



# Labor Market Analysis for Program Recommendation Integrated Health and Wellness Occupations Skyline 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 Integrated Health and Wellness workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco, San Mateo counties). There is a projected annual gap of about 455 students in the Bay region and 127 students in the Mid-Peninsula Sub-Region.

In addition, Skyline college reports that "...many of our students are already practitioners of some type, massage, Reiki, herbalism etc... who are looking for an additional area of practice to add to their business." This means that there is no real need to calculate the difference (or gap) between occupational demand and supply of graduates, in order to determine if there is a need for the new program, since most students in this program are not entering the labor market but are already employed and seeking skills development.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1299.00 - Other Health Occupations 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 Skyline College and in the region.

This report profiles Integrated Health and Wellness Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at Skyline College. Labor market information (LMI) is not available at the eight-digit SOC Code level for either Fitness and Wellness Coordinators (11-9179.01) or Spa Managers (11-9179.02), therefore, the data shown in Tables 1 and 2 is for Personal Service Managers, All Other (at the six digit SOC level) and likely overstates demand for both Fitness and Wellness Coordinators and Spa Managers.

- **Personal Service Managers, All Other (11-9179):** All personal service managers not listed separately.  
Entry-Level Educational Requirement: Bachelor's degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: NA%
- **Health Education Specialists (21-1091):** Provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Collect and analyze data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. May serve as resource to assist individuals, other health professionals, or the community, and may administer fiscal resources for health education programs. Excludes “Community Health Workers” (21-1094).  
Entry-Level Educational Requirement: Bachelor's degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%

- **Healthcare Practitioners and Technical Workers, All Other (29-9099):** All healthcare practitioners and technical workers not listed separately.

Entry-Level Educational Requirement: Postsecondary nondegree award

Training Requirement: None

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

## Occupational Demand

**Table 1. Employment Outlook for Integrated Health and Wellness 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
Personal Service Managers, All Other	389	450	61	16%	238	48	\$18	\$22
Health Education Specialists	2,246	2,461	215	10%	1,479	296	\$26	\$35
Healthcare Practitioners and Technical Workers, All Other	1,340	1,468	128	10%	576	115	\$26	\$34
<b>Total</b>	<b>3,976</b>	<b>4,379</b>	<b>404</b>	<b>10%</b>	<b>2,293</b>	<b>459</b>		

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 Integrated Health and Wellness Occupations in Mid-Peninsula 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
Personal Service Managers, All Other	106	122	16	15%	62	12	\$18	\$28
Health Education Specialists	618	697	79	13%	432	86	\$28	\$38
Healthcare Practitioners and Technical Workers, All Other	309	366	57	18%	163	33	\$30	\$38
<b>Total</b>	<b>1,033</b>	<b>1,185</b>	<b>152</b>	<b>15%</b>	<b>657</b>	<b>131</b>		

Source: Lightcast 2022.3

**Mid-Peninsula Sub-Region includes:** San Francisco, San Mateo Counties

## Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Aug. 2022 - July 2023)**

Occupation	Bay Region	Mid-Peninsula
Health Education Specialists	1,818	421
Personal Service Managers, All Other	1,184	190
Healthcare Practitioners and Technical Workers, All Other	54	15

Source: Lightcast

**Table 4a. Top Job Titles for Integrated Health and Wellness Occupations for latest 12 months (Aug. 2022 - July 2023) - Bay Region**

Title	Bay	Title	Bay
Salon Managers	364	Wellness Coordinators	45
Assistant Salon Managers	258	Health and Wellness Coaches	41
Health Educators	119	Health and Wellness Managers	37
Clinical Educators	108	Spa Supervisors	36
Lactation Consultants	103	Health Coaches	32
Nurse Educators	89	Master Gardeners	31
Registered Nurse Educators	89	Health Education Specialists	28
Fitness Managers	84	Health Care Specialists	27
Health and Wellness Directors	52	Wellness Specialists	25

Source: Lightcast

**Table 4b. Top Job Titles for Integrated Health and Wellness Occupations for latest 12 months (Aug. 2022 - July 2023) - Mid-Peninsula Sub-Region**

Title	Mid-Peninsula	Title	Mid-Peninsula
Salon Managers	47	Health Education Specialists	14
Health Educators	34	Fitness Managers	13
Assistant Salon Managers	32	Health and Wellness Coaches	12
Lactation Consultants	31	Stroke Coordinators	11
Registered Nurse Educators	23	Prevention Educators	8
Clinical Educators	20	Studio Managers	8
Nurse Educators	19	Community Health Educators	7
Wellness Coordinators	19	Health Advisors	7
Health Coaches	15	Health and Wellness Managers	6

Source: Lightcast

## Industry Concentration

**Table 5. Industries hiring Integrated Health and Wellness 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	383	427	11%	9%
HMO Medical Centers	402	450	12%	9%
General Medical and Surgical Hospitals	383	369	-4%	8%
Hospitals (Local Government)	196	291	49%	6%

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)
Offices of Physicians (except Mental Health Specialists)	144	159	11%	3%
Beauty Salons	182	155	-15%	3%
State Government, Excluding Education and Hospitals	166	149	-10%	3%
Federal Government, Civilian, Excluding Postal Service	139	137	-2%	3%
Fitness and Recreational Sports Centers	87	143	64%	3%
Other Individual and Family Services	105	154	47%	3%

Source: Lightcast 2022.3

**Table 6. Top Employers Posting Integrated Health and Wellness Occupations in Bay Region and Mid-Peninsula Sub-Region (Aug. 2022 - July 2023)**

Employer	Bay	Employer	Mid-Peninsula
Great Clips	554	Great Clips	62
Kaiser Permanente	142	Kaiser Permanente	38
Sutter Health	120	Sutter Health	34
Supercuts	72	University of California	32
University of California	67	Supercuts	17
Clinical Management Consultants	61	Mission Neighborhood Health Center	10

Source: Lightcast

## Educational Supply

There is one (1) community college in the Bay Region and Mid-Peninsula Sub-Region issuing four (4) awards on average annually (last 3 years ending 2021-22) on TOP 1299.00 - Other Health Occupations.

**Table 7. Community College Awards on TOP 1299.00 - Other Health Occupations in Bay Region**

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
San Francisco	Mid-Peninsula	0	0	4	4
<b>Total</b>		<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>

Source: Data Mart

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

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 459 annual openings for the Integrated Health and Wellness occupational cluster and four (4) annual (3-year average) awards for an annual undersupply of 455 students. In the Mid-Peninsula Sub-Region, there is also a gap with 131 annual openings and four (4) annual (3-year average) awards for an annual undersupply of 127 students.

In addition, Skyline college reports that "...many of our students are already practitioners of some type, massage, Reiki, herbalism etc... who are looking for an additional area of practice to add to their business." This means that there is no real need to calculate the difference (or gap) between occupational demand and supply of graduates, in order to determine if there is a need for the new program, since most students in this program are not entering the labor market but are already employed and seeking skills development.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1299.00 - Other Health Occupations**

Metric Outcomes	Bay All CTE Programs	Skyline All CTE Programs	State 1299.00	Bay 1299.00	Mid-Peninsula 1299.00	Skyline 1299.00
Students with a Job Closely Related to Their Field of Study	74%	74%	75%	75%	88%	N/A
Median Annual Earnings for SWP Exiting Students	\$53,090	\$48,369	\$34,285	\$48,541	\$54,176	\$89,915
Median Change in Earnings for SWP Exiting Students	24%	13%	20%	16%	32%	N/A
Exiting Students Who Attained the Living Wage	54%	30%	47%	45%	42%	100%

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

## Skills, Certifications and Education

**Table 9. Top Skills for Integrated Health and Wellness Occupations in Bay Region (Aug. 2022 - July 2023)**

Skill	Posting	Skill	Posting
Nursing	774	Risk Management	167
Cosmetology	474	Clinical Practices	161
Health Education	292	Public Health	149
Mental Health	247	Health And Wellness Coaching	144
Acute Care	212	Pediatrics	138
Clinical Nursing	208	Adult Education	136
Marketing	199	Cardiopulmonary Resuscitation (CPR)	127
Quality Improvement	196	Bilingual (Spanish/English)	123
Clinical Experience	184	Performance Improvement	122
Medical Records	172	Nurse Education	121

Source: Lightcast

**Table 10. Certifications for Integrated Health and Wellness Occupations in Bay Region (Aug. 2022 - July 2023)**

Certification	Posting	Certification	Posting
Registered Nurse (RN)	760	Personal Trainer Certification	68

Certification	Posting	Certification	Posting
Barber License	472	Licensed Vocational Nurse (LVN)	66
Basic Life Support (BLS) Certification	446	Board Certified/Board Eligible	65
Valid Driver's License	282	Pediatric Advanced Life Support (PALS)	64
Cardiopulmonary Resuscitation (CPR) Certification	183	Neonatal Resuscitation Program Certification (NRP)	48
Advanced Cardiovascular Life Support (ACLS) Certification	142	Registered Dietitian (RD/RDN)	45
International Board Certified Lactation Consultant (IBCLC)	95	Certified First Responder (CFR)	38
First Aid Certification	75	Combat Lifesaver	38
Clinical Nurse Specialist (CNS)	72	Licensed Practical Nurse (LPN)	37
Automated External Defibrillator (AED) Certification	69	Nurse Practitioner (APRN-CNP)	34

Source: Lightcast

**Table 11. Education Requirements for Integrated Health and Wellness Occupations in Bay Region**

Education Level	Job Postings	% of Total
High school or GED	451	20%
Associate degree	230	10%
Bachelor's degree & higher	1,623	70%

Source: Lightcast

Note: 49% 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](http://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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