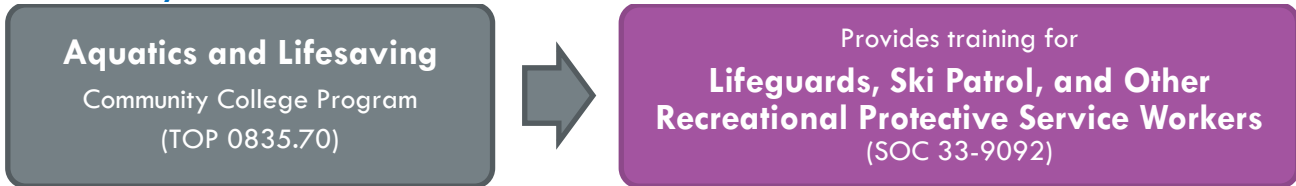


Lifeguard Certification

Inland Empire/Desert Region (Riverside and San Bernardino counties)

Summary



Over the next five years (2021-2026), employment for lifeguards, ski patrol, and other recreational protective service workers is projected to



The Inland Empire/Desert Centers of Excellence

 **Cautionously Recommends**

Aquatics and Lifesaving Program Expansion
due to low hourly earnings

Introduction

This report provides labor market occupational demand and wage research and postsecondary program outcomes related to lifeguard certification. California Community College aquatics and lifesaving programs (TOP 0835.70) prepare students for occupational competency in swimming instruction and lifesaving as recommended by the State of California and the American Red Cross (Taxonomy of Programs, 2012). The knowledge, skills, and abilities trained by aquatics and lifesaving programs prepare students for employment as lifeguards, ski patrol, and other recreational protective service workers, further referred to as lifeguards.

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

Monitor recreational areas, such as pools, beaches, or ski slopes, to provide assistance and protection to participants.

Sample job titles: Beach Attendant, Beach Lifeguard, Lifeguard, Marine Safety Officer, Ocean Lifeguard, Ocean Lifeguard Specialist, Pool Attendant, Pool Lifeguard, Ski Patrol Paramedic, Ski Patroller

Entry-Level Educational Requirement: No formal educational credential

Training Requirement: Less than one-month on-the-job training

Work Experience: None

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 36%

In 2021, there were 962 lifeguard jobs in the region. Regional employment for lifeguards is projected to increase by 15% through 2026; 281 job openings are projected annually. Traditional labor market data likely overstates demand for aquatic lifeguards because it includes non-related job titles that also provide assistance and protect participants in recreational areas. Exhibit 1 displays the job counts, five-year projected job growth, job openings, and the share of incumbent workers aged 55 years and older in the region.

Exhibit 1. Five-year projections for lifeguards, Inland Empire/Desert Region, 2021-2026

Occupation	2021 Jobs	2026 Jobs	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	962	1,104	15%	1,407	281	13%

Source: Lightcast 2022.3

A regional online job ad search for aquatic lifeguard jobs was conducted to reveal the employers seeking these workers, including the time it takes to fill positions, earnings information, and in-demand skills. Search results were limited to non-instructor, aquatic lifeguard jobs requiring lifeguard certification. Non-aquatic lifeguards were removed from the search results. Exhibit 2 shows the number of job ads posted during the last 12 months, September 2021 through August 2022, and the regional and statewide average time to fill these jobs.

On average, employers in the local region fill online job ads for lifeguards in 47 days, three days shorter than the statewide average time to fill. Time to fill information indicates that regional employers likely face similar challenges filling open positions as other employers in California.

Exhibit 2. Job ads and time to fill, Inland Empire/Desert Region, September 2021 through August 2022

Occupation	Job Ads	Regional Average Time to Fill (Days)	Statewide Average Time to Fill (Days)
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	63	47	50

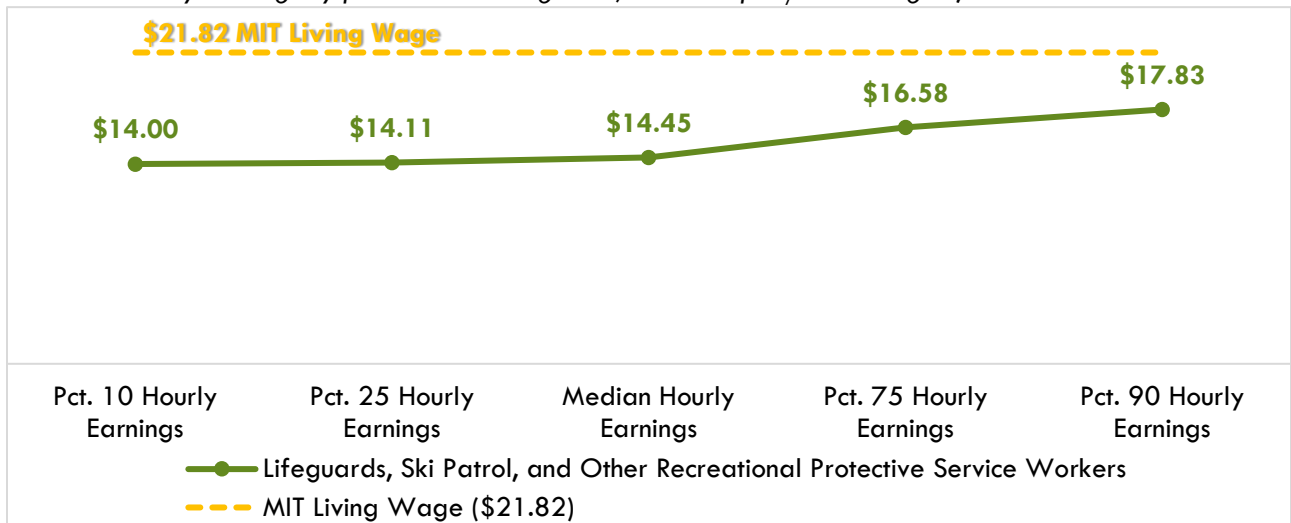
Source: Burning Glass – Labor Insights

Earnings and Benefits

Community colleges should ensure their training programs lead to employment opportunities that provide a living wage. The MIT living wage calculator estimates that an individual must earn \$21.82 per hour or \$45,386 annually in California (Glasmeier, 2022).

Exhibit 3 displays the hourly earnings for lifeguards. The hourly earnings for lifeguards are below the living wage standard, indicating that these workers may struggle to support themselves.

Exhibit 3. Hourly earnings by percentile for lifeguards, Inland Empire/Desert Region, 2021

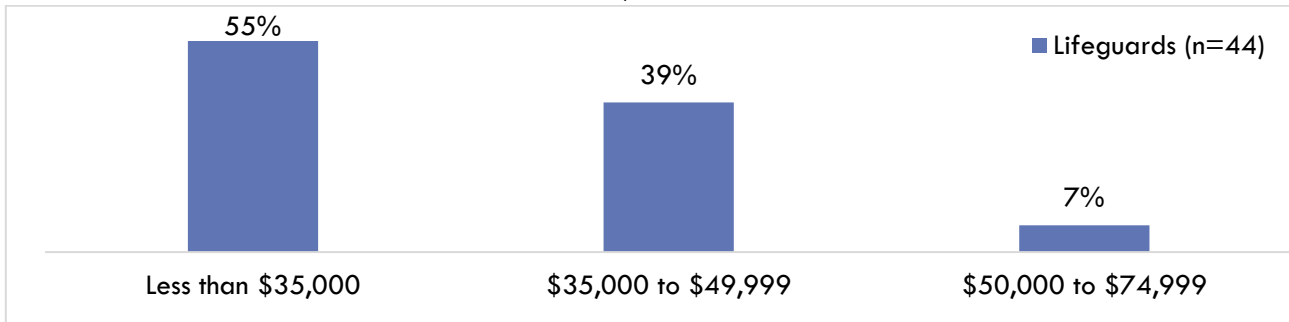


Source: Lightcast 2022.3

Advertised Salary from Online Job Ads

Exhibit 4 displays online job ad salary data for lifeguards over the last 12 months. Online job ad salary information reveals employers are willing to pay lifeguards an average annualized salary of \$37,000, below the region's \$45,386 annual (\$21.82 hourly) MIT living wage standard. Consider the salary information with caution since only 70% (44 out of 63) of online job ads for this occupation provided salary information. The salary figures are prorated to reflect full-time, annual earnings status.

Exhibit 4. Advertised salary information, Inland Empire/Desert Region, September 2021 through August 2022



Source: Burning Glass – Labor Insights

Job Titles, Employers, Skills, Education, and Work Experience

Exhibit 5 displays the job titles most frequently used in job ads for lifeguards. Displaying advertised job titles may provide insight into the positions sought by employers posting ads. The most frequently requested job titles for lifeguards over the last 12 months, aside from lifeguard, was lifeguard seasonal.

Exhibit 5. Job titles most frequently used in lifeguard job ads, Inland Empire/Desert Region, September 2021 through August 2022

Job Titles	Job Ads
Lifeguard	29
Lifeguard Seasonal	7
Lifeguard/Pool Monitor	5
Pool Lifeguard	4
All other job titles	18
Total	63

Source: Burning Glass – Labor Insights

Exhibit 6 displays the employers that posted four or more job ads for lifeguards during the last 12 months. Displaying employer names provides insight into where students may find employment after completing a program. Yaamava' Resort and Casino at San Manuel posted the most job ads for lifeguards in the region.

Exhibit 6. Employers posting the most job ads for lifeguards, Inland Empire/Desert Region, September 2021 through August 2022

Top Employers	Job Ads
Yaamava' Resort and Casino at San Manuel (San Manuel Band of Mission Indians/San Manuel Casino)	14
Premier Aquatic Services (Llc)	13
Happy Swimmers USA	4
All other employers	32
Total	100

Source: Burning Glass – Labor Insights

Exhibit 7 lists a sample of specialized and employability skills employers seek when looking for workers to fill lifeguard positions. Specialized skills are occupation-specific skills that employers request for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is often referred to as "soft skills." The skills requested in job ads may be utilized to guide curriculum development.

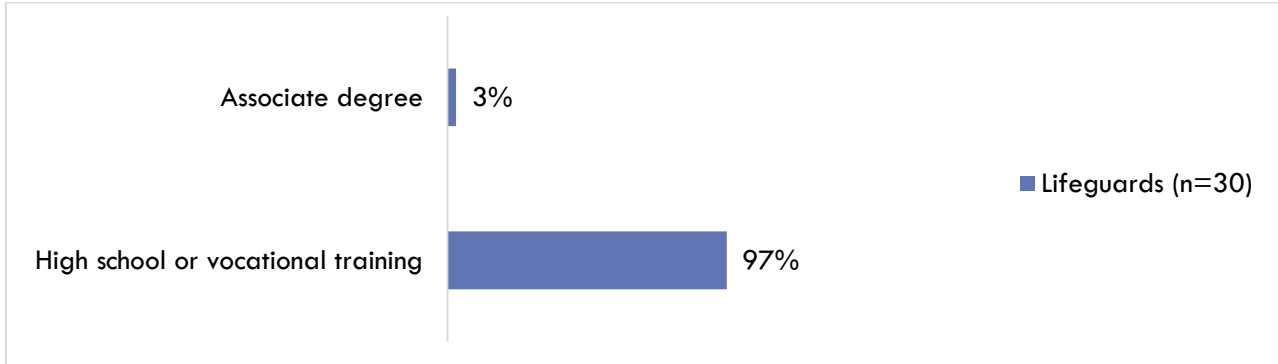
Exhibit 7. Sample of in-demand skills from employer job ads, Inland Empire/Desert Region, September 2021 through August 2022

Specialized skills (n=80)	Employability skills
Cardiopulmonary Resuscitation (CPR)	Communication Skills
Customer Service	Writing
Guest Services	Physical Ability
First Aid	Building Effective Relationships
Public Health and Safety	Planning & English

Source: Burning Glass – Labor Insights

Exhibit 8 displays the minimum advertised education requirements for lifeguards. Most employer job ads (98%) for lifeguards sought candidates with a high school diploma or vocational training. Please note that nearly half of the job ads for lifeguards (33 ads) did not include education requirements.

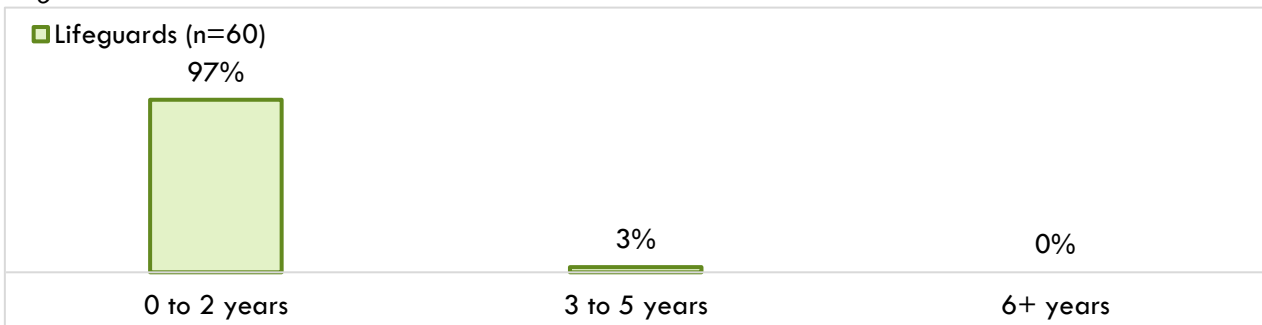
Exhibit 8. Minimum advertised education requirements, Inland Empire/Desert Region, September 2021 through August 2022



Source: Burning Glass – Labor Insights

Exhibit 9 displays the real-time work experience requirements from employer job ads. Approximately 97% of employers sought lifeguards with zero to two years of previous work experience.

Exhibit 9. Real-time work experience requirements, Inland Empire/Desert Region, September 2021 through August 2022



Source: Burning Glass – Labor Insights

Certifications

Exhibit 10 displays the certifications required by employers posting job ads for lifeguards in the region. Most lifeguard job ads sought candidates with First Aid CPR AED certification and the American Red Cross lifeguard certification. American Red Cross-certified lifeguards must either first complete over 25 hours of in-person training or 19.5 hours of in-person and 7.5 hours of online instruction (American Red Cross, 2022). For more information regarding the American Red Cross lifeguard certification requirements, please visit the American Red Cross website.

Exhibit 10: Certifications required by employer job ads, Inland Empire/Desert Region, September 2021 through August 2022

Occupation	Certifications
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers (n=100)	<ul style="list-style-type: none"> • First Aid CPR AED • American Red Cross Certified Lifeguard • Driver's License • Basic Cardiac Life Support Certification

Source: Burning Glass – Labor Insights

Student Completions and Programs Outcomes

Exhibit 11 displays student completions for aquatics and lifesaving programs (TOP 0835.70) over the last three academic years (2018-21). College of the Desert is the only regional community college that offers an aquatics and lifesaving program. College of the Desert's noncredit lifeguard training program issued zero noncredit awards over the last three academic years.

Exhibit 11. Annual average community college awards for aquatics and lifesaving programs, Inland Empire/Desert Region, Academic Years 2018-2021

TOP 0835.70 – Aquatics and Lifesaving (Local Program Title)	Academic Year 2018-19	Academic Year 2019-20	Academic Year 2021-21	Total CC Annual Average Awards, Academic Years 2018-21
College of the Desert (Lifeguard Training, Water Safety Instructor)				0
Noncredit	-	-	-	0
Total	0	0	0	0

Source: MIS Data Mart, COCI

California program outcome data may provide useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 12.

Exhibit 12. 0835.70 – Aquatics and lifesaving strong workforce program outcomes, Inland Empire/Desert Region, Academic Year 2018-2019 (Unless Noted)

Strong Workforce Program Metrics: 0835.70 – Aquatics and Lifesaving	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2019-20)	810	1,849
Completed 9+ career education units in one year (2019-20)	11%	14%
Perkins Economically disadvantaged students (2019-20)	84%	76%
Students who completed a noncredit CTE or workforce preparation course (2019-20)	-	7%
Transferred to a four-year institution (transfers)	48	110
Job closely related to the field of study (2017-18)	-	44%
Median annual earnings (all exiters)	\$23,372	\$25,576
Median change in earnings (all exiters)	5%	32%
Attained a living wage (completers and skills-builders)	40%	38%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

There are no Classification of Instructional Programs (CIP) codes that directly prepare students for employment as lifeguards. As a result, it is not possible to determine the supply of qualified lifeguards from other postsecondary education providers in the region.

Summary of Findings

The knowledge, skills, and abilities trained by aquatics and lifesaving programs (TOP 0835.70) prepare students for employment as lifeguards, ski patrol, and other recreational protective service workers. Lifeguards are projected to have 281 annual job openings and increase employment by 15% over the next five years. The hourly earnings for lifeguards are below the living wage standard, indicating that these workers may struggle to support themselves. Online job ad salary information reveals that employers are willing to pay lifeguards an average annualized salary of \$37,000, below the region's \$45,386 annual (\$21.82 hourly) MIT living wage standard.

College of the Desert is the only regional community college that offers an aquatics and lifesaving program (TOP 0835.70). Over the last three academic years, the College of the Desert has not issued awards in its lifeguard training program. It is not possible to determine the supply of qualified lifeguards from other postsecondary education providers in the region.

The Centers of Excellence cautiously recommends expanding lifeguard programs due to the low hourly earnings offered for this occupation. Colleges considering this program should have a strong partnership with employers and ensure that students can obtain a living wage shortly after exiting the program.

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September 2022

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Appendix: Methodology

Exhibit 11 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2018 and 2021 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total of associate degrees and certificates issued during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variations that might be present in a single year.

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are

sourced from California's Employment Development Department's Unemployment Insurance database records. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2022a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS), administered by Santa Rosa Junior College (LaunchBoard, 2022a).

Job ad data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014). Online job ads often do not reveal employers' hiring intentions; it is unknown if employers plan to hire one or multiple workers from a single online job ad or collecting resumes for future hiring needs. A closed job ad may not be the result of a hired worker.

Table 1. 2021 to 2026 job growth, wages, entry-level education, training, and work experience required for lifeguards in the Inland Empire/Desert Region (Riverside and San Bernardino Counties combined)

Occupation	2021 Jobs	5-Year Change	5-Year % Change	Annual Openings (New + Replacement Jobs)	Entry-Experienced Hourly Wage (10 th to 90 th percentile)	Median Hourly Wage (50 th percentile)	Average Annual Earnings	Entry-Level Education & On-The-Job-Training	Work Experience Required
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers (33-9092)	962	1,104	15%	281	\$14.00 - \$17.83	\$14.45	\$32,800	No formal education credential & One month	None

Source: Lightcast 2022.3