










Alcohol and Other Drug Occupations

Labor Market Analysis: San Diego County

March 2023

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 <p>Proceed with New Program</p>	 	 	<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 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>LOW</p> 	<p>HIGH</p> 	

This brief provides labor market information about *Alcohol and Other Drug Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Alcohol and Other Drug Occupations* include “Community and Social Service Specialists, All Other” and “Substance Abuse, Behavioral Disorder, and Mental Health Counselors.” According to available labor market information, *Alcohol and Other Drug Occupations* in San Diego County have a labor market demand of 580 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and three institutions supply 75 awards for these occupations, suggesting that there is a supply gap in the labor market. On average, entry-level and median wages are above the living wage. This brief recommends proceeding with a new program and supports a program modification because 1) there is a supply gap in San Diego County; 2) entry-level earnings for this occupation are above the living wage; and 3) there is a high number of annual job openings; however, 4) colleges should note that **employers typically require a bachelor’s degree as the minimum educational requirement for these occupations.**

Introduction

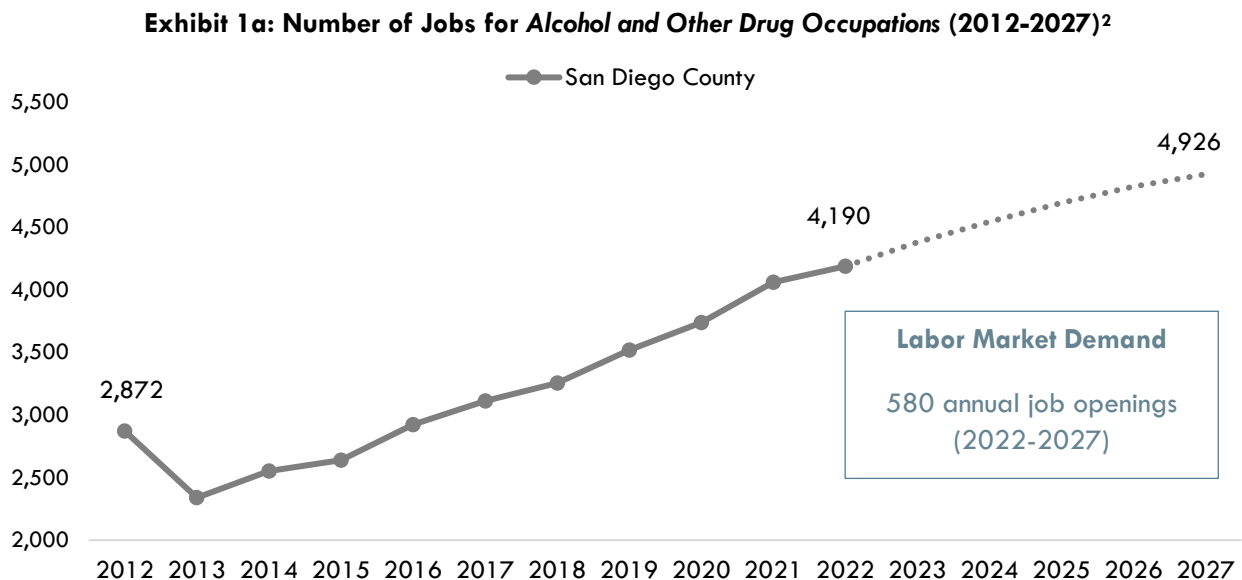
This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Community and Social Service Specialists, All Other (SOC 21-1099):** All community and social service specialists not listed separately.
- **Substance Abuse, Behavioral Disorder, and Mental Health Counselors (SOC 21-1018):** Counsel and advise individuals with alcohol, tobacco, drug, or other problems, such as gambling and eating disorders. May counsel individuals, families, or groups or engage in prevention programs.

For the purpose of this report, these occupations are referred to as *Alcohol and Other Drug Occupations*.

Projected Occupational Demand

Between 2022 and 2027, *Alcohol and Other Drug Occupations* are projected to increase by 736 net jobs or 18 percent (Exhibit 1 a). Employers in San Diego County will need to hire 580 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.



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).

² Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

Exhibit 1b disaggregates the projected number of jobs change by occupation. “Substance Abuse, Behavioral Disorder, and Mental Health Counselors” are projected to have the most labor market demand between 2022 and 2027, with 451 annual job openings.

**Exhibit 1b: Number of Jobs for Alcohol and Other Drug 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)
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	3,230	3,865	635	20%	451
Community and Social Service Specialists, All Other	960	1,061	101	11%	129
Total	4,190	4,926	736	18%	580

Earnings

Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Alcohol and Other Drug Occupations* range from \$18.36 to \$18.71.

Exhibit 2a: Hourly Earnings for Alcohol and Other Drug Occupations in San Diego County⁴

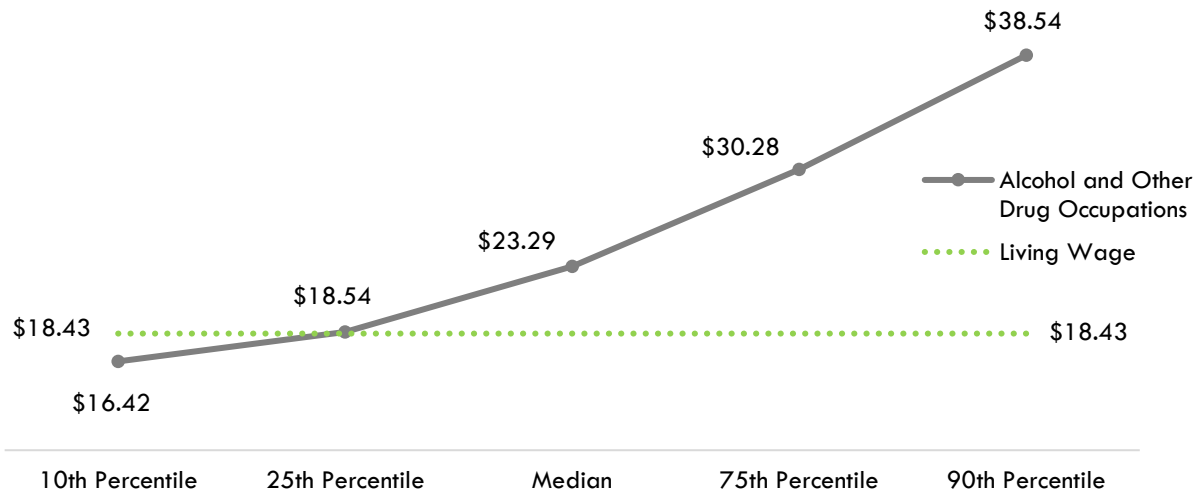
Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Community and Social Service Specialists, All Other	\$18.71	\$23.52	\$30.30
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	\$18.36	\$23.07	\$30.26

³ Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

⁴ Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

On average, the entry-level hourly earnings for *Alcohol and Other Drug Occupations* are \$18.54; this is slightly 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 *Alcohol and Other Drug Occupations* in San Diego County⁷



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 is **one** TOP code and **one** CIP code related to *Alcohol and Other Drug Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Alcohol and Other Drug Occupations*⁹

TOP or CIP Code	TOP or CIP Program Title
TOP 2104.40	Alcohol and Controlled Substances
CIP 51.1501	Substance Abuse/Addiction Counseling

⁵ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightcced.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 2023.01; QCEW, Non-QCEW, Self-Employed.

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, **two** community colleges supply the region with awards for these occupations: **Palomar College** and **San Diego City College**. According to CIP data, **one** non-community-college institution supplies the region with awards, **National University** (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)
2104.40	Alcohol and Controlled Substances	73	0	73
	• Palomar	28	0	
	• San Diego City	45	0	
51.1501	Substance Abuse/Addiction Counseling	0	2	2
	• National University	0	2	
			Total	75

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹⁰ suggests that there is a **supply gap** for these occupations in San Diego County, with **580** annual openings and **75** awards. Comparatively, there are **7,610** annual openings in California and **1,072** awards, suggesting that there is also a supply gap across the state¹¹ (Exhibit 5).

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

	Demand (Annual Openings)	Supply¹² (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	580	75	505
California	7,610	1,072	6,538

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.

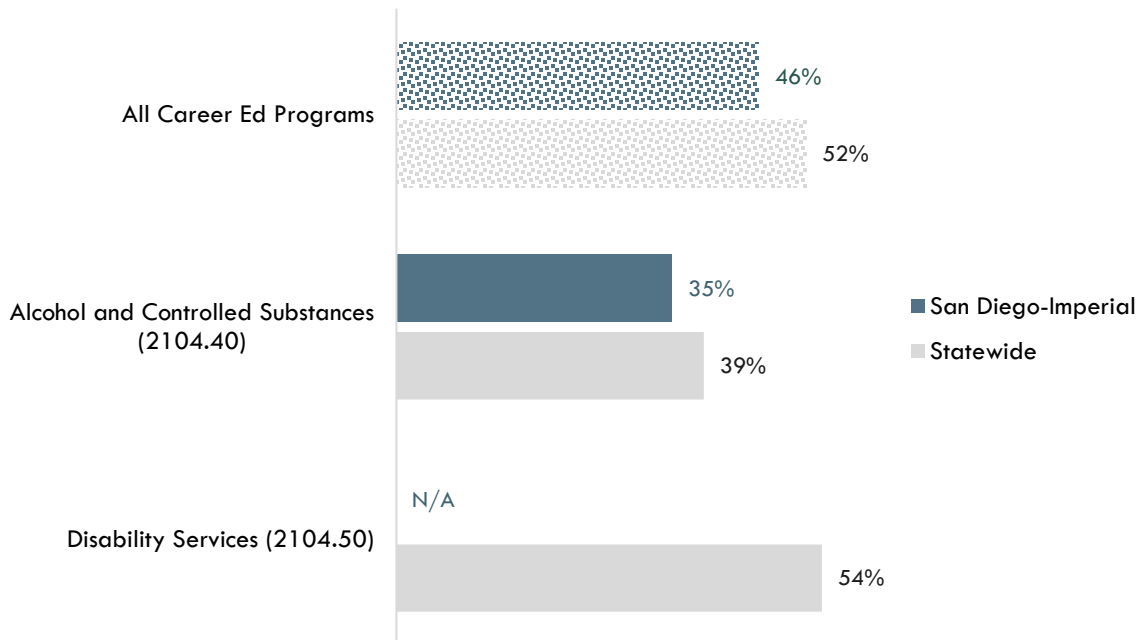
¹¹ "Supply and Demand," Centers of Excellence Student Outcomes, <https://coecc.net/our-resources/>.

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, 35 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Alcohol and Other Drug Occupations*, compared 39 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



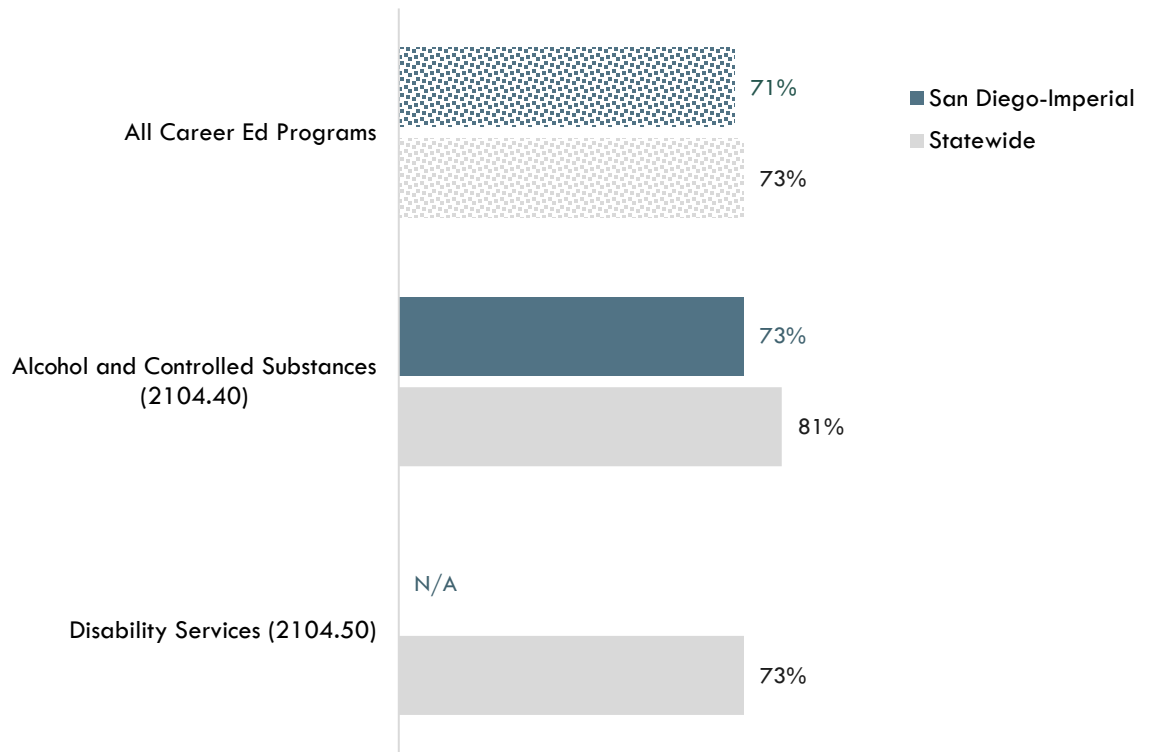
"N/A" indicates insufficient data

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, 73 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 *Alcohol and Other Drug Occupations*, compared to 73 to 81 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

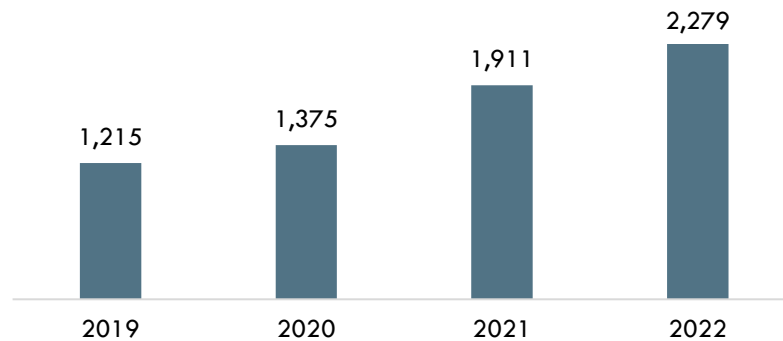
¹⁵ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

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 2019 and 2022, there was an average of 1,695 online job postings per year for *Alcohol and Other Drug 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 1 b). 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 *Alcohol and Other Drug Occupations* in San Diego County (2019-2022)¹⁷



¹⁷ Lightcast; "Job Posting Analytics." 2019-2022.

Top Employers

Between January 1, 2020 and December 31, 2022, the top five employers in San Diego County for *Alcohol and Other Drug Occupations* were [Community Research Foundation](#), [Mental Health Systems](#), [Union Of Pan Asian Communities](#), [Telecare Corporation](#), and [Acadia Healthcare](#) based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for *Alcohol and Other Drug Occupations* in San Diego County¹⁸

Top Employers	
<ul style="list-style-type: none"> • Community Research Foundation • Mental Health Systems • Union Of Pan Asian Communities • Telecare Corporation • Acadia Healthcare 	<ul style="list-style-type: none"> • Talkspace • Discovery Behavioral Health • University of California San Diego • Leidos • Kaiser Permanente

Education, Skills, and Certifications

Alcohol and Other Drug Occupations have a national educational attainment of a [bachelor's degree](#) (Exhibit 9a).

Exhibit 9a: National Educational Attainment for *Alcohol and Other Drug Occupations*¹⁹

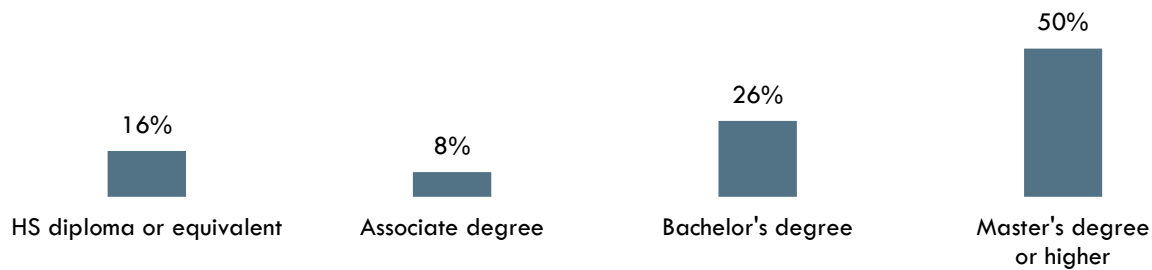
Occupational Title	Typical Entry-Level Education
Community and Social Service Specialists, All Other	Bachelor's degree
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	Bachelor's degree

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

¹⁹ Lightcast 2023.01; 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 **master's degree or higher** as the most requested educational requirement for *Alcohol and Other Drug Occupations* (Exhibit 9b).²⁰

Exhibit 9b: Educational Requirements for Alcohol and Other Drug 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 Alcohol and Other Drug Occupations in San Diego County²²

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Mental Health • Treatment Planning • Psychology • Social Work • Case Management • Crisis Intervention • Substance Abuse • Behavioral Health • Psychiatry • Family Therapy • Discharge Planning • Behavioral Science • Community Mental Health Services • Mental Diseases • Care Coordination 	<ul style="list-style-type: none"> • Communications • Multilingualism • Leadership • Management • Spanish Language • Coordinating • Planning • Presentations • Problem Solving • Advocacy • Ethical Standards and Conduct • Writing • Computer Literacy • Program Management • Verbal Communication Skills 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Outlook • Microsoft PowerPoint • Microsoft Word • Apple IOS • Web Browsers • Operational Data Store • Operating Systems • Business Software • eClinicalWorks • Productivity Software • Zoom • Microsoft Access • Management Information Systems • Google Workspace

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 Alcohol and Other Drug Occupations in San Diego County²³

Top Certification in Online Job Postings

1. Valid Driver's License
 2. Licensed Clinical Social Worker (LCSW)
 3. Licensed Marriage and Family Therapist (LMFT)
 4. Licensed Professional Clinical Counselor
 5. First Aid Certification
 6. Cardiopulmonary Resuscitation (CPR) Certification
 7. Licensed Professional Counselor (LPC)
 8. Licensed Mental Health Counselor (LMHC)
 9. Basic Life Support (BLS) Certification
 10. Certified Alcohol and Drug Counselor (CADC)
 11. Clinical Psychology License
 12. Certified Social Workers Credential
 13. Automated External Defibrillator (AED) Certification
 14. Advanced Cardiovascular Life Support (ACLS) Certification
 15. Pediatric Advanced Life Support (PALS)
-

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.