






Nutrition and Community Wellness Occupations

Labor Market Analysis: San Diego County

February 2023

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 <p>Do Not Proceed with New Program</p>			<ul style="list-style-type: none"> <input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input checked="" type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
<p>The COE defers to the region</p>	<p>HIGH</p> 	<p>HIGH</p> 	

This brief provides labor market information about *Nutrition and Community Wellness Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Nutrition and Community Wellness Occupations* include “Athletic Trainers,” “Community Health Workers,” “Dietetic Technicians,” “Dietitians and Nutritionists,” and “Exercise Trainers and Group Fitness Instructors.” According to available labor market information, *Nutrition and Community Wellness Occupations* in San Diego County have a labor market demand of 678 annual job openings (while average demand for a single occupation in San Diego County is 245 annual job openings), and 16 institutions supply 757 awards for these occupations, suggesting that there is an oversupply in the labor market. On average, entry-level and median wages are above the living wage. This brief recommends not proceeding with developing a **new** program for these occupations but defers to the region for a program modification because 1) there is an estimated oversupply in the region and 2) a high number of institutions provide training for these occupations. Colleges should note that **the percentage of students who complete a related program and earn a living wage is lower than students who complete Career Education programs in general.**

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Athletic Trainers (SOC 29-9091):** Evaluate and treat musculoskeletal injuries or illnesses. Provide preventive, therapeutic, emergency, and rehabilitative care.
- **Community Health Workers (SOC 21-1094):** Promote health within a community by assisting individuals to adopt healthy behaviors. Serve as an advocate for the health needs of individuals by assisting community residents in effectively communicating with healthcare providers or social service agencies. Act as liaison or advocate and implement programs that promote, maintain, and improve individual and overall community health. May deliver health-related preventive services such as blood pressure, glaucoma, and hearing screenings. May collect data to help identify community health needs.
- **Dietitians and Nutritionists (SOC 29-1031):** Plan and conduct food service or nutritional programs to assist in the promotion of health and control of disease. May supervise activities of a department providing quantity food services, counsel individuals, or conduct nutritional research.
- **Dietetic Technicians (SOC 29-2051):** Assist in the provision of food service and nutritional programs, under the supervision of a dietitian. May plan and produce meals based on established guidelines, teach principles of food and nutrition, or counsel individuals.
- **Exercise Trainers and Group Fitness Instructors (SOC 39-9031):** Instruct or coach groups or individuals in exercise activities for the primary purpose of personal fitness. Demonstrate techniques and form, observe participants, and explain to them corrective measures necessary to improve their skills. Develop and implement individualized approaches to exercise.

For the purpose of this report, these occupations are referred to as *Nutrition and Community Wellness Occupations*.

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

Projected Occupational Demand

Between 2022 and 2027, *Nutrition and Community Wellness Occupations* are projected to increase by 322 net jobs or seven percent (Exhibit 1 a). Employers in San Diego County will need to hire 678 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1a: Number of Jobs for Nutrition and Community Wellness Occupations (2012-2027)²

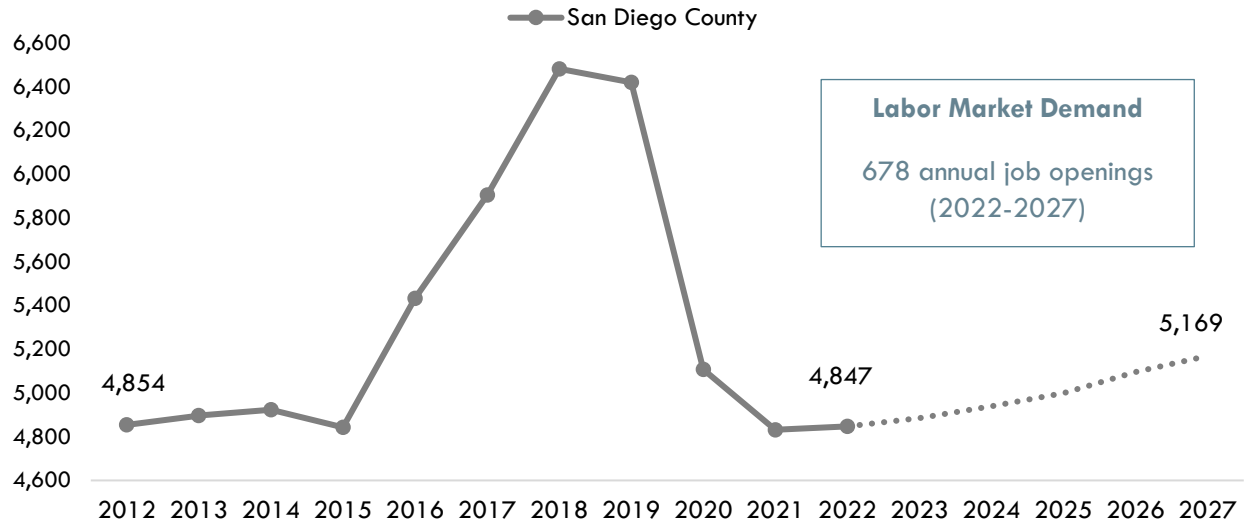


Exhibit 1b disaggregates the projected number of jobs change by occupation. “Exercise Trainers and Group Fitness Instructors” are projected to have the most labor market demand between 2022 and 2027, with 486 annual job openings.

Exhibit 1b: Number of Jobs for Nutrition and Community Wellness Occupations in San Diego County (2022-2027)³

Occupational Title	2022 Jobs	2027 Jobs	2022 - 2027 Net Jobs Change	2022- 2027 % Net Jobs Change	Annual Job Openings (Demand)
Exercise Trainers and Group Fitness Instructors	2,984	3,106	122	4%	486
Dietitians and Nutritionists	775	851	76	10%	70
Community Health Workers	495	565	70	14%	68
Athletic Trainers	279	318	39	14%	28
Dietetic Technicians	314	329	15	5%	26
Total	4,847	5,169	322	7%	678

² Lightcast 2022.04; QCEW, Non-QCEW, Self-Employed.

³ Lightcast 2022.04; QCEW, Non-QCEW, Self-Employed.

Earnings

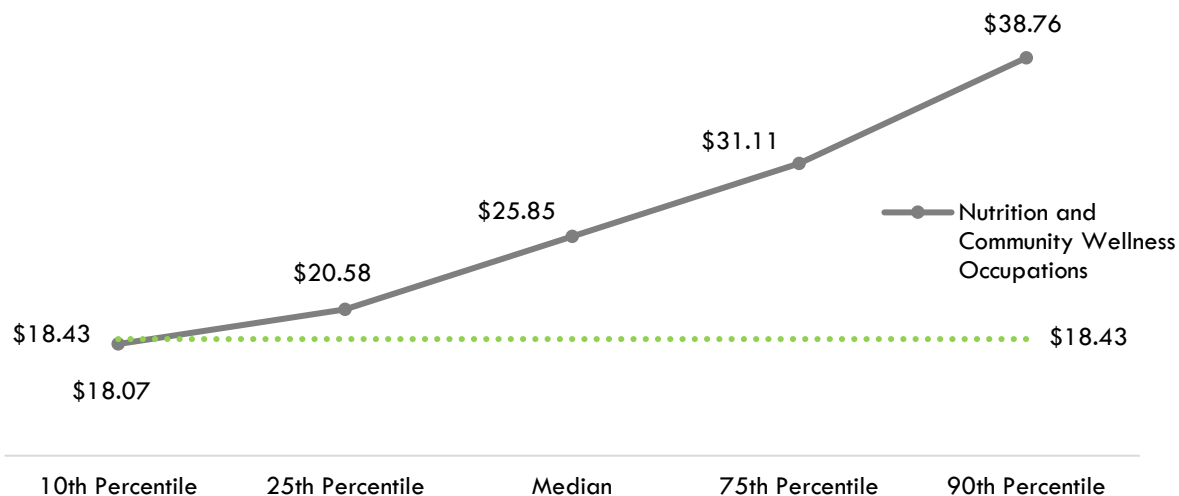
Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Nutrition and Community Wellness Occupations* range from \$14.39 to \$29.68.

Exhibit 2a: Hourly Earnings for Nutrition and Community Wellness Occupations in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Dietitians and Nutritionists	\$29.68	\$37.43	\$47.37
Athletic Trainers	\$22.44	\$28.01	\$31.18
Community Health Workers	\$18.50	\$22.38	\$24.58
Exercise Trainers and Group Fitness Instructors	\$17.91	\$23.23	\$29.75
Dietetic Technicians	\$14.39	\$18.21	\$22.69

On average, the entry-level hourly earnings for *Nutrition and Community Wellness Occupations* are \$20.58; this is more than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2b).⁵

Exhibit 2b: Average Hourly Earnings⁶ for Nutrition and Community Wellness Occupations in San Diego County⁷



⁴ Lightcast 2022.04; QCEW, Non-QCEW, Self-Employed.

⁵ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator/.

⁶ 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.

⁷ Lightcast 2022.04; QCEW, Non-QCEW, Self-Employed.

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.⁸ There are **nine** TOP codes and **14** CIP codes related to *Nutrition and Community Wellness Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for Nutrition and Community Wellness Occupations⁹

TOP or CIP Code	TOP or CIP Program Title
TOP 0835.20	Fitness Trainer
TOP 1228.00	Athletic Training and Sports Medicine
TOP 1261.00	Community Health Care Worker
TOP 1306.00	Nutrition, Foods, and Culinary Arts
TOP 1306.20	Dietetic Services and Management
TOP 1306.60	Dietetic Technology
TOP 1309.00	Gerontology
TOP 2104.00	Human Services
TOP 2104.50	Disability Services
CIP 12.0500	Cooking and Related Culinary Arts, General
CIP 12.0599	Culinary Arts and Related Services, Other
CIP 19.0499	Family and Consumer Economics and Related Services, Other
CIP 19.0501	Foods, Nutrition, and Wellness Studies, General
CIP 19.0505	Foodservice Systems Administration/Management
CIP 19.0702	Adult Development and Aging
CIP 30.1101	Gerontology
CIP 31.0507	Physical Fitness Technician
CIP 44.0000	Human Services, General
CIP 44.0701	Social Work
CIP 51.0913	Athletic Training/Trainer
CIP 51.2208	Community Health and Preventive Medicine
CIP 51.3103	Dietetic Technician
CIP 51.3104	Dietitian Assistant

⁸ 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).

⁹ This brief uses a conservative estimate of program supply and only calculates awards from the TOP codes in Exhibit 3.

According to TOP data, eight community colleges supply the region with awards for these occupations: Cuyamaca College, MiraCosta College, Palomar College, San Diego City College, San Diego College of Continuing Education, San Diego Mesa College, San Diego Miramar, and Southwestern College. According to CIP data, eight non-community-college institutions supply the region with awards: Alliant International University-San Diego, Ashford University, California State University-San Marcos, National University, Northcentral University, Point Loma Nazarene University, San Diego State University and University of St. Augustine for Health Sciences (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)
0835.20	Fitness Trainer	135	0	135
	• MiraCosta	82	0	
	• Palomar	1	0	
	• San Diego City	5	0	
	• San Diego Mesa	6	0	
	• San Diego Miramar	25	0	
	• Southwestern	16	0	
1306.00	Nutrition, Foods, and Culinary Arts	42	0	42
	• MiraCosta	1	0	
	• Palomar	2		
	• San Diego Cont Ed	21	0	
	• San Diego Mesa	18	0	
1306.20	Dietetic Services and Management	1	0	1
	• San Diego Mesa	1	0	
1309.00	Gerontology	8	0	8
	• MiraCosta	7	0	
	• San Diego City	1	0	

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)
2104.00	Human Services	116	0	116
	• Cuyamaca	40	0	
	• Palomar	1	0	
	• San Diego City	48	0	
	• Southwestern	27	0	
19.0501	Foods, Nutrition, and Wellness Studies, General	0	4	4
	• Point Loma Nazarene University	0	4	
19.0505	Foodservice Systems Administration/Management	0	1	1
	• Point Loma Nazarene University	0	1	
19.0702	Adult Development and Aging	0	0	0
	• Ashford University	0	0	
30.1101	Gerontology	0	29	29
	• Alliant International University-San Diego	0	0	
	• Ashford University	0	18	
	• National University	0	0	
	• San Diego State University	0	11	
44.0701	Social Work	0	298	298
	• California State University-San Marcos	0	69	
	• Northcentral University	0	0	
	• Point Loma Nazarene University	0	11	
	• San Diego State University	0	218	
51.0913	Athletic Training/Trainer	0	45	45
	• Point Loma Nazarene University	0	12	
	• San Diego State University	0	31	

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)
	<ul style="list-style-type: none"> University of St. Augustine for Health Sciences 	0	2	
51.2208	Community Health and Preventive Medicine	0	78	78
	<ul style="list-style-type: none"> National University 	0	78	
			Total	757

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹⁰ suggests that there is an **oversupply** for these occupations in San Diego County, with 678 annual openings and 757 awards. Comparatively, there are 8,423 annual openings in California and 8,532 awards, suggesting that there is also an oversupply across the state¹¹ (Exhibit 5).

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

	Demand (Annual Openings)	Supply ¹² (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	678	757	-79
California	8,423	8,532	-109

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.

¹⁰ Labor supply can be found from two different sources: Lightcast or the California Community Colleges Chancellor's Office MIS Data Mart. Lightcast uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

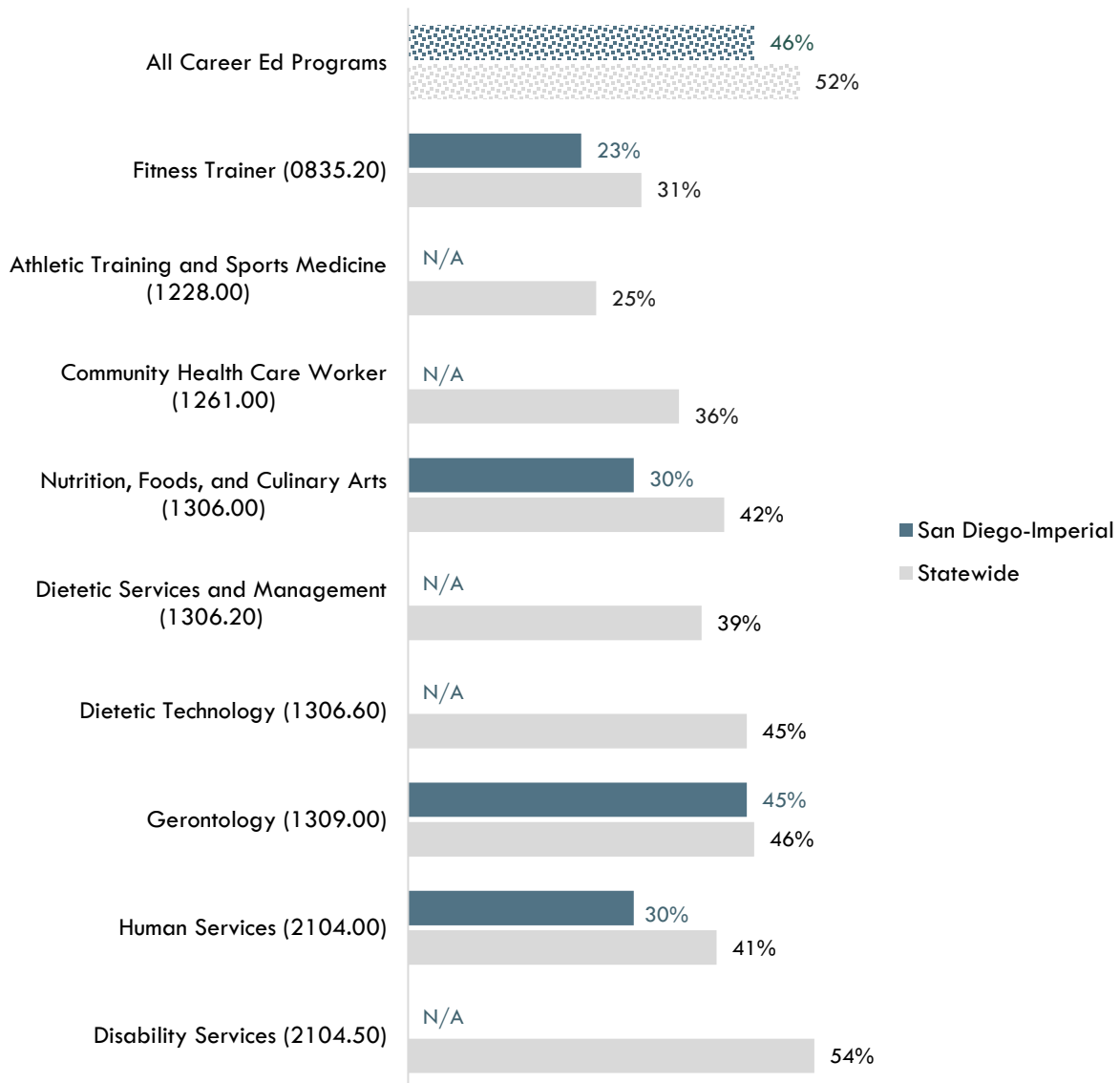
¹¹ "Supply and Demand," Centers of Excellence Student Outcomes, <https://coecc.net/our-resources/>.

¹² Awards included: associate degree; award <1 year; award 1<2 years; and postsecondary awards.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 23 to 45 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Nutrition and Community Wellness Occupations*, compared 25 to 54 percent statewide and 52 percent of students in Career Education programs in general across the state (Exhibit 6a).¹³

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2019-20¹⁴



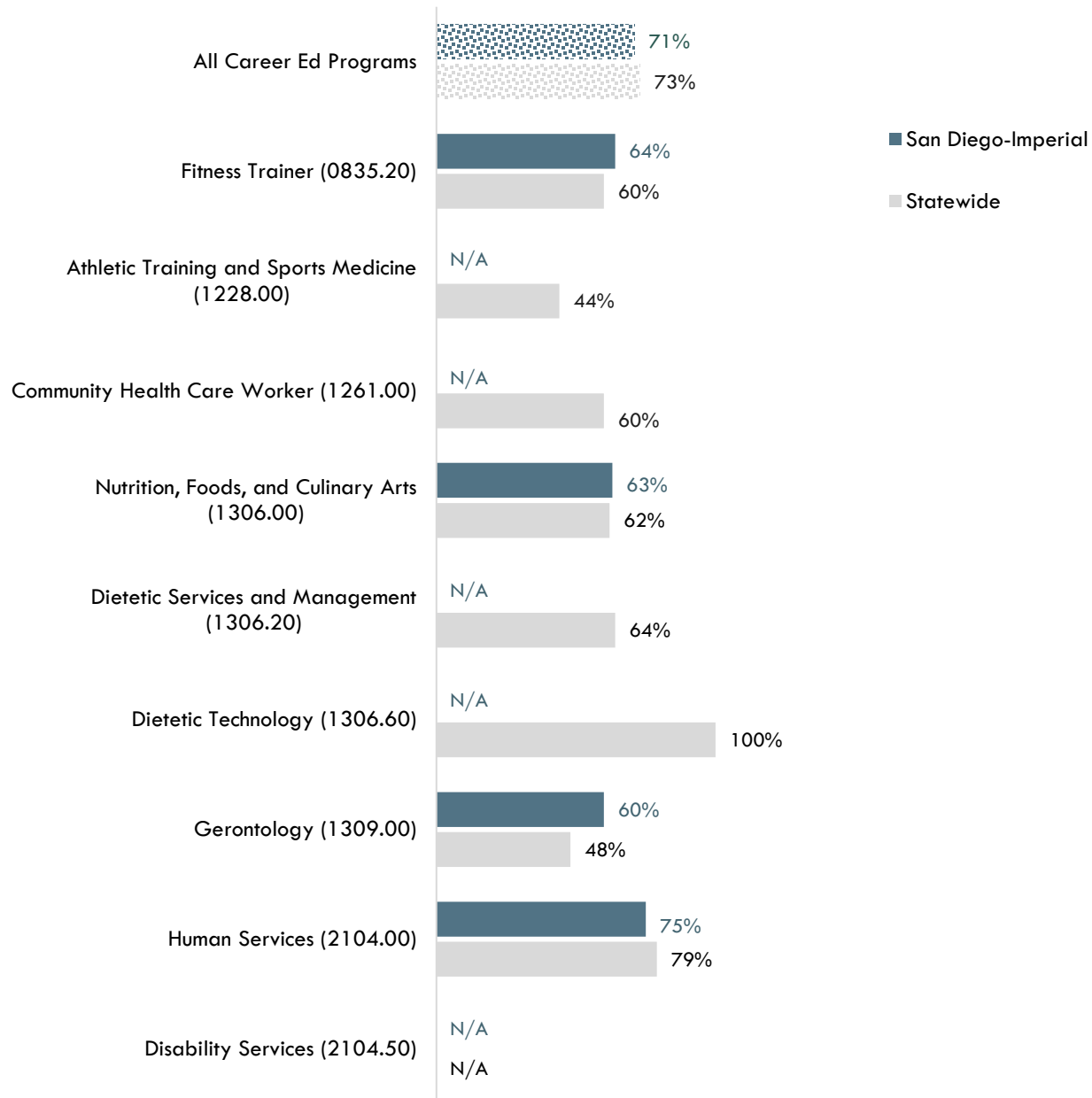
"N/A" indicates insufficient data

¹³ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁴ 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.

According to the California Community Colleges LaunchBoard, 60 to 75 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Nutrition and Community Wellness Occupations*, compared to 44 to 100 percent statewide and 73 percent of students in Career Education programs in general across the state (Exhibit 6b).¹⁵

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2018-19¹⁶



"N/A" indicates insufficient data

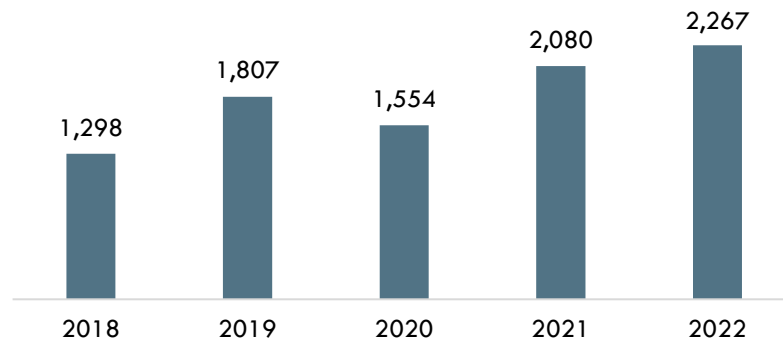
¹⁵ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁶ 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 2018 and 2022, there was an average of 1,801 online job postings per year for *Nutrition and Community Wellness Occupations* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1b). 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 *Nutrition and Community Wellness Occupations* in San Diego County (2018-2022)¹⁷



¹⁷ Lightcast; "Job Posting Analytics." 2018-2022.

Top Employers

Between January 1, 2020 and December 31, 2022, the top five employers in San Diego County for *Nutrition and Community Wellness Occupations* were [University of California San Diego](#), [24 Hour Fitness](#), [YMCA](#), [Kev's Gym](#), and [Family Health Centers of San Diego](#) based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for *Nutrition and Community Wellness Occupations* in San Diego County¹⁸

Top Employers	
<ul style="list-style-type: none">• University of California San Diego• 24 Hour Fitness• YMCA• Kev's Gym• Family Health Centers of San Diego	<ul style="list-style-type: none">• Sharp Healthcare• Chuze Fitness• San Diego State University• Planet Fitness• Corepower Yoga

Education, Skills, and Certifications

Nutrition and Community Wellness Occupations have a national educational attainment ranging from a [high school diploma or equivalent](#) to a [bachelor's degree](#) (Exhibit 9a).

Exhibit 9a: National Educational Attainment for *Nutrition and Community Wellness Occupations*¹⁹

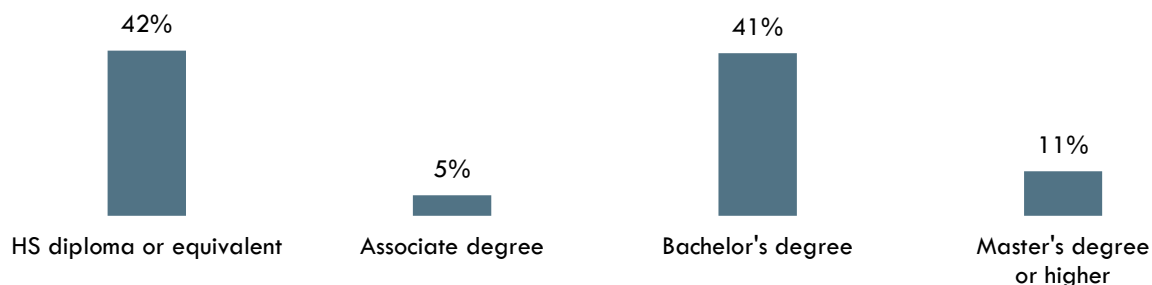
Occupational Title	Typical Entry-Level Education
Athletic Trainers	Bachelor's degree
Dietitians and Nutritionists	Bachelor's degree
Dietetic Technicians	Associate degree
Community Health Workers	High school diploma or equivalent
Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent

¹⁸ Lightcast, "Job Posting Analytics." 2020-2022.

¹⁹ Lightcast 2022.04; QCEW, Non-QCEW, Self-Employed.

Based on online job postings between January 1, 2020 and December 31, 2022 in San Diego County, employers posted a **high school diploma or equivalent** and a **bachelor's degree** as the most requested educational requirement for *Nutrition and Community Wellness Occupations* (Exhibit 9b).²⁰

Exhibit 9b: Educational Requirements for Nutrition and Community Wellness Occupations in San Diego County²¹



*May not total 100 percent due to rounding

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 Nutrition and Community Wellness Occupations in San Diego County²²

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Cardiopulmonary Resuscitation • Automated External Defibrillator • Food Services • Group Exercise Instruction • Food Preparation • Dietetics • Rehabilitation • Kinesiology • Fitness Training • Nutrition Services • Athletic Training • Nutritional Assessment • Yoga • Marketing • Food Safety And Sanitation 	<ul style="list-style-type: none"> • Communications • Customer Service • Teaching • First Aid • Management • Writing • Planning • Sales • Sanitation • Professionalism • Operations • Valid Driver's License • Lifting Ability • Scheduling • Detail Oriented 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Outlook • Microsoft PowerPoint • Microsoft Word • Microsoft Access • Project Management Software • Zoom • Equinox • Business Software

²⁰ Lightcast; "Job Posting Analytics." 2020-2022.

²¹ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. bls.gov/emp/tables/educational-attainment.htm.

²² Lightcast; "Job Posting Analytics." 2020-2022.

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

Exhibit 11: Top Certification for *Nutrition and Community Wellness Occupations* in San Diego County²³

Top Certification in Online Job Postings

1. Registered Dietitian (RD/RDN)
 2. Personal Trainer Certification
 3. Food Handler's Card
 4. Certified Athletic Trainer
 5. Certified Fitness Trainer
 6. Athletics And Fitness Association of America (AFAA) Certification
 7. Group Fitness Instructor Certification
 8. Basic Life Support (BLS) Certification
 9. Certified Diabetes Educator (CDE)
 10. Pilates Certification
 11. ServSafe Certification
 12. Fitness Professional
 13. Water Safety Instructor Certification
 14. Yoga Certification
 15. Security Clearance
-

²³ Lightcast; "Job Posting Analytics." 2020-2022.

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Important Disclaimers

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. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.