



Labor Market Analysis for Program Recommendation

Human Services 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 Human Services 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 3,794 students in the Bay region and 532 students in the North Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 2104.00 - Human Services 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 Human Services Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new Human Services - Public Child Welfare program at Napa Valley College.

- **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%
- **Social Workers, All Other (21-1029):** All social workers not listed separately.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%
- **Social and Human Service Assistants (21-1093):** Assist in providing client services in a wide variety of fields, such as psychology, rehabilitation, or social work, including support for families. May assist clients in identifying and obtaining available benefits and social and community services. May assist social workers with developing, organizing, and conducting programs to prevent and resolve problems relevant to substance abuse, human relationships, rehabilitation, or dependent care. Excludes “Rehabilitation Counselors” (21-1015), “Psychiatric Technicians” (29-2053), “Personal Care Aides” (39-9021), and “Eligibility Interviewers, Government Programs” (43-4061).

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: 33%

- **Healthcare Support Workers, All Other (31-9099):** All healthcare support workers not listed separately

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 41%

- **Personal Care and Service Workers, All Other (39-9099):** All personal care and service workers not listed separately.

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: NA%

Occupational Demand

Table 1. Employment Outlook for Human Services 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
Child, Family, and School Social Workers	8,636	9,601	965	11%	5,127	1,025	\$24	\$31
Social Workers, All Other	1,534	1,669	135	9%	876	175	\$28	\$34
Social and Human Service Assistants	11,830	13,705	1,876	16%	8,997	1,799	\$20	\$22
Healthcare Support Workers, All Other	2,171	2,408	237	11%	1,845	369	\$19	\$23
Personal Care and Service Workers, All Other	3,217	4,034	817	25%	3,893	779	\$15	\$17
Total	27,387	31,417	4,030	15%	20,738	4,147		

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 Human Services 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
Child, Family, and School Social Workers	1,321	1,440	119	9%	756	151	\$21	\$28
Social Workers, All Other	238	251	13	5%	128	26	\$25	\$32
Social and Human Service Assistants	1,655	1,871	217	13%	1,207	241	\$19	\$22
Healthcare Support Workers, All Other	367	378	10	3%	274	55	\$18	\$21
Personal Care and Service Workers, All Other	469	567	98	21%	540	108	\$14	\$16
Total	4,050	4,507	457	11%	2,905	581		

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 (Aug. 2022 - July 2023)

Occupation	Bay Region	North Bay
Social Workers, All Other	1,988	420
Social and Human Service Assistants	1,820	302
Child, Family, and School Social Workers	1,124	169
Healthcare Support Workers, All Other	435	45
Personal Care and Service Workers, All Other	31	2

Source: Lightcast

**Table 4a. Top Job Titles for Human Services Occupations for latest 12 months (Aug. 2022 - July 2023)
Bay Region**

Title	Bay	Title	Bay
Social Workers	609	Bilingual Social Workers	80
Medical Social Workers	155	Community Support Facilitators	80
Endoscopy Technicians	145	School Speech Therapists	71
Licensed Clinical Social Workers	136	Family Advocates	70
Outreach Specialists	134	School Physical Therapists	70
Guest Advocates	103	Behavioral Health Social Workers	64
Social Services Assistants	99	Psychiatric Social Workers	60
Social Services Coordinators	99	School Social Workers	59
Interventionists	93	Advocates	51

Source: Lightcast

**Table 4b. Top Job Titles for Human Services Occupations for latest 12 months (Aug. 2022 - July 2023)
North Bay Sub-Region**

Title	North Bay	Title	North Bay
Social Workers	99	Bilingual Social Workers	13
Medical Social Workers	63	Direct Support Professionals	13
Licensed Clinical Social Workers	57	Caseworkers	12
Guest Advocates	23	Child Psychologists	11
Interventionists	19	Family Advocates	11
Family Social Workers	18	Palliative Care Social Workers	11
Social Workers/Case Managers	18	Participant Assistants	11

Title	North Bay	Title	North Bay
Outreach Specialists	16	School Social Workers	11
Resident Care Coordinators	16	Social Workers/Therapists	11

Source: Lightcast

Industry Concentration

Table 5. Industries hiring Human Services 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)
Local Government, Excluding Education and Hospitals	4,108	4,499	10%	15%
Other Individual and Family Services	3,242	3,959	22%	11%
Services for the Elderly and Persons with Disabilities	3,660	4,294	17%	11%
State Government, Excluding Education and Hospitals	2,565	2,506	-2%	8%
Child and Youth Services	1,372	1,531	12%	5%
Private Households	1,188	1,215	2%	4%
Elementary and Secondary Schools (Local Government)	964	1,207	25%	4%
Temporary Shelters	692	779	13%	2%
Federal Government, Civilian, Excluding Postal Service	571	577	1%	2%
General Medical and Surgical Hospitals	576	590	2%	2%

Source: Lightcast 2022.3

Table 6. Top Employers Posting Human Services Occupations in Bay Region and North Bay Sub-Region (Aug. 2022 - July 2023)

Employer	Bay	Employer	North Bay
U.S. Department of Veterans Affairs	156	Providence	103
Scientific Games	109	County of Sonoma	40
Providence	103	Seneca Family of Agencies	37
Target	98	Scientific Games	26
Seneca Family Of Agencies	93	Target	23
Butterfly Effects	85	Butterfly Effects	19

Source: Lightcast

Educational Supply

There are 10 community colleges in the Bay Region issuing 172 awards on average annually (last 3 years ending 2021-22) on TOP 2104.00 - Human Services. In the North Bay Sub-Region, there are two (2) community colleges that issued 42 awards on average annually (last 3 years) on this TOP code.

There are five (5) four-year institutions in the Bay Region issuing 181 Bachelor's degrees on average annually (last 2 years ending 2020-21) on CIP 44.0701 - Social Work. There is one (1) four-year institution in the North Bay Sub-Region issuing seven (7) Bachelor's degrees on this CIP code.

Table 7a. Community College Awards on TOP 2104.00 - Human Services in Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Berkeley City	East Bay	2	16	1	19
Cabrillo	SC-Monterey	11	3	28	42
Canada	Mid-Peninsula	5	0	1	6
Chabot	East Bay	7	0	2	9
Contra Costa	East Bay	7	1	21	29
Monterey	SC-Monterey	2	0	2	4
Napa	North Bay	9	0	3	12
San Francisco	Mid-Peninsula	0	0	9	9
Santa Rosa	North Bay	7	8	0	15
Solano	North Bay	13	0	14	27
Total		63	28	81	172

Source: Data Mart

Note: The annual average for awards is 2019-20 to 2021-22.

Table 7b. Bachelor's Degree Awards on CIP 44.0701 - Social Work in Bay Region

College	Subregion	Bachelor's degree	Total
CSU- East Bay	East Bay	2	2
SF State University	Mid-Peninsula	24	24
San Jose State University	Mid-Peninsula	63	63
Pacific Union College	North Bay	7	7
UC Berkeley	East Bay	85	85
Total		181	181

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 4,147 annual openings for the Human Services occupational cluster and 353 annual (3-year average) awards for an annual undersupply of 3,794 students. In the North Bay Sub-Region, there is also a gap with 581 annual openings and 49 annual (3-year average) awards for an annual undersupply of 532 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 2104.00 - Human Services

Metric Outcomes	Bay All CTE Programs	Napa Valley All CTE Programs	State 2104.00	Bay 2104.00	North Bay 2104.00	Napa Valley 2104.00
Students with a Job Closely Related to Their Field of Study	74%	82%	70%	86%	100%	N/A
Median Annual Earnings for SWP Exiting Students	\$53,090	\$48,682	\$30,376	\$37,752	\$38,335	\$33,350
Median Change in Earnings for SWP Exiting Students	24%	37%	25%	19%	43%	34%

Metric Outcomes	Bay All CTE Programs	Napa Valley All CTE Programs	State 2104.00	Bay 2104.00	North Bay 2104.00	Napa Valley 2104.00
Exiting Students Who Attained the Living Wage	54%	61%	43%	36%	51%	67%

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

Skills, Certifications and Education

Table 9. Top Skills for Human Services Occupations in Bay Region (Aug. 2022 - July 2023)

Skill	Posting	Skill	Posting
Social Work	2,813	Behavioral Science	453
Case Management	1,709	Disabilities	451
Mental Health	1,318	Psychiatry	417
Psychology	1,249	Trauma Care	401
Crisis Intervention	817	Psychosocial Assessments	370
Treatment Planning	781	Data Entry	357
Human Services	569	Care Coordination	355
Bilingual (Spanish/English)	550	Working With Children	355
Discharge Planning	493	Family Therapy	336
Behavioral Health	455	Mental Diseases	333

Source: Lightcast

Table 10. Certifications for Human Services Occupations in Bay Region (Aug. 2022 - July 2023)

Certification	Posting	Certification	Posting
Valid Driver's License	1,599	Board Certified Behavior Analyst (BCBA)	96
Licensed Clinical Social Worker (LCSW)	671	Registered Behavior Technician (RBT)	77
First Aid Certification	265	CDL Class C License	52
Licensed Marriage And Family Therapist (LMFT)	220	Certified Social Workers Credential	46
Basic Life Support (BLS) Certification	176	Crisis Prevention Institute (CPI) Certification	42
Licensed Professional Clinical Counselor	145	Clinical Psychology License	40
Licensed Master Social Worker	118	Licensed Professional Counselor (LPC)	36
Licensed Social Worker	103	Licensed Mental Health Counselor (LMHC)	34

Source: Lightcast

Table 11. Education Requirements for Human Services Occupations in Bay Region (Aug. 2022 - July 2023)

Education Level	Job Postings	% of Total
High school or GED	1,118	20%
Associate degree	395	7%
Bachelor's degree & higher	3,949	72%

Source: Lightcast

Note: 23% 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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