

February 2021

Labor Market Analysis

Certified Nursing Assistants/ Home Health Aides



Prepared by the Central Valley/Mother Lode Center of Excellence

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COVID-19 Statement: This report includes employment projection data by Emsi. Emsi's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

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Summary

Please note the COVID-19 statement on page 2 when considering this report's findings.

This study conducted by the Central Valley/Mother Lode Center of Excellence examines labor market demand, wages, skills, and postsecondary supply for certified nursing assistants/home health aides. Two occupations related to certified nursing assistants/home health aides were identified for Taft College:

- 31-1128, Home Health and Personal Care Aides
- 31-1131, Nursing Assistants

Key findings:

- **Occupational demand** — More than 42,700 workers were employed in jobs related to certified nursing assistants/home health aides in 2019 in the South Central Valley/Southern Mother Lode (SCV/SML) subregion. The largest occupation is home health and personal care aides with 36,499 workers in 2019, a projected growth rate of 30% over the next five years, and 7,614 annual openings.
- **Wages** — Nursing assistants earn the highest entry-level wage, \$13.08/hour in the subregion and \$13.31/hour in the region.
- **Employers** — Employers with the most job postings in the subregion are Dycora Transitional Health & Living, Adventist Health, and Community Medical Centers Incorporated.
- **Occupational titles** — The most common occupational title in job postings in the subregion is nursing assistants. The most common job title is certified nursing assistant.
- **Skills and certifications** — The top baseline skill is communication, the top specialized skill is baseline skills, and the top software skill is Microsoft Excel. The most in-demand certification is a Certified Nursing Assistant.
- **Education** — A high school diploma or the equivalent is the typical entry-level education required for both occupations.
- **Supply** — Analysis of postsecondary completions in the region shows that on average 304 awards were conferred in the Central Valley/Mother Lode region each year.

Based on a comparison of occupational demand and supply, there is an undersupply of 8,314 trained workers in the subregion and 12,094 workers in the region. The Center of Excellence recommends that Taft College work with the Healthcare Regional Director, the college's advisory board, and local industry in the development of programs to address the shortage of certified nursing assistants/home health aides workers in the region.

Introduction

The Central Valley/Mother Lode Center of Excellence was asked by Taft College to provide labor market information for certified nursing assistants/home health aides. The geographical focus for this report is the South Central Valley/Southern Mother Lode (SCV/SML) subregion, but regional demand and supply data has been included for broader applicability and use.

The average living wage for a single adult in the South Central Valley/Southern Mother Lode (SCV/SML) subregion is \$10.30/hour.¹

Analysis of the program and occupational data related to certified nursing assistants/home health aides resulted in the identification of applicable occupations. The Standard Occupational Classification (SOC) System codes and titles used in this report are:

- 31-1128, Home Health and Personal Care Aides
- 31-1131, Nursing Assistants

The occupational titles, job descriptions, sample job titles, and knowledge and skills from the Bureau of Labor Statistics and O*NET OnLine are shown below.

Home Health and Personal Care Aides

Job Description: Monitor the health status of an individual with disabilities or illness, and address their health-related needs, such as changing bandages, dressing wounds, or administering medication. Work is performed under the direction of offsite or intermittent onsite licensed nursing staff. Provide assistance with routine healthcare tasks or activities of daily living, such as feeding, bathing, toileting, or ambulation. May also help with tasks such as preparing meals, doing light housekeeping, and doing laundry depending on the patient's abilities.

Knowledge: Customer and Personal Service, English Language

Skills: Active Listening, Service Orientation, Social Perceptiveness, Critical Thinking, Monitoring

Nursing Assistants

Job Description: Provide or assist with basic care or support under the direction of onsite licensed nursing staff. Perform duties such as monitoring of health status, feeding, bathing, dressing, grooming, toileting, or ambulation of patients in a health or nursing facility. May include medication administration and other health-related tasks. Includes nursing care attendants, nursing aides, and nursing attendants.

Knowledge: Customer and Personal Service, Administration and Management, English Language, Medicine and Dentistry, Public Safety and Security

Skills: Service Orientation, Active Listening, Social Perceptiveness, Monitoring, Coordination

¹ The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

Occupational Demand

The South Central Valley/Southern Mother Lode subregion employed 42,724 workers in certified nursing assistants/home health aides occupations in 2019 (Exhibit 1). The largest occupation is home health and personal care aides with 36,499 workers in 2019. This occupation is projected to grow by 30% over the next five years and has the greatest number of projected annual openings, 7,614.

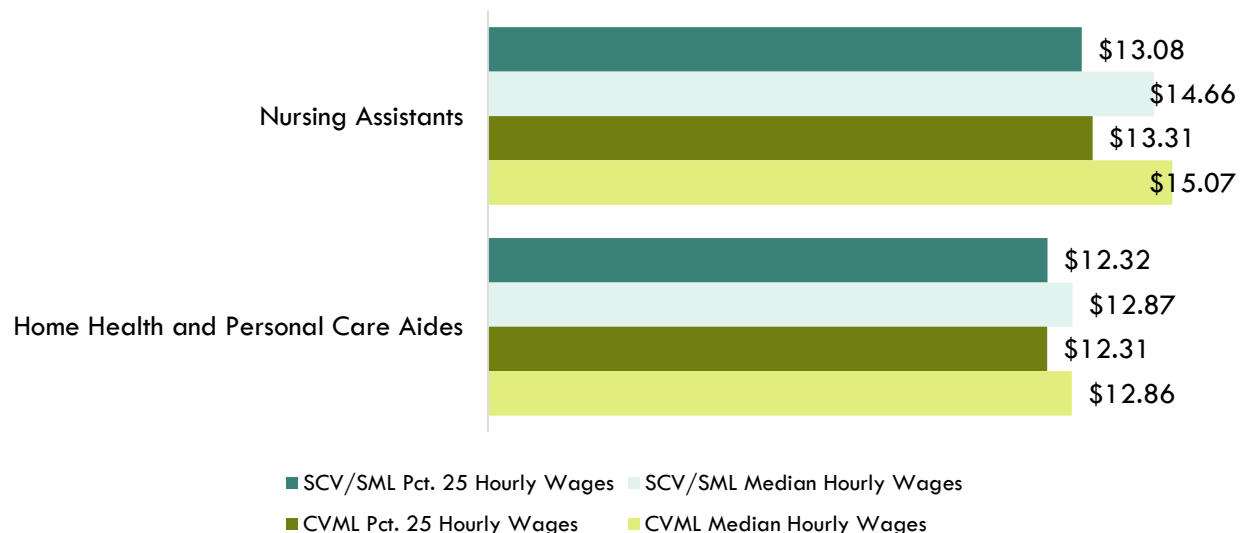
Exhibit 1. Certified nursing assistants/home health aides employment and occupational projections in the SCV/SML subregion

Occupation	2019 Jobs	2024 Jobs	5-Year Change	5-Year % Change	Annual Openings
Home Health and Personal Care Aides	36,499	47,629	11,129	30%	7,614
Nursing Assistants	6,225	7,056	831	13%	835
TOTAL	42,724	54,684	11,961	28%	8,450

Wages

Exhibit 2 compares the entry-level and experienced wages of the certified nursing assistants/home health aides occupations. Nursing assistants earn the highest entry-level wage, \$13.08/hour in the subregion and \$13.31/hour in the region. Although these are low-wage occupations, they are both considered entre-level jobs on a pathway to high-wage healthcare occupations.

Exhibit 2. Entry-level and experienced wage comparison in the SCV/SML subregion and region



Job Postings

There were 1,582 job postings for the two occupations in the SCV/SML subregion from August 2020 to January 2021.² The employers with the most job postings are listed in Exhibit 3.

Exhibit 3. Top employers of certified nursing assistants/home health aides by number of job postings

Employer	Job Postings	% Job Postings
Dycora Transitional Health & Living	52	4%
Adventist Health	51	4%
Community Medical Centers Incorporated	42	3%
Careinhomes	37	3%
Community Regional Medical	35	3%
Dignity Health	35	3%
Saint Agnes Medical Center	29	2%
Bristol Hospice	27	2%
The Mentor Network	26	2%
Bristol Hospice LLC	25	2%

Exhibit 4 shows how job postings for the targeted occupations in the SCV/SML subregion are distributed across four O*NET OnLine occupations. The occupational title nursing assistants is listed in 1,058 job postings. Note how this occupational title dominates the job posting results. Common job titles in postings include certified nursing assistant in 136 job postings, direct support professional in 59 job postings, and behavior technician in 34 job postings.

Exhibit 4. Top occupational titles in job postings for certified nursing assistants/home health aides

Occupational Title	Job Postings	% of Job Postings
Nursing Assistants	1,058	67%
Home Health Aides	469	30%
Orderlies	49	3%
Psychiatric Aides	6	0%

Salaries

Exhibit 5 shows the “Market Salaries” for certified nursing assistants/home health aides occupations that are calculated by Burning Glass which uses a machine learning model built off of millions of job postings every year, and accounts for adjustments based on locations, industry, skills, experience, education requirements, among other variables.

² Other than occupation titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

Exhibit 5. Salaries for certified nursing assistants/home health aides

Market Salary Percentile	Salary Amount
10th Percentile	\$23,496
25th Percentile	\$25,130
50th Percentile	\$27,117
75th Percentile	\$29,999
90th Percentile	\$34,118

Education

Of the 1,582 job postings, 750 listed an education level preferred for the positions being filled. Of those, 100% requested high school or vocational training (Exhibit 6). A job posting can indicate more than one education level. Hence, the percentages shown in the chart below total more than 100%.

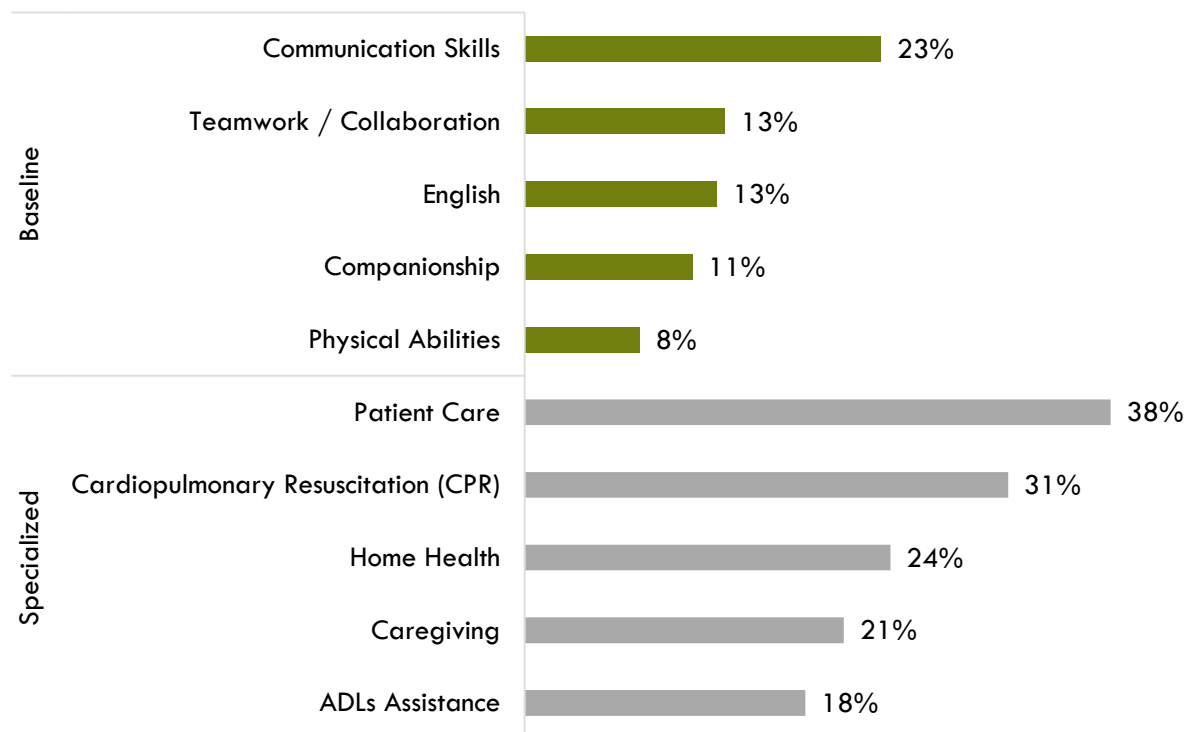
Exhibit 6. Education levels requested in job postings for certified nursing assistants/home health aides

Education level	Job Postings	% of Job Postings
High school or vocational training	750	100%

Baseline and Specialized Skills

Exhibit 7 depicts the top baseline and specialized skills for the targeted occupations. The three most important baseline skills are communication, 23% of job postings, teamwork/collaboration, 13%, and English, 13%. The top three specialized skills are baseline skills, 38% of job postings, CPR, 31%, and home health, 24%.

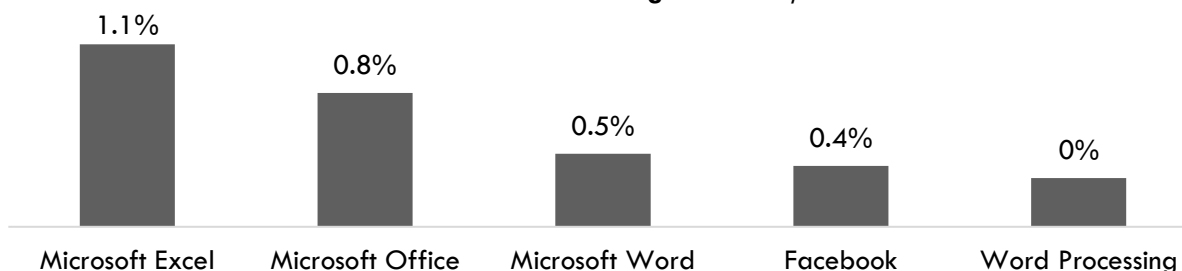
Exhibit 7. In-demand baseline and specialized skills for certified nursing assistants/home health aides



Software Skills

Analysis also included the software skills most in demand by employers. Microsoft Excel and Office were the top two software skills identified in job postings (Exhibit 8).

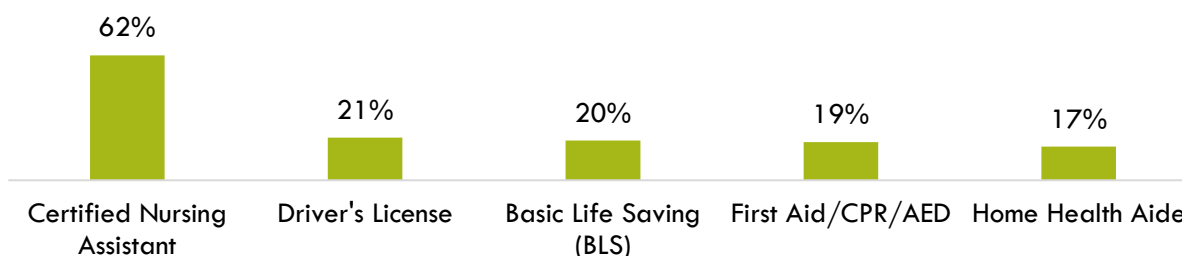
Exhibit 8. In-demand software skills for certified nursing assistants/home health aides



Certifications

Of the 1,582 job postings, 1,352 contained certification data. Among those, 62% indicated a need for a Certified Nursing Assistant. The next top certifications are driver's license and basic life saving (Exhibit 9). (Due to the low number of job postings with certifications listed, the chart below may not be representative of the full sample.)

Exhibit 9. Top certified certifications requested in job postings for nursing assistants/home health aides



Education, Work Experience & Training

A high school diploma or the equivalent is the typical entry-level education required for both occupations (Exhibit 10).

Exhibit 10. Education, work experience, training, and Current Population Survey results for certified nursing assistants/home health aides³

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Home Health and Personal Care Aides	High school diploma or equivalent	5 years or more	None	41.7%
Nursing Assistants	High school diploma or equivalent	None	Moderate-term	41.7%

³ "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

Supply

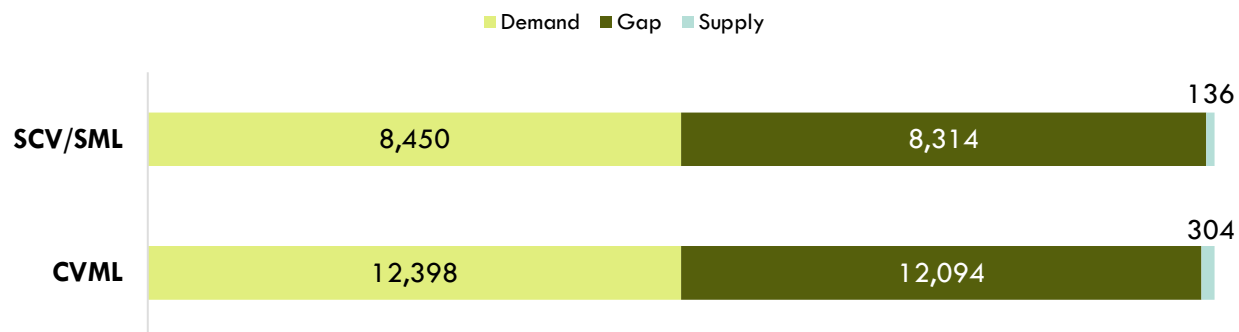
Analysis of program data from the California Community Colleges Chancellor's Office Data Mart included the TOP code and title: 123030 - Certified Nurse Assistant. Analysis of the last three years of data shows that, on average, 304 awards were conferred in the Central Valley/Mother Lode region each year (Exhibit 11).

Exhibit 11. Postsecondary supply for certified nursing assistants/home health aides in the region

TOP Code - Title	Colleges	Certificate 18 < 30 Semester Units	Certificate 6 < 18 Semester Units	Noncredit Award 960+ Hours	Subtotal
123030 - Certified Nurse Assistant	Bakersfield		79		79
	Merced			40	40
	Modesto		129		129
	Reedley College	0			0
	Sequoias		56		56
TOTAL		0	264	40	304

There is an undersupply of 8,314 certified nursing assistants/home health aides workers in the SCV/SML subregion and 12,094 workers in the region (Exhibit 12).

Exhibit 12. Certified nursing assistant/home health aide workforce annual demand and supply in the SCV/SML subregion and region



Student Outcomes

Exhibit 13 summarizes employment and wage outcomes from the California Community College Chancellor's Cal-PASS Plus LaunchBoard for the TOP code related to certified nursing assistants/home health aides. There were 26 certified nursing assistant students who transferred; 78% of students obtained a job closely related to their field of study; 117% reported a median change in earnings, and 57% attained a living wage.

Exhibit 13. Regional metrics for the TOP code related to certified nursing assistants/home health aides

Metric	Certified Nursing Assistant
	123030
Students Who Got a Degree or Certificate or Attained Apprenticeship Journey Status	*
Number of Students Who Transferred	26
Job Closely Related to Field of Study	78%
Median Change in Earnings	117%
Attained a Living Wage	57%
* denotes data not available.	

Conclusion

The entry-level wages of the two occupations exceed the SCV/SML subregion's average living wage. There were 1,582 job postings in the past six months for occupations related to certified nursing assistants/home health aides in the subregion. Analysis of skills and certification requirements in job postings indicates:

- The top baseline skill is communication, and the top specialized skill is baseline skills.
- The top software skill is Microsoft Excel.
- The top certification is a Certified Nursing Assistant.

There is an undersupply of trained workers, a shortage of 8,314 in the SCV/SML subregion and 12,094 in the region.

Recommendation

Based on these findings, it is recommended that Taft College work with the Healthcare Regional Director, the college's advisory board, and local industry in the development of programs to address the shortage of certified nursing assistants/home health aides in the region.

Appendix A: Methodology & Data Sources

Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor's Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (EMSI). EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry: economicmodeling.com .
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: https://www.bls.gov/emp/tables/educational-attainment.htm .
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov .
Job Posting and Skills Data	Burning Glass: burning-glass.com/ .
Additional Education Requirements/Employer Preferences	The O*NET Job Zone database includes over 900 occupations as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: onetonline.org .

Key Terms and Concepts

Annual Job Openings: Annual openings are calculated by dividing the number of years in the projection period by total job openings.

Education Attainment Level: The highest education attainment level of workers age 25 years or older.

Employment Estimate: The total number of workers currently employed.

Employment Projections: Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (EMSI) formula that includes historical employment and economic indicators along with national, state and local trends.

Living Wage: The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

Occupation: An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

Percent Change: Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

Replacements: Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

Total Job Openings (New + Replacements): Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

Typical Education Requirement: represents the typical education level most workers need to enter an occupation.

Typical On-The-Job Training: indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.