



Labor Market Analysis for Program Recommendation Child and Family Education Occupations Napa Valley College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

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Recommendation

Based on all available data, there appears to be an “undersupply” of Child and Family Education workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 10,550 students in the Bay region and 1,326 students in the North Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1308.00 - Family Studies programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Napa Valley College and in the region.

This report profiles Child and Family Education Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new Child and Family Studies program at Napa Valley College.

- **Education and Childcare Administrators, Preschool and Daycare (11-9031):** Plan, direct, or coordinate the academic and nonacademic activities of preschool and childcare centers or programs. Excludes “Preschool Teachers” (25-2011).
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%
- **Counselors, All Other (21-1019):** All counselors not listed separately.
Entry-Level Educational Requirement: Master’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 17%
- **Child, Family, and School Social Workers (21-1021):** Provide social services and assistance to improve the social and psychological functioning of children and their families and to maximize the family well-being and the academic functioning of children. May assist parents, arrange adoptions, and find foster homes for abandoned or abused children. In schools, they address such problems as teenage pregnancy, misbehavior, and truancy. May also advise teachers.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 17%

- Preschool Teachers, Except Special Education (25-2011):** Instruct preschool-aged children in activities designed to promote social, physical, and intellectual growth needed for primary school in preschool, day care center, or other child development facility. Substitute teachers are included in “Teachers and Instructors, All Other” (25-3099). May be required to hold State certification. Excludes “Childcare Workers” (39-9011) and “Special Education Teachers” (25-2050).
 - Entry-Level Educational Requirement: Associate degree
 - Training Requirement: None
 - Percentage of Community College Award Holders or Some Postsecondary Coursework: 38%
- Childcare Workers (39-9011):** Attend to children at schools, businesses, private households, and childcare institutions. Perform a variety of tasks, such as dressing, feeding, bathing, and overseeing play. Excludes “Preschool Teachers, Except Special Education” (25-2011) and “Teacher Assistants” (25-9041).
 - Entry-Level Educational Requirement: high school diploma or equivalent
 - Training Requirement: Short-term on-the-job training
 - Percentage of Community College Award Holders or Some Postsecondary Coursework: 38%

Occupational Demand

Table 1. Employment Outlook for Child and Family Education Occupations in Bay Region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Education and Childcare Administrators, Preschool and Daycare	2,791	3,086	295	11%	1,398	280	\$25	\$28
Counselors, All Other	1,726	1,917	192	11%	1,109	222	\$20	\$23
Child, Family, and School Social Workers	8,636	9,601	965	11%	5,127	1,025	\$24	\$31
Preschool Teachers, Except Special Education	16,430	18,773	2,343	14%	11,808	2,362	\$17	\$20
Childcare Workers	37,531	38,979	1,447	4%	34,701	6,940	\$14	\$16
Total	67,114	72,355	5,241	8%	54,143	10,829		

Source: Lightcast 2022.3

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Child and Family Education Occupations in North Bay Sub-region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Education and Childcare Administrators, Preschool and Daycare	400	424	24	6%	180	36	\$24	\$28
Counselors, All Other	276	301	25	9%	171	34	\$19	\$21
Child, Family, and School Social Workers	1,321	1,440	119	9%	756	151	\$21	\$28
Preschool Teachers, Except Special Education	2,030	2,231	201	10%	1,353	271	\$16	\$18
Childcare Workers	4,779	4,945	166	3%	4,392	878	\$14	\$15
Total	8,807	9,342	535	6%	6,852	1,370		

Source: Lightcast 2022.3

North Bay Sub-Region includes: Marin, Napa, Solano, Sonoma Counties

Job Postings in Bay Region and North Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (June 2022 - May 2023)

Occupation	Bay Region	North Bay
Preschool Teachers, Except Special Education	1,646	158
Childcare Workers	1,379	190
Counselors, All Other	343	43
Child, Family, and School Social Workers	245	32
Education and Childcare Administrators, Preschool and Daycare	138	23

Source: Lightcast

**Table 4a. Top Job Titles for Child and Family Education Occupations for latest 12 months (June 2022 - May 2023)
Bay Region**

Title	Bay	Title	Bay
Nannies	386	After School Teachers	61
Preschool Teachers	376	Child Care Professionals	52
Board Certified Behavior Analysts	207	Daycare Teachers	46
Baby Sitters	161	Substitute Preschool Teachers	39
Child Care Teachers	122	Sitters	37
Pet Sitters	90	Directors of Early Childhood Education	34
Infant/Toddler Teachers	86	Academy Teachers	33
Preschool Teacher Assistants	74	ABA Clinical Supervisors	32
Teachers	68	Early Childhood Teachers	32

Source: Lightcast

**Table 4b. Top Job Titles for Child and Family Education Occupations for latest 12 months (June 2022 - May 2023)
North Bay Sub-Region**

Title	North Bay	Title	North Bay
Nannies	61	Infant/Toddler Teachers	8
Preschool Teachers	34	Early Childhood Physical Therapists	6
Board Certified Behavior Analysts	24	Preschool Directors	6
Baby Sitters	21	Substitute Preschool Teachers	6
Pet Sitters	17	After School Teachers	5
Child Care Teachers	11	Child Care Professionals	5
Preschool Teacher Assistants	9	Daycare Teachers	5

Title	North Bay	Title	North Bay
Teachers	9	Directors of Early Childhood Education	5
Child Care Assistants	8	Hospitality Specialists	5

Source: Lightcast

Industry Concentration

Table 5. Industries hiring Child and Family Education Workers in Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2021)	Jobs in Industry (2026)	% Change (2021-26)	% Occupation Group in Industry (2022)
Private Households	29,766	29,764	0%	43%
Child Day Care Services	15,737	19,093	21%	25%
Elementary and Secondary Schools (Local Government)	3,354	3,593	7%	5%
Local Government, Excluding Education and Hospitals	2,831	2,959	5%	4%
Elementary and Secondary Schools	2,496	2,798	12%	4%
Other Individual and Family Services	2,104	2,581	23%	3%
Religious Organizations	1,935	2,032	5%	3%
State Government, Excluding Education and Hospitals	1,672	1,728	3%	2%
Child and Youth Services	908	1,010	11%	1%
Civic and Social Organizations	600	861	44%	1%

Source: Lightcast 2022.3

Table 6. Top Employers Posting Child and Family Education Occupations in Bay Region and North Bay Sub-Region (June 2022 - May 2023)

Employer	Bay	Employer	North Bay
Care Group	470	Care Group	73
KinderCare	195	KinderCare	29
Bright Horizons	76	Vallejo City Unified School District	14
Sittercity	52	Behavior Matters	7
YMCA	46	Comprehensive Educational Services	7
Crunch Care	38	Petsitter	7

Source: Lightcast

Educational Supply

There is one (1) community college in the Bay Region issuing six (6) awards on average annually (last 3 years ending 2019-20) on TOP 1308.00 - Family Studies. In the North Bay Sub-Region, there is one (1) community college that issued six (6) awards on average annually (last 3 years) on this TOP code.

There are three (3) four-year institutions in the Bay Region issuing 273 Bachelor's degrees on average annually (last 3 years ending 2019-20) on CIP 19.0701- Human Development and Family Studies, General. There is one (1) four-year institution in the North Bay Sub-Region issuing 38 Bachelor's degrees on this CIP code.

Table 7a. Community College Awards on TOP 1308.00 - Family Studies in Bay Region

College	Subregion	High unit Certificate	Low unit Certificate	Total
Napa	North Bay	3	3	6
Total		3	3	6

Source: Data Mart

Note: The annual average for awards is 2017-18 to 2019-20.

Table 7b. Bachelor's Degree Awards on CIP 19.0701- Human Development and Family Studies, General in Bay Region

College	Subregion	Bachelor's degree	Total
California State University-East Bay	East Bay	198	198
California State University-Monterey Bay	SC-Monterey	37	37
Sonoma State University	North Bay	38	38
Total		273	273

Source: Data Mart

Note: The annual average for awards is 2017-18 to 2019-20.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 10,829 annual openings for the Child and Family Education occupational cluster and 279 annual (3-year average) awards for an annual undersupply of 10,550 students. In the North Bay Sub-Region, there is also a gap with 1,370 annual openings and 44 annual (3-year average) awards for an annual undersupply of 1,326 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1308.00 - Family Studies

Metric Outcomes	Bay All CTE Programs	NVC All CTE Programs	State 1308.00	Bay 1308.00	North Bay 1308.00	NVC 1308.00
Students with a Job Closely Related to Their Field of Study	74%	82%	70%	80%	80%	80%
Median Annual Earnings for SWP Exiting Students	\$48,926	\$44,815	\$25,420	N/A	N/A	N/A
Median Change in Earnings for SWP Exiting Students	23%	37%	17%	N/A	N/A	N/A
Exiting Students Who Attained the Living Wage	50%	57%	31%	N/A	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills, Certifications and Education

Table 9. Top Skills for Child and Family Education Occupations in Bay Region (June 2022 - May 2023)

Skill	Posting	Skill	Posting
Preschool Education	930	Curriculum Development	145
Child Development	750	Autism Spectrum Disorders	143
Early Childhood Education	447	Disabilities	133
Working With Children	356	Mental Health	133
Lesson Planning	287	Bilingual (Spanish/English)	127
Housekeeping	258	Diaper Changing	122
Social Work	188	Treatment Planning	112
Psychology	180	Case Management	109
Caregiving	175	Individualized Education Programs (IEP)	101
Classroom Management	165	Cardiopulmonary Resuscitation (CPR)	96

Source: Lightcast

Table 10. Certifications for Child and Family Education Occupations in the Bay Region (June 2022 - May 2023)

Certification	Posting	Certification	Posting
Cardiopulmonary Resuscitation (CPR) Certification	572	No Child Left Behind Act (NCLB) Standards	13
First Aid Certification	436	Mandated Reporter Certification	13
Valid Driver's License	400	Licensed Marriage And Family Therapist (LMFT)	12
Board Certified Behavior Analyst (BCBA)	305	American Red Cross (ARC) Certification	11
Registered Behavior Technician (RBT)	105	Functional Skills Qualification	11
Board Certified/Board Eligible	47	Basic Life Support (BLS) Certification	10
Automated External Defibrillator (AED) Certification	24	Teaching Certificate	7
Board Certified Assistant Behavior Analyst (BCaBA)	21	Certified Social Workers Credential	7
American Society For Quality (ASQ) Certified	17	Certified Diabetes Educator (CDE)	7
Licensed Clinical Social Worker (LCSW)	16	Certificate Of Clinical Competence In Speech-Language Pathology (CCC-SLP)	6

Source: Lightcast

Table 11. Education Requirements for Child and Family Education Occupations in Bay Region

Education Level	Job Postings	% of Total
High school or GED	799	35%
Associate degree	375	17%
Bachelor's degree & higher	1,095	48%

Source: Lightcast

Note: 55% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online

Lightcast

CTE LaunchBoard www.calpassplus.org

Launchboard

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor's Office MIS system

Contacts

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