

Certifications & Licenses

Imperial County
March 2022

An Analysis of the
Top Certifications/Licenses
in Imperial County

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EXECUTIVE SUMMARY

According to the U.S. Bureau of Labor Statistics (BLS), the number of people in the labor market who earn a certification/license has increased over the last 50 years in the United States.¹ The San Diego-Imperial Center of Excellence for Labor Market Research (COE) analyzed data from online job postings to identify trends in the types of certifications/licenses requested by employers in Imperial County. This labor market information is intended to be used by the San Diego and Imperial Counties Community Colleges to guide meaningful discussions about ways to support the attainment of certifications/licenses in the region.

KEY FINDINGS

CERTIFICATIONS/LICENSES IN THE TOP 20 EACH YEAR, 2011-2020

112
CERTIFICATIONS/
LICENSES IN THE TOP 20
ONCE OR MORE

Between 2011 and 2020, 112 certifications/licenses made the top 20 certifications/licenses one or more years in Imperial County. Comparing recent years (2016-2020) with previous years (2011-2015) shows a shift in demand for certifications/licenses: one made the top 20 more often in recent years than previous years, and ten made the top 20 more often in previous years than recent years.

10
CERTIFICATIONS/
LICENSES IN THE TOP 20
EVERY YEAR

Between 2011 and 2020, ten certifications/licenses made the top 20 certifications/licenses every year in Imperial County. Nine of those certifications/licenses made the top 20 every year in both Imperial County and California.

CERTIFICATIONS/LICENSES RANKED BY ONLINE JOB POSTINGS



#1	Driver's License
#2	Registered Nurse
#3	First Aid CPR AED

The top three certifications/licenses ranked by number of online job postings were Driver's License; Registered Nurse; and First Aid CPR AED (2011-2020).

¹ Bureau of Labor Statistics. Monthly Labor Review: Professional certifications and occupational licenses: evidence from the Current Population Survey (See [bls.gov/opub/mlr/2019/article/pdf/professional-certifications-and-occupational-licenses.pdf](https://www.bls.gov/opub/mlr/2019/article/pdf/professional-certifications-and-occupational-licenses.pdf).)

CERTIFICATIONS/LICENSES TRENDS DURING THE PANDEMIC

Based on certifications/licenses ranked by the number of online job postings in 2019 compared to 2020, the certifications/licenses featured below increased or decreased in ranking the most during the pandemic.



INCREASED
IN
RANKING

Certified Nursing Assistant

DEA Certificate

Licensed Mental Health Counselor (LMHC)



DECREASED
IN
RANKING

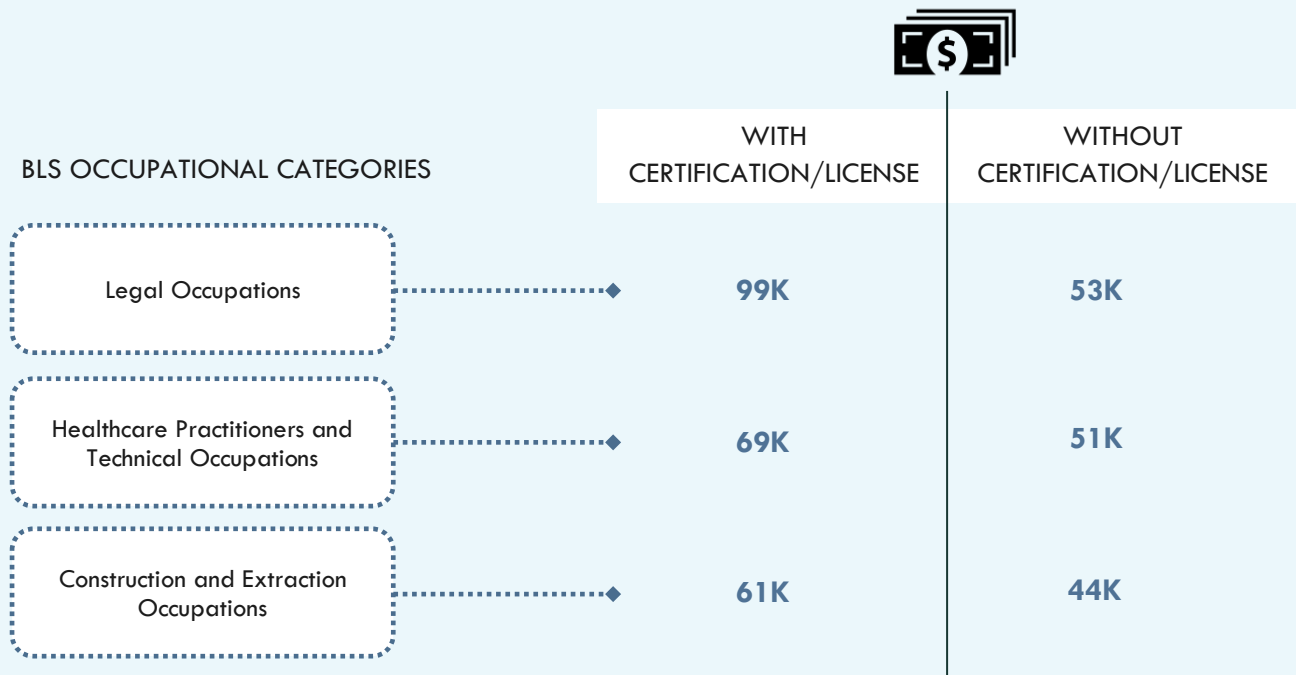
Certified Medical Assistant

Administrative Services Credential

Board Certified/Board Eligible
(Emergency Medicine)

NATIONAL MEDIAN EARNINGS WITH/WITHOUT A CERTIFICATION/LICENSE

According to national data from the BLS, median yearly earnings across all occupational categories were reportedly higher with a certification/license than without a certification/license in 2020. The three occupations with the greatest differences in median earnings are featured below.



Data Source and Important Disclaimer

The data presented in this report was derived from Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." This report 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.

INTRODUCTION

Obtaining a certification/license is one way that workers can advance in a field and distinguish themselves in the job market. According to the U.S. Bureau of Labor Statistics, the number of employed people with a certification/license has increased substantially over the last 50 years in the United States, and more than 24 percent of employed workers in the labor force held a certification/license in 2018.² There are numerous reasons why obtaining a certification/license can be beneficial. For one, it can demonstrate a worker's aptitude in a field or position, and through it, employers can determine that a worker has a baseline level of skill or mastery to perform that job. Certifications/licenses can also be important for advancement within a career and may even be required to be employed in a specific position, such as obtaining a job as a *Licensed Clinical Social Worker*. In 2018, nearly 85 percent of people nationwide with a certification/license indicated that it was a requirement for their job.³ When considering educational attainment, 34 percent of employed workers with an associate degree across the United States also held a certification/license in 2020.⁴ Given these national trends and the notable relevance of certifications/licenses across the United States, the San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this report to provide insight into certifications/licenses that are requested by employers in Imperial County.

To identify the types of certifications/licenses that are relevant to employers in Imperial County and evaluate trends within the region, the San Diego-Imperial COE reviewed online job postings. To explore trends over a notable period of time, the COE reviewed all online job postings between 2011 and 2020 in Imperial County. Within that timeframe, the COE identified the certifications/licenses that appeared in the top 20 each year and noted any trends in the certifications/licenses that were requested by employers in recent years (2016-2020) compared to previous years (2011-2015). For the certifications/licenses that appeared in the top 20 every year between 2011 and 2020, the COE also summarized more detailed and recent (2018-2020) information for these certifications/licenses including: minimum educational attainment posted, top occupation requesting certification/license, and entry-level salaries in Imperial County and California. A recent timeframe (2018-2020) was used for these data points to provide colleges and consumers with current information about the top certifications/licenses in Imperial County.

² Bureau of Labor Statistics. Monthly Labor Review: Professional certifications and occupational licenses: evidence from the Current Population Survey (See [bls.gov/opub/mlr/2019/article/pdf/professional-certifications-and-occupational-licenses.pdf](https://www.bls.gov/opub/mlr/2019/article/pdf/professional-certifications-and-occupational-licenses.pdf).)

³ Bureau of Labor Statistics. Monthly Labor Review: Professional certifications and occupational licenses: evidence from the Current Population Survey (See [bls.gov/opub/mlr/2019/article/pdf/professional-certifications-and-occupational-licenses.pdf](https://www.bls.gov/opub/mlr/2019/article/pdf/professional-certifications-and-occupational-licenses.pdf).)

⁴ Bureau of Labor Statistics. Certification and licensing status of employed persons 16 years and over by selected characteristics, 2020. (See [bls.gov/cps/cpsaat51.pdf](https://www.bls.gov/cps/cpsaat51.pdf).)

CERTIFICATION/LICENSE DEFINITIONS

First, it is important to define the terms *certification* and *license* in order to understand the similarities and distinctions between each, and why they are valued by employers. Certifications and licenses can similarly demonstrate skill, knowledge, and aptitude. In some cases, both can serve as alternate signifiers of educational attainment because reaching a certain level of education may be required to obtain that certification or license.⁵ Additionally, both certifications and licenses may be renewed periodically, and proof of continuing education is submitted to the issuing entities to ensure that current standards are maintained. The primary distinction between certifications and licenses is the governing bodies that issue and oversee them. A certification is awarded by a third-party organization or industry association that standardizes the assessment process to ensure that a candidate has met a specific set of standards or skills, whereas a license is issued by a government agency and is often required for some professional practices like health, education, and legal careers. It should be noted that a person can obtain multiple certifications or licenses. Detailed definitions of each are provided below.

WHAT IS A CERTIFICATION?

A **certification** is endorsed by a third-party major industry association that creates a standardized assessment process to ensure that a candidate has met a set of standards that are relevant to perform a job or skill. Although certifications may include both education and exam requirements, the issuing entity may not necessarily offer the training directly. The assessment is standardized, however, even if the educational training is acquired through different institutions. This ensures that while an employer may not necessarily recognize a candidate's phlebotomy educational training, for example, they will recognize a Phlebotomy Certification and its requirements. The credibility of the certification is also generally dependent on the standards of the issuing industry association and some certifications may be perceived as challenging, while others may necessitate few requirements. Examples of certifications include Advanced Cardiac Life Support (ACLS) Certification or Project Management Professional (PMP).

⁵ Bureau of Labor Statistics. Monthly Labor Review: Professional certifications and occupational licenses: evidence from the Current Population Survey (See bls.gov/opub/mlr/2019/article/pdf/professional-certifications-and-occupational-licenses.pdf.)

WHAT IS A LICENSE?

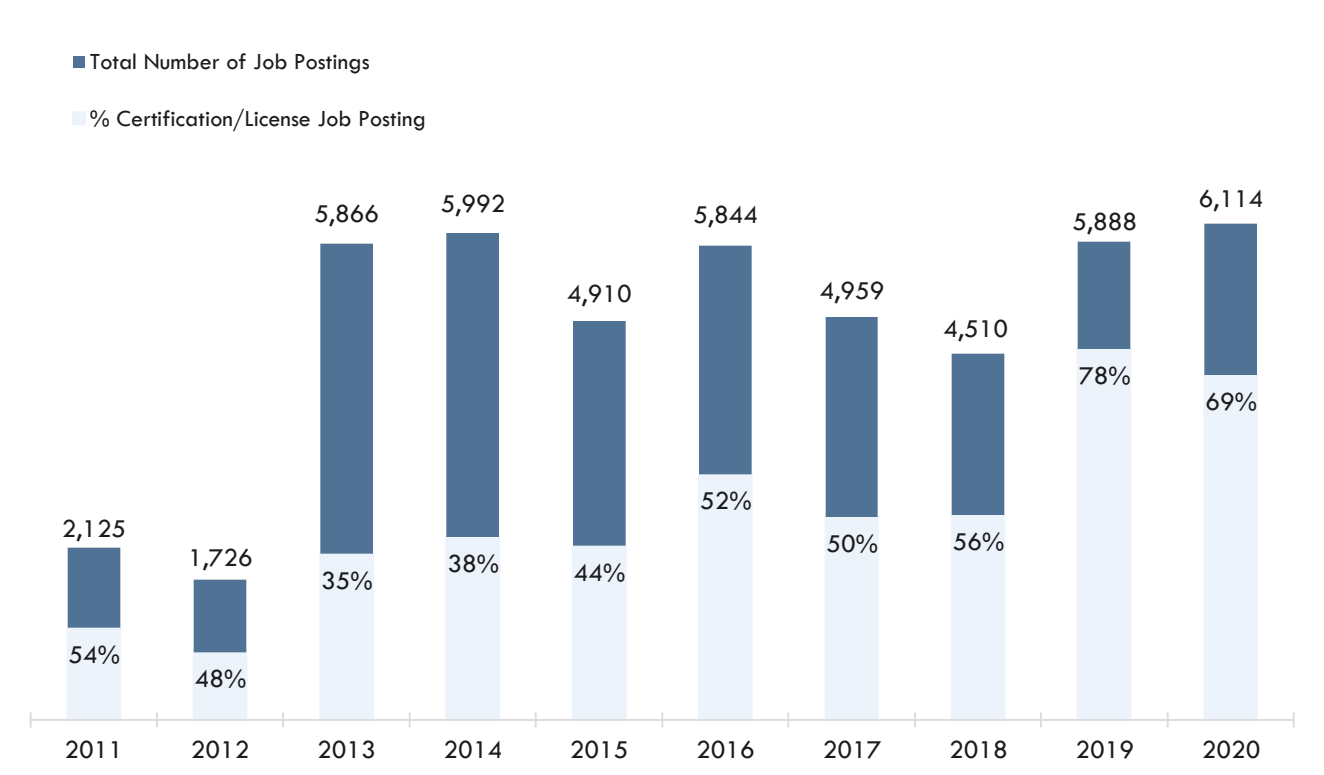
A **license** is issued by a government agency, typically a state government, is executed by licensing boards, and is intended to show that a candidate has met a specific competency standard to perform a job, service, or professional activity. For jobs that require a license to perform a job or service, failure to comply with licensure requirements can result in significant fines or legal consequences. Like certifications, most licenses include some type of training and exam requirements, but may also include a combination of degree attainment, educational certificates, apprenticeship, supervision, or work experience. Examples of licenses include a Teaching Credential or Licensed Vocational Nurse.

The following sections will explore trends in the types of certifications/licenses most requested in online job postings, provide a comparison between certifications/licenses requested in Imperial County and California, evaluate trends during the COVID-19 pandemic in Imperial County, and show national median earnings data comparing earnings with and without a certification/license.

CERTIFICATIONS/LICENSES IN ONLINE JOB POSTINGS

The San Diego-Imperial Center of Excellence for Labor Market Research (COE) analyzed data from online job postings⁶ to determine the percentage of total online job postings that requested a certification/license. Between 2011 and 2020, there was an average of 4,793 online job postings per year in Imperial County (Exhibit 1), and 50 percent of online job postings or higher listed a certification/license every year since 2016. More recently, there was an increase in the total number of online job postings between 2019 (5,888) and 2020 (6,114), but a lower percentage of employers that requested a certification/license in 2020 (69 percent) compared to 2019 (78 percent). Please note that online job postings do not equal labor market demand; demand is represented by annual job openings. Employers may post a position, including those that require a certification/license, multiple times to increase the pool of applicants or post positions that require a license/certification, for example.

Exhibit 1. Total Number of Job Postings⁷ and the Percentage of Job Postings Requesting a Certification/License⁸ in Imperial County (2011-2020)



⁶ Online job postings data, or real-time LMI, refers to job analytics data that may provide insight into recent changes in the labor market that may not be captured by historical data or traditional labor market information.

⁷ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2011-2020.

⁸ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2011-2020. This percentage was calculated by deriving the number of job postings that requested a certification/license for a given year, divided by the total number of online job postings in Imperial County that year. Please note that Burning Glass Technologies only provides up to the top 200 certifications/licenses for each given year and this percentage may not reflect all job postings requesting a certification/license.

CERTIFICATIONS/LICENSES IN THE TOP 20 EACH YEAR, 2011-2020

To identify certifications/licenses that were most requested by employers, this report analyzed the certifications/licenses in online job postings between 2011 and 2020 in Imperial County.⁹ Exhibit 2a lists the certifications/licenses that were in the top 20 certifications/licenses each year, and results demonstrated that 112 were in the top 20 one or more years between 2011 and 2020. Ten were in the top 20 certifications/licenses every year. Exhibit 2a provides links to additional information about each certification/license, but please note that these links may be outdated at a later time. Note that some positions below may be duplicated if employers call a certification/license by different names, for example.

Exhibit 2a. Certifications/Licenses in the Top 20 Each Year in Imperial County, 2011-2020

	Certification/License Title	'11	'12	'13	'14	'15	'16	'17	'18	'19	'20	# Years Top 20
1	Advanced Cardiac Life Support (ACLS) Certification	•	•	•	•	•	•	•	•	•	•	10
2	Basic Cardiac Life Support Certification*	•	•	•	•	•	•	•	•	•	•	10
3	Basic Life Saving (BLS)*	•	•	•	•	•	•	•	•	•	•	10
4	CDL Class A	•	•	•	•	•	•	•	•	•	•	10
5	Certified Registered Nurse Practitioner	•	•	•	•	•	•	•	•	•	•	10
6	Driver's License*	•	•	•	•	•	•	•	•	•	•	10
7	First Aid CPR AED	•	•	•	•	•	•	•	•	•	•	10
8	Licensed Vocational Nurse (LVN)*	•	•	•	•	•	•	•	•	•	•	10
9	Registered Nurse	•	•	•	•	•	•	•	•	•	•	10
10	Security Clearance	•	•	•	•	•	•	•	•	•	•	10
11	CA License*		•	•	•	•	•	•	•	•	•	9
12	Licensed Practical Nurse (LPN)*	•	•	•	•	•	•	•		•	•	9
13	American Heart Association Certification	•	•		•	•	•	•	•		•	8

*This certification/license may be a general category that comprises numerous types of certifications/licenses or may appear more than once because employers may use different titles to refer to the same certification/license, for example. Additional information can be found in the appendix.

⁹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2011-2020. Certification/Licenses that made the top 20 list each year ranked by number of online job postings in Imperial County.

	Certification/License Title	'11	'12	'13	'14	'15	'16	'17	'18	'19	'20	# Years Top 20
14	Certified Nursing Assistant	•	•	•	•	•	•	•	•			8
15	Phlebotomy Certification	•	•	•	•		•	•	•		•	8
16	Board Certified/Board Eligible (Emergency Medicine)*	•	•				•	•	•	•	•	7
17	Food Handler Certification (Card)*		•	•	•	•		•	•		•	7
18	OSHA Forklift Certification	•	•	•	•	•	•	•				7
19	Automotive Service Excellence (ASE) Certification	•	•			•	•	•	•			6
20	Casino Gaming License	•	•			•	•	•	•			6
21	Certified Occupational Therapy Assistant (COTA)	•	•			•	•	•				5
22	Neonatal Resuscitation Program (NRP)						•	•	•	•	•	5
23	Social Work License*	•	•	•	•		•					5
24	Administrative Services Credential	•	•			•			•			4
25	American Physical Therapy Association (APTA) Certification	•	•			•	•					4
26	ServSafe*		•	•	•			•				4
27	Typing Certification	•	•		•				•			4
28	CDL Class B	•	•		•							3
29	Certified Medical Assistant (CMA)		•			•				•		3
30	Certified Pharmacy Technician (CPhT)	•	•		•							3
31	Critical Care Registered Nurse (CCRN)		•							•	•	3
32	DEA Certificate			•	•						•	3
33	Emergency Medical Technician (EMT)		•							•	•	3
34	Pediatric Advanced Life Support (PALS) Certification		•						•		•	3
35	Pharmacist License	•	•		•							3

*This certification/license may be a general category that comprises numerous types of certifications/licenses or may appear more than once because employers may use different titles to refer to the same certification/license, for example. Additional information can be found in the appendix.

	Certification/License Title	'11	'12	'13	'14	'15	'16	'17	'18	'19	'20	# Years Top 20
36	Real Estate Certification	•	•	•								3
37	Registered Dietitian		•	•	•							3
38	Bilingual Certification	•	•									2
39	Certified A+ Technician	•	•									2
40	Certified Public Accountant (CPA)	•		•								2
41	Certified Respiratory Therapist		•	•								2
42	Cosmetology License*		•	•								2
43	Cross-Cultural Language and Academic Development	•	•									2
44	Engineer in Training Certification*		•			•						2
45	HAZWOPER	•	•									2
46	Home Care Certificate	•	•									2
47	Home Health Aide	•	•									2
48	Insurance License*		•							•		2
49	Licensed Financial Professional	•	•									2
50	Life and Health Insurance License	•	•									2
51	MECP Basic Installation*	•	•									2
52	Microsoft Certified Solutions Expert (MCSE) (Retired Certification, 2021)	•	•									2
53	Mobile Electronics Certified Professional (MECP)*	•	•									2
54	Registered Respiratory Therapist	•	•									2
55	Respiratory Care Practitioner (RCP)	•		•								2
56	Series 6	•		•								2
57	Series 63	•	•									2

*This certification/license may be a general category that comprises numerous types of certifications/licenses or may appear more than once because employers may use different titles to refer to the same certification/license, for example. Additional information can be found in the appendix.

	Certification/License Title	'11	'12	'13	'14	'15	'16	'17	'18	'19	'20	# Years Top 20
58	Training For Intervention Procedures (TIPS) Certification	•	•									2
59	Advanced Practice Nurse	•	•									2
60	Airframe and Powerplant (A and P) Certification								•			1
61	Alcohol Server Certification		•									1
62	American Board for Engineering and Technology (ABET)		•									1
63	American Board of Psychiatry*		•									1
64	American Board of Psychiatry and Neurology (ABPN)*		•									1
65	American Council of Pharmaceutical Education (ACPE)		•									1
66	American Occupational Therapy Association (AOTA)		•									1
67	American Registry of Radiologic Technologists (ARRT) Certification		•									1
68	AWS D1.1				•							1
69	Board Certified Behavior Analyst (BCBA)		•									1
70	Board Certified in Family Medicine		•									1
71	Certified Case Manager (CCM)		•									1
72	Certified Dental Assistant	•										1
73	Certified Flight Registered Nurse		•									1
74	Certified Health Education Specialist		•									1
75	Certified Information Systems Security Professional (CISSP)		•									1
76	Certified Interpreter		•									1
77	Certified OTR								•			1
78	Certified Outpatient Coding (COC)	•										1
79	Certified Professional Coder									•		1

*This certification/license may be a general category that comprises numerous types of certifications/licenses or may appear more than once because employers may use different titles to refer to the same certification/license, for example. Additional information can be found in the appendix.

	Certification/License Title	'11	'12	'13	'14	'15	'16	'17	'18	'19	'20	# Years Top 20
80	Certified Safety Professional									•		1
81	Certified Teacher		•									1
82	Certified Treasury Professional (CTP)	•										1
83	Certified Welding Inspector (CWI)*				•							1
84	Chemotherapy Certified		•									1
85	Cisco Certified Network Professional (CCNP)							•				1
86	Clinical Laboratory Scientist (CLS)		•									1
87	Fire Fighter I		•									1
88	Hazardous Materials Certification	•										1
89	HazMat Awareness		•									1
90	Histotechnologist		•									1
91	Insurance Agent Certification		•									1
92	IT Infrastructure Library (ITIL) Certification									•		1
93	Licensed Attorney	•										1
94	Licensed Independent Clinical Social Worker (LICSW)		•									1
95	Licensed Marriage and Family Therapist	•										1
96	Life Insurance License	•										1
97	Line & Antenna Sweeping (LAS)					•						1
98	Microsoft Certified Professional (MCP) (Retired Certification, 2019)						•					1
99	Microsoft Certified Systems Engineer (Retired Certification, 2020)		•									1
100	Nephrology Certification		•									1
101	Nursing Specialty Certification		•									1

*This certification/license may be a general category that comprises numerous types of certifications/licenses or may appear more than once because employers may use different titles to refer to the same certification/license, for example. Additional information can be found in the appendix.

	Certification/License Title	'11	'12	'13	'14	'15	'16	'17	'18	'19	'20	# Years Top 20
102	Optician		•									1
103	Professional in Human Resources		•									1
104	Professional Medical Services Management		•									1
105	Registered Health Information Administrator		•									1
106	Registered Health Information Technician									•		1
107	SANS/GIAC Certification									•		1
108	Series 65		•									1
109	Series 7		•									1
110	Six Sigma Certification		•									1
111	Variable Annuity License		•									1
112	Welding Certification*		•									1

*This certification/license may be a general category that comprises numerous types of certifications/licenses or may appear more than once because employers may use different titles to refer to the same certification/license, for example. Additional information can be found in the appendix.

To show trends regarding the certifications/licenses requested by employers in recent years, Exhibit 2b highlights the certifications/licenses from Exhibit 2a that made the top 20 list three or more times in recent years (2016-2020), but once or less in the previous five years (2011-2015). One certification/license made the top 20 list more often in recent years.

Exhibit 2b. Made the Top 20 Certifications/Licenses More Often in Recent Years, 2016-2020

Certification/License Title	'11	'12	'13	'14	'15	'16	'17	'18	'19	'20
Neonatal Resuscitation Program (NRP)						•	•	•	•	•

HIGHLIGHTING NEONATAL RESUSCITATION PROGRAM (NRP)

The Neonatal Resuscitation Program (NRP) certification is an education program of the [American Academy of Pediatrics \(AAP\)](#) and the [American Heart Association \(AHA\)](#) that teaches an evidence-based approach to newborn care. According to the American Academy of Pediatrics (AAP), NRP “utilizes a blended learning approach, which includes online testing and hands-on case-based simulation/debriefing that focus on critical leadership, communication, and team-work skills.” Between 2016 and 2020, the top occupations in online job postings that listed this certification in Imperial County were *Registered Nurses; Emergency Medical Technicians and Paramedics; and Medical and Health Services Managers*. The top employer in Imperial County was “Pioneers Memorial Healthcare District.” According to Burning Glass’s salary estimates, the median salary for this certification was 58K in Imperial County.

To show trends regarding certifications/licenses that were not requested by employers in recent years, Exhibit 2c highlights the certifications/licenses from Exhibit 2a that made the top 20 list once or less in recent years (2016-2020), but three or more times in the previous five years (2011-2015). Ten certifications/licenses made the top 20 list less often or not at all in recent years.

Exhibit 2c. Made the Top 20 Certifications/Licenses Less Often in Recent Years, 2016-2020

Certification/License Title	'11	'12	'13	'14	'15	'16	'17	'18	'19	'20
Social Work License	•	•	•	•		•				
Administrative Services Credential	•	•			•			•		
American Physical Therapy Association (APTA) Certification	•	•			•	•				
ServSafe		•	•	•			•			
Typing Certification	•	•		•				•		
CDL Class B	•	•		•						
Certified Pharmacy Technician	•	•		•						
Pharmacist License	•	•		•						
Real Estate Certification	•	•	•							
Registered Dietitian		•	•	•						

HIGHLIGHTING THE TYPING CERTIFICATION

According to the [City of San Diego](#), the Typing Certification must be “obtained from an accredited business college, educational institution, public agency, professional service or business which routinely provides typing verification documentation in their normal course of business.” For the certification, the following are measured: the duration of the test, how many uncorrected words per minute, number of errors, and the net words typed per minute. Between 2011 and 2020, the occupation that requested this certification the most in Imperial County was *Word Processors and Typists*. According to Burning Glass’s salary estimates, the median salary for this certification was 35K in Imperial County.

TOP CERTIFICATIONS/LICENSES RANKED IN IMPERIAL COUNTY

Between 2011 and 2020, ten made the top 20 certifications/licenses every year in Imperial County (see Exhibit 2a). Exhibit 3 displays these certifications/licenses re-ranked by the total number of online job postings within that timeframe. The three most requested certifications/licenses by employers were Driver's License; Registered Nurse; and First Aid CPR AED. Exhibit 3 also provides recent data regarding the minimum education advertised by employers and the occupation that requested the certification/license most in online job postings within the last three years (2018-2020).

Exhibit 3. Top Certifications/Licenses Ranked by Online Job Postings in Imperial County¹⁰

Rank	Certification/License Title	Min. Education	Top Occupation Requesting Certification/License
2011-2020		2018-2020	
1	Driver's License	HS or Vocational	Heavy and Tractor-Trailer Truck Drivers
2	Registered Nurse	Associate	Registered Nurses
3	First Aid CPR AED	HS or Vocational	Registered Nurses
4	Advanced Cardiac Life Support (ACLS) Certification	Associate	Registered Nurses
5	CDL Class A	HS or Vocational	Heavy and Tractor-Trailer Truck Drivers
6	Basic Life Saving (BLS)	Associate	Registered Nurses
7	Certified Registered Nurse Practitioner	Master's	Nurse Practitioner
8	Security Clearance	HS or Vocational	Software Developers and Software Quality Assurance Analysts and Testers
9	Licensed Vocational Nurse (LVN)	HS or Vocational	Licensed Practical and Licensed Vocational Nurses
10	Basic Cardiac Life Support Certification	Bachelor's	Registered Nurses

¹⁰ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2011-2020. Certification/licenses that were in the top 20 every year between 2011 and 2020 ranked by number of online job postings in Imperial County. For each certification/license, the minimum educational attainment in online job postings and the top occupation requested the certification/license between 2018 and 2020 was obtained.

TOP CERTIFICATIONS/LICENSES IN IMPERIAL COUNTY AND CALIFORNIA

Exhibit 4 summarizes the certifications/licenses that made the top 20 certifications/licenses every year in Imperial County and/or California. Nine certifications/licenses made the top 20 every year in Imperial County and California, one made the top 20 list every year in Imperial County only, and three certifications/licenses made the top 20 every year in California only. Within the last three years (2018-2020), the certifications/licenses with the highest entry-level earnings in Imperial County and California were Project Management Professional (PMP); Certified Registered Nurse Practitioner; and Project Management Certification.

Exhibit 4. Certifications/licenses in the Top 20 Every Year in Imperial and California, 2011-2020

Certification/License Title	Made the Top 20 Every Year	Imperial Entry-Level Salary	California Entry-Level Salary
	2011-2020	2018-2020	
Project Management Professional (PMP)	CA	\$79K	\$84K
Certified Registered Nurse Practitioner	Imperial	\$77k	\$86K
Project Management Certification	CA	\$74K	\$80K
Advanced Cardiac Life Support (ACLS) Certification	Imperial & CA	\$68K	\$69K
Registered Nurse	Imperial & CA	\$66K	\$68K
Certified Public Accountant (CPA)	CA	\$61K	\$67K
Security Clearance	Imperial & CA	\$54K	\$55K
CDL Class A	Imperial & CA	\$47K	\$48K
Basic Cardiac Life Support Certification	Imperial & CA	\$41K	\$43K
Basic Life Saving (BLS)	Imperial & CA	\$41K	\$43K
Licensed Vocational Nurse (LVN)	Imperial & CA	\$39K	\$39K
Driver's License	Imperial & CA	\$31K	\$31K
First Aid CPR AED	Imperial & CA	\$30K	\$31K

CERTIFICATIONS/LICENSES TRENDS DURING THE PANDEMIC

The COVID-19 pandemic resulted in unprecedented changes in the economy that may have shifted priorities for the types of certifications/licenses requested by employers. Exhibit 5a shows certifications/licenses that increased in demand during the pandemic, which was defined as certifications/licenses that increased in ranking between 2019 and 2020 based on the number of online job postings. The certifications/licenses with the greatest increase in ranking were Certified Nursing Assistant; DEA Certificate; and Licensed Mental Health Counselor (LMHC).

Exhibit 5a. Certifications/Licenses that Increased in Ranking During the Pandemic, 2019-2020¹¹

Certification/License Title	Ranking in 2019	Ranking in 2020	Increased/Decreased in Ranking	Difference in Ranking
Certified Nursing Assistant	38	21	↑	17
DEA Certificate	33	17	↑	16
Licensed Mental Health Counselor (LMHC)	42	28	↑	14
American Speech - Language Hearing Association (ASHA) Certification	43	30	↑	13
CDL Class C	40	27	↑	13
Pharmacy Technician Certification Board (PTCB)	38	25	↑	13
Licensed Clinical Social Worker (LCSW)	38	26	↑	12
CDL Class B	37	25	↑	12
Security Guard Certification	37	25	↑	12
Casino Gaming License	39	28	↑	11
American Registry of Radiologic Technologists (ARRT) Certification	38	27	↑	11
Critical Care Registered Nurse (CCRN)	19	8	↑	11
Environmental Protection Agency Certification	39	29	↑	10
Licensed Professional Engineer	39	29	↑	10
OSHA Forklift Certification	37	28	↑	9
Phlebotomy Certification	28	19	↑	9

¹¹ This table shows the certifications/licenses in the top 30 in 2020 that increased in ranking by five or more between 2019 and 2020.

Certification/License Title	Ranking in 2019	Ranking in 2020	Increased/Decreased in Ranking	Difference in Ranking
CDL Class A	18	10	↑	8
American Heart Association Certification	21	14	↑	7
Social Work License	29	22	↑	7
Project Management Certification	36	30	↑	6
Basic Cardiac Life Support Certification	15	9	↑	6
Licensed Practical Nurse (LPN)	19	13	↑	6
Pediatric Advanced Life Support (PALS) Certification	24	18	↑	6
Food Service Certification	31	26	↑	5

Exhibit 5b shows certifications/licenses that decreased in demand during the pandemic, which was defined as certifications/licenses that decreased in ranking between 2019 and 2020 based on the number of online job postings. The certifications/licenses with the greatest decrease in ranking were Certified Medical Assistant; Administrative Services Credential; and Board Certified/Board Eligible (Emergency Medicine).

Exhibit 5b. Certifications/Licenses that Decreased in Ranking During the Pandemic, 2019-2020¹²

Certification/License Title	Ranking in 2019	Ranking in 2020	Increased/Decreased in Ranking	Difference in Ranking
Certified Medical Assistant	17	26	↓	9
Administrative Services Credential	23	28	↓	5
Board Certified/Board Eligible (Emergency Medicine)	6	11	↓	5

¹² This table shows the certifications/licenses in the top 30 in 2020 that decreased in ranking by five or more between 2019 and 2020.

NATIONAL MEDIAN EARNINGS WITH/WITHOUT A CERTIFICATION/LICENSE

The Bureau of Labor Statistics (BLS) published national median earnings for full-time wage and salary workers (35+ hours) by certification/license status for 2020 (Exhibit 6).¹³ Although this type of information is not available at a regional level for Imperial County, this national data can provide insight into differences in national median earnings based on certification/license status. Across all occupational categories developed by the BLS, national median earnings for workers were higher with a certification/license than without a certification/license in 2020. Occupations with the greatest differences in median earnings with a certification/license were *Legal Occupations*; *Healthcare Practitioners and Technical Occupations*; and *Construction and Extraction Occupations*.

Exhibit 6. BLS National Median Yearly Earnings With/Without a Certification/License, 2020¹⁴

BLS Occupational Categories	Median Earnings with Certification/License	Median Earnings without Certification/License	Difference in Median Earnings
Legal Occupations	99K	53K	+46K
Healthcare Practitioners and Technical Occupations	69K	51K	+18K
Construction and Extraction Occupations	61K	44K	+17K
Business and Financial Operations Occupations	84K	68K	+16K
Transportation and Material Moving Occupations	51K	36K	+15K
Management Occupations	91K	77K	+14K
Sales and Related Occupations	57K	44K	+13K
Protective Service Occupations	59K	47K	+12K
Architecture and Engineering Occupations	91K	80K	+11K
Education, Training, and Library Occupations	60K	50K	+10K
Installation, Maintenance, and Repair Occupations	58K	49K	+9K

¹³ "Median weekly earnings of full-time wage and salary workers by certification and licensing status and occupation, 2020 annual averages" Bureau of Labor Statistics, last modified January 22, 2021. [bls.gov/cps/cpsaat55.pdf](https://www.bls.gov/cps/cpsaat55.pdf).

¹⁴ Median weekly earnings were converted to yearly salary earnings by multiplying median weekly earnings by 52.14 weeks, which would include vacations and paid time off for full-time workers. All occupational categories were developed by the Bureau of Labor Statistics. Please note that some occupations require a certification/license to practice in the field or occupation, which may inflate median earnings for those that hold a certification/license.

BLS Occupational Categories	Median Salary with Certification/License	Median Salary without Certification/License	Difference in Median Earnings
Production Occupations	48K	40K	+8K
Community and Social Services Occupations	56K	50K	+6K
Building and Grounds Cleaning and Maintenance Occupations	37K	31K	+6K
Life, Physical, and Social Science Occupations	73K	68K	+5K
Personal Care and Service Occupations	45K	40K	+5K
Office and Administrative Support Occupations	45K	40K	+5K
Food Preparation and Serving Related Occupations	30K	27K	+3K
Healthcare Support Occupations	33K	31K	+2K
Computer and Mathematical Occupations	86K	85K	+1K
Arts, Design, Entertainment, Sports, and Media Occupations	62K	61K	+1K
Farming, Fishing, and Forestry Occupations	-	30K	-

APPENDIX: CERTIFICATIONS/LICENSES REFERENCED MORE THAN ONCE

The following certifications/licenses may be referenced more than once in Exhibit 2a or may represent a broad title. This is because the title may represent a general category that comprises multiple certifications/licenses or may represent a certification/license that employers refer to by multiple names, for example. Please note that this list is not exhaustive.

Certification/License Title	Description
<u>American Board of Psychiatry*</u>	The American Board of Psychiatry is also called the American Board of Psychiatry and Neurology (ABPN).
<u>American Board of Psychiatry and Neurology (ABPN)*</u>	The American Board of Psychiatry and Neurology (ABPN) is also called the American Board of Psychiatry.
<u>Basic Cardiac Life Support Certification*</u>	The American Heart Association Basic Cardiac Life Support Certification (BCLS) is also called Basic Life Saving (BLS) certification.
<u>Basic Life Saving (BLS)*</u>	The American Heart Association Basic Life Saving (BLS) certification course is also called Basic Cardiac Life Support Certification (BCLS).
<u>Board Certified/Board Eligible*</u>	This is a general category that may include various types of physicians and specialties, which may be overseen by respective licensing boards depending on the specialty and state.
<u>CA License*</u>	This is the general category for a driver's license, which may include different types of licenses in California (CDL Class A, CDL Class C, Driver's License, etc).
<u>Driver's License*</u>	This is the general category for a driver's license, which may include different types of licenses (CDL Class A, CDL Class C, Driver's License, etc).
<u>Food Handler Certification (Card)*</u>	The official title is a California Food Handler Card, which may also be called Food Service Certification by employers in online job postings.
<u>Food Service Certification*</u>	Although this title is used by employers, the official title is a California Food Handler Card and may also be called a Food Service Certification by employers.
<u>Insurance License*</u>	This is a general category that may include online job postings about agents & brokers insurance, mortgage insurance, and life insurance, for example.
<u>Licensed Clinical Social Worker (LCSW)</u>	This is also called a Social Work License by employers in online job postings.
<u>Licensed Practical Nurse (LPN)*</u>	Licensed Practical Nurse (LPN) provide basic care to nursing patients and work under nurses with more advanced titles, and depending on the state, may be called Licensed Vocational Nurse (LVN).
<u>Licensed Vocational Nurse (LVN)*</u>	Licensed Vocational Nurse (LVN) provide basic care to nursing patients and work under nurses with more advanced titles, and depending on the state, may be called Licensed Practical Nurse (LPN).
<u>MECP Basic Installation*</u>	The MECP Basic Installation is also called Mobile Electronics Certified Professional (MECP) certification.

Certification/License Title	Description
<u>Mobile Electronics Certified Professional (MECP)*</u>	The Mobile Electronics Certified Professional (MECP) certification is also called MECP Basic Installation.
<u>Project Management Certification*</u>	This is a general category which may include the Project Management Professional (PMP).
<u>Real Estate Certification*</u>	This is a general category that may include Certified Residential Specialist, Certified Property Manager, and Certified Real Estate Brokerage Manager, for example.
<u>ServSafe*</u>	This is a general category that may include ServSafe Food Handler, ServSafe Food Manager, ServSafe Alcohol, etc.
<u>Social Work License*</u>	The Social Work License may also be called the Licensed Clinical Social Worker in California.
<u>Welding Certification*</u>	This is a general category that may include welding certifications, including Certified Welding Inspector certification and Certified Associate Welding Inspectors, etc.



Prepared by:

Tina Ngo Bartel, Director (tngobartel@miracosta.edu)

John Edwards, Research Analyst (jedwards@miracosta.edu)

San Diego-Imperial Center of Excellence for Labor Market Research

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.