



# Labor Market Analysis for Program Recommendation Early Care and Education Occupations Napa Valley College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research  
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## Recommendation

Based on all available data, there appears to be an “undersupply” of Early Care and Education workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 14,498 students in the Bay region and 2,102 students in the North Bay Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1305.00 Child Development/Early Care and Education programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Napa Valley College and in the region.

This report profiles Early Care and Education Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new Trauma Informed Earlycare in Education program at Napa Valley College.

- **Education and Childcare Administrators, Preschool and Daycare (11-9031):** Plan, direct, or coordinate the academic and nonacademic activities of preschool and childcare centers or programs. Excludes “Preschool Teachers” (25-2011).  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%
- **Child, Family, and School Social Workers (21-1021):** Provide social services and assistance to improve the social and psychological functioning of children and their families and to maximize the family well-being and the academic functioning of children. May assist parents, arrange adoptions, and find foster homes for abandoned or abused children. In schools, they address such problems as teenage pregnancy, misbehavior, and truancy. May also advise teachers.  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 17%
- **Social and Human Service Assistants (21-1093):** Assist 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. Excludes “Rehabilitation Counselors” (21-1015), “Psychiatric

Technicians” (29-2053), “Personal Care Aides” (39-9021), and “Eligibility Interviewers, Government Programs” (43-4061).

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: Short-term on-the-job training

Percentage of Community College Award Holders or Some Postsecondary Coursework: 33%

- **Teaching Assistants, Except Postsecondary (25-9045):** Perform duties that are instructional in nature or deliver direct services to students or parents. Serve in a position for which a teacher has ultimate responsibility for the design and implementation of educational programs and services. Excludes “Graduate Teaching Assistants” (25-1191).

Entry-Level Educational Requirement: Some college, no degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%

- **Childcare Workers (39-9011):** Attend to children at schools, businesses, private households, and childcare institutions. Perform a variety of tasks, such as dressing, feeding, bathing, and overseeing play. Excludes “Preschool Teachers, Except Special Education” (25-2011) and “Teacher Assistants” (25-9041).

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: Short-term on-the-job training

Percentage of Community College Award Holders or Some Postsecondary Coursework: 38%

## Occupational Demand

**Table 1. Employment Outlook for Early Care and Education Occupations in Bay Region**

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Education and Childcare Administrators, Preschool and Daycare	2,358	2,354	-4	-0%	971	194	\$25	\$52
Child, Family, and School Social Workers	6,354	7,174	820	13%	4,451	890	\$25	\$49
Social and Human Service Assistants	11,681	13,481	1,799	15%	10,241	2,048	\$18	\$45
Teaching Assistants, Except Postsecondary	30,937	31,426	488	2%	18,602	3,720	\$14	\$40
Childcare Workers	56,222	57,244	1,022	2%	50,372	10,074	\$11	\$38
<b>Total</b>	<b>107,552</b>	<b>111,679</b>	<b>4,127</b>	<b>4%</b>	<b>84,637</b>	<b>16,926</b>		

Source: EMSI 2021.3

**Bay Region includes:** Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Early Care and Education Occupations in North Bay Sub-region**

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Education and Childcare Administrators, Preschool and Daycare	303	300	-3	-1%	123	25	\$26	\$51
Child, Family, and School Social Workers	946	1,041	95	10%	641	128	\$18	\$44

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Social and Human Service Assistants	1,393	1,598	204	15%	1,213	243	\$16	\$41
Teaching Assistants, Except Postsecondary	5,062	4,902	-159	-3%	2,857	571	\$12	\$38
Childcare Workers	7,699	7,683	-16	-0%	6,729	1,346	\$11	\$35
<b>Total</b>	<b>15,403</b>	<b>15,524</b>	<b>121</b>	<b>1%</b>	<b>11,563</b>	<b>2,313</b>		

Source: EMSI 2021.3

**North Bay Sub-Region includes:** Marin, Napa, Solano, Sonoma Counties

### Job Postings in Bay Region and North Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Apr 2021 - Mar 2022)**

Occupation	Bay Region	North Bay
Teacher Assistants	4,835	761
Nannies	3,797	375
Childcare Workers	3,061	411
Social and Human Service Assistants	1,580	308
Child, Family, and School Social Workers	1,106	142
Education Administrators, Preschool and Childcare Center/Program	676	95

Source: Burning Glass

**Table 4a. Top Job Titles for Early Care and Education Occupations for latest 12 months (Apr 2021 - Mar 2022)**  
**Bay Region**

Title	Bay	Title	Bay
Nanny	912	Special Education Paraprofessional	88
Assistant Teacher	268	Child Care Assistant	87
Paraprofessional/Educator	146	Nanny At	82
Babysitter	142	Child Care	81
Paraprofessional	128	Daycare Assistant	79
Instructional Assistant	124	Associate Teacher	72
Teacher Assistant	96	Social Services Assistant	71
Nanny For 1 Child	95	Instructional Aide	69
Paraeducator	92	Pre-School Director	67

Title	Bay	Title	Bay
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Source: Burning Glass

**Table 4b. Top Job Titles for Early Care and Education Occupations for latest 12 months (Apr 2021 - Mar 2022)  
North Bay Sub-Region**

Title	North Bay	Title	North Bay
Nanny	88	Behavior Assistant Rbt /Classroom Aide	10
Assistant Teacher	47	Nanny At	10
Babysitter	26	Social Worker - Case Management	10
Instructional Assistant	23	Paraprofessional/Educator	9
Paraeducator	18	Pre-School Director	9
Child Care Assistant	17	Social Services Coordinator	9
Paraprofessional	15	Teacher Assistant	9
After-School Program Leader	14	Teacher's Aide	9
Social Services Assistant	11	Teaching Assistant	9

Source: Burning Glass

## Industry Concentration

**Table 5. Industries hiring Early Care and Education Workers in Bay Region**

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
Private Households	30,529	30,816	1%	32%
Elementary and Secondary Schools (Local Government)	20,684	18,887	-9%	20%
Child Day Care Services	15,328	13,616	-11%	15%
Elementary and Secondary Schools	5,346	5,573	4%	6%
Services for the Elderly and Persons with Disabilities	4,019	4,868	21%	4%
Local Government, Excluding Education and Hospitals	3,387	3,410	1%	3%
Other Individual and Family Services	2,781	3,645	31%	3%
Religious Organizations	1,992	1,993	0%	2%
State Government, Excluding Education and Hospitals	1,929	2,030	5%	2%
Child and Youth Services	1,233	1,445	17%	1%

Source: EMSI 2021.3

**Table 6. Top Employers Posting Early Care and Education Occupations in Bay Region and North Bay Sub-Region (Apr 2021 - Mar 2022)**

Employer	Bay	Employer	North Bay
Bright Horizons	318	Vacaville Unified School District	44
Crunch Care	307	Bright Horizons	42
Kindercare	195	Petaluma City Schools	37
YMCA	168	Kindercare	27
Stepping Stones	161	County Sonoma	27
Oakland Unified School District	159	Catholic Charities	27
Genuine Nannies	110	YMCA	22
Soliant	103	Genuine Nannies	17
1 1 Cares	102	Wright Elementary School District	16
Center For Autism And Related Disorders, Inc	99	Swing Education	16

Source: Burning Glass

### Educational Supply

There are 23 community colleges in the Bay Region issuing 2,009 awards on average annually (last 3 years ending 2018-19) on TOP 1305.00 Child Development/Early Care and Education. In the North Bay Sub-Region, there are four (4) community colleges that issued 205 awards on average annually (last 3 years) on this TOP code.

There are six (6) other CTE educational institutions in the Bay Region issuing 419 awards on average annually (last 3 years ending 2016-17) on TOP 1305.00 Child Development/Early Care and Education. There is one (1) other CTE educational institution in the North Bay Sub-Region issuing 6 awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 1305.00 Child Development/Early Care and Education in Bay Region**

College	Subregion	Associate	Certificate 18+ Units	Certificate Low	Total
Cabrillo	SC-Monterey	29	0	83	112
Canada	Mid-Peninsula	46	0	48	94
Chabot	East Bay	31	0	76	107
Contra Costa	East Bay	9	0	12	21
De Anza	Silicon Valley	44	0	51	95
Diablo Valley	East Bay	35	0	165	200
Foothill	Silicon Valley	32	0	7	39
Gavilan	Silicon Valley	9	0	9	18

College	Subregion	Associate	Certificate 18+ Units	Certificate Low	Total
Hartnell	SC-Monterey	28	0	14	42
Las Positas	East Bay	17	0	89	106
Los Medanos	East Bay	30	0	119	149
Marin	North Bay	4	0	0	4
Merritt	East Bay	31	0	305	336
Mission	Silicon Valley	27	0	17	44
Monterey	SC-Monterey	26	0	14	40
Napa	North Bay	13	0	1	14
Ohlone	East Bay	11	0	5	16
San Francisco	Mid-Peninsula	64	0	149	213
San Jose City	Silicon Valley	18	0	43	61
Santa Rosa	North Bay	24	0	120	144
Skyline	Mid-Peninsula	40	0	32	72
Solano	North Bay	11	0	32	43
West Valley	Silicon Valley	27	1	11	39
<b>Total</b>		<b>606</b>	<b>1</b>	<b>1,402</b>	<b>2,009</b>

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

**Table 7b. Other CTE Institutions Awards on TOP 1305.00 Child Development/Early Care and Education in Bay Region**

College	Subregion	Award 1 < 2 academic yrs	Bachelor's Degree	Total
CET-Sobrato	Silicon Valley	22	0	22
Mills College	East Bay	0	9	9
Pacific Union College	North Bay	0	6	6
Saint Mary's College of California	East Bay	0	10	10
San Francisco State University	Mid-Peninsula	0	141	141
San Jose State University	Silicon Valley	0	231	231
<b>Total</b>		<b>22</b>	<b>397</b>	<b>419</b>

Note: The annual average for awards is 2016-17 to 2018-19.

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 16,926 annual openings for the Early Care and Education occupational cluster and 2,428 annual (3-year average) awards for an annual undersupply of 14,498 students. In the North Bay Sub-Region, there is also a gap with 2,313 annual openings and 211 annual (3-year average) awards for an annual undersupply of 2,102 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1305.00 Child Development/Early Care and Education**

Metric Outcomes	Bay All CTE Programs	Napa Valley All CTE Programs	State 1305.00	Bay 1305.00	North Bay 1305.00	Napa Valley 1305.00
Students with a Job Closely Related to Their Field of Study	74%	79%	75%	81%	64%	58%
Median Annual Earnings for SWP Exiting Students	\$47,419	\$43,933	\$25,626	\$30,912	\$28,908	\$29,107
Median Change in Earnings for SWP Exiting Students	23%	38%	26%	30%	41%	51%
Exiting Students Who Attained the Living Wage	52%	60%	32%	24%	33%	32%

Source: Launchboard Strong Workforce Program Median of 2017 to 2020.

## Skills, Certifications and Education

**Table 9. Top Skills for Early Care and Education Occupations in Bay Region (Apr 2021 - Mar 2022)**

Skill	Posting	Skill	Posting
Child Care	5,878	Customer Service	776
Teaching	4,458	Lesson Planning	742
Cardiopulmonary Resuscitation (CPR)	3,194	Mental Health	735
Child Development	1,518	Social Services	711
Scheduling	1,500	Home Care	645
Early Childhood Education	1,265	Staff Management	641
Special Education	1,238	Autism Diagnosis/Treatment/Care	632
Cleaning	1,095	Psychology	628
Laundry	1,032	Cooking	565
Caregiving	1,029	Record Keeping	540
Case Management	1,007	Budgeting	501
Meal Preparation	929	Data Collection	482
Vaccination	907	Nurturing Environment	472

Skill	Posting	Skill	Posting
Babysitting	823	Vaccines	452

Source: Burning Glass

**Table 10. Certifications for Early Care and Education Occupations in Bay Region (Apr 2021 - Mar 2022)**

Certification	Posting	Certification	Posting
Driver's License	3,266	Board Certified Behavior Analyst (BCBA)	55
First Aid Cpr Aed	2,531	Domestic Violence	41
Child Development Associate (CDA)	481	Food Handler Certification	40
Registered Behavior Technician	361	Counseling Certification	40
Home Health Aide	126	Psychologist License	37
Social Work License	112	Clinical Nurse Specialist (CNS) License	31
Certified Case Manager (CCM)	80	Cdl Class C	30
Certified Teacher	71	Licensed Marriage and Family Therapist	26
Home Care Certificate	67	Licensed Practical Nurse (LPN)	25
Licensed Clinical Social Worker (LCSW)	58	Licensed Vocational Nurse (LVN)	21

Source: Burning Glass

Note: 61% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.

**Table 11. Education Requirements for Early Care and Education Occupations in Bay Region**

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	4,216	61%
Associate's degree	923	13%
Bachelor's degree and higher	1,744	25%

Source: Burning Glass

Note: 54% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

## Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.



## Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor's Office MIS system

## Contacts

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