



Labor Market Analysis for Program Recommendation

Social and Human Services Occupations

Las Positas College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
November 2022

Recommendation

Based on all available data, there appears to be an “undersupply” of Social and Human Services workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda, Contra Costa counties). There is a projected annual gap of about 1,645 students in the Bay region and 518 students in the East Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 2104.00 Human Services 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 Las Positas College and in the region.

This report profiles Social and Human Services Occupations in the 12 county Bay region and in the East Bay sub-region for a regional program recommendation for Las Positas College.

- 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%

Occupational Demand

Table 1. Employment Outlook for Social and Human Services 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
Social and Human Service Assistants	11,822	13,406	1,584	13%	9,105	1,821	\$20	\$22
Total	11,822	13,406	1,584	13%	9,105	1,821	\$20	\$22

Source: EMSI 2022.3

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 Social and Human Services Occupations in East 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
Social and Human Service Assistants	3,517	4,170	653	19%	2,847	569	\$19	\$21
Total	3,517	4,170	653	19%	2,847	569	\$19	\$21

Source: EMSI 2022.3

East Bay Sub-Region includes: Alameda, Contra Costa Counties

Job Postings in Bay Region and East Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Nov 2021 - Oct 2022)

Occupation	Bay Region	East Bay
Social and Human Service Assistants	1,971	630

Source: Burning Glass

Table 4a. Top Job Titles for Social and Human Services Occupations for latest 12 months (Nov. 2021 – Oct. 2022) - Bay Region

Title	Bay	Title	Bay
Social Services Assistant	90	Seasonal Guest Advocate	26
Outreach Specialist	76	Case Management Assistant	23
Guest Advocate	64	Community Coordinator	23
Social Services Coordinator	57	Human Services Specialist	23
Care Coordinator	49	Peer Specialist	20
Community Support Facilitator	45	Home Visitor	18
Advocate	33	Case Worker	16
Youth Advocate	28	Case Aide	13
Resident Care Coordinator	26	Director Social Services/Program Coordinator	13

Source: Burning Glass

Table 4b. Top Job Titles for Social and Human Services Occupations for latest 12 months (Nov. 2021 – Oct. 2022) East Bay Sub-Region

Title	East Bay	Title	East Bay
Social Services Assistant	35	Victim Advocate	9
Outreach Specialist	29	Director Social Services/Program Coordinator	8
Social Services Coordinator	25	Peer Specialist	8
Guest Advocate	21	Care Coordinator	7
Advocate	18	Senior Service Aide	7
Human Services Specialist	15	Community Coordinator	6
Youth Advocate	15	Community Support Facilitator	6
Seasonal Guest Advocate	13	Community Support Specialist	6
Case Management Assistant	11	Resident Care Coordinator	6

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Social and Human Services 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)
Services for the Elderly and Persons with Disabilities	2,495	2,486	0%	17%
Other Individual and Family Services	1,456	2,005	38%	14%
Local Government, Excluding Education and Hospitals	1,421	1,453	2%	12%
Child and Youth Services	637	753	18%	6%
State Government, Excluding Education and Hospitals	628	684	9%	5%
Temporary Shelters	388	549	42%	4%
Residential Mental Health and Substance Abuse Facilities	460	467	1%	4%
Outpatient Mental Health and Substance Abuse Centers	360	413	15%	3%
Other Social Advocacy Organizations	284	393	39%	3%
Other Community Housing Services	265	339	28%	3%

Source: EMSI 2022.3

Table 6. Top Employers Posting Social and Human Services Occupations in Bay Region and East Bay Sub-Region (Nov. 2021 – Oct. 2022)

Employer	Bay	Employer	East Bay
Target	105	Target	34
International Rescue Committee	45	East Bay Innovations	23
Hope Services	43	International Rescue Committee	22
City and County of San Francisco	41	Vistability	16
Alternative Family Services	32	Rubys Place	15
Sutter Health	27	Heluna Health	13

Source: Burning Glass

Educational Supply

There are 11 community colleges in the Bay Region issuing 176 awards on average annually (last 3 years ending 2018-19) on TOP 2104.00 Human Services. In the East Bay Sub-Region, there are four (4) community colleges that issued 51 awards on average annually (last 3 years) on this TOP code.

Table 7a. Community College Awards on TOP 2104.00 - Human Services in Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Berkeley City	East Bay	2	10	1	13
Cabrillo	SC-Monterey	13	6	33	52
Canada	Mid-Peninsula	5	0	4	9
Chabot Hayward	East Bay	3	0	4	7
Contra Costa	East Bay	6	2	22	30
Merritt	East Bay	1	0	0	1
Monterey	SC-Monterey	3	0	2	5
Napa	North Bay	6	0	4	10
San Francisco	Mid-Peninsula	0	0	9	9
Santa Rosa	North Bay	8	8	0	16
Solano	North Bay	12	0	12	24
Total		59	26	91	176

Source: Data Mart

Note: The annual average for awards is 2018-19 to 2020-21.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 1,821 annual openings for the Social and Human Services occupational cluster and 176 annual (3-year average) awards for an

annual undersupply of 1,645 students. In the East Bay Sub-Region, there is also a gap with 569 annual openings and 51 annual (3-year average) awards for an annual undersupply of 518 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 2104.00 - Human Services

Metric Outcomes	Bay All CTE Programs	Las Positas All CTE Programs	State 2104.00	Bay 2104.00	East Bay 2104.00	Las Positas 2104.00
Students with a Job Closely Related to Their Field of Study	74%	70%	69%	67%	64%	N/A
Median Annual Earnings for SWP Exiting Students	\$47,419	\$45,238	\$27,496	\$34,758	\$34,220	N/A
Median Change in Earnings for SWP Exiting Students	23%	24%	24%	23%	17%	N/A
Exiting Students Who Attained the Living Wage	52%	55%	42%	35%	34%	N/A

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

Skills, Certifications and Education

Table 9. Top Skills for Social and Human Services Occupations in Bay Region (Nov. 2021 – Oct. 2022)

Skill	Posting	Skill	Posting
Case Management	592	Health and Human Services	184
Social Services	525	Sales	167
Mental Health	367	Budgeting	159
Customer Service	315	Staff Management	156
Vaccination	297	Conflict Management	147
Scheduling	263	Customer Contact	142
Data Entry	248	Social Work	136
Social Services Industry Knowledge	226	Public Health and Safety	127
Cardiopulmonary Resuscitation (CPR)	223	Behavioral Health	116
Psychology	222	Guest Services	112
Crisis Intervention	219	Cash Handling	109
Trauma	199	Rehabilitation	109
Treatment Planning	189	Appointment Setting	107
Record Keeping	185	Customer Checkout	107

Source: Burning Glass

Table 10. Certifications for Social and Human Services Occupations in the Bay Region (Nov. 2021 – Oct. 2022)

Certification	Posting	Certification	Posting
Driver's License	706	Certified Career Development Facilitator	19
First Aid Cpr Aed	163	Cdl Class C	15
Counseling Certification	62	Certified Alcohol and Drug Abuse Counselor	12
Domestic Violence	60	Certified Peer Specialist	10
Social Work License	45	Security Clearance	7
Licensed Clinical Social Worker (LCSW)	27	Psychologist License	7
Crisis Intervention Certification	20	Conflict Resolution	7

Source: Burning Glass

Note: 55% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

Table 11. Education Requirements for Social and Human Services Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	649	47%
Associate's degree	159	11%
Bachelor's degree and higher	580	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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