C·O·E CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

Gerontology Occupations

Labor Market Analysis: San Diego County

May 2021

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
Proceed with Caution (orange circle)	☑ / ☒	☑ / ☒	☐ Bachelor's Degree ☐ Associate Degree ☐ Some College or Certificate ☑ HS Diploma or Equivalent ☐ Less than a HS Diploma ☐ Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
The COE defers to the region	HIGH	HIGH	

This brief provides labor market information about *Gerontology Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Gerontology Occupations* include "Home Health and Personal Care Aides," "Nursing Assistants," and "Orderlies." According to available labor market information, *Gerontology Occupations* in San Diego County have a labor market demand of 9,846 annual job openings (while average demand for a single occupation in San Diego County is 277 annual job openings), and eleven institutions in San Diego County supply 750 awards for these occupations, suggesting that there is a supply gap in the labor market. Entry-level wages are below the living wage, but median wages for "Nursing Assistants" and "Orderlies" are above the living wage. This brief recommends proceeding with caution when developing a new program and defers to the region for a program modification because a supply gap exists in the region; however, entry-level wages are below the living wage for these occupations. Colleges should also note that the percentage of students who complete a related program and earn a living wage is lower than the percentage of students who complete Career Education programs in general across the state.

Introduction

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

- **Home Health and Personal Care Aides** (SOC 31-1120): 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. Provide personalized assistance to individuals with disabilities or illness who require help with personal care and activities of daily living support (e.g., feeding, bathing, dressing, grooming, toileting, and ambulation). May also provide help with tasks such as preparing meals, doing light housekeeping, and doing laundry. Work is performed in various settings depending on the needs of the care recipient and may include locations such as their home, place of work, out in the community, or at a daytime nonresidential facility.

- **Nursing Assistants** (SOC 31-1131): 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.

- **Orderlies** (SOC 31-1132): Transport patients to areas such as operating rooms or x-ray rooms using wheelchairs, stretchers, or moveable beds. May maintain stocks of supplies or clean and transport equipment.

For the purpose of this report, these occupations are referred to as *Gerontology Occupations*.

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[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.

Projected Occupational Demand

Between 2020 and 2025, *Gerontology Occupations* are projected to increase by 11,066 net jobs or 20 percent (Exhibit 1a). Employers in San Diego County will need to hire 9,846 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

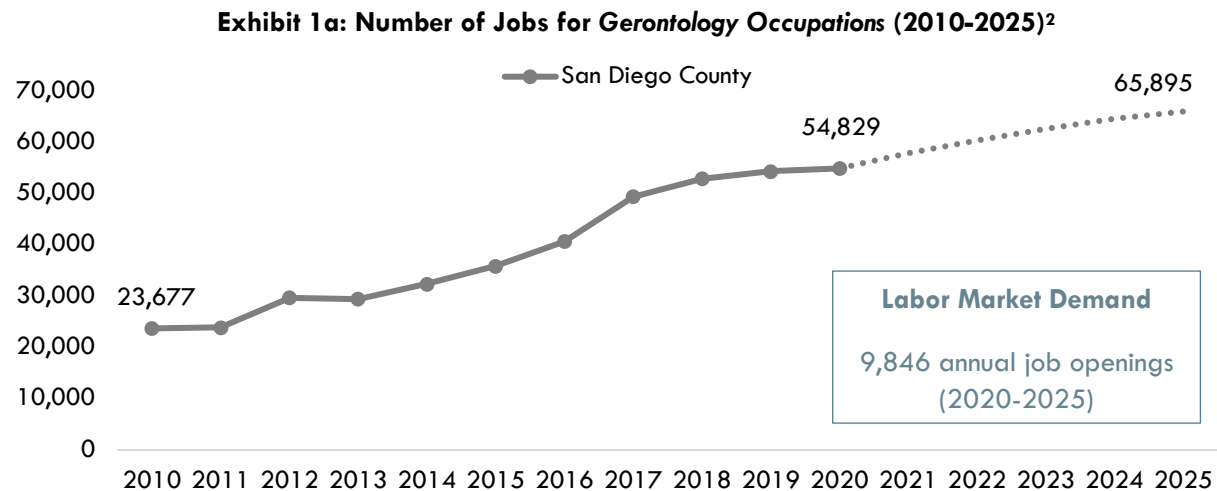**Exhibit 1a: Number of Jobs for *Gerontology Occupations* (2010-2025)[2]**

Exhibit 1b disaggregates the projected number of jobs change by occupation. "Home Health and Personal Care Aides" are projected to have the most labor market demand between 2020 and 2025, with 8,552 annual job openings.

Exhibit 1b: Number of Jobs for *Gerontology Occupations* in San Diego County (2020-2025)[3]

Occupational Title	2020 Jobs	2025 Jobs	2020 - 2025 Net Jobs Change	2020- 2025 % Net Jobs Change	Annual Job Openings (Demand)
Home Health and Personal Care Aides	44,522	54,629	10,107	23%	8,552
Nursing Assistants	10,100	11,045	945	9%	1,269
Orderlies	207	221	14	7%	25
Total	54,829	65,895	11,066	20%	9,846

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[2] EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.
[3] EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

Earnings

Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Gerontology Occupations* range from $12.41 to $15.43.

Exhibit 2a: Hourly Earnings for *Gerontology Occupations* in San Diego County[4]

Occupational Title	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Orderlies	$15.43	$18.08	$21.34
Nursing Assistants	$14.48	$17.16	$21.34
Home Health and Personal Care Aides	$12.41	$13.19	$15.20

On average, the entry-level hourly earnings for *Gerontology Occupations* are $14.11; this is less than the living wage for a single adult in San Diego County, which is $15.99 per hour (Exhibit 2b).[5]

Exhibit 2b: Average Hourly Earnings[6] for *Gerontology Occupations* in San Diego County[7]

$23.43

$19.30

$16.14

$15.99 ········· Living Wage

$15.99

$14.11

$12.63

Gerontology Occupations

Living Wage

10th Percentile   25th Percentile   Median   75th Percentile   90th Percentile

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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. There are four TOP codes and six CIP codes related to *Gerontology Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Gerontology Occupations*

TOP or CIP Code	TOP or CIP Program Title
TOP 1224.00	School Health Clerk
TOP 1230.30	Certified Nurse Assistant
TOP 1230.80	Home Health Aide
TOP 1309.00	Gerontology
CIP 19.0499	Family and Consumer Economics and Related Services, Other
CIP 19.0702	Adult Development and Aging
CIP 30.1101	Gerontology
CIP 51.2601	Health Aide
CIP 51.2602	Home Health Aide/Home Attendant
CIP 51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide

According to TOP data, four community colleges supply the region with awards for these occupations: MiraCosta College, San Diego City College, San Diego College of Continuing Education, and Southwestern College. According to CIP data, seven non-community-college institutions supply the region with awards: Alliant International University-San Diego, Ashford University, Escondido Adult School, National University, Poway Adult School, San Diego State University, and Vista Adult School (Exhibit 4).

Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2016-17 through PY2019-20 Average)

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
1230.30	Certified Nurse Assistant	**424**	**0**	**424**
	• San Diego Continuing Education	324	0	
	• Southwestern	100	0	
1230.80	Home Health Aide	**206**	**0**	**206**
	• MiraCosta	0	0	
	• San Diego Continuing Education	206	0	
1309.00	Gerontology	**10**	**0**	**10**
	• MiraCosta	9	0	
	• San Diego City	1	0	
19.0702	Adult Development and Aging	**0**	**2**	**2**
	• Ashford University	0	2	
19.0702	Gerontology	**0**	**42**	**42**
	• Alliant International University-San Diego	0	0	
	• Ashford University	0	27	
	• National University	0	0	
	• San Diego State University	0	15	
51.2601	Health Aide	**0**	**33**	**33**
	• Escondido Adult School	0	14	
	• Vista Adult School	0	19	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
51.2602	Home Health Aide/Home Attendant	**0**	**14**	**14**
	• Escondido Adult School	0	14	
51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide	**0**	**19**	**19**
	• Escondido Adult School	0	10	
	• Poway Adult School	0	9	
			Total	**750**

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply[8] suggests that there is a supply gap for these occupations in San Diego County, with 9,846 annual openings and 750 awards. Comparatively, there are 158,363 annual openings in California and 2,947 awards, suggesting that there is also a supply gap across the state[9] (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	9,846	750	**9,096**
California	158,363	2,947	**155,416**

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.
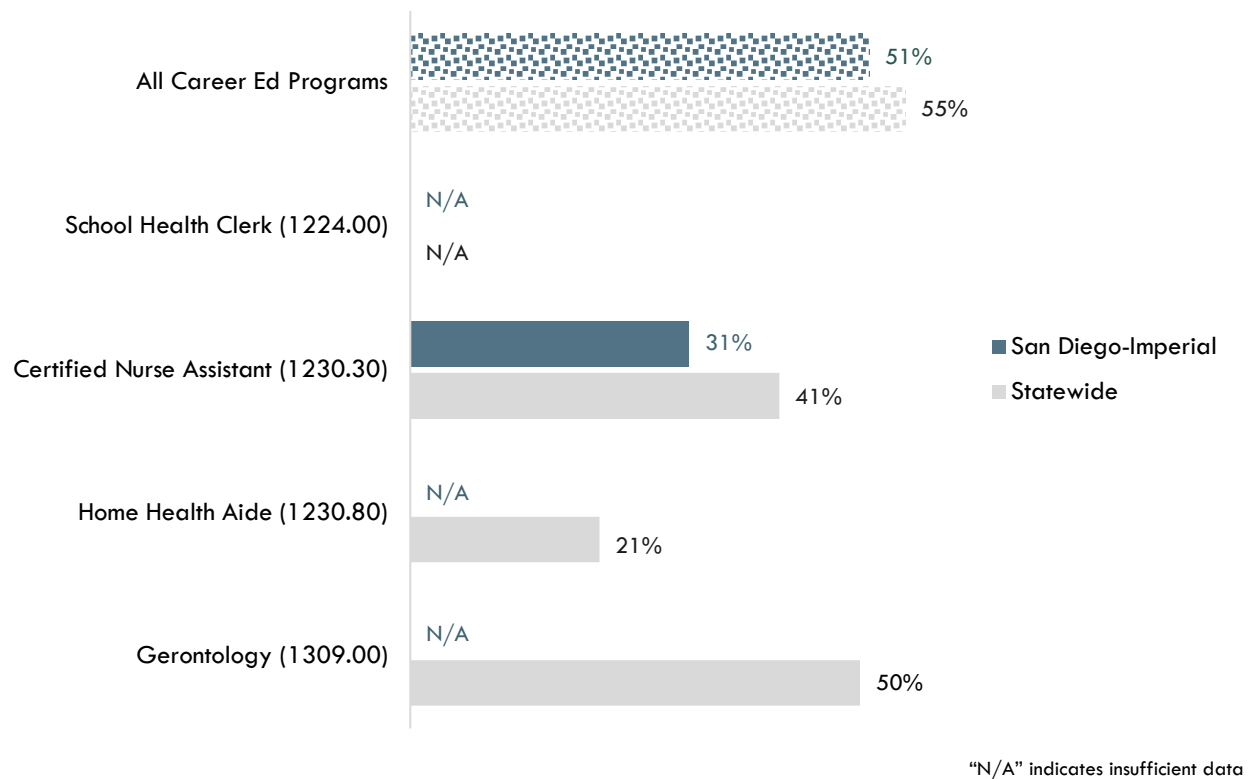
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[8] Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.
[9] "Supply and Demand," Centers of Excellence Student Outcomes, coeccc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 31 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Gerontology Occupations*, compared to 21 to 50 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).[10]

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2017-18[11]

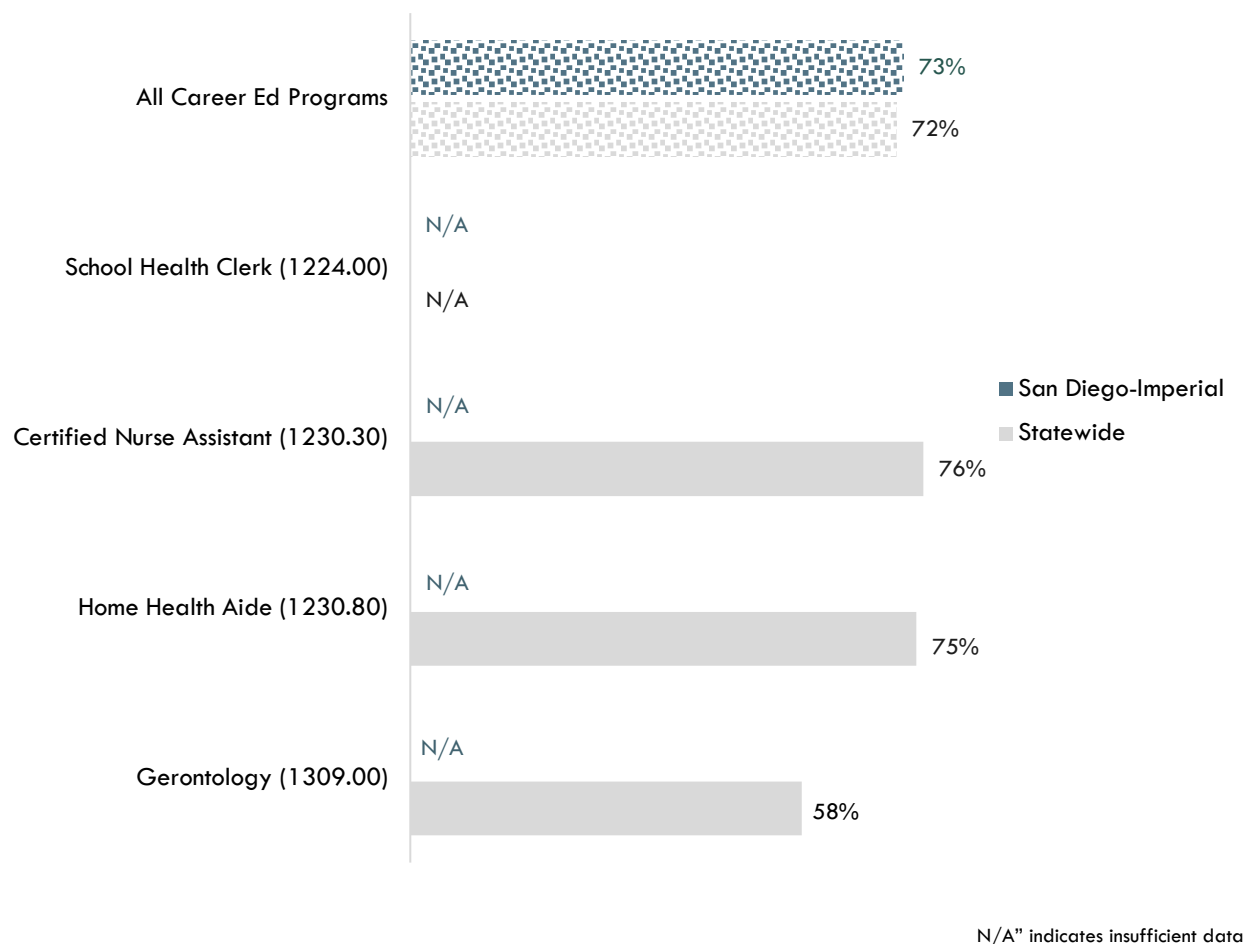|	San Diego-Imperial	Statewide
All Career Ed Programs	51%	55%
School Health Clerk (1224.00)	N/A	N/A
Certified Nurse Assistant (1230.30)	31%	41%
Home Health Aide (1230.80)	N/A	21%
Gerontology (1309.00)	N/A	50%

"N/A" indicates insufficient data

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[10] "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.
[11] Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 58 to 76 percent of students statewide obtained a job closely related to their field of study after completing a program related to *Gerontology Occupations*, compared to 72 percent of students in Career Education programs in general across the state (Exhibit 6b).[12] (There was insufficient data for the San Diego-Imperial region to calculate the percentage of students who obtained a job closely related to their field of study.)

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2016-17[13]
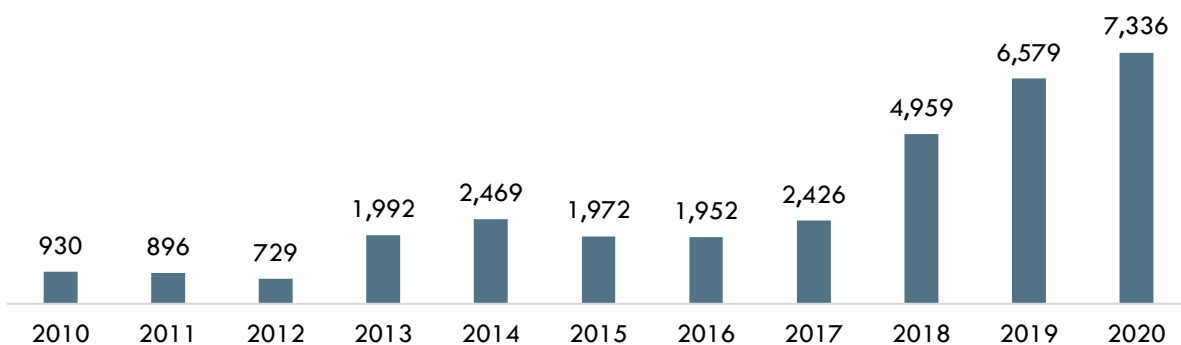

All Career Ed Programs — 73%, 72%

School Health Clerk (1224.00) — N/A, N/A

Certified Nurse Assistant (1230.30) — N/A, 76%

Home Health Aide (1230.80) — N/A, 75%

Gerontology (1309.00) — N/A, 58%

Legend: ■ San Diego-Imperial   ▨ Statewide

N/A" indicates insufficient data

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 that are not captured by historical data. Between 2010 and 2020, there was an average of 2,931 online job postings per year for *Gerontology Occupations* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1b). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

Exhibit 7: Number of Online Job Postings for *Gerontology Occupations*
in San Diego County (2010-2020)[14]

Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for *Gerontology Occupations* were Scripps Health, CareInHomes, Kindly Care, Home Instead Senior Care, and Sharp Healthcare based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for *Gerontology Occupations* in San Diego County[15]

Top Employers	
• Scripps Health	• Sunrise Senior Living, Inc.
• CareInHomes	• University of California
• Kindly Care	• Green Tree Home Care
• Home Instead Senior Care	• Windward Life Care
• Sharp Healthcare	• Honor

[14] Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.
[15] Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.
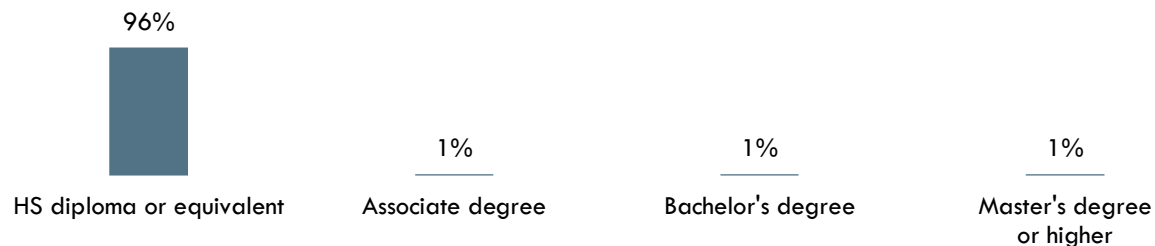
Education, Skills, and Certifications

Gerontology Occupations have a national educational attainment ranging from a high school diploma or equivalent to a postsecondary non-degree award (Exhibit 9a).

Exhibit 9a: National Educational Attainment for *Gerontology Occupations*[16]

Occupational Title	Typical Entry-Level Education
Nursing Assistants	Postsecondary non-degree award
Home Health and Personal Care Aides	High school diploma or equivalent
Orderlies	High school diploma or equivalent

Based on online job postings between January 1, 2018 and December 31, 2020 in San Diego County, employers posted a high school diploma or vocational training as the educational requirement for *Gerontology Occupations* (Exhibit 9b).[17]

Exhibit 9b: Educational Requirements for *Gerontology Occupations* in San Diego County[18]

96%
HS diploma or equivalent

1%
Associate degree

1%
Bachelor's degree

1%
Master's degree or higher

*may not total 100 percent due to rounding

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[16] EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.
[17] Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.
[18] "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. 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, 2018 and December 31, 2020.

Exhibit 10: Top Skills for *Gerontology Occupations* in San Diego County[19]

Specialized Skills	Soft Skills	Software Skills
• Caregiving	• Communication Skills	• Microsoft Excel
• Home Care	• Companionship	• Microsoft PowerPoint
• Bathing	• English	• Microsoft Word
• Meal Preparation	• Physical Abilities	• Microsoft Access
• Cardiopulmonary Resuscitation	• Teamwork / Collaboration	• Word Processing
• Activities of Daily Living	• Computer Literacy	• Facebook
• Toileting	• Problem Solving	• Microsoft Outlook
• Home Health	• Organizational Skills	• ICD-9-CM Coding
• Patient Care	• Spanish	• Database Software
• Scheduling	• Writing	• ICD-10
• Laundry	• Range of Motion	• Pointclickcare
• Medical Reminders	• Bilingual	• Eclipse
• Cleaning	• Positive Disposition	• Medical Software
• Assisted Living	• Running Errands	• HCPCS Coding
• Senior Care	• Listening	• EPIC Software

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[19] Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 11: Top Certifications for *Gerontology Occupations* in San Diego County[20]

Top Certifications in Online Job Postings
1. Certified Nursing Assistant
2. First Aid CPR AED
3. Home Health Aide
4. Home Care Certificate
5. Basic Life Saving (BLS)
6. Basic Cardiac Life Support Certification
7. American Heart Association Certification
8. Registered Behavior Technician
9. Licensed Vocational Nurse (LVN)
10. Licensed Practical Nurse (LPN)
11. Certified Medical Assistant
12. Emergency Medical Technician (EMT)
13. Personal Care Assistant (PCA)
14. Phlebotomy Certification
15. Board Certified Behavior Analyst (BCBA)

[20] Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

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