








Community Health Workers

Labor Market Analysis: San Diego County

February 2022

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Do Not Proceed with New Program	 	 	<input type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input checked="" type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
The COE defers to the region	<div style="background-color: #4a7c9c; color: white; padding: 2px; font-weight: bold; font-size: 0.8em;">HIGH</div> 	<div style="background-color: #4a7c9c; color: white; padding: 2px; font-weight: bold; font-size: 0.8em;">LOW</div> 	

The San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *Community Health Workers* in San Diego County have a labor market demand of 65 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings), and nine educational institutions in San Diego County supply 322 awards for this occupation, suggesting that there is an oversupply in the labor market. Entry-level wages for this occupation are below the living wage, but median earnings are above the living wage. This brief recommends to not proceed with developing a new program and defers to the region for a program modification because 1) there is an oversupply in the region; and 2) entry-level earnings for this occupation are below the living wage. The colleges should note that the percentage of students who complete a related program and earn a living wage is below the statewide percentage of students who complete Career Education programs in general.

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): 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.

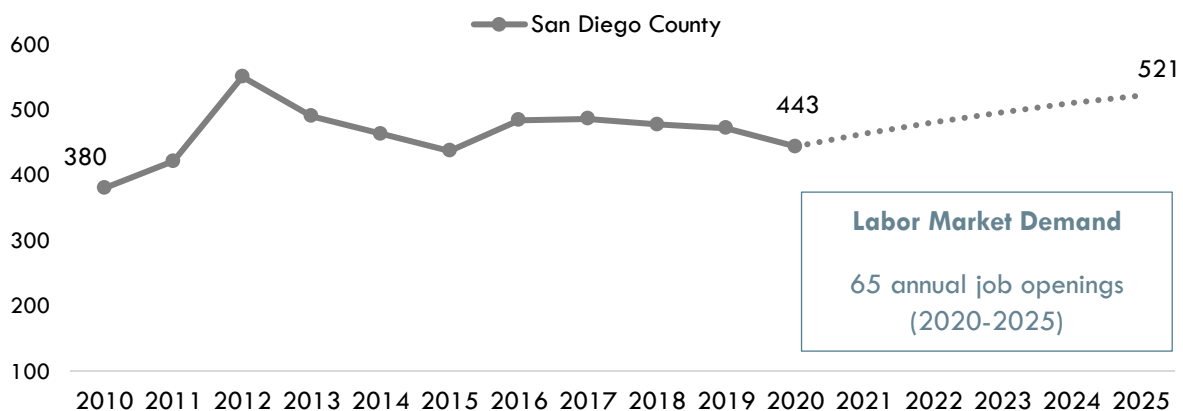
Sample reported job titles include:

- Community Health Promoter
- Community Health Outreach Worker
- HIV CTS Specialist
- Community Nutrition Educator
- Community Health Program Representative
- Community Health Program Coordinator
- Apprise Counselor

Projected Occupational Demand

Between 2020 and 2025, *Community Health Workers* are projected to increase by 78 net jobs or 18 percent (Exhibit 1). Employers in San Diego County will need to hire 65 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 (2010-2025)²



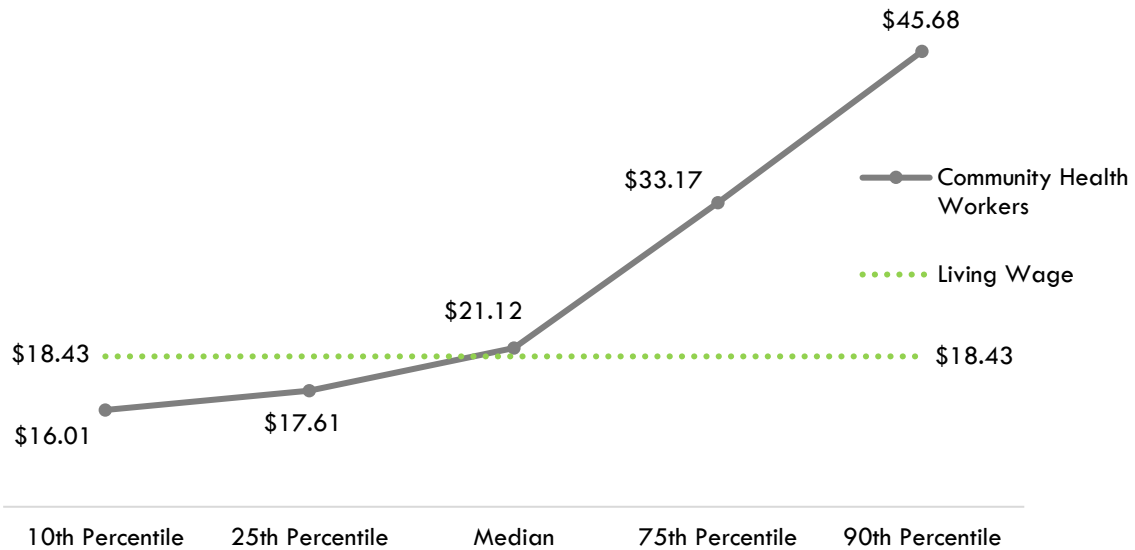
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

² EMSI 2021.04; QCEW, Non-QCEW, Self-Employed.

Earnings

Community Health Workers receive entry-level hourly earnings of \$17.61; this is less than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2).³

Exhibit 2: Hourly Earnings⁴ for Community Health Workers in San Diego County⁵



³ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator/.

⁴ 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.

⁵ EMSI 2021.04; QCEW, Non-QCEW, Self-Employed.

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.⁶ There are five TOP codes and four CIP codes related to *Community Health Workers* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for Community Health Workers

TOP or CIP Code	TOP or CIP Program Title
TOP 1261.00	Community Health Care Worker
TOP 1309.00	Gerontology
TOP 2104.00	Human Services
TOP 2104.40	Alcohol and Controlled Substances
TOP 2104.50	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 51.2208	Community Health and Preventive Medicine

⁶ 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).

According to TOP data, five community colleges supply the region with awards for this occupation: Cuyamaca College, MiraCosta College, Palomar College, San Diego City College, and Southwestern College. According to CIP data, four non-community-college institutions supply the region with awards: Ashford University, Alliant International University-San Diego, National University, and San Diego State University (Exhibit 4).

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

TOP6 or CIP	TOP6 or CIP 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)
1261.00	Community Health Care Worker	2	0	2
	• San Diego City	2	0	
1309.00	Gerontology	10	0	10
	• MiraCosta	9	0	
	• San Diego City	1	0	
2104.00	Human Services	111	0	111
	• Cuyamaca	49	0	
	• San Diego City	42	0	
	• Southwestern	20	0	
2104.40	Alcohol and Controlled Substances	73	0	73
	• Palomar	26	0	
	• San Diego City	47	0	
19.0702	Adult Development and Aging	0	2	2
	• Ashford University	0	2	
30.1101	Gerontology	0	42	42
	• Alliant International University-San Diego	0	0	
	• Ashford University	0	27	
	• San Diego State University	0	15	
51.2208	Community Health and Preventive Medicine	0	82	82
	• National University	0	82	
			Total	322

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁷ suggests that the **oversupply** for this occupation in San Diego County, with **65** annual openings and **322** awards. Comparatively, there are **931** annual openings in California and **2,536** awards, suggesting that there is an oversupply across the state⁸ (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	65	322	257
California	931	2,536	1,605

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.

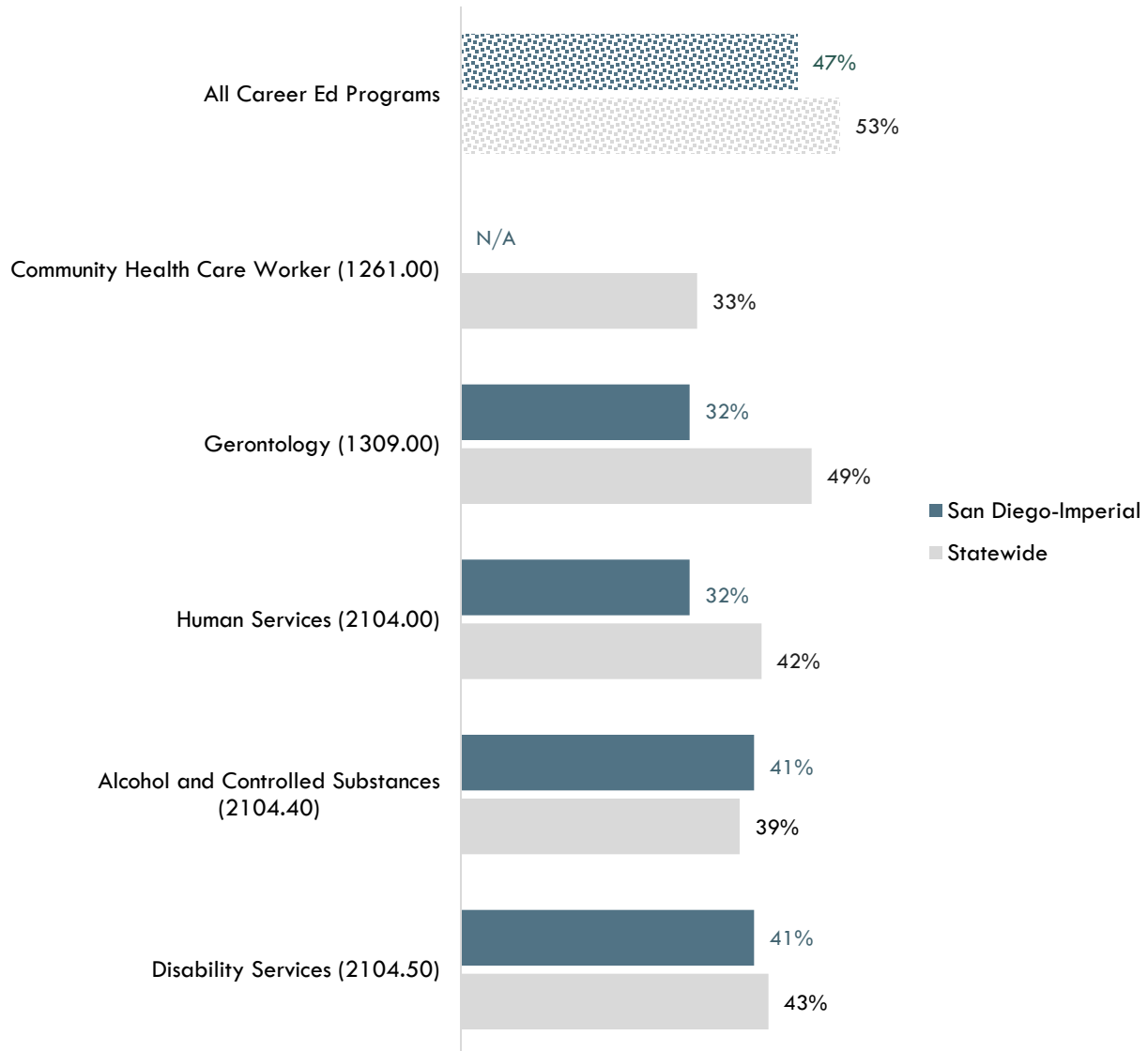
⁷ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁸ "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, 32 to 41 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Community Health Workers*, compared 33 to 49 percent statewide and 53 percent of students in Career Education programs in general across the state (Exhibit 6a).⁹

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2018-19¹⁰



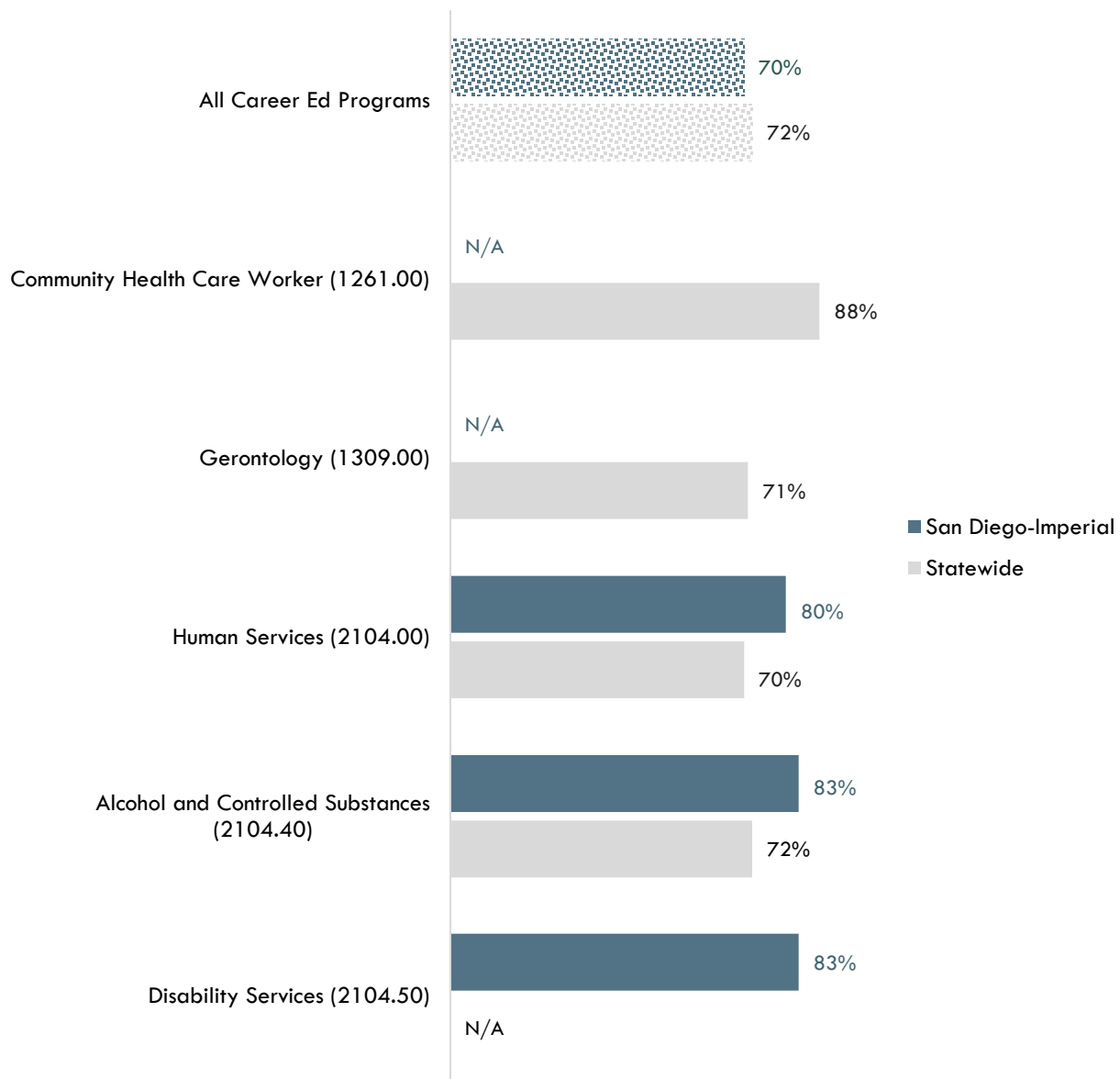
"N/A" indicates insufficient data

⁹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁰ Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 80 to 83 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Community Health Workers*, compared to 70 to 88 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹¹

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2017-18¹²



"N/A" indicates insufficient data

¹¹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹² Most recent year with available data is Program Year 2017-18. 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.

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 25 online job postings per year for *Community Health Workers* in San Diego County (Exhibit 7a). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

Exhibit 7a: Number of Online Job Postings for *Community Health Workers* in San Diego County (2010-2020)¹³

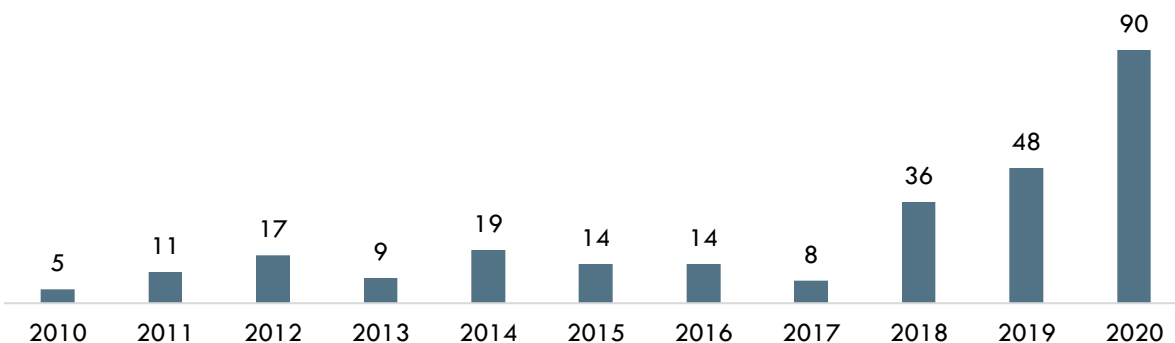


Exhibit 7b shows the top job titles for *Community Health Workers* in San Diego County and the number of online job postings for each job title.

Exhibit 7b: Top Job Titles in Online Job Postings for *Community Health Workers* in San Diego County¹⁴

Job Titles	Online Job Postings	Job Titles	Online Job Postings
Community Liaison	16	Hepatitis C Peer Navigator	6
Contact Tracer	14	Homeless Outreach Navigator	6
Peer Navigator	12	Peer Support Health Navigator	6
Community Health Advocate	10	Consumer Health Advocate	5
Health Navigator	7	Health Navigator, Health Homes Program	5

¹³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 7c shows the number of online job postings for select job titles for *Community Health Workers* in San Diego County.

**Exhibit 7c: Number of Online Job Postings for *Community Health Workers* in San Diego County
with Select Job Titles as Keywords¹⁵**

Job Titles	Online Job Postings	Job Titles	Online Job Postings
Case Work Aide	N/A	Health Interpreter	N/A
Community Care Coordinator	N/A	HIV Peer Counselor	N/A
Community Health Advisor	N/A	Lactation Consultant/Specialist	N/A
Community Health Educator	N/A	Lay Health Advisor	N/A
Community Health Outreach Worker	N/A	Lay Health Worker	N/A
Community Health Promoter	N/A	Lead Abatement Education Specialist	N/A
Community Health Representative	N/A	Liaison, Promoter	N/A
Community Health Worker	1	Maternal/Infant Health Outreach Specialist	N/A
Community Health Worker Promotor/a de Salud Pública	N/A	Neighborhood Health Advisor	N/A
Community Organizer	N/A	Outreach Specialist	N/A
Community Support Specialist	N/A	Outreach Worker	N/A
COVID Contact Tracers	1	Parent Educator	N/A
Environmental Health Aide	N/A	Patient Navigator	N/A
Family Advocate	N/A	Peer Counselor	N/A
Family Resource Specialist Leader	N/A	Peer Educator	N/A
Family Service Worker	N/A	Peer Support Specialist	N/A
Health Coach	N/A	Public Health Aide	N/A
Health Educator	N/A		

"N/A" indicates insufficient data

¹⁵ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for *Community Health Workers* were Family Health Centers of San Diego, University of California San Diego, San Diego County, Vista Community Clinic, and San Ysidro Health based on online job postings (Exhibit 8).

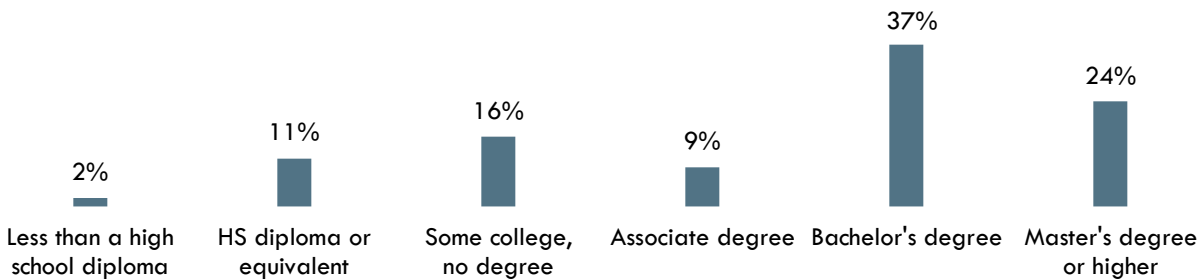
Exhibit 8: Top Employers for Community Health Workers in San Diego County¹⁶

Top Employers	
<ul style="list-style-type: none"> • Family Health Centers of San Diego • University of California San Diego • San Diego County • Vista Community Clinic • San Ysidro Health 	<ul style="list-style-type: none"> • Legal Aid Society San Diego • Landmark Health • KRA Corporation • Blue Cross Blue Shield of California • Vital Proteins

Education, Skills, and Certifications

Exhibit 9 indicates that the typical educational attainment for the occupation found currently in the national labor force is a *bachelor's degree*. The typical entry-level education is a *high school diploma or equivalent*.¹⁷

Exhibit 9: National Educational Attainment of Community Health Workers¹⁸



*may not total 100 percent due to rounding

¹⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

¹⁷ EMSI 2021.04; QCEW, Non-QCEW, Self-Employed.

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 Community Health Workers in San Diego County¹⁹

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Case Management • Customer Service • Public Health and Safety • Data Entry • Customer Contact • Health Education • Community Health • Mental Health • Scheduling • Behavioral Health • Social Services • Quality Assurance and Control • Administrative Support • Appointment Setting • Motivational Interviewing 	<ul style="list-style-type: none"> • Communication Skills • English • Spanish • Bilingual • Organizational Skills • Building Effective Relationships • Computer Literacy • Teamwork / Collaboration • Writing • Written Communication • Presentation Skills • Problem Solving • Research • Time Management • English as a Second Language 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Word • Microsoft PowerPoint • Microsoft Access • Microsoft Outlook • Facebook • Word Processing • Centricity • Microsoft SharePoint • Apple Macintosh • Customer Relationship Management • Hootsuite • LinkedIn • Pivot Tables • SAP

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 Community Health Workers in San Diego County²⁰

Top Certifications in Online Job Postings

1. Social Work License
 2. HIV Counseling
 3. Paralegal Certification
 4. Community Health Certificate
 5. Certified Medical Assistant
 6. Basic Life Saving (BLS)
 7. Security Clearance
 8. Licensed Clinical Social Worker (LCSW)
 9. Licensed Mental Health Counselor (LMHC)
 10. First Aid CPR AED
 11. Social Worker Certification
 12. Project Management Professional (PMP)
 13. Project Management Certification
 14. Life Insurance License
 15. Licensed Vocational Nurse (LVN)
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²⁰ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

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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.

This workforce demand report uses state and federal job projection data that was 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.