



Labor Market Analysis for Program Recommendation Community Health Worker Occupations Foothill 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 Community Health Workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara county). There is a projected annual gap of about 166 students in the Bay region and 46 students in the Silicon Valley Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1261.00 Community Health Care Worker 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 Foothill College and in the region.

This report profiles Community Health Worker Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new program at Foothill College.

- **Community Health Workers (21-1094):** Assist individuals and communities to adopt healthy behaviors. Conduct outreach for medical personnel or health organizations to implement programs in the community that promote, maintain, and improve individual and community health. May provide information on available resources, provide social support and informal counseling, advocate for individuals and community health needs, and provide services such as first aid and blood pressure screening. May collect data to help identify community health needs. Excludes “Health Educators” (21-1091).

 - 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: 24%

Occupational Demand

Table 1. Employment Outlook for Community Health Worker 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
Community Health Workers	1,641	1,914	273	17%	1,176	235	\$19	\$26
Total	1,641	1,914	273	17%	1,176	235	\$19	\$26

Source: EMSI 2022.1

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 Community Health Worker Occupations in Silicon Valley 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
Community Health Workers	321	382	61	19%	240	48	\$25	\$29
Total	321	382	61	19%	240	48	\$25	\$29

Source: EMSI 2022.1

Silicon Valley Sub-Region includes: Santa Clara County

Job Postings in Bay Region and Silicon Valley Sub-Region**Table 3. Number of Job Postings by Occupation for latest 12 months (Aug 2021 - July 2022)**

Occupation	Bay Region	Silicon Valley
Community Health Workers	362	65

Source: Burning Glass

Table 4a. Top Job Titles for Community Health Worker Occupations for latest 12 months (Aug 2021 - July 2022)**Bay Region**

Title	Bay	Title	Bay
Community Liaison	30	Guest Advocate Target Hire	7
Community Lead	20	Health Advocate	7
Health Navigator	12	Covid Contact Tracer	6
Peer Navigator	12	Community Living Instructor Direct Support Professional Bay Areas	5
Community Health Advocate	10	Community Navigator	5
Community Health Navigator	8	Covid - Contact Tracer	5
Community Health Advocate Coordinator	7	Outreach Benefits Navigator	5
Community Living Instructor Dsp	7	Community Living Instructor/Direct Support Professional	4
Contact Tracer	7	Digital Peer Navigator	4

Source: Burning Glass

Table 4b. Top Job Titles for Community Health Worker Occupations for latest 12 months (Aug 2021 - July 2022)**Silicon Valley Sub-Region**

Title	Silicon Valley	Title	Silicon Valley
Peer Navigator	9	Contact Tracer	2
Community Lead	5	Contact Tracing And Immunization	2

Title	Silicon Valley	Title	Silicon Valley
Community Liaison	5	Contact Tracing Coordinator	2
Covid Contact Tracer	3	Family Health Navigator	2
Outreach Advisor	3	Health Navigator	2
Community Engagement Lead	2	Health Navigator - Family	2
Community Navigator	2	Pridenet Lgbtq Community Engagement Lead	2

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Community Health 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)
Local Government, Excluding Education and Hospitals	280	314	12%	18%
HMO Medical Centers	131	193	48%	9%
Other Individual and Family Services	139	182	31%	8%
Services for the Elderly and Persons with Disabilities	135	118	-12%	5%
Child and Youth Services	61	71	16%	4%
Temporary Help Services	12	59	393%	3%
General Medical and Surgical Hospitals	62	55	-12%	3%
Religious Organizations	50	52	3%	3%
Direct Health and Medical Insurance Carriers	43	59	37%	3%
Hospitals (Local Government)	38	55	42%	3%

Source: EMSI 2022.1

Table 6. Top Employers Posting Community Health Worker Occupations in Bay Region and Silicon Valley Sub-Region (Aug 2021 - July 2022)

Employer	Bay	Employer	Silicon Valley
Toolworks	23	Roots Community Health Center	6
Roots Community Health Center	15	Stanford University	3
University Of California	12	University Of Silicon Valley	2
Wework	9	Unity Care Group	2
Asian Health Services	9	Target	2
Target	7	San Jose/Evergreen Community College District	2

Employer	Bay	Employer	Silicon Valley
Heluna Health	7	Ro Health Pr Derek	2
Rcf Connects	6	Heluna Health	2
Medzed, Llc	6	Crossover Health	2
Center For Human Development	6	A Caring Life Home Health	2

Source: Burning Glass

Educational Supply

There are five (5) community colleges in the Bay Region issuing 69 awards on average annually (last 3 years ending 2018-19) on TOP 1261.00 Community Health Care Worker. In the Silicon Valley Sub-Region, there are two (2) community colleges that issued two (2) awards on average annually (last 3 years) on this TOP code.

Table 7. Community College Awards on TOP 1261.00 Community Health Care Worker in Bay Region

College	Subregion	Associate Degree	Award < 1 academic yr	Total
Canada College	Mid-Peninsula	0	2	2
City College of San Francisco	Mid-Peninsula	0	62	62
Mission College	Silicon Valley	1	0	1
San Jose City College	Silicon Valley	0	1	1
Santa Rosa Junior College	North Bay	1	2	3
Total		2	67	69

Note: The annual average for awards is 2017-18 to 2019-20.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 235 annual openings for the Community Health Worker occupational cluster and 69 annual (3-year average) awards for an annual undersupply of 166 students. In the Silicon Valley Sub-Region, there is also a gap with 48 annual openings and 2 annual (3-year average) awards for an annual undersupply of 46 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1261.00 Community Health Care Worker

Metric Outcomes	Bay All CTE Programs	Foothill All CTE Program	State 1261.00	Bay 1261.00	Silicon Valley 1261.00	Foothill 1261.00
Students with a Job Closely Related to Their Field of Study	74%	91%	85%	85%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$47,419	\$66,288	\$41,009	\$41,229	N/A	N/A
Median Change in Earnings for SWP Exiting Students	23%	43%	5%	4%	N/A	N/A

Metric Outcomes	Bay All CTE Programs	Foothill All CTE Program	State 1261.00	Bay 1261.00	Silicon Valley 1261.00	Foothill 1261.00
Exiting Students Who Attained the Living Wage	52%	64%	32%	32%	N/A	N/A

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

Skills, Certifications and Education

Table 9. Top Skills for Community Health Worker Occupations in Bay Region (Aug 2021 - July 2022)

Skill	Posting	Skill	Posting
Customer Service	93	Primary Care	34
Case Management	89	Project Management	34
Public Health and Safety	85	Appointment Setting	33
Mental Health	81	Customer Contact	32
Community Health	78	Staff Management	32
Social Services	78	Behavioral Health	31
Scheduling	67	Cardiopulmonary Resuscitation (CPR)	30
Health Education	48	Health Insurance Portability and Accountability Act (HIPAA)	27
Data Collection	45	Social Media	27
Data Entry	42	Patient Assistance	26
Budgeting	39	Medical Coding	25
Mental Illness	39	Developmental Disabilities	24
Vaccination	36	Meal Preparation	24
Motivational Interviewing	34	Caregiving	20

Source: Burning Glass

Table 10. Certifications for Community Health Worker Occupations in Bay Region (Aug 2021 - July 2022)

Certification	Posting	Certification	Posting
Driver's License	107	Licensed Alcohol and Drug Counselor	3
First Aid Cpr Aed	27	Certified Alcohol and Drug Abuse Counselor	3
Community Health Certificate	12		
Phlebotomy Certification	4	Basic Cardiac Life Support Certification	3
Basic Life Saving (BLS)	4	Paralegal Certification	2

Certification	Posting	Certification	Posting
Social Work License	3	Licensed Professional Counselor	2
Project Management Professional (PMP)	3	Licensed Clinical Social Worker (LCSW)	2
Project Management Certification	3	Conflict Resolution	2

Source: Burning Glass

Note: 56% 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 Community Health Worker Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	102	45%
Associate's degree	30	13%
Bachelor's degree and higher	94	42%

Source: Burning Glass

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 CCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard 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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