

LABOR MARKET ANALYSIS

FOR PROGRAM RECOMMENDATION



C·O·E

CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

LIFEGUARDS IN THE GREATER SACRAMENTO REGION

North (Greater Sacramento)
Center of Excellence

AUGUST 2022

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SUMMARY

The North (Greater Sacramento) of Excellence for Labor Market Research prepared this report to provide a labor market analysis of educational supply and occupational demand for middle-skilled career pathways in the North (Greater Sacramento) subregion. This report aims to determine if demand in the local labor market is unmet by the supply from existing community college programs and other postsecondary training providers.

This report primarily focuses on training that leads to jobs in middle-skilled occupations - jobs that typically require education beyond a high school diploma but less than a Bachelor's degree - but may include higher-skilled occupations for training pathways that lead to a bachelor's degree. Lowered skilled occupations are rarely considered in this analysis due to the lessened barriers for entry-level work, such as no formal education and on-the-job training requirements.

Key findings include:

- Over the next five years, lifeguard and ski patrol jobs are projected to have 209 annual openings in the North (Greater Sacramento) subregion.
- Wage data shows that lifeguard and ski patrol workers earn a living wage of \$14.52 per hour.
- Lifeguard jobs are generally entry-level and require no formal education other than short-term certificate training.
- North (Greater Sacramento) community colleges do not offer certificated or associate degree programs under the Aquatics and Lifesaving (0835.70) TOP code. However, Sierra College in Greater Sacramento appears to provide a single lifeguard course.
- Lifeguard training is regularly offered through numerous municipal, state, and private agencies in the Greater Sacramento subregion.

Recommendations include:

- The North (Greater Sacramento) Center of Excellence recommends against developing new lifeguard training programs in the subregion.

INTRODUCTION

The North (Greater Sacramento) Center of Excellence (COE) was asked to provide labor market information for a proposed program at a regional community college. This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

- Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers (33-9092)

A review of related programs revealed the following Taxonomy of Programs (TOP) title(s) and code(s) are appropriate for inclusion in this report:

- Aquatics and Lifesaving (0835.70)

The corresponding Classification of Instructional Program (CIP) title(s) and code(s) are:

- Parks, Recreation, Leisure, Fitness, Kinesiology, Other (31.9999)

OCCUPATIONAL DEMAND

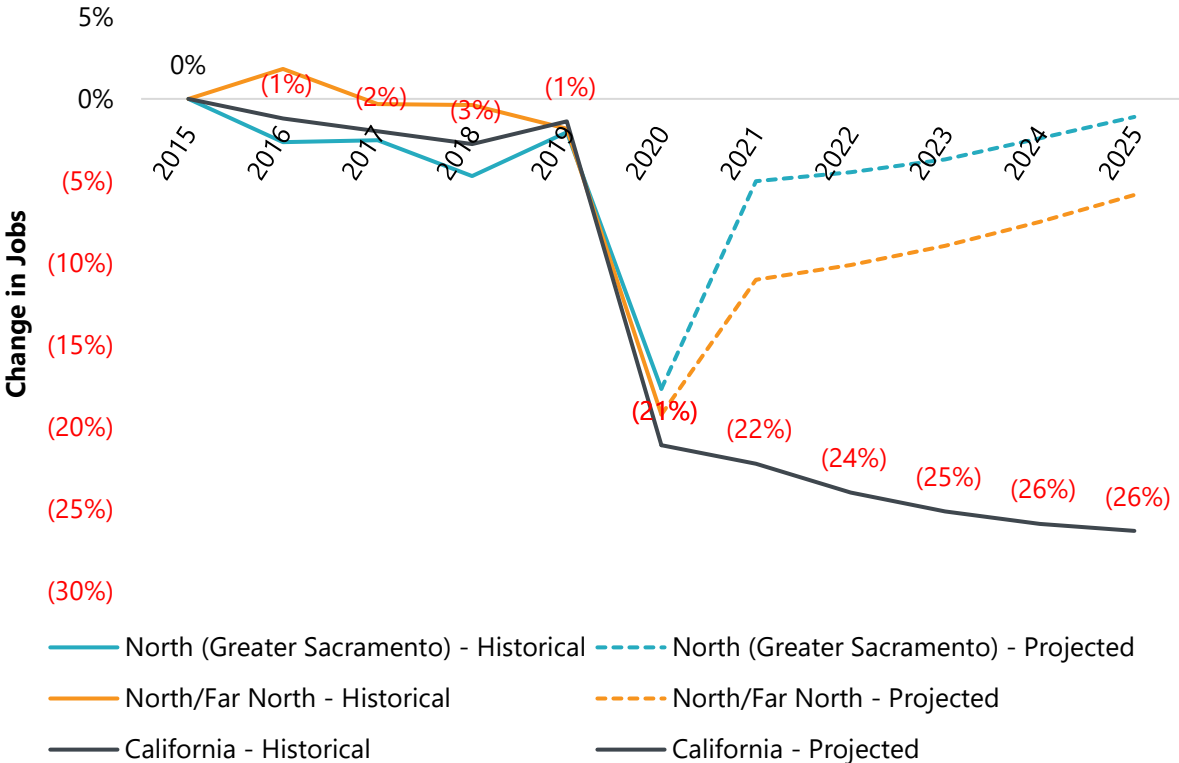
Exhibit 1 summarizes the five-year projected job growth for Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers in the North, North/Far North, and California.

Exhibit 1. Employment and projected demand, 2020-2025

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	2020-2025 Annual Openings
North (Greater Sacramento)	642	771	129	20%	209
North/Far North	830	968	138	17%	264
California	13,837	12,920	(917)	(7%)	3,655

Exhibit 2 compares the percent change in jobs between 2015 through 2020 and the projected changes through 2025. The rate of change is indexed to the total number of jobs in 2015.

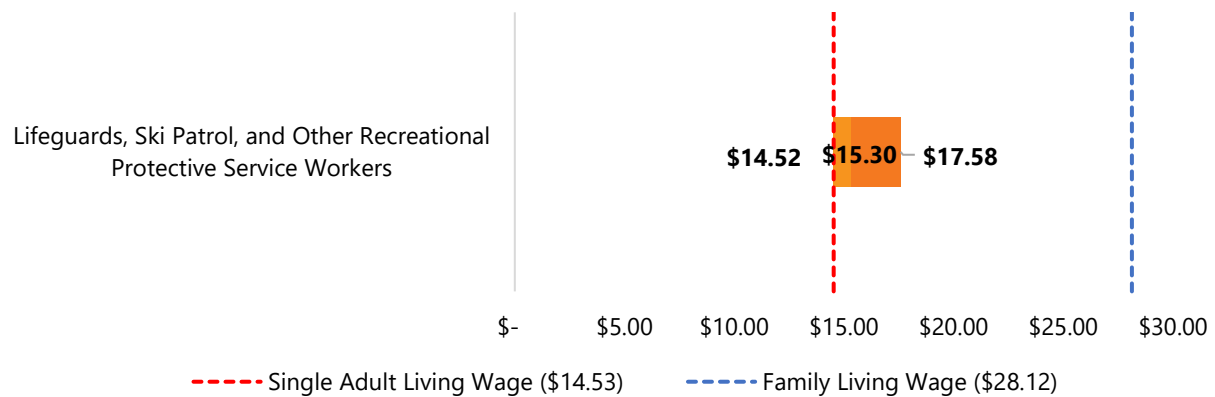
Exhibit 2. Changes in employment, 2015-2025



WAGES

Exhibit 3 compares the entry-level, median, and experienced wages for the selected occupations to the North (Greater Sacramento) living wage for a single adult (\$14.53 per hour) and a family (\$28.12 per hour).¹

Exhibit 3. Comparison of wages by occupation, 2020



JOB POSTINGS

This section analyzes recent data from online job postings (real-time LMI). Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical trends.

The COE applied a skill and credential filter to limit job postings to lifeguards. Job postings must include lifeguarding as a credential, skill, or qualification to be included in the analysis. This filter resulted in 102 job postings being included in this analysis (out of 139 for the lifeguard and ski patrol occupation). Job posting data comes from Lightcast (formerly EMSI Burning Glass) and represents new listings posted online within the last year, from August 1, 2021, to July 31, 2022.

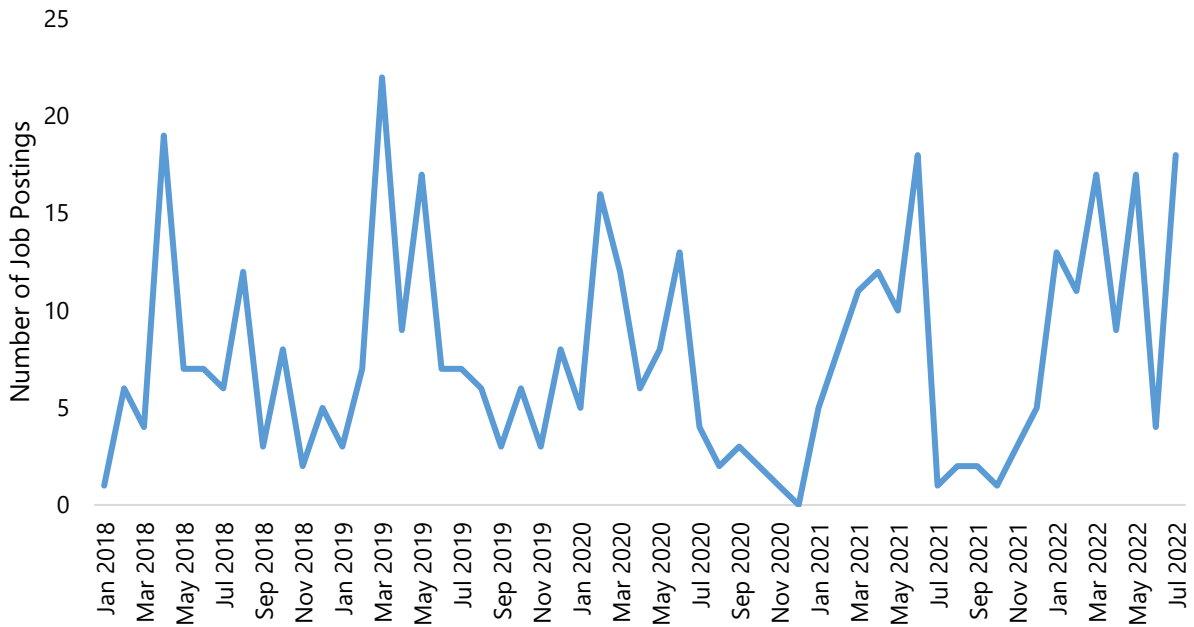
Job Posting Trends

The number of job postings for lifeguards in the Greater Sacramento region depends on the season. Job postings appear to peak mid-spring, then typically decline through summer into early fall. There are few job postings for lifeguards in the winter months, which makes sense because swimming is an activity mostly limited to the warmer months of the year. Exhibit 4

¹ Living wage is defined as the level of income a single adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. The 25th-percentile and 75th-percentile hourly wages are used as proxy for entry-level and experienced-level wages. A family is defined as a single adult and one school aged child (6 - 12 years old).

shows the monthly job postings for lifeguards in the Greater Sacramento area between January 2018 and July 2022.

Exhibit 5. Lifeguard job postings time series, January 2018 - July 2022



Job Titles

Exhibit 5 shows the top 10 job titles with the most job postings and the share. All job postings included a job title.

Exhibit 5. Top jobs titles

Job Title	Job Postings	Share of Job Postings
Lifeguards	67	66%
Aquatics Lifeguards	20	20%
Summer Camp Leaders	3	3%
Aquatics Specialists	3	3%
Lead Lifeguards	2	2%
Recreation Aides/Lifeguards	2	2%
Aquatics Directors	2	2%

Job Title	Job Postings	Share of Job Postings
Lifeguards/Swim Instructors	1	1%
Head Lifeguards	1	1%
Pool Lifeguards	1	1%

Employers

Exhibit 6 shows the top 10 employers with the most job postings for the selected occupations.

Exhibit 6. Employers with the most job postings

Employer	Job Postings	Share of Job Postings
Life Time	16	16%
City of Sacramento	7	7%
City Of Roseville	6	6%
Life Time Fitness	4	4%
YMCA	3	3%
VillaSport Athletic Club and Spa	2	2%
State of California	2	2%
Palace Entertainment	2	2%
SafeSplash Swim School	2	2%
El Dorado Hills Community Services District	2	2%

Certifications, Skills, and Experience

Exhibit 7 shows the most relevant certifications requested by employers for the selected occupations.

Exhibit 7. Most in-demand certifications

Certification	Job Postings	Share of Job Postings
Lifeguard Certification	28	27%
Water Safety Instructor Certification	9	9%
CDL Class C License	2	2%
Certified First Responder	2	2%
Basic Life Support (BLS) Certification	1	1%
Certified Safety Professional	1	1%

Exhibit 8 shows the top 10 skills across three categories for the studied occupations: specialized, human-centered, and technical skills.

Exhibit 8. Most in-demand specialized skills

Top 10 Specialized Skills	Top 10 Human-Centered Skills	Top 10 Technical Skills
Lifeguarding	First Aid	Payroll Systems
Cardiopulmonary Resuscitation (CPR)	Customer Service	Microsoft Excel
Automated External Defibrillator	Communications	Cascading Style Sheets (CSS)
Swimming Pool Maintenance	Swimming	Microsoft Outlook
Office Equipment	Operations	Microsoft PowerPoint
Setting Appointments	Cleanliness	
Cash Register	Management	
Administering Emergency Oxygen	Planning	
Aquatic Therapy	Writing	
First Aid Supply Management	Tactfulness	

Exhibit 9 shows employers' minimum level of education for job postings for the selected occupations. Sixty-six percent of job postings (n = 67) did not specify an education level.

Exhibit 9. Employer-preferred minimum education levels

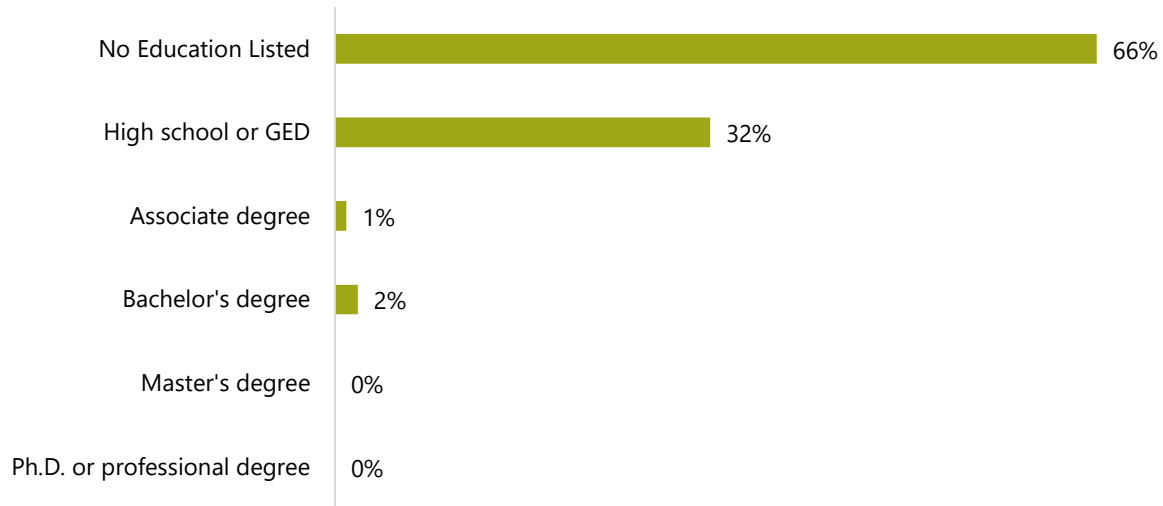
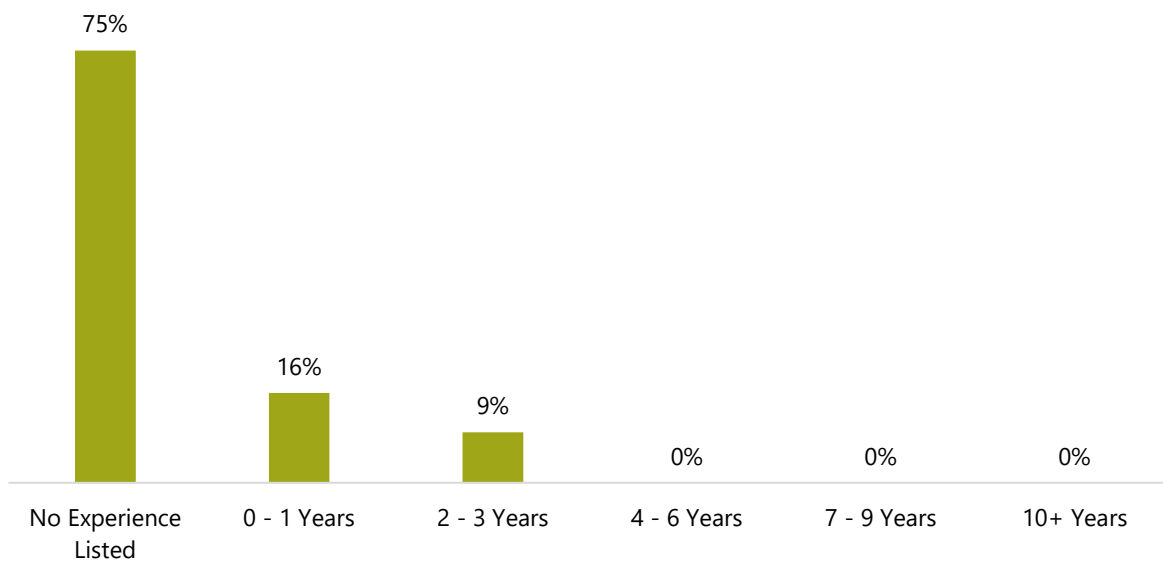


Exhibit 10 shows the experience levels required by employers for job postings for the selected occupations. Seventy-five percent (n = 77) of job postings did not include a preferred experience level.

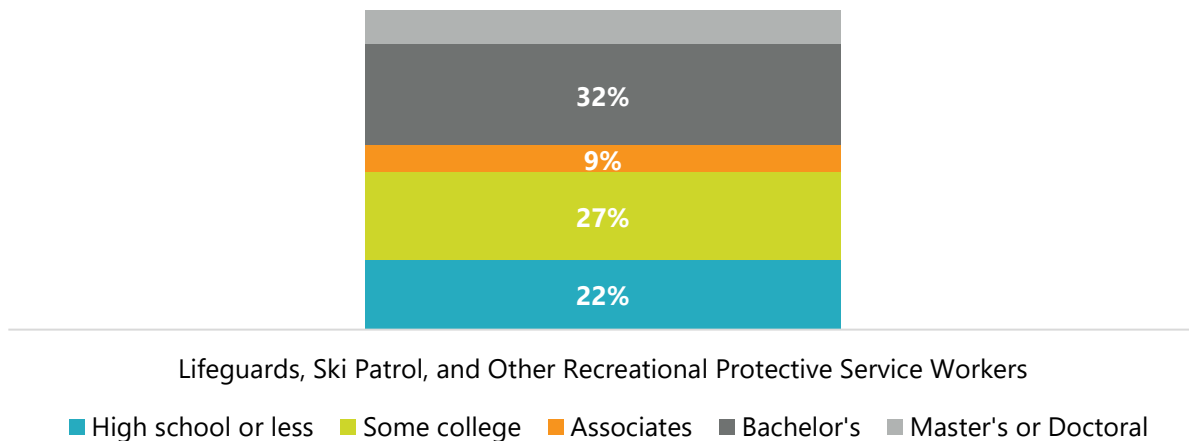
Exhibit 10. Employer-preferred experience levels



EDUCATION AND TRAINING

The U.S. Census Bureau and Bureau of Labor Statistics collected data on education achieved by workers employed in occupations. Exhibit 11 shows the national-level educational attainment of the current workforce in the selected occupations.

Exhibit 11. National worker educational attainment for selected occupations, 2019



The Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which the BLS publishes projections data. Exhibit 12 shows the selected occupations' entry-level job requirements.

Exhibit 12. Typical education, work experience, and on-the-job training requirements

Occupation	Typical Entry-level Education	Work Experience Required	On-the-job Training Required
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	No formal educational credential	None	Short-term on-the-job training

Certification Requirements

Most employers require lifeguards to have current certifications in lifeguarding, first aid, cardiopulmonary resuscitation (CPR), and automated external defibrillator (AED). The primary certification body for lifeguards in California is the American Red Cross.

The pre-requisites for American Red Cross lifeguard certification include:

- Candidates must be a minimum age of 15 years old.
- Candidates must be able to:
 - Swim 300 yards continuously (using the front crawl, breaststroke, or a combination of both),
 - Tread water for 2 minutes using only the legs,
 - Complete a timed event within 1 minute 40 seconds by starting in the water, swimming 20 yards, diving to a depth of 7-10 feet to retrieve a 10-pound object, returning to the surface, and swimming 20 yards on their back to return to the starting point,
 - And exit the water without using steps or a ladder.

Lifeguards are generally required to re-take certification courses every two years to maintain their first aid and professional certifications.

EDUCATIONAL SUPPLY

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. Exhibit 13 shows the TOP and CIP codes for educational programs related to the selected occupations.

Exhibit 13. TOP and CIP codes for training programs related to the selected occupations

TOP Programs and Codes	Aligned CIP Programs and Codes
Aquatics and Lifesaving (0835.70)	Parks, Recreation, Leisure, Fitness and Kinesiology, Other. (31.9999)

Community College Supply

North (Greater Sacramento) community colleges do not offer certificated or associate degree programs under the Aquatics and Lifesaving (0835.70) TOP code. However, community colleges across the state offer many programs, and most are noncredit. Exhibit 14 lists current Aquatics and Lifesaving programs offered by California Community Colleges.

Exhibit 14. Active Aquatics and Lifesaving programs in Community Colleges

TOP Code	College	Program Title	Award Offered
Aquatics and Lifesaving	Cabrillo	Lifeguard Professional	Noncredit

TOP Code	College	Program Title	Award Offered
(0835.70)	Chabot	Aquatics	Certificate
	Cypress	Aquatics Specialist	Certificate
	Desert	Lifeguard Training	Noncredit
		Water Safety Instructor	Noncredit
	L.A. Trade-Tech	Lifeguard Training	Noncredit
		Water Safety Instructor	Noncredit
	Orange Coast	Lifeguard Training, Professional Rescue	Noncredit
	San Diego Mesa	Aquatics	Certificate
	San Diego Miramar	Open Water Lifeguard	Certificate
		Open Water Lifeguard	A.S. Degree

In addition to certificated programs, many community colleges offer courses under the Aquatics and Lifesaving TOP code. There is one community college in the Greater Sacramento area that offers coursework in lifeguarding. Exhibit 15 summarizes the community college courses offered in Aquatics and Lifesaving (TOP 0835.70).

Exhibit 14. Active Aquatics and Lifesaving courses in Greater Sacramento community colleges

TOP Code	College	Course Title	Credit Status (CB04)	Units
Aquatics and Lifesaving (0835.70)	Sierra	Lifeguard Training	D	2.5

Other Postsecondary Supply

Lifeguard training is regularly offered through multiple municipal, state, and private agencies in the Greater Sacramento subregion. These programs are typically delivered through collaboration with the American Red Cross and include a basic lifeguard certification and CPR/AED/First Aid

for the professional rescuers. Some programs also include certificates for emergency oxygen use and blood-borne pathogens exposure.

The American Red Cross also offers Continuing Education Units (CEUs) coursework, allowing trainees to obtain additional shallow water lifeguarding and waterpark management certifications. Exhibit 16 provides a list of currently offered programs in the area, which is not exhaustive.

Exhibit 16. Other postsecondary awards by program, 2017-18 through 2019-20

Location	Agency	Course	Cost	Length of Program
Elk Grove/Laguna	Cosumnes Parks & Recreation	American Red Cross Lifeguard Training	Varies	Varies
Citrus Heights	Sunrise Recreation & Park District	American Red Cross Lifeguard and Water Safety Classes	Varies	Varies
Greater Sacramento	Red Cross	Lifeguarding - BL	\$185	Three days
Greater Sacramento	City of Sacramento	Red Cross Lifeguard Certification	\$185	Three days
West Sacramento	City of West Sacramento	Lifeguard Training	\$185	Three days
Statewide	California Department of Parks and Recreation	Lifeguard I (Seasonal)	Unknown	Eight days

FINDINGS

- This report focuses on lifeguards in the Greater Sacramento area. The aggregated Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers (SOC 33-9092) occupation include labor market data for lifeguards. Care should be taken not to interpret the occupational demand and wage analysis as exclusive to lifeguards.
- The North (Greater Sacramento) subregion held 642 lifeguard and ski patrol jobs in 2020. These jobs are projected to increase by 20% over the next five years, adding 129 new jobs to the subregion by 2025.
- Lifeguard and ski patrol jobs are projected to grow faster in the North (Greater Sacramento) subregion than in California.
- Over the next five years, lifeguard and ski patrol jobs are projected to have 209 annual openings in the North (Greater Sacramento) subregion.
- Wage data shows that lifeguard and ski patrol workers earn a living wage of \$14.52 per hour.
- According to real-time labor market information, there were about 102 online job postings for lifeguards between August 1, 2021, and July 31, 2022. Job postings for lifeguards follow a seasonal cycle, with annual peaks in mid-spring and declines in the winter months.
- Lifeguard jobs are generally entry-level and require no formal education other than short-term certificate training. However, approximately 36% of incumbent workers in the lifeguard and ski patrol occupation have educational attainment levels consistent with community college offerings (some college or associate degrees).
- Training requirements for lifeguards vary by employer and type of water, for example, swimming pool, lake, or ocean. In general, lifeguards must demonstrate the ability to swim a set distance with a certain amount of weight in tow and, in an emergency, apply lifesaving measures, such as CPR, first aid, and AED until first responders arrive on the scene.
- It is also worth noting that lifeguard and ski patrol workers tend to be younger in age. Nearly two-thirds of the lifeguard workforce is between the ages of 14 and 24 (Appendix B).
- North (Greater Sacramento) community colleges do not offer certificated or associate degree programs under the Aquatics and Lifesaving (0835.70) TOP code. However, community colleges across the state offer many programs, and most are noncredit programs.
- In addition to certificated programs, many community colleges - statewide - offer

coursework under the Aquatics and Lifesaving TOP code. Sierra College in Greater Sacramento appears to provide a single course in lifeguarding.

- Lifeguard training is regularly offered through numerous municipal, state, and private agencies in the Greater Sacramento subregion. These programs are typically delivered with the American Red Cross and include a basic lifeguard certification and CPR/AED/First Aid for professional rescuers. Some programs also include additional emergency oxygen use and blood-borne pathogen exposure certifications. Supply from these programs is unknown.

RECOMMENDATIONS

- The North (Greater Sacramento) Center of Excellence recommends against developing new community college lifeguarding programs for the following reasons:
 - Lifeguard jobs are generally entry-level and require no formal education other than short-term certificate training. Basic lifeguard certificate training can be completed within three days through a local public agency.
 - While there seems to be seasonal job demand for lifeguards in the Greater Sacramento area, the level at which this demand is unmet is unknown. Multiple public and private agencies in Greater Sacramento training for lifeguard candidates and completion data for these programs are unavailable.
- Suppose a local community college is interested in offering training for lifeguard candidates. In that case, the college should consider either partnering with a local employer and providing training through a noncredit program or a stand-alone noncredit course that can be completed in a similar amount of time as what's offered through other public and private agencies.

New Program Recommendation		
Move forward with the new program	Proceed with caution	A new program is not recommended
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Program Modification	
Move forward with program modifications	Program modifications are not recommended
<input type="checkbox"/>	<input checked="" type="checkbox"/>

APPENDIX A. METHODOLOGY AND SOURCES

This report identified Occupations using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and O*Net OnLine. This report's findings were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

Lightcast (Formerly EMSI/Burning Glass) 2022.2; QCEW Employees, Non-QCEW Employees, and Self-Employed. <https://www.economicmodeling.com/>. *Note: 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).*

Educational Attainment for Workers 25 Years and Older by Detailed Occupation, 2016-2017. Bureau of Labor Statistics. <https://www.bls.gov/emp/tables/educational-attainment.htm#>.

Integrated Postsecondary Education Data System (IPEDS). National Center for Education Statistics. U.S. Department of Education. <https://nces.ed.gov/ipeds/>.

Labor Market Information Division. California Employment Development Department. <https://labormarketinfo.edd.ca.gov/>.

Management Information Systems (MIS) Data Mart. California Community Colleges Chancellor's Office. <https://datamart.cccco.edu/>.

O*NET OnLine. U.S. Department of Labor/Employment and Training Administration (DOL ETA). <https://www.onetonline.org/>.

Self-Sufficiency Standard Tool for California. The University of Washington. <http://www.selfsufficiencystandard.org/>

"Taxonomy of Programs." California Community Colleges Chancellor's Office. June 2012, 6th Edition. <https://www.cccco.edu/-/media/CCCCO-Website/About-Us/Divisions/Educational-Services-and-Support/Academic-Affairs/What-we-do/Curriculum-and-Instruction-Unit/Files/TOPmanual6200909corrected12513pdf.ashx>

"TOP-CIP-SOC Crosswalk." Centers of Excellence for Labor Market Research. June 2021 Edition. <http://coecc.net/>

APPENDIX B. WORKFORCE DEMOGRAPHICS

Exhibits B1 - B3 show the age, race and ethnicity, and gender distribution of workers in the Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers (SOC 33-9092) occupation in the Greater Sacramento subregion in 2021.

Exhibit B1. Age of workers in the Lifeguard occupation in Greater Sacramento, 2021

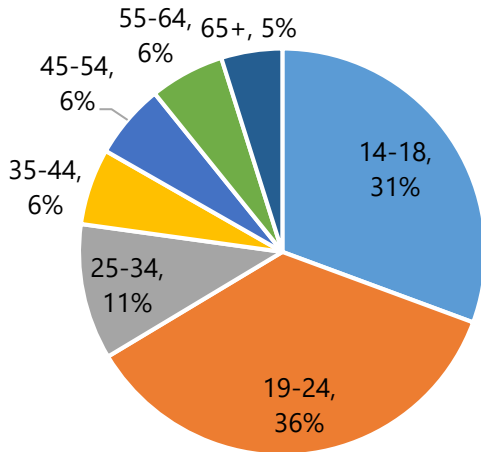


Exhibit B2. Gender of workers in the Lifeguard occupation in Greater Sacramento, 2021

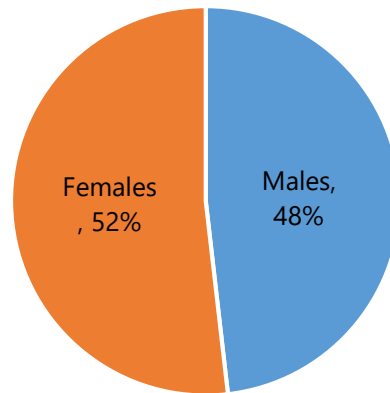
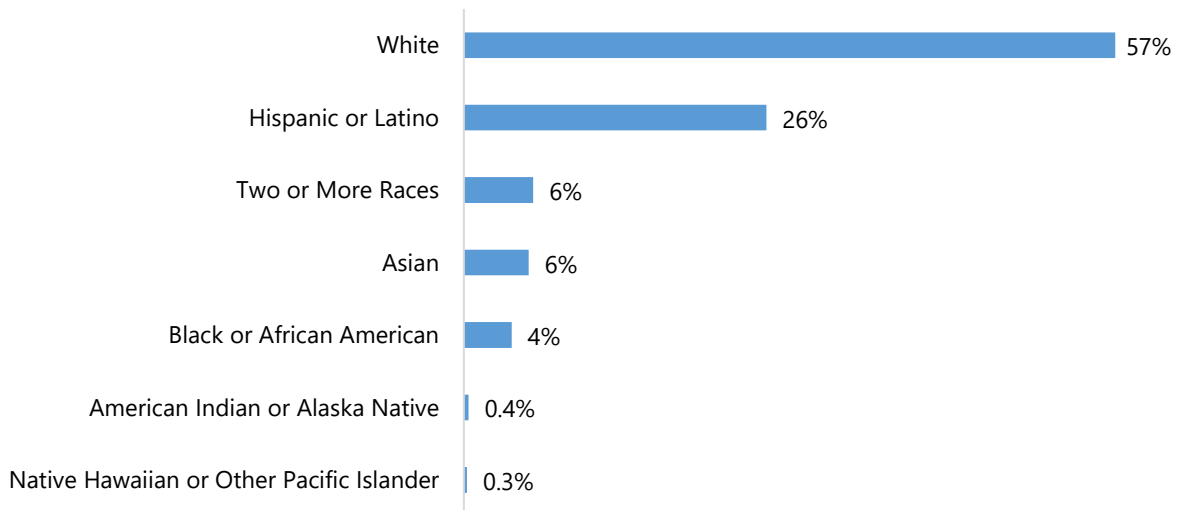


Exhibit B3. Race & ethnicity of workers in the Lifeguard occupation in Greater Sacramento, 2021



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.

Important Disclaimer: 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. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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