May 2022

Labor Market Analysis

Human Services

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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 Human Services Certificate. Two occupations related to Human Services were identified for Porterville College:
- 21-1093, Social and Human Service Assistants
- 21-1094, Community Health Workers

Key findings:
- **Occupational demand —** Over 4,500 workers were employed in jobs related to Human Services in 2021 in the South Central Valley/Southern Mother Lode (SCV/SML) subregion. The largest occupation is social and human service assistants with 4,168 workers, a projected growth rate of 12% over the next five years, and 607 annual openings.

- **Wages —** Community health workers earn the highest entry-level wage, $17.69/hour in the subregion.

- **Employers —** Employers with the most job postings in the subregion are Spacetel, The Mentor Network, and Spacetel Llc Cricket Wireless Ad.

- **Occupational titles —** The most common occupational title in job postings in the subregion is Social and Human Service Assistants. The most common job title is Outreach Specialist.

- **Skills and certifications —** The top baseline skill is communication skills, the top specialized skill is case management, and the top software skill is Microsoft Excel. The most in-demand certification is a driver's license.

- **Education —** A high school diploma or equivalent is typically required for the two occupations.

- **Supply —** Analysis of postsecondary completions shows that on average 257 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 399 trained workers in the subregion and 748 workers in the region. The Center of Excellence recommends that Porterville College work with the regional directors, the college's advisory board, and local industry in the development of programs to address the shortage of Human Services workers in the region.

Introduction

Porterville College asked the Central Valley/Mother Lode Center of Excellence to provide labor market information for Human Services. 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 SCV/SML subregion is $11.91/hour.[1] Analysis of the program and occupational data related to Human Services resulted in the identification of applicable occupations. The Standard Occupational Classification (SOC) System codes and titles used in this report are:

- 21-1093, Social and Human Service Assistants
- 21-1094, Community Health Workers

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.

Social and Human Service Assistants
Job Description: 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.
Knowledge: Customer and Personal Service, Psychology, Therapy and Counseling, English Language, Administrative
Skills: Active Listening, Social Perceptiveness, Speaking, Service Orientation, Coordination

Community Health Workers
Job Description: 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.
Knowledge: Customer and Personal Service, English Language, Education and Training, Administration and Management, Medicine and Dentistry
Skills: Active Listening, Social Perceptiveness, Speaking, Writing, Reading Comprehension

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[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://insightcced.org/tools-metrics/self-sufficiency-standard-tool-for-california/.

Occupational Demand

The SCV/SML subregion employed 4,505 workers in Human Services occupations in 2021 (Exhibit 1). The largest occupation is social and human service assistants with 4,168 workers in 2021. This occupation is projected to grow by 12% over the next five years and has the greatest number of projected annual openings, 607.

Exhibit 1: Human Services employment and occupational projections in the SCV/SML subregion

Occupation	2021 Jobs	2026 Jobs	5-Year Change	5-Year % Change	Annual Openings
Social and Human Service Assistants	4,168	4,672	504	12%	607
Community Health Workers	337	397	60	18%	50
TOTAL	**4,505**	**5,069**	**564**	**13%**	**657**

Wages

Exhibit 2 shows the entry-level hourly wages of the Human Services occupations. Community health workers earn the highest entry-level wage, $17.69/hour in the subregion[2].

Exhibit 2: Human Services entry-level wages in the SCV/SML subregion

Community Health Workers $17.69

Social and Human Service Assistants $15.80

Dotted line denotes $11.91/hour living wage in the SCV/SML subregion

Job Postings

There were 312 job postings for the two occupations in the SCV/SML subregion from November 2021 to April 2022.[3] The employers with the most job postings are listed in Exhibit 3.

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[2] Entry-level wages are derived from the 25th percentile.

[3] 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 3: Top employers of Human Services by number of job postings

Employer	Job Postings	% Job Postings
Spacetel	17	6%
The Mentor Network	17	6%
Spacetel Llc Cricket Wireless Ad	15	6%
Westcare Foundation	11	4%
Anthem Blue Cross	10	4%
Kern County	9	3%
Westcare California	9	3%
Community Action Partnership Of Kern	7	3%
Centro La Familia Advocacy Services Inc	6	2%
Wider Circle	6	2%

Exhibit 4: shows how job postings for the targeted occupations in the SCV/SML subregion are distributed across two O*NET OnLine occupations. The occupational title Social and Human Service Assistants is listed in 267 job postings. Note how this occupational title dominates the job posting results. Common job titles in postings include Outreach Specialist in 13 job postings, Community Liaison in 11 job postings, and Social Services Assistant in 11 job postings.

Exhibit 4: Top occupational titles in job postings for Human Services

Occupational Title	Job Postings	% of Job Postings
Social and Human Service Assistants	267	86%
Community Health Workers	45	14%

Salaries

Exhibit 5: shows the "Market Salaries" for Human Services occupations. These are calculated by Burning Glass using a machine learning model built from millions of job postings every year. This accounts for adjustments based on locations, industry, skills, experience, education requirements, among other variables.

Exhibit 5: Salaries for Human Services occupations

Market Salary Percentile	Salary Amount
10th Percentile	$27,029
25th Percentile	$30,524
50th Percentile	$35,293
75th Percentile	$41,530
90th Percentile	$53,033

Education

Of the 312 job postings, 249 listed an education level preferred for the positions being filled. Among those, 53% requested high school or vocational training, 44% requested a bachelor's degree, and 23% requested an associate degree (Exhibit 6). A job posting can indicate more than one education level. Hence, the percentages shown in the chart below may total more than 100%.

Exhibit 6: Education levels requested in job postings for Human Services

Education Level	Job Postings	% of Job Postings
High school or vocational training	131	53%
Bachelor's degree	109	44%
Associate's degree	57	23%
Master's degree	23	9%

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 skills, 47% of job postings, Spanish, 30%, and organizational skills, 26%. The top three specialized skills are case management, 33% of job postings, social services, 29%, and customer service, 23%.

Exhibit 7: In-demand Human Services baseline and specialized skills
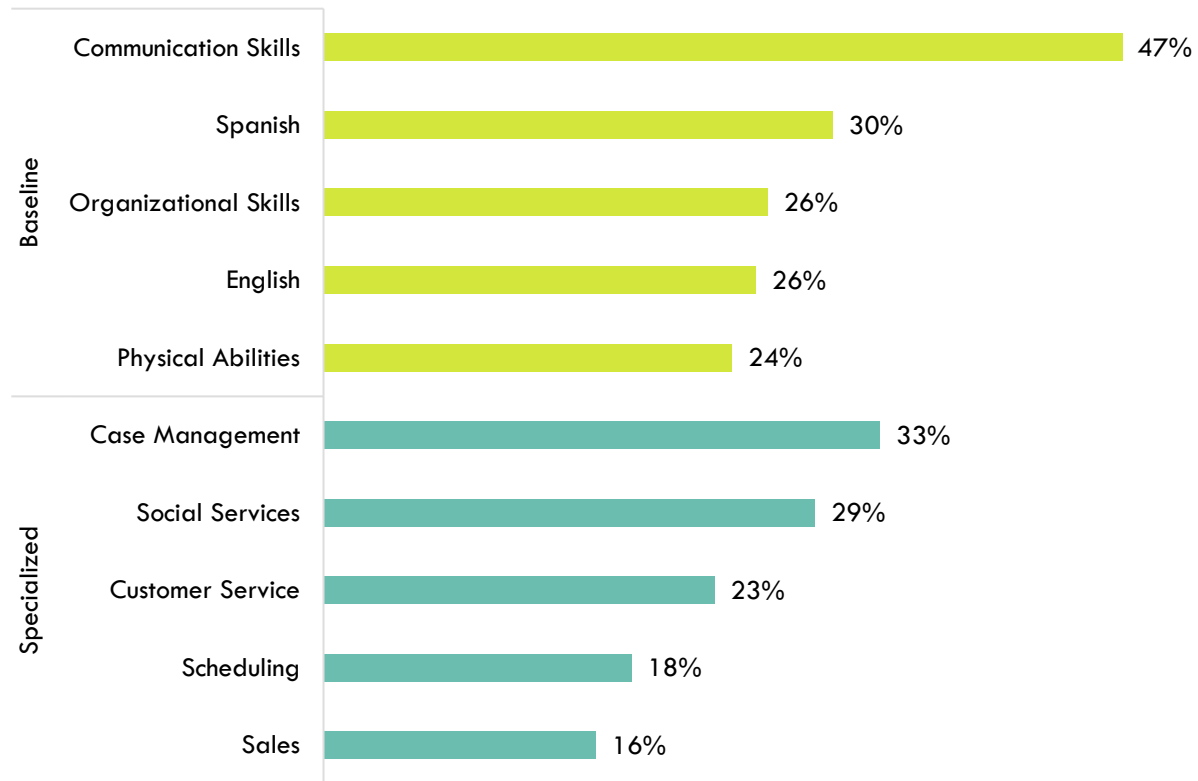
Software Skills

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

Exhibit 8: In-demand Human Services software skills

- Microsoft Excel: 24%
- Microsoft Word: 16%
- Microsoft Office: 14%
- Microsoft Outlook: 9%
- Microsoft Powerpoint: 6%
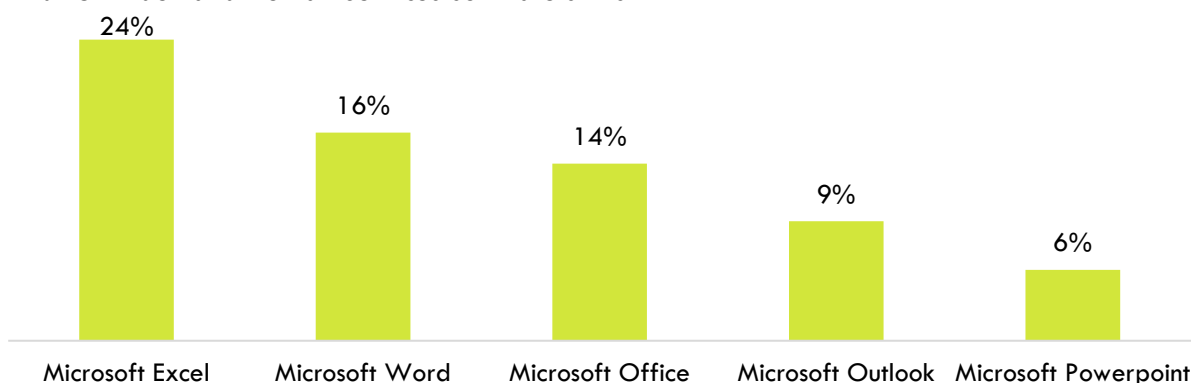
Certifications

Of the 312 job postings, 158 contained certification data. Among those, 33% indicated a need for a driver's license. The next top certifications are first aid cpr aed and certified medical assistant (Exhibit 9).

Exhibit 9: Top Human Services certifications requested in job postings

- Driver's License: 83%
- First Aid Cpr Aed: 21%
- Certified Medical Assistant: 8%
- Certified Outpatient Coding (COC): 5%
- Bilingual Certification: 4%
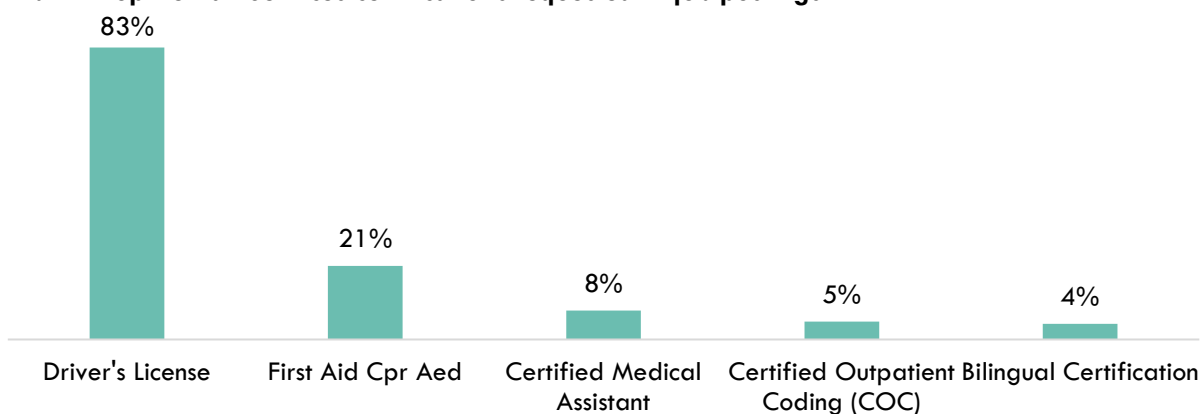
Education, Work Experience & Training

A high school diploma or equivalent is typically required for the two occupations (Exhibit 10).

Exhibit 10: Education, work experience, training, and Current Population Survey results for Human Services occupations[4]

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Social and Human Service Assistants	High school diploma or equivalent	None	Short-term	34.4%
Community Health Workers	High school diploma or equivalent	None	Short-term	26.7%

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[4] "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, https://www.bls.gov/cps/.

Supply

Analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) included the TOP code and title: 210400 - Human Services. Analysis of the last three years of data shows that, on average, 257 awards were conferred in the Central Valley/Mother Lode region each year (Exhibit 11).

Exhibit 11: Postsecondary supply for Human Services occupations in the region

TOP/ CIP Code-Title	College	Associate Degree	Certificate 16 < 30 Semester Units	Certificate 18 < 30 Semester Units	Certificate 30 < 60 Semester Units	Certificate 6 < 18 Semester Units	Subtotal
210400 - Human Services	Bakersfield	31				16	47
	Cerro Coso	11			9		20
	Columbia	2	1	2			5
	Fresno City	59			62		121
	Merced	8			2		10
	Modesto	17	1	3		12	33
	Reedley College		0				0
	San Joaquin Delta		1		1		2
	Sequoias	12			6		18
	West Hills Lemoore					1	1
TOTAL		**141**	**3**	**5**	**80**	**29**	**257**

There is an undersupply of 399 Human Services workers in the SCV/SML subregion and 748 workers in the region (Exhibit 12).

Exhibit 12: Human Services workforce demand (annual job openings), postsecondary supply of students (awards), and additional students needed to fill gap in the SCV/SML subregion and region
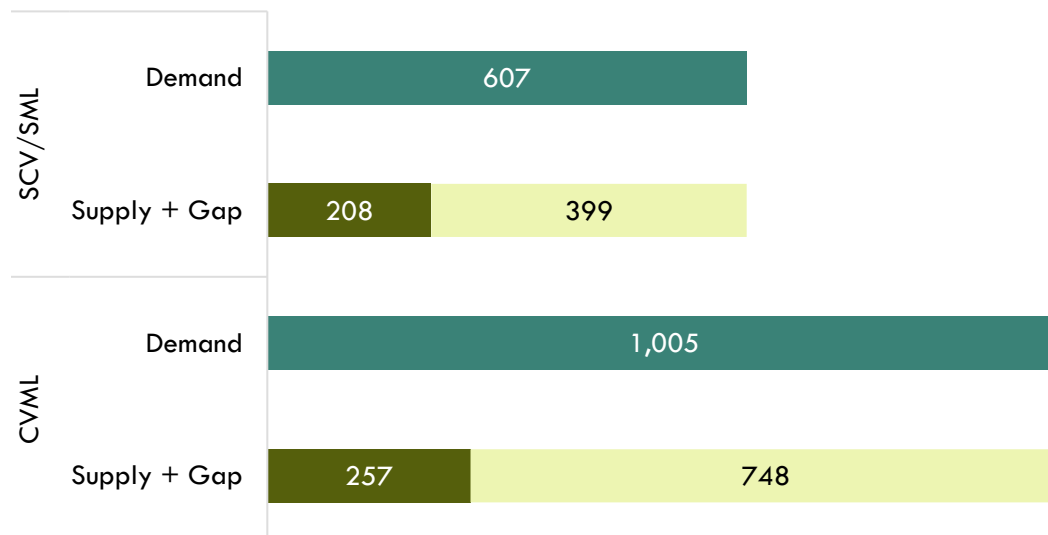
Student Outcomes

Exhibit 13 summarizes employment and wage outcomes from the California Community College Chancellor's Cal-PASS Plus LaunchBoard for the TOP code related to Human Services Certificate. Of note, 103 students received a degree or certificate or attained apprenticeship journey status; 216 students transferred; 78% of students obtained a job closely related to their field of study; 45% had a median change in earnings; and 57% of students attained a living wage.

Exhibit 13: Subregional metrics for the TOP code related to Human Services

Metric	Human Services 210400
Students Who Got a Degree or Certificate or Attained Apprenticeship Journey Status	103
Number of Students Who Transferred	126
Job Closely Related to Field of Study	78%
Median Change in Earnings	45%
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 312 job postings in the past six months for occupations related to Human Services Certificate in the subregion. Analysis of skills and certification requirements in job postings indicates:

- The top baseline skill is communication skills, and the top specialized skill is case management.
- The top software skill is Microsoft Excel.
- The top certification is a driver's license.

There is an undersupply of trained workers, a shortage of 399 in the SCV/SML subregion and 748 in the region.

Recommendation

Based on these findings, it is recommended that Porterville College work with the regional directors, the college's advisory board, and local industry in the development of programs to address the shortage of Human Services Certificate workers 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.