

Medical Social Services

Inland Empire/Desert Region (Riverside and San Bernardino counties)

This workforce demand report uses state and federal job projection data developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.

Summary

- Community college human services programs provide the knowledge, skills, and abilities that may lead to two community college-level medical social services occupations.
- These occupations are projected to have 729 annual job openings through 2024, increasing employment by 15%.
- The 50th percentile hourly earnings for these occupations are between \$18.56 and \$23.61 per hour. The median hourly earnings for community health workers is above the regional \$21.78 per hour self-sustainable wage standard for a single adult with one child.
- Regional community colleges offering human services programs have issued 85 awards annually over the last three academic years.
- The Centers of Excellence recommends developing a medical social services program to meet the regional demand for community college-level occupations in this field.

Introduction

California Community College human services (TOP 2104.00) programs prepare students for employment through training related to the theory and practice in providing human and social services to individuals and communities. These programs include preparation for work in public and private human services organizations (Taxonomy of Programs, 2012). The occupations described in this report are relevant to human services programs and are collectively referred to as the medical social services occupational group in this report. The knowledge, skills, and abilities trained by medical human services programs may lead to the following occupations:

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

Job Counts and Projections

In 2019, there were 5,116 combined medical social services jobs in the Inland Empire/Desert Region. Over the next five years, these occupations are expected to have 729 annual job openings, rising by 15%. Exhibit 1 displays the job counts, five-year projected job growth, job openings, and the share of incumbent workers age 55 years and greater working in the medical social services occupational group.

Exhibit 1: Five-year projections for the medical social services occupational group, 2019-2024

Occupation	2019 Jobs	2024 Jobs	5-Yr % Change (New Jobs)	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
Social and Human Service Assistants	4,724	5,452	15%	4,079	680	24%
Community Health Workers	391	420	7%	297	49	25%
Total	5,116	5,872	15%	4,376	729	24%

Source: Emsi 2021.2

Exhibit 2 shows the number of job ads posted during the last 12 months and the statewide average time filling each occupation. Job ads have been limited to the health care and social assistance industry to ensure that ads reflect the demand for medical social workers.

Over the last 12 months, there were 110 medical social services job advertisements posted in the Inland Empire/Desert Region. The job advertisement search was expanded to the state level to ensure sufficient advertisements from which to obtain generalizable information. On average, employers fill online job advertisements for the medical social services occupational group within 41 days.

Exhibit 2: Job ads and time to fill

Occupation	Job Ads	Statewide Average Time to Fill (Days)
Social and Human Service Assistants	1,518	39
Community Health Workers	276	52
Total	1,794	41

Source: Burning Glass – Labor Insights

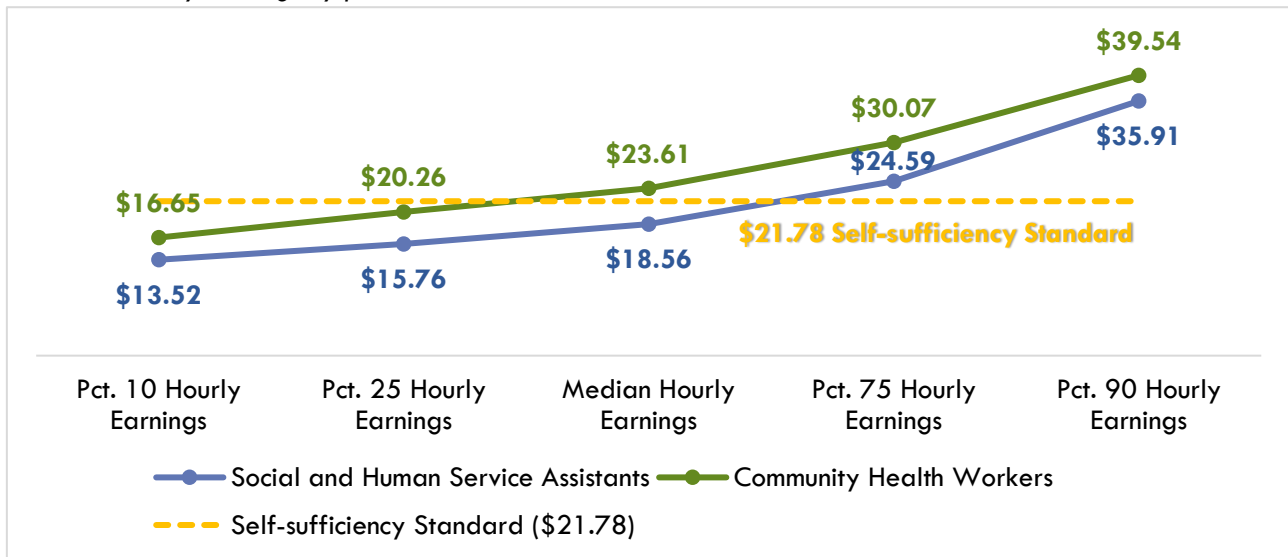
Earnings and Benefits

Community colleges should ensure their training programs lead to employment opportunities that provide self-sustainable income. The University of Washington estimates that a self-sufficient hourly rate for a single adult with one school-age child is \$21.78 per hour or \$45,992 annually in Riverside County; \$21.24 per hour or

\$44,867 annually in San Bernardino County (Pearce, 2020). For this study, the higher hourly earnings requirement in Riverside County is adopted as the self-sufficiency standard for the two-county region.

The median hourly earnings for community health workers exceeds the self-sustainability rate. The hourly earnings for social and human service assistants do not surpass the self-sustainability rate until the 75th percentile, indicating that only the top 25% of workers in the field earn a self-sustainable wage. Exhibit 3 displays the hourly earnings for the medical social services occupational group.

Exhibit 3: Hourly earnings by percentile



Source: Emsi 2021.2

According to the California Labor Market Information Division's occupational guides, benefits for social and human service assistants typically receive health, dental, and life insurance, as well as vacation, sick leave, holiday pay, and retirement plans. Benefits information is not available for community health workers (Detailed Occupational Guides, 2021).

Advertised Salary from Online Job Ads

Exhibit 4 displays online job ad salary data for the medical social services occupational group over the last 12 months in California. Online job ad salary information reveals that employers are willing to pay this occupational group between \$42,000 and \$47,000 annually. The advertised annual earnings for community health workers are above the \$45,992 annual (\$21.78 hourly) self-sufficiency standard for the region. Consider the salary information with caution since only 43% (770 out of 1,794) online job postings for these occupations provided salary information. The salary figures are prorated to reflect full-time, annual wage status.

Exhibit 4: Advertised salary information

Occupations	Number of job postings	Real-Time Salary Information				Average Annual Salary
		Less than \$35,000	\$35,000 to \$49,999	\$50,000 to \$74,999	More than \$75,000	
Social and Human Service Assistants	631	28%	56%	14%	2%	\$42,000
Community Health Workers	139	19%	51%	27%	3%	\$47,000

Source: Burning Glass – Labor Insights

Employers, Skills, Education, and Work Experience

Exhibit 5 displays the employers posting the most job ads during the last 12 months. Displaying employer names provides some insight into where students may find employment after completing a program. Kindred Healthcare, with locations in Ontario, Riverside, and Perris, is the employer posting the most advertisements in the Inland Empire/Desert Region.

Exhibit 5: Employers posting the most job ads for the medical social services occupational group

Occupation	Top Employers	
Social and Human Service Assistants (n=1,518)	<ul style="list-style-type: none"> The Mentor Network Volunteers of America Atria Senior Living Los Angeles LGBT Center 	<ul style="list-style-type: none"> Kindred Healthcare Inc. Oakmont Senior Living International Rescue Committee Mental Health America of Los Angeles
Community Health Workers (n=276)	<ul style="list-style-type: none"> The Cambodian Family Communication Center Roots Community Health Center Mental Health America of Los Angeles 	<ul style="list-style-type: none"> St. Joseph Health System Inland Valley Hospice Hoag Memorial Hospital Family Health Centers of San Diego

Source: Burning Glass – Labor Insights

Exhibit 6 lists a sample of specialized and employability skills employers seek when looking for workers to fill medical social services positions. Specialized skills are occupation-specific skills that employers request for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is often referred to as "soft skills." The skills requested in job postings may be utilized to guide curriculum development.

Exhibit 6: Sample of in-demand skills from employer job ads

Occupation	Specialized skills	Employability skills
Social and Human Service Assistants (n=1,427)	<ul style="list-style-type: none"> Case Management Mental Health Scheduling Customer Service Cardiopulmonary Resuscitation (CPR) 	<ul style="list-style-type: none"> Communication Skills Bilingual (English/Spanish) Organizational Skills Teamwork/Collaboration Planning

Occupation	Specialized skills	Employability skills
Community Health Workers (n=272)	<ul style="list-style-type: none"> • Case Management • Mental Health • Scheduling • Customer Service • Health Education 	<ul style="list-style-type: none"> • Communication Skills • Bilingual (English/Spanish) • Computer Literacy • Organizational Skills • Teamwork/Collaboration

Source: Burning Glass – Labor Insights

According to the Bureau of Labor Statistics, approximately (27%-34%) of incumbent workers in this field hold a community college-level of educational attainment; "some college, no degree" and an "associate degree." Online job advertisements indicate that most (53%) employers seeking social and human service assistants sought candidates with a high school diploma or equivalent. Nearly half (49%) of employers posting advertisements for community health workers sought candidates with a high school diploma or vocational training.

Exhibit 7: Typical entry-level education, educational attainment, and minimum advertised education requirements

Occupation	Typical Entry-Level Education Requirement	CC-Level Educational Attainment*	Number of Job Ads	Real-Time Minimum Advertised Education Requirement		
				High school or vocational training	Associate degree	Bachelor's degree or higher
Social and Human Service Assistants	High school diploma or equivalent	34%	1,180	53%	8%	39%
Community Health Workers	High school diploma or equivalent	27%	230	49%	16%	35%

Source: Emsi 2021.2, Burning Glass – Labor Insights

*Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework

Exhibit 8 displays the work experience typically required to enter each occupation and the real-time work experience requirements from employer job ads. Job advertisements indicate that the majority of employers seeking medical social services workers sought candidates with zero to two years of work experience.

Exhibit 8: Work experience required and real-time work experience requirements

Occupation	Work Experience Typically Required	Real-Time Work Experience			
		Number of job postings	0 – 2 years	3 – 5 years	6+ years
Social and Human Service Assistants	None	957	77%	21%	2%
Community Health Workers	None	203	69%	30%	1%

Source: Emsi 2021.2, Burning Glass – Labor Insights

Student Completions for Programs

Exhibit 9 displays completion data for California Community College human services (TOP 2104.00) programs between 2017 and 2020. Over the last three academic years, regional community colleges issued 85 awards annually in human services programs. The student completion and outcome methodology are available on page 11. The following are the local program titles for regional human services programs:

- Moreno Valley: Behavioral Therapist, Careers in Social Work, Child Welfare, Drug and Alcohol Studies, Family Studies, Human Services, Military Social Work, Multicultural Counseling, Social Justice System Studies, Social Work Administration Studies, Social Work, Human Services, & Counseling Practices
- Riverside: N/A
- San Bernardino: Case Specialist, Case Management in the Public Sector, Human Services

Exhibit 9: 2017-20, Annual average community college awards for the human services programs in the Inland Empire/Desert Region

TOP 2104.00 – Human Services	Associate Degree	Certificate requiring 30 to <60 semester units	Certificate requiring 18 to <30 semester units	Certificate requiring 16 to <30 semester units	Certificate requiring < 6-semester units	Total CC Annual Average Awards, Academic Years 2017-20
Moreno Valley	10	-	10	7	9	37
Riverside	0	-	1	-	0	2
San Bernardino	33	13	-	-	-	46
Total	44	13	11	7	10	85

Source: MIS Data Mart

California program outcome data may provide a useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 10. The outcome methodology is available in the appendix section of this report.

Exhibit 10: 2104.00 – Human services strong workforce program outcomes

Strong Workforce Program Metrics: 2104.00 – Human services Academic Year 2017-18, unless noted otherwise	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2018-19)	724	8,770
Completed 9+ career education units in one year (2018-19)	29%	26%
Perkins Economically disadvantaged students (2018-19)	94%	91%
Students who earned a degree, certificate, or attained apprenticeship (2018-19)	55	663

Strong Workforce Program Metrics: 2104.00 – Human services Academic Year 2017-18, unless noted otherwise	Inland Empire/Desert Region	California
Transferred to a four-year institution (transfers)	33	603
Job closely related to the field of study (2016-17)	54%	67%
Median annual earnings (all exiters)	\$29,350	\$26,572
Median change in earnings (all exiters)	10%	26%
Attained a living wage (completers and skills-builders)	63%	46%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Recommendation for Medical Social Services Programs

The community college-level medical social services occupations are expected to have 729 annual job openings and increase employment by 15% over the next five years. Median hourly earnings for community health workers surpass the \$21.78 per hour self-sustainable wage standard. In contrast, earnings for social and human service assistants do not surpass this standard until the 75th percentile.

Community college human services (2104.00) programs have issued 85 awards annually over the last three academic years. The median annual earnings for human services program completers in the region is \$29,350.

The Centers of Excellence recommends developing a medical social services program due to the high demand for these occupations and the relatively low supply of human services program completers. Colleges considering this program should partner with applicable employers to document their demand for more workers in this field and ensure that students earn a self-sustainable wage after program completion.

Contact

Michael Goss & Paul Vaccher
Centers of Excellence, Inland Empire/Desert Region
michael.goss@chaffey.edu
June 2021

References

Burning Glass Technologies. (2021). *Labor Insights/Jobs*. Retrieved from <https://www.burning-glass.com/>

California Community Colleges Chancellor's Office. LaunchBoard. (2021). *California Community Colleges LaunchBoard*. Retrieved from <https://www.calpassplus.org/Launchboard/Home.aspx>

California Community Colleges Chancellor's Office. LaunchBoard. (2021a). *Strong Workforce Program Metrics Data Element Dictionary*. Pg. 3. Retrieved from <https://www.calpassplus.org/MediaLibrary/calpassplus/launchboard/Documents/SWP-DED.PDF>

California Community Colleges Chancellor's Office. (2021). *Chancellor's Office Curriculum Inventory (COCI), version 3.0*. Retrieved from <https://coci2.ccctechcenter.org/programs>

California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. (2021). *Data Mart*. Retrieved from <https://datamart.cccco.edu/datamart.aspx>

California Community Colleges Chancellor's Office, Curriculum and Instructional Unit, Academic Affairs Division. (2012). *Taxonomy of Programs, 6th Edition, Corrected Version*. Retrieved from <https://www.cccco.edu/-/media/CCCCO-Website/About-Us/Divisions/Digital-Innovation-and-Infrastructure/Research/Files/TOPmanual6200909corrected12513.ashx?la=en&hash=94C709CA83C0380828415579395A5F536736C7C1>

Carnevale, A. P., Jayasundera, T., & Repnikov, D. (n.d.). *Understanding Online Job Ads Data*. Retrieved from <https://cew.georgetown.edu/wp-content/uploads/2014/11/OCLM.Tech.Web.pdf>

Economic Modeling Specialists International (Emsi). (2021). *Datarun 2021.2*. Retrieved from <https://www.economicmodeling.com/>

Labor Market Information Division. Employment Development Department of California. (2021). *Detailed Occupational Guides*. Retrieved from <https://www.labormarketinfo.edd.ca.gov/OccGuides/Search.aspx>

National Center for O*NET Development. (2021). *O*NET OnLine*. Retrieved from <https://www.onetonline.org/>

Pearce, D. University of Washington. (2020). *Self Sufficiency Standard – California*. Retrieved from <http://www.selfsufficiencystandard.org/california>

Appendix: Occupation definitions, sample job titles, five-year projections, and earnings for medical social services occupations

Occupation Definitions (SOC code), Education and Training Requirement, Community College Education Attainment

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.

Sample job titles: Addictions Counselor Assistant, Advocate, Clinical Assistant, Residential Care Assistant, Social Services Aide, Social Services Assistant, Social Work Assistant, Social Work Associate, Social Worker Assistant

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: Less than one month on-the-job training

Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework: 34%

Community Health Workers (21-1094)

Promote health within a community by assisting individuals to adopt healthy behaviors. Serve as an advocate for the health needs of individuals by assisting community residents in effectively communicating with healthcare providers or social service agencies. Act as liaison or advocate and implement programs that promote, maintain, and improve individual and overall community health. May deliver health-related preventive services such as blood pressure, glaucoma, and hearing screenings. May collect data to help identify community health needs.

Sample job titles: Apprise Counselor, Community Health Outreach Worker, Community Health Program Coordinator, Community Health Program Representative (Community Health Program Rep), Community Health Promoter, Community Health Worker (CHW), Community Nutrition Educator, HIV CTS Specialist (Human Immunodeficiency Virus Counseling and Testing Services Specialist)

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: Less than one month on-the-job training

Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework: 27%

Appendix: Methodology

Exhibit 9 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2017 and 2020, from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total of associate degrees and certificates issued during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variation that might be present in a single year.

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from records provided by California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2021 a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS), administered by Santa Rosa Junior College (LaunchBoard, 2021 a).

Job advertisement data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014). Online job advertisements often do not reveal employers' hiring intentions; it is unknown if employers plan to hire one or multiple workers from a single online job ad or collect resumes for future hiring needs. A closed job ad may not be the result of a hired worker.

Table 1. 2019 to 2024 job growth, wages, entry-level education, training, and work experience required for the medical social services occupational group

Occupation (SOC)	2019 Jobs	5-Year Change (New Jobs)	5-Year % Change (New Jobs)	Annual Openings (New + Replacement Jobs)	Entry-Experienced Hourly Wage (10 th to 90 th percentile)	Median Hourly Wage (50 th percentile)	Average Annual Earnings	Entry-Level Education & On-The-Job-Training	Work Experience Required
Social and Human Service Assistants (21-1093)	4,724	728	15%	680	\$13.52 to \$35.91	\$18.56	\$44,400	High school diploma or equivalent & 1 month	None
Community Health Workers (21-1094)	391	29	7%	49	\$16.65 to \$39.54	\$23.61	\$54,200	High school diploma or equivalent & 1 month	None
Total	5,116	757	15%	729	-	-	-	-	-

Source: Emsi 2021.2