



Nursing and Allied Health (Nursing TOP 1230.00)

April 2023

Prepared by the South Central Coast Center of Excellence for
Labor Market Research

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation – Nursing. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

Key Findings

- In the South Central Coast region, **the number of jobs related to Nursing are expected to increase** for Registered Nurses, Licensed Practical and Licensed Vocational Nurses, Home Health and Personal Care Aides, Nursing Assistants, and Phlebotomists.
- Nursing is anticipated to experience a **high risk of automation** for Phlebotomists, and a **low risk** for the other four related occupations.
- In 2021 there were 1,261 regional completions in programs related to the occupations identified as aligned with Nursing and 7,535 openings, indicating an **undersupply**.
- Typical entry-level education ranges from a **high school diploma or equivalent** for Home Health and Personal Care Aides, to a **bachelor's degree** for Registered Nurses, to a **postsecondary nondegree award** for the other three related occupations.
- Completers of Nursing programs from the 2019-2020 academic year in the South Central Coast region had a **median annual wage upon completion of \$58,490**.
- 83% of students are **employed within a year** after completing a program.
- 67% of students **attained a living wage** within a year of completion.
- Completers experienced an average of **+86% change in earnings after exiting**.
- 84% of students were **part-time**, 6% **skill builders**, 42% **first-generation**, and 82% **economically disadvantaged**.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

There are five occupations in the standard occupational classification (SOC) system that were identified as related to Nursing for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

Exhibit 1 – Occupation, Description, and Sample Job Titles

SOC Code	Title	Description	Sample of Reported Job Titles
29-1141	Registered Nurses	Assess patient health problems and needs, develop and implement nursing care plans, and maintain medical records. Administer nursing care to ill, injured, convalescent, or disabled patients. May advise patients on health maintenance and disease prevention or provide case management. Licensing or registration required.	Certified Operating Room Nurse (CNOR), Charge Nurse, Emergency Department RN, Oncology RN, Operating Room Registered Nurse (OR RN), Psychiatric RN, Relief Charge Nurse, School Nurse, Staff Nurse, Staff RN
29-2061	Licensed Practical and Licensed Vocational Nurses	Care for ill, injured, or convalescing patients or persons with disabilities in hospitals, nursing homes, clinics, private homes, group homes, and similar institutions. May work under the supervision of a registered nurse. Licensing required.	Charge Nurse, Clinic Licensed Practical Nurse (Clinic LPN), Clinic Nurse, Home Health Licensed Practical Nurse (Home Health LPN), Licensed Vocational Nurse (LVN), Office Nurse, Pediatric LPN (Pediatric Licensed Practical Nurse), Private Duty Nurse, Radiation Oncology Nurse, Triage LPN (Triage Licensed Practical Nurse)
21-1128	Home Health and Personal Care Aides	Monitor the health status of an individual with disabilities or illness, and address their health-related needs, such as changing bandages, dressing wounds, or administering medication. Work is performed under the direction of offsite or intermittent onsite licensed nursing staff. Provide assistance with routine healthcare tasks or activities of daily living, such as feeding, bathing, toileting, or ambulation. May also help with tasks such as preparing meals, doing light housekeeping, and doing laundry depending on the patient's abilities.	Caregiver, Certified Home Health Aide (CHHA), Certified Medical Aide (CMA), Certified Nurses Aide (CNA), Home Attendant, Home Care Aide, Home Health Aide (HHA), Home Health Provider, Hospice Aide, In Home Caregiver

SOC Code	Title	Description	Sample of Reported Job Titles
31-1131	Nursing Assistants	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.	Certified Medication Aide (CMA), Certified Nurse Aide (CNA), Certified Nurses Aide (CNA), Licensed Nursing Assistant (LNA), Nurses' Aide, Nursing Aide, Nursing Assistant, Patient Care Assistant (PCA), State Tested Nursing Assistant (STNA)
31-9097	Phlebotomists	Draw blood for tests, transfusions, donations, or research. May explain the procedure to patients and assist in the recovery of patients with adverse reactions.	Lab Liaison Technician, Mobile Examiner, Patient Service Technician (PST), Phlebotomist, Phlebotomy Technician, Registered Phlebotomist

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to Nursing are expected to increase for Registered Nurses, Licensed Practical and Licensed Vocational Nurses, Home Health and Personal Care Aides, Nursing Assistants, and Phlebotomists.

Exhibit 2 – Five-Year Projections for Nursing in the South Central Coast Region

SOC	Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change
29-1141	Registered Nurses	17,165	18,161	996	6%
29-2061	Licensed Practical and Licensed Vocational Nurses	3,193	3,472	279	9%
31-1128	Home Health and Personal Care Aides	31,466	36,995	5,529	18%
31-1131	Nursing Assistants	4,959	5,540	581	12%
31-9097	Phlebotomists	707	771	64	9%

Source: Economic Modeling Specialists International (EMSI)

Earnings

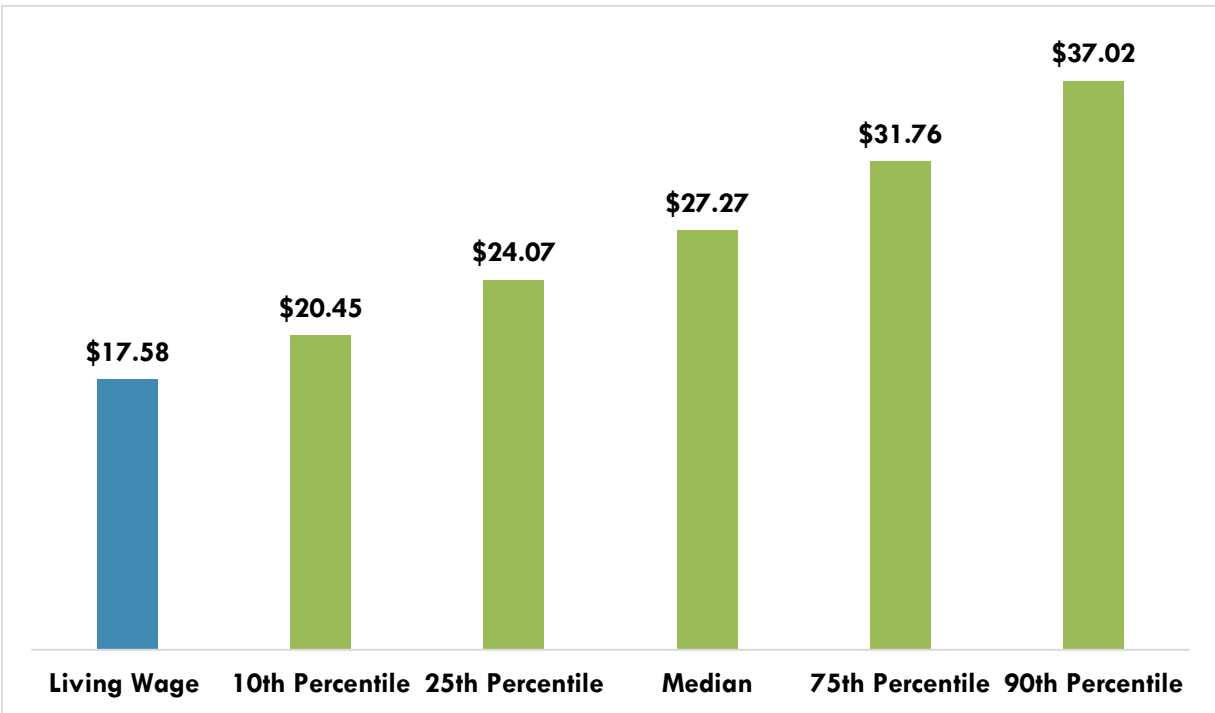
Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25th percentile of wages, median hourly earnings are represented by the 50th percentile of wages, and experienced hourly earnings are represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Nursing in the South Central Coast Region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
29-1141	Registered Nurses	\$44.02	\$52.36	\$64.25
29-2061	Licensed Practical and Licensed Vocational Nurses	\$27.53	\$29.52	\$35.90
31-1128	Home Health and Personal Care Aides	\$14.29	\$14.31	\$14.56
31-1131	Nursing Assistants	\$16.02	\$17.79	\$19.94
31-9097	Phlebotomists	\$18.49	\$22.36	\$24.18

Source: Economic Modeling Specialists International (EMSI)

Exhibit 3b – Earnings for Nursing in the South Central Coast Region



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking in the field, and what they are looking for in potential candidates. To identify job postings related to Nursing the following standard occupational classifications were used:

29-1141	Registered Nurses
29-2061	Licensed Practical and Licensed Vocational Nurses
21-1128	Home Health and Personal Care Aides
31-1131	Nursing Assistants
31-9097	Phlebotomists

Top Occupations

In 2022, there were 33,660 employer postings for the occupations related to Nursing.

Exhibit 4 – Top Occupations by Job Postings

SOC Code	Occupation	Job Postings, Full Year 2022
29-1141	Registered Nurses	21,021
21-1128	Home Health and Personal Care Aides	6,535
31-1131	Nursing Assistants	3,450
29-2061	Licensed Practical and Licensed Vocational Nurses	2,054
31-9097	Phlebotomists	600

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 4b – Top Occupations and Risk of Automation

SOC Code	Occupation	Risk of Automation
29-1141	Registered Nurses	Low
21-1128	Home Health and Personal Care Aides	Low
31-1131	Nursing Assistants	Low
29-2061	Licensed Practical and Licensed Vocational Nurses	Low
31-9097	Phlebotomists	High

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for jobs related to Nursing are listed in Exhibit 5. Caregivers is mentioned as the job title in 11% of all relevant job postings (2,079 postings).

Exhibit 5 – Job Titles

Title	Job Postings, Full Year 2022
Caregivers	2,079
Registered Nurses	1,380
Licensed Vocational Nurses	1,283
Labor and Delivery Registered Nurses	715
NICU Registered Nurses	701

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Nursing field. The top employer posting job ads was CareInHomes. The top worksite cities for these occupations were Thousand Oaks, Santa Maria, Oxnard, Santa Barbara, and San Luis Obispo.

Exhibit 6 – Top Employers (n= 16,157)

Employer	Job Postings, Full Year 2022
CareInHomes	1,720
CommonSpirit Health	847
HCA Healthcare	820
Healthcare Employment Network	733
PIH Health	649

Source: Labor Insight/Jobs (Burning Glass)

Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Nursing. Nursing is the most sought-after specialized skill for employers, followed by Caregiving and Nursing Care. Communications, Management, and Leadership were the most requested baseline skills. Software Systems, Microsoft Office, and Microsoft Outlook were the most commonly requested software and programming skills.

Exhibit 7 – Specialized Skills (n= 97,939)

Skills	Job Postings, Full Year 2022
Nursing	12,684
Caregiving	5,075
Nursing Care	3,540
Home Health Care	3,157
Emergency Departments	3,004
Acute Care	2,973
Meal Planning And Preparation	2,889
Companionship	2,734
Pediatrics	2,733
Intensive Care Unit	2,647
Nursing Process	2,622
Cardiopulmonary Resuscitation (CPR)	2,156
Medication Administration	2,042
Operating Room (OR)	2,003
Medical Surgical Nursing	2,000

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 7b – Baseline Skills (n= 58,941)

Skills	Job Postings, Full Year 2022
Communications	6,191
Management	3,297
Leadership	3,244
Teaching	2,565
Planning	2,226
Customer Service	2,175
Compassion	2,127
Interpersonal Communications	2,099
Computer Literacy	2,059
Problem Solving	1,871

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 7c – Software and Programming Skills (n= 5,160)

Skills	Job Postings, Full Year 2022
Software Systems	1,357
Microsoft Office	523
Microsoft Outlook	473
Microsoft Excel	459
Microsoft Word	363
eClinicalWorks (ECW)	227
Patient Management Software	218
Spreadsheets	142
Epic EMR	139
Google Workspace	136

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 8 shows the industries with the most Nursing postings in the South Central Coast region. Note: 27% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 8 – Industries Employing the Most in the Nursing Field, 2022

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Health Care and Social Assistance	13,595	55%
Administrative and Support and Waste Management and Remediation Services	8,335	34%
Professional, Scientific, and Technical Services	748	3%
Retail Trade	455	2%
Finance and Insurance	354	1%

Source: Labor Insight/Jobs (Burning Glass)

Certifications

Exhibit 9 lists the most in-demand certifications in the Nursing field. The top requested certification in job postings was Registered Nurse.

Exhibit 9 – Certifications (n= 61,377)

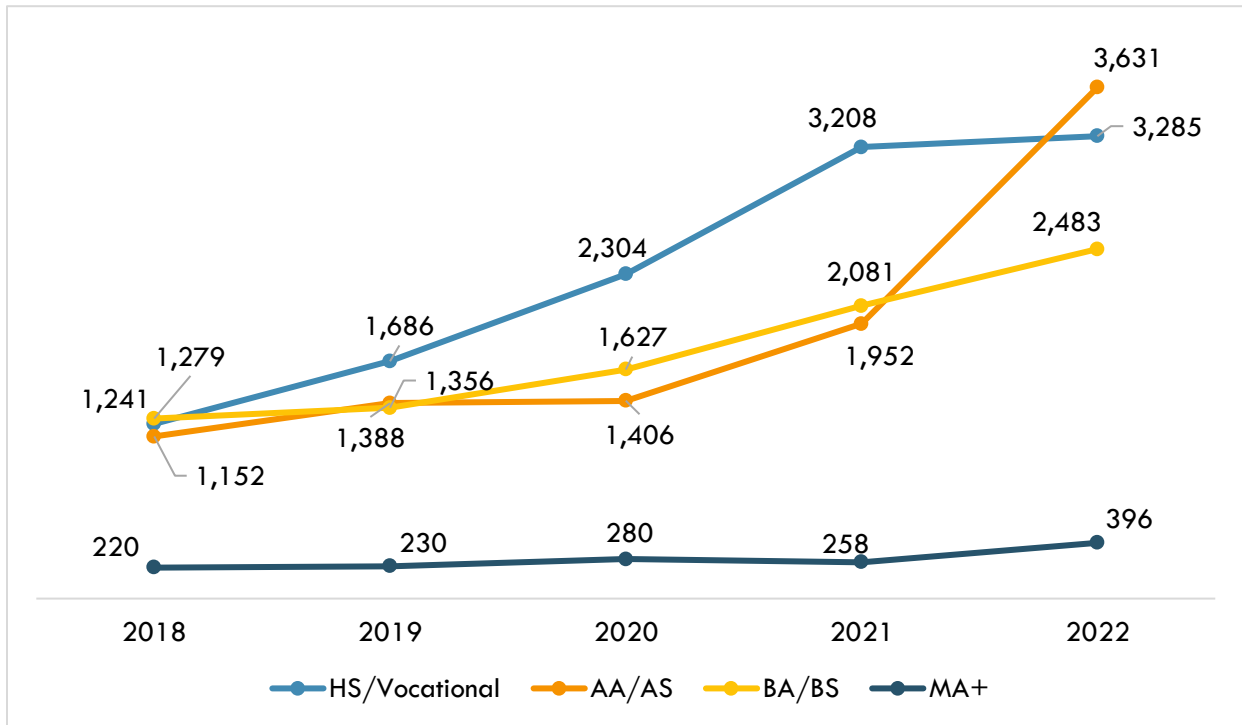
Certifications	Job Postings, Full Year 2022
Registered Nurse (RN)	21,404
Basic Life Support (BLS) Certification	8,083
Advanced Cardiovascular Life Support (ACLS) Certification	5,060
Valid Driver's License	4,521
Licensed Vocational Nurse (LVN)	4,011

Source: Labor Insight/Jobs (Burning Glass)

Job Postings - Minimum Educational Attainment Over Time

Exhibit 10 displays the change in job advertisements over the last five years for Nursing, according to the minimum advertised education. In 2022, there were 9,795 total job ads posted with a minimum advertised education, with 3,631 of them requiring an associate’s degree.

Exhibit 10 – Educational Demand, Minimum Advertised



Source: Labor Insight / Jobs (Burning Glass)

Job Postings – Proportion of Job Postings by Minimum Educational Attainment Required

To gauge employer preference for candidates with particular education levels, the proportion of job postings by minimum advertised education appears in Exhibit 11. Employers posting job ads for Nursing have frequently sought candidates with a high school diploma or vocational training.

Exhibit 11 – Occupational Demand by Education, Minimum Advertised

Minimum Education Requirement	2018	2019	2020	2021	2022
HS Diploma / Vocational Training	32%	36%	41%	43%	34%
Associate Degree	30%	30%	25%	26%	37%
Bachelor’s Degree	33%	29%	29%	28%	25%
Graduate Degree	5%	5%	5%	3%	4%

Source: Labor Insight/ Jobs (Burning Glass)

Education and Training

Exhibit 12 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 12 – Education and Training Requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
29-1141	Registered Nurses	Bachelor's degree	None
29-2061	Licensed Practical and Licensed Vocational Nurses	Postsecondary nondegree award	None
21-1128	Home Health and Personal Care Aides	High school diploma or equivalent	Short-term on-the-job training
31-1131	Nursing Assistants	Postsecondary nondegree award	None
31-9097	Phlebotomists	Postsecondary nondegree award	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

There were 1,261 regional completions (2021) and 7,535 regional openings (2021) in the South Central Coast region aligned with programs related to the occupations in this report.

Exhibit 13 – Completions and Openings

7 Regional Institutions had Related Programs (2021)	1,261 Regional Completions (2021)	7,535 Annual Openings (2021)
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Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2021)
51.3801	Registered Nursing/Registered Nurse	598
51.3901	Licensed Practical/Vocational Nurse Training	362
51.1009	Phlebotomy Technician/Phlebotomist	127
51.0899	Allied Health and Medical Assisting Services, Other	95
51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide	79
51.1199	Health/Medical Preparatory Programs, Other	0
51.2602	Home Health Aide/Home Attendant	0

Source: Economic Modeling Specialists International (EMSI)

CCC and Non-CCC Awards

Exhibit 14 lists the number of completers from programs related to Nursing in the South Central Coast region.

Exhibit 14 – CCC and Non-CCC Awards the South Central Coast, 2021

CCC Programs	Completers
Cuesta College	181
Allan Hancock College	143
Antelope Valley College	111
Ventura College	82
College of the Canyons	76
Santa Barbara City College	71
Moorpark College	68
Non-CCC Programs	Completers
High Desert Medical College	290
Career Care Institute	112
California State University-Channel Islands	99
Santa Barbara Business College-Santa Maria	16
University of Antelope Valley	12
Charter College-Canyon Country	0
Saint Joseph's School of Nursing	0
Simi Valley Adult School and Career Institute	0

Source: Economic Modeling Specialists International (EMSI)

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of regional Nursing Programs (TOP: 1230.00) for the 2019-2020 academic year.

- Completers of Nursing programs from the 2019-2020 academic year in the South Central Coast region had a **median annual wage upon completion of \$58,490**.
- 83% of students are **employed within a year** after completing a program.
- 67% of students **attained a living wage** within a year of completion.
- Completers experienced an average of +86% **change in earnings after exiting**.
- 84% of students were **part-time**, 6% **skill builders**, 42% **first-generation**, and 82% **economically disadvantaged**.

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to Nursing. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; 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 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.