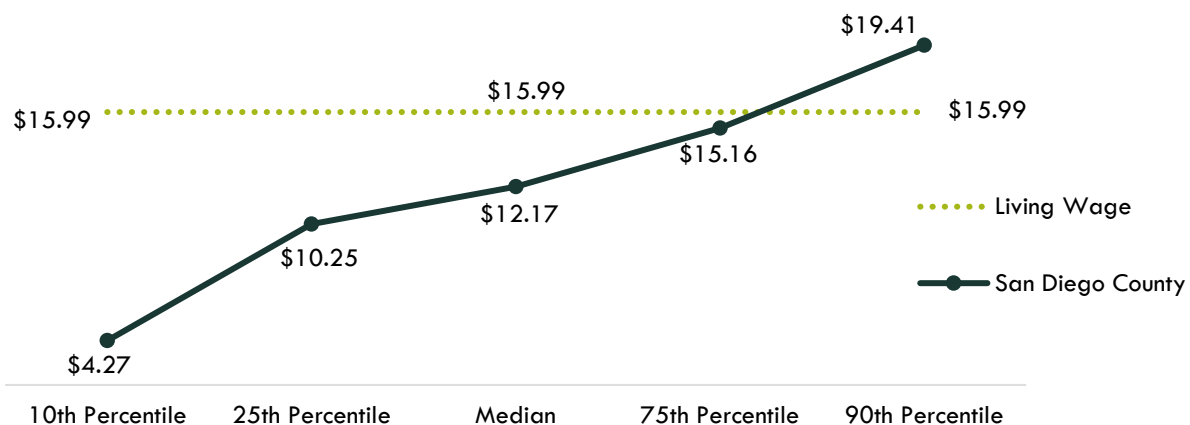
Exhibit 2: Number of Online Job Postings for *Childcare Workers* in San Diego County (2010-2018)⁴



Earnings

Childcare Workers have median hourly earnings of \$12.17; this is less than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3).⁵

Exhibit 3: Hourly Earnings⁶ for *Childcare Workers* in San Diego County⁷



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

⁵ "California Family Needs Calculator." Insight Center for Community Economic Development, last updated 2018. insightccd.org/2018-family-needs-calculator.

⁶ 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.

⁷ Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards conferred by a course or program in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁸ According to TOP and CIP⁹ data, **eight** community colleges supply the region with for-credit awards for Child Development/Early Care and Education (TOP 130500): [Cuyamaca College](#), [Grossmont College](#), [MiraCosta College](#), [Palomar College](#), [San Diego City College](#), [San Diego Mesa College](#), [San Diego Miramar College](#), and [Southwestern College](#) (Exhibit 4b).

Exhibit 4a: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Years 2015-16 through 2017-18)

College	Award Type	PY 15-16	PY 16-17	PY 17-18	3-Year Avg
Cuyamaca	Associate in Science for Transfer (A.S.-T) Degree	1	3	0	1
	Total	1	3	0	1
Grossmont	Associate of Science (A.S.) degree	8	16	17	14
	Certificate 30 to < 60 units	9	14	20	14
	Total	17	30	37	28
MiraCosta	Associate of Arts (A.A.) degree	28	21	29	26
	Certificate 30 to < 60 units	17	8	14	13
	Certificate 18 to < 30 units	61	45	69	58
	Certificate 12 to < 18 units	1	0	2	1
	Certificate 6 to < 18 units	68	132	148	116
	Total	175	206	262	214
Palomar	Associate in Science for Transfer (A.S.-T) Degree	4	2	2	3
	Associate in Arts for Transfer (A.A.-T) Degree	0	0	8	3
	Associate of Science (A.S.) degree	0	12	9	7
	Associate of Arts (A.A.) degree	14	1	1	5
	Certificate 30 to < 60 units	17	14	12	14
	Certificate 6 to < 18 units	29	8	28	22
	Total	64	37	60	54

⁸ 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)

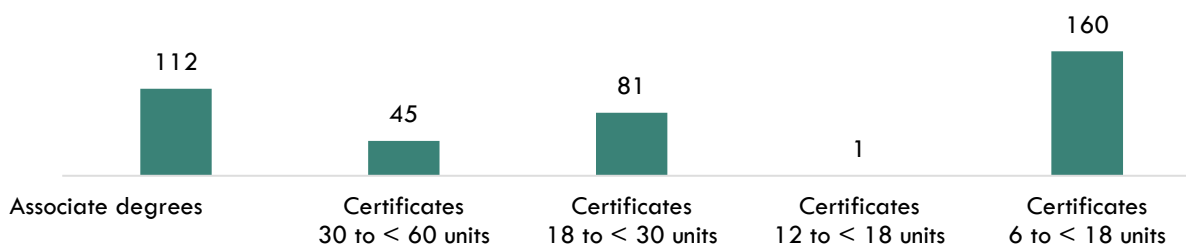
⁹ There are two CIP codes related to Child Development/Early Care and Education (TOP 130500): Education/Teaching of Individuals in Early Childhood Special Education Programs. (CIP 131015) and Early Childhood Education and Teaching (CIP 131210).

College	Award Type	PY 15-16	PY 16-17	PY 17-18	3-Year Avg
San Diego City	Certificate 30 to < 60 units	3	3	0	2
	Certificate 18 to < 30 units	35	33	0	23
	Certificate 6 to < 18 units	2	1	2	2
	Total	40	37	2	26
San Diego Mesa	Certificate 6 to < 18 units	2	8	0	3
	Total	2	8	0	3
San Diego Miramar	Certificate 30 to < 60 units	4	0	0	1
	Certificate 6 to < 18 units	21	29	0	17
	Total	25	29	0	18
Southwestern	Associate of Arts (A.A.) degree	59	53	48	53
	Certificate 30 to < 60 units	2	0	1	1
	Total	61	53	49	54
Total		385	403	410	399

Note: The numbers may not add up exactly due to rounding.

Broken down by award type, the colleges supplied the most awards in certificates with 6 to < 18 units (160), followed by associate degrees (112), and so forth (Exhibit 4b).

Exhibit 4b: Total Number of Awards by Type for Child Development/Early Care and Education (TOP 130500) in San Diego County (Three-Year Average 2015-16 through 2017-18)



In terms of noncredit awards, only San Diego Continuing Education provides noncredit awards for Child Development/Early Care and Education (TOP 130500), with an average of **four** noncredit awards (Exhibit 5).

**Exhibit 5: Number of Noncredit Awards Conferred by SDCE
(Program Years 2015-16 through 2017-18)**

Program Title	Award Type	PY 15-16	PY 16-17	PY 17-18	3-Year Avg
Child Development 1; Child Development 2	Program Award	3	1	9	4

Demand vs. Supply

In short, the region supplies 403 for-credit and noncredit awards for 1,821 annual job openings, suggesting that there is a labor market supply gap (Exhibit 6).

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

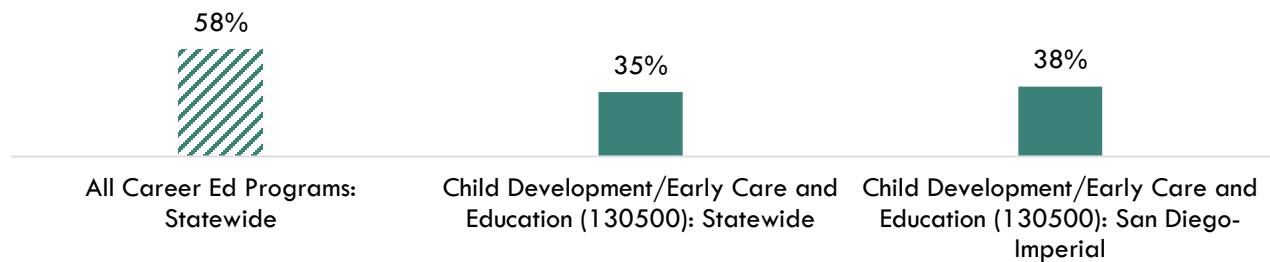
TOP6 Program	Demand (Annual Openings)	Supply (Total Annual Average Supply)		Supply Gap or Oversupply
		Noncredit	For-Credit	
Child Development/Early Care and Education (TOP 130500)	1,821	4	399	1,418

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

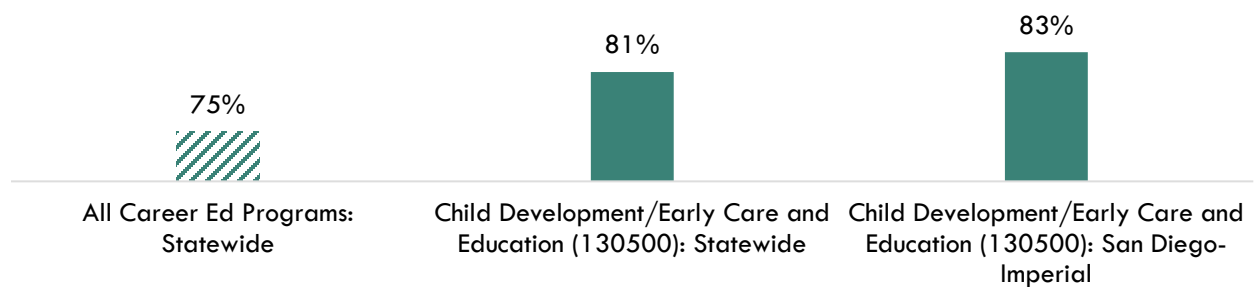
According to the California Community Colleges LaunchBoard, 38 percent of students in the San Diego-Imperial region earned a living wage after completing a Child Development/Early Care and Education (TOP 130500) program, compared to 35 percent statewide and 58 percent of students in Career Education programs in general across the state (Exhibit 7a).

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



According to the California Community Colleges LaunchBoard, 83 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a Child Development/Early Care and Education (TOP 130500) program, compared to 81 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 [Coronado Unified](#) (Exhibit 8).

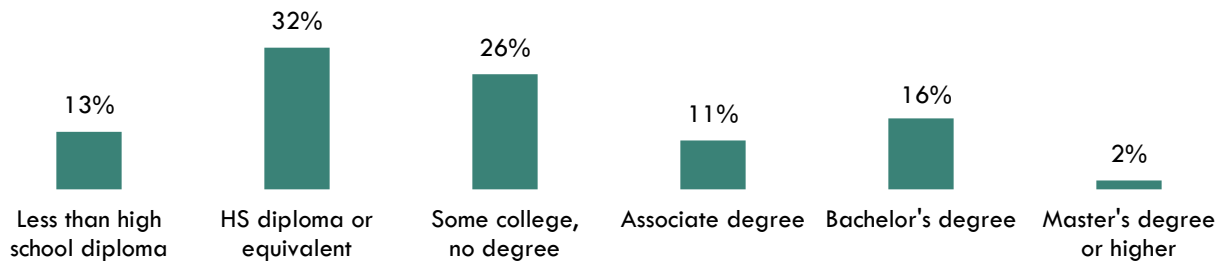
Exhibit 8: Top Employers in San Diego County for Childcare Workers¹²

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

Skills, Education, and Certifications

Exhibit 9a 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](#).¹³

Exhibit 9a: National Educational Requirements for Childcare Workers¹⁴



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

¹³ Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

¹⁴ Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

Similarly, based on online job postings between January 1, 2016 and December 31, 2018, the top listed educational requirement for *Childcare Workers* was a [high school diploma or vocational training](#) (Exhibit 9b).¹⁵

Exhibit 9b: Educational Requirements for *Childcare Workers* in San Diego County in Online Job Postings¹⁶

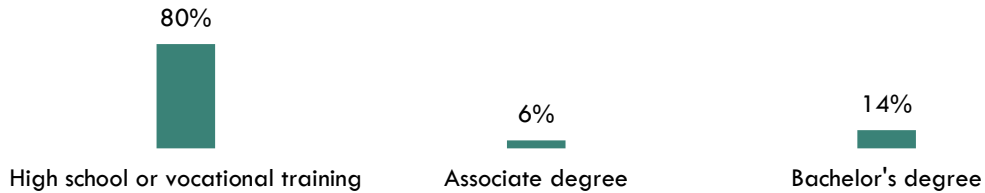


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

Exhibit 10: Top Skills for *Childcare Workers* in San Diego County¹⁷

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Child Care • Babysitting • Meal Preparation • Cardiopulmonary Resuscitation • Caregiving 	<ul style="list-style-type: none"> • Energetic • Communication Skills • Organizational Skills • Spanish • Creativity 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Word • YouTube • Microsoft PowerPoint • QuickBooks

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

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.