C·O·E CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

Nursing Assistants

Labor Market Analysis: Imperial County

March 2023

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
🟠 **Proceed with Caution**	☑ ☒	☑ ✖	☐ Bachelor's Degree⁺ ☐ Associate Degree ☐ Some College or Certificate ☑ HS Diploma or Equivalent ☐ Less than a HS Diploma ☐ Apprenticeship

SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
☑ ☒	LOW	HIGH	

The Center of Excellence (COE) for the San Diego and Imperial Counties Community Colleges developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *Nursing Assistants* in Imperial County have a labor market demand of 44 annual job openings (while average demand for a single occupation in Imperial County is 14 annual job openings), and no educational institution in Imperial County supplies awards for this occupation, suggesting that there is a supply gap in the labor market. Entry-level wages are below the living wage, but median wages are above the living wage for this occupation. This brief recommends that the colleges proceed with caution when developing a new program for this occupation and supports a program modification because 1) there is a supply gap and 2) entry-level wages are below the living wage. Colleges should note that **expected level of education for this occupation is a high school diploma or equivalent.**

Introduction

This report provides labor market information in Imperial County for the following occupational code in the Standard Occupational Classification (SOC)[1] system:
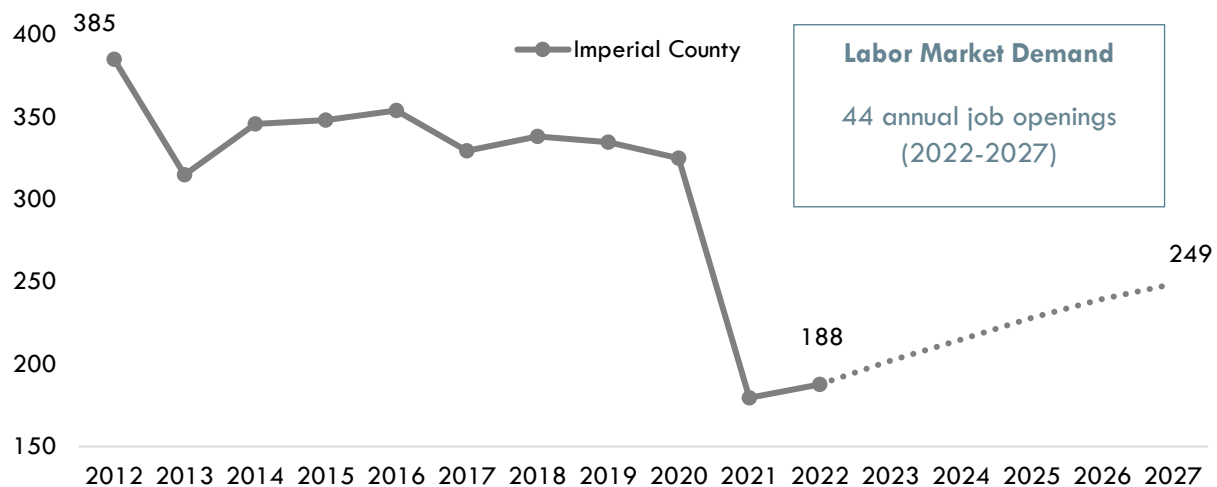
Nursing Assistants (SOC 31-1131): Provide or assist with basic care or support under the direction of onsite licensed nursing staff. Perform duties such as monitoring of health status, feeding, bathing, dressing, grooming, toileting, or ambulation of patients in a health or nursing facility. May include medication administration and other health-related tasks. Includes nursing care attendants, nursing aides, and nursing attendants. Sample reported job titles include:

- Certified Nursing Assistant
- Patient Care Assistant
- Nursing Aide
- Nurses' Aide

- Certified Medication Aide
- State Tested Nursing Assistant
- Licensed Nursing Assistant
- Geriatric Nursing Assistant

Projected Occupational Demand

Between 2022 and 2027, *Nursing Assistants* are projected to increase by 61 net jobs or 32 percent (Exhibit 1). Employers in Imperial County will need to hire 44 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

**Exhibit 1: Number of Jobs for *Nursing Assistants* (2012-2027)[2]**

Labor Market Demand

44 annual job openings (2022-2027)

Earnings

Nursing Assistants receive entry-level hourly earnings of $14.44; this is less than the living wage for a household of two adults and two school-age children in Imperial County, which is $15.24 per hour (Exhibit 2).[3]

Exhibit 2: Hourly Earnings[4] for *Nursing Assistants* in Imperial County[5]
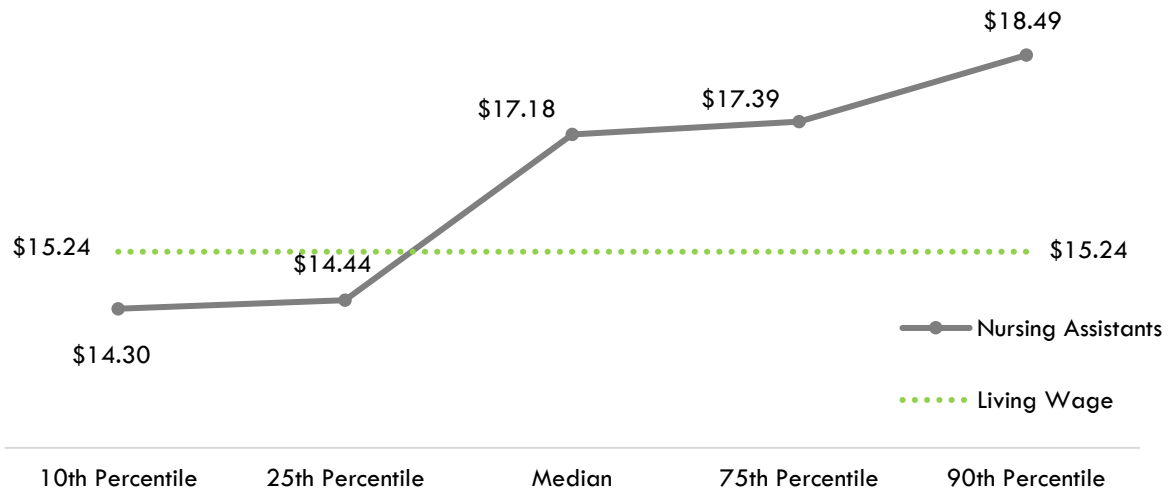
Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.[6] There is one TOP code and one CIP code related to *Nursing Assistants* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Nursing Assistants*

TOP or CIP Code	TOP or CIP Program Title
TOP 1230.30	Certified Nurse Assistant
CIP 51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide

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[3] "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightcced.org/family-needs-calculator/.
[4] 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.
[5] LIGHTCAST 2023.01; QCEW, Non-QCEW, Self-Employed.
[6] TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

According to TOP and CIP data, no community college or non-community-college institution supplies the region with awards for this occupation (Exhibit 4).

Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2017-18 through Program Year 2020-21 Average)

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20)	3-Yr Total Average Supply (PY17-18 to PY20-21)
1230.30	Certified Nurse Assistant	0	0	0
			Total	**0**

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply[7] suggests that there is a supply gap for this occupation in Imperial County, with 44 annual openings and zero awards. Comparatively, there are 19,067 annual openings in California and 2,010 awards, suggesting that there is also a supply gap across the state[8] (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
Imperial	44	0	**44**
California	19,067	2,010	**17,057**

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

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[7] Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.
[8] "Supply and Demand," Centers of Excellence Student Outcomes, coeccc.net/our-resources.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 28 percent of students in the San Diego-Imperial region earned a living wage after completing a Certified Nurse Assistant (TOP 1230.30) program, compared to 37 percent statewide and 52 percent of students in Career Education programs in general across the state (Exhibit 6a).[9]

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program (Certified Nurse Assistant, PY2019-20)[10]
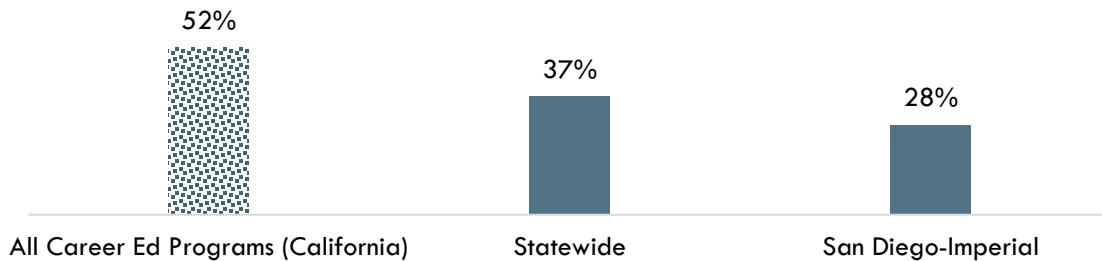
According to the California Community Colleges LaunchBoard, 77 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a Certified Nurse Assistant (TOP 1230.30) program, compared to 81 percent statewide and 73 percent of students in Career Education programs in general across the state (Exhibit 6b).[11]

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program (Certified Nurse Assistant, PY2018-19)[12]

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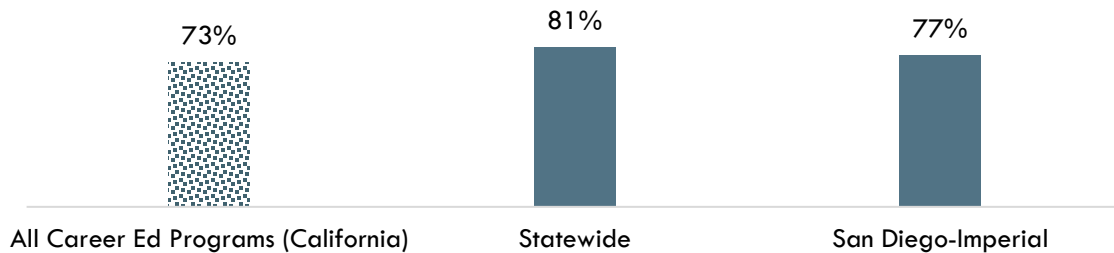
[9] "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.
[10] Most recent year with available data is Program Year 2019-20. Among completers and skills builders who exited, the percentage of students who attained a living wage.
[11] "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.
[12] Most recent year with available data is Program Year 2018-19. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2019 and 2022, there was an average of 38 online job posting per year for *Nursing Assistants* in Imperial County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). While this brief includes online jobs postings data to help with curriculum development, the community colleges should note that this type of data is impacted by several variables: employers may post a position multiple times to increase the pool of applicants; a job posting can remain posted after a business decides not to fill a position; or an employer may use one posting to fill multiple positions, for example.

Exhibit 7: Number of Online Job Postings for *Nursing Assistants* in Imperial County (2019-2022)[13]
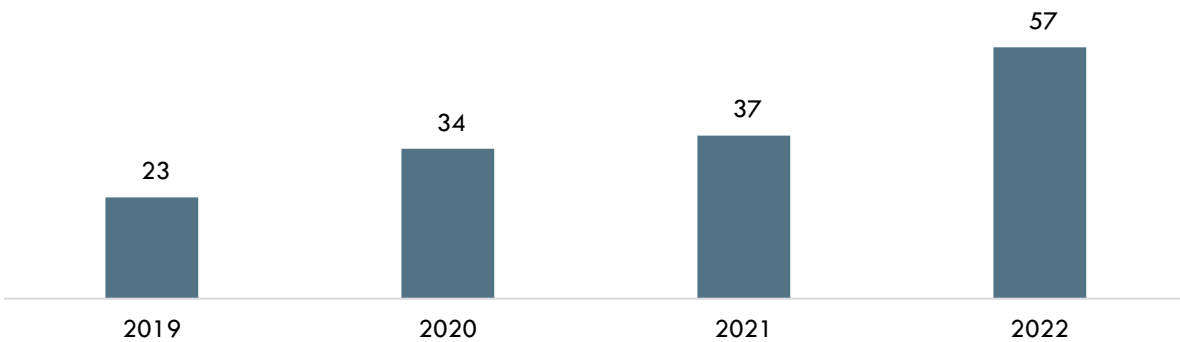
[13] Lightcast; "Job Posting Analytics." 2018-2021.

Top Employers

Between January 1, 2020 and December 31, 2022, the top five employers in Imperial County for *Nursing Assistants* were Fresenius, El Centro Regional Medical Center, Shifts, Imperial Heights Healthcare & Wellness Centre, and Pioneers Memorial Healthcare District based on online job postings (Exhibit 8).
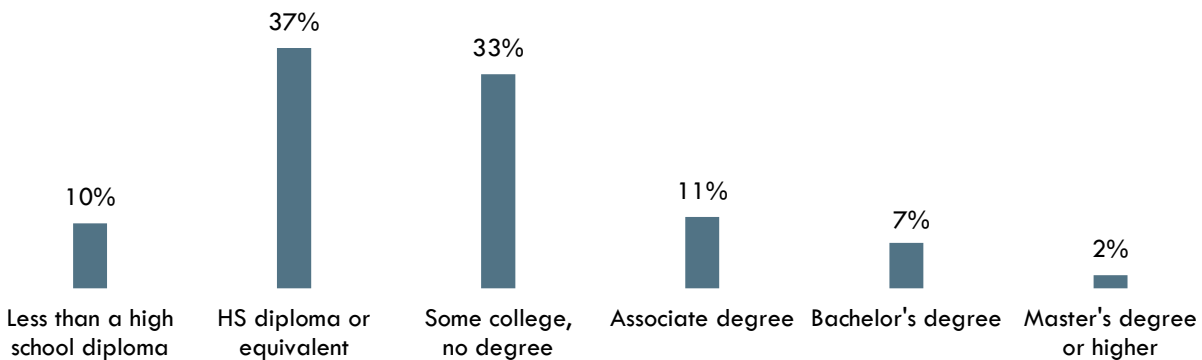
Exhibit 8: Top Employers for *Nursing Assistants* in Imperial County[14]

Top Employers	
• Fresenius	• AccentCare
• El Centro Regional Medical Center	• DaVita
• Shifts	• State of California
• Imperial Heights Healthcare & Wellness Centre	• Calexico Health Center
• Pioneers Memorial Healthcare District	• California Correctional Health Care Services

Education, Skills, and Certifications

Exhibit 9 indicates that the typical educational attainment for the occupation found currently in the national labor force is high school diploma or equivalent. The typical entry-level education is a postsecondary non-degree award.[15]

Exhibit 9: National Educational Attainment of *Nursing Assistants*[16]

Less than a high school diploma	HS diploma or equivalent	Some college, no degree	Associate degree	Bachelor's degree	Master's degree or higher
10%	37%	33%	11%	7%	2%

*may not total 100 percent due to rounding

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[14] Lightcast; "Job Posting Analytics." 2020-2022.
[15] Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.
[16] "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 8, 2022. bls.gov/emp/tables/educational-attainment.htm.

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2020 and December 31, 2022.

Exhibit 10: Top Skills for *Nursing Assistants* in Imperial County[17]

Specialized Skills	Soft Skills	Software Skills
• Nursing	• Communications	• IBM WebSphere MQ
• Direct Patient Care	• Lifting Ability	• Apache Spark
• Dialysis	• Customer Service	• Microsoft Office
• Vital Signs	• Clerical Works	• Remote Service Software
• Hemodialysis	• Proactivity	
• Vascular Access	• Leadership	
• Patient Assistance	• Record Keeping	
• Venous Access	• English Language	
• Cannula	• Business Ethics	
• Patient Treatment	• Tactfulness	
• Hospital Experience	• Patience	
• Patient Observation	• Emotional Stability	
• Medical Records	• Multilingualism	
• Patient Evaluation	• Hand Hygiene	
• Process Improvement	• Coordinating	

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[17] Lightcast; "Job Posting Analytics." 2020-2022.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2020 and December 31, 2022.

Exhibit 11: Top Certifications for *Nursing Assistants* in Imperial County[18]

Top Certifications in Online Job Postings
1. Certified Nursing Assistant (CNA)
2. Certified Patient Care Technician (CPCT)
3. Cardiopulmonary Resuscitation (CPR) Certification
4. Basic Life Support (BLS) Certification
5. American Red Cross (ARC) Certification
6. Advanced Cardiovascular Life Support (ACLS) Certification
7. Certified Hemodialysis Technologist/Technician (CHT)
8. Certified Home Health Aide
9. Phlebotomy Certification

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[18] Lightcast; "Job Posting Analytics." 2020-2022.

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