






Health and 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 *Health and Wellness Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Health and Wellness Occupations* include “Exercise Trainers and Group Fitness Instructors” and “Health Education Specialists.” According to available labor market information, *Health and Wellness Occupations* in San Diego County have a labor market demand of 548 annual job openings (while average demand for a single occupation in San Diego County is 245 annual job openings), and 14 institutions supply 1,033 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 oversupply in the region; and 2) there is a high number of institutions that provide training for these occupations. The colleges should note that **the percentage of students who complete a related program and earn a living wage is lower than the percentage of students statewide 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:

- **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.
- **Health Education Specialists (SOC 21-1091):** Provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Use data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. May link health systems, health providers, insurers, and patients to address individual and population health needs. May serve as resource to assist individuals, other health professionals, or the community, and may administer fiscal resources for health education programs.

For the purpose of this report, these occupations are referred to as *Health and 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, *Health and Wellness Occupations* are projected to increase by 160 net jobs or five percent (Exhibit 1 a). Employers in San Diego County will need to hire 548 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

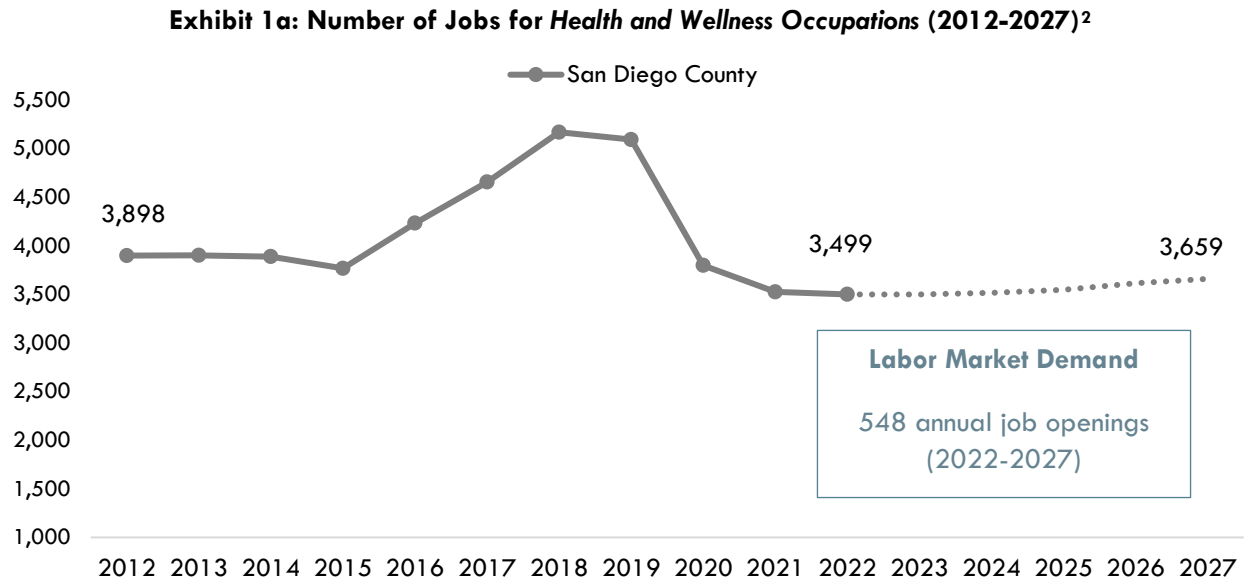


Exhibit 1 b disaggregates the projected number of jobs change by occupation. “Exercise Trainers and Group Fitness Instructors” are projected to have the most labor market demand between 2022 and 2027, with 486 annual job openings.

Exhibit 1b: Number of Jobs for Health and 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
Health Education Specialists	515	553	38	7%	62
Total	3,499	3,659	160	5%	548

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

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

Earnings

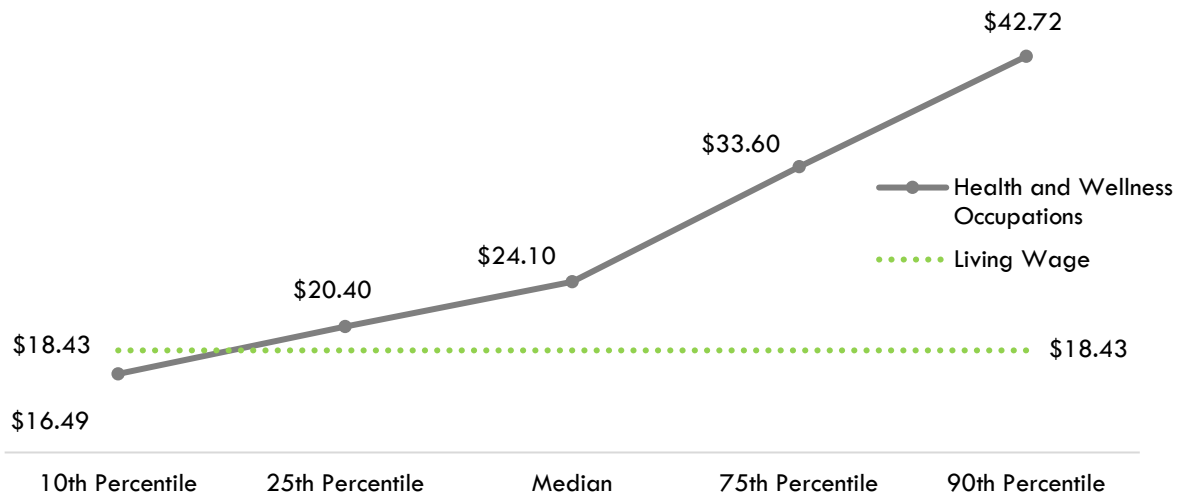
Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Health and Wellness Occupations* range from \$17.91 to \$22.89.

Exhibit 2a: Hourly Earnings for *Health and Wellness Occupations* in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Health Education Specialists	\$22.89	\$24.97	\$37.45
Exercise Trainers and Group Fitness Instructors	\$17.91	\$23.23	\$29.75

On average, the entry-level hourly earnings for *Health and Wellness Occupations* are \$20.40; 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 *Health and 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 **seven** TOP codes and **four** CIP codes related to *Health and Wellness Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Health and Wellness Occupations*⁹

TOP or CIP Code	TOP or CIP Program Title
TOP 0835.00	Physical Education
TOP 0835.10	Physical Fitness and Body Movement
TOP 0835.20	Fitness Trainer
TOP 0835.50	Intercollegiate Athletics
TOP 0835.60	Coaching
TOP 0837.00	Health Education
TOP 1201.00	Health Occupations, General
CIP 31.0501	Sports, Kinesiology and Physical Education/Fitness, General
CIP 31.0504	Sport and Fitness Administration/Management
CIP 31.0507	Physical Fitness Technician
CIP 51.0001	Health and Wellness, General

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, six non-community-college institutions supply the region with awards: Ashford University, California State University-San Marcos, Pacific College of Health and Science, Point Loma Nazarene University, San Diego State University, and University of Saint Katherine (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)
0835.00	Physical Education	43	0	43
	• MiraCosta	1	0	
	• Palomar	14	0	
	• San Diego City	8	0	
	• San Diego Mesa	1	0	
	• San Diego Miramar	14	0	
	• Southwestern	5	0	
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	
1201.00	Health Occupations, General	175	0	175
	• Cuyamaca	8	0	
	• MiraCosta	18	0	
	• San Diego Cont. Ed.	149	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)
31.0501	Sports, Kinesiology and Physical Education/Fitness, General.	0	585	585
	<ul style="list-style-type: none"> California State University-San Marcos 	0	200	
	<ul style="list-style-type: none"> Point Loma Nazarene University 	0	2	
	<ul style="list-style-type: none"> San Diego State University 	0	383	
31.0504	Sport and Fitness Administration/Management.	0	56	56
	<ul style="list-style-type: none"> Ashford University 	0	56	
51.0001	Health and Wellness, General.	0	39	39
	<ul style="list-style-type: none"> Ashford University 	0	21	
	<ul style="list-style-type: none"> Pacific College of Health and Science 	0	9	
	<ul style="list-style-type: none"> Point Loma Nazarene University 	0	5	
	<ul style="list-style-type: none"> University of Saint Katherine 	0	4	
			Total	1,033

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 **548** annual openings and **1,033** awards. Comparatively, there are **6,963** annual openings in California and **9,148** 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)	Supply¹² (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	548	1,033	-485
California	6,963	9,148	-2,185

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.

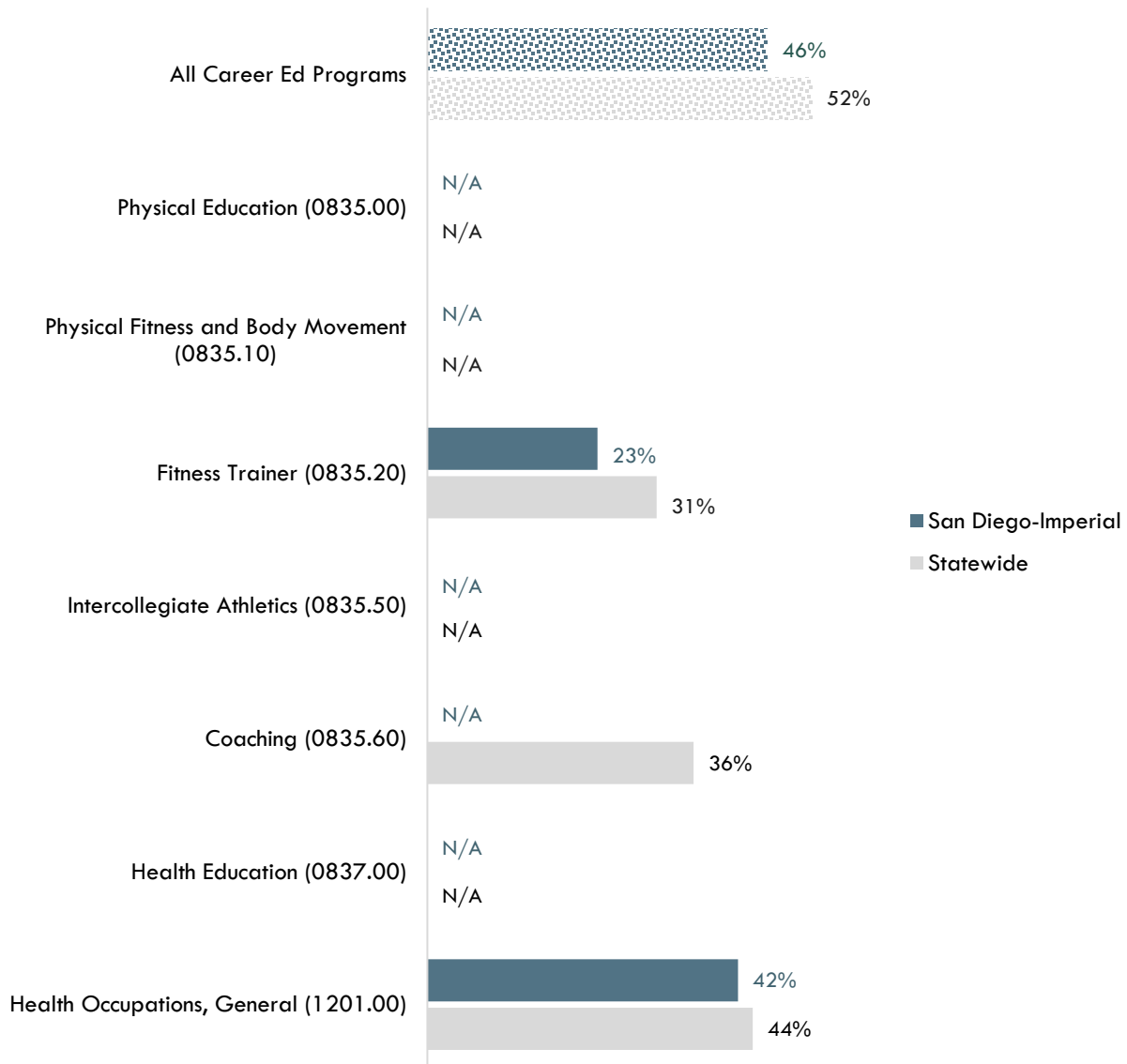
¹¹ "Supply and Demand," Centers of Excellence Student Outcomes, <https://coecc.net/our-resources/>.

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 42 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Health and Wellness Occupations*, compared 31 to 44 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



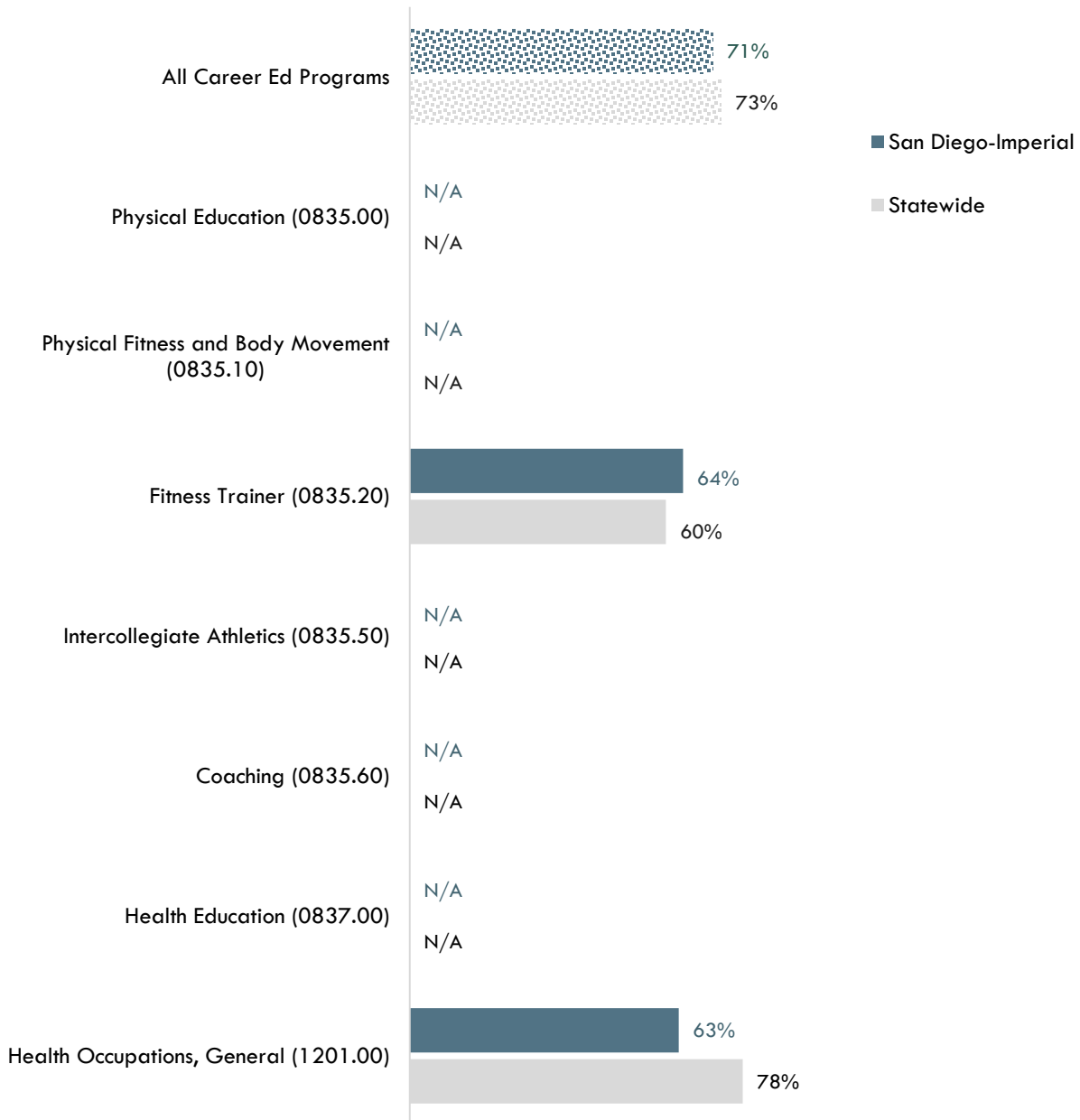
"N/A" indicates insufficient data

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, 63 to 64 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 *Health and Wellness Occupations*, compared to 60 to 78 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

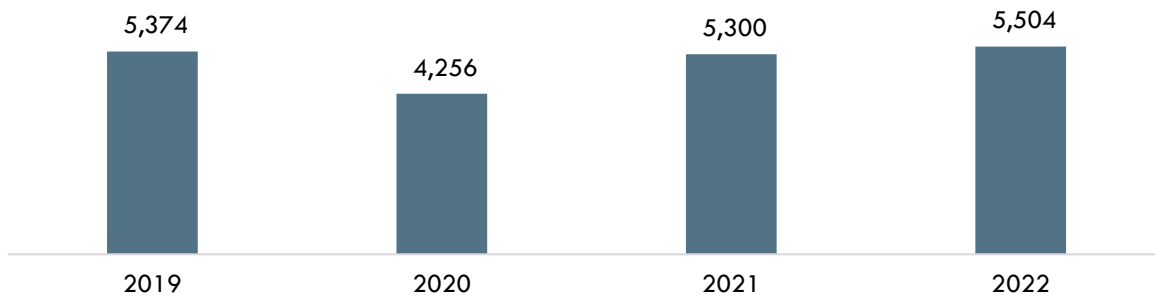
¹⁵ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

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 5,109 online job postings per year for *Health and 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 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 *Health and Wellness 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 *Health and Wellness Occupations* were IQVIA, 24 Hour Fitness, University of California San Diego, Family Health Centers of San Diego, and YMCA based on online job postings (Exhibit 8).

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

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

Education, Skills, and Certifications

Health and 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 *Health and Wellness Occupations*¹⁹

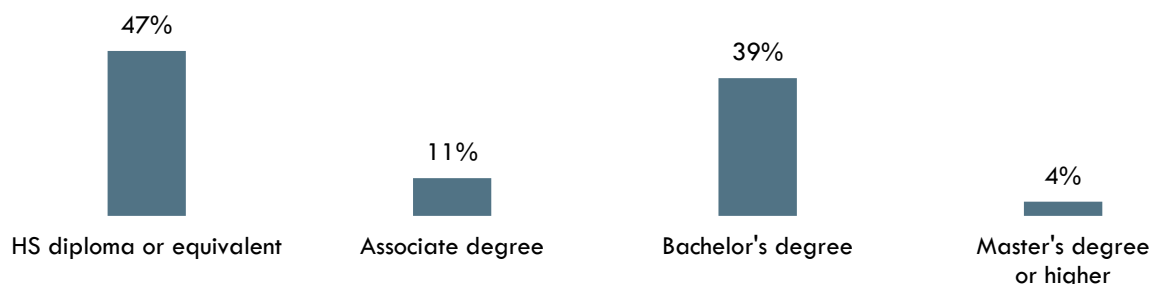
Occupational Title	Typical Entry-Level Education
Health Education Specialists	Bachelor's degree
Exercise Trainers and Group Fitness Instructors	High school diploma or equivalent

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 *Health and Wellness Occupations* (Exhibit 9b).²⁰

Exhibit 9b: Educational Requirements for Health and 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 Health and Wellness Occupations in San Diego County²²

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Cardiopulmonary Resuscitation • Nursing • Group Exercise Instruction • Health Education • Fitness Training • Marketing • Kinesiology • Yoga • Bilingual • Pilates • Exercise Science • Instructing • Curriculum Development • Lifeguarding • Physical Education 	<ul style="list-style-type: none"> • Communications • Teaching • Customer Service • Management • Sales • Planning • Leadership • Scheduling • Professionalism • Writing • Interpersonal Communications • Presentations • Lifting Ability • Operations • Coaching 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft PowerPoint • Microsoft Outlook • Microsoft Word • Microsoft Access • Zoom • Project Management Software • Software Systems • Proprietary Software • Equinox • Customer Relationship Management Software • Microsoft SharePoint • HyperText Markup Language • Inventory Management System • Patient Management 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 *Health and Wellness Occupations* in San Diego County²³

Top Certification in Online Job Postings

1. Advanced Cardiovascular Life Support (ACLS) Certification
2. Advanced Trauma Life Support
3. American College Of Sports Medicine (ACSM) Certification
4. American Red Cross (ARC) Certification
5. American Red Cross CPR Certification
6. American Red Cross First Aid Certification
7. American Red Cross Lifeguard Certification
8. Athletics And Fitness Association Of America (AFAA) Certification
9. Automated External Defibrillator (AED) Certification
10. Basic Life Support (BLS) Certification
11. Basic Life Support (BLS) Instructor Certification
12. Board Certified/Board Eligible
13. Cardiopulmonary Resuscitation (CPR) Certification
14. CDL Class B License
15. CDL Class C License

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.