



# Labor Market Analysis for Program Recommendation

## Peer Support Specialist Occupations

### College of San Mateo

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

June 2023

#### Recommendation

Based on all available data, there appears to be an “undersupply” of Peer Support Specialist 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 3,096 students in the Bay region and 890 students in the Mid-Peninsula Sub-Region.

#### Introduction

This report provides student outcomes data on employment and earnings for TOP 2104.40 - Alcohol and Controlled Substances 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 College of San Mateo and in the region.

This report profiles Peer Support Specialist Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at College of San Mateo.

- **Substance Abuse, Behavioral Disorder, and Mental Health Counselors (21-1018):** Assess and treat individuals with mental, emotional, or substance abuse problems, including abuse of alcohol, tobacco, and/or other drugs. Activities may include individual and group therapy, crisis intervention, case management, client advocacy, prevention, and education.  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%
- **Mental Health and Substance Abuse Social Workers (21-1023):** Assess and treat individuals with mental, emotional, or substance abuse problems, including abuse of alcohol, tobacco, and/or other drugs. Activities may include individual and group therapy, crisis intervention, case management, client advocacy, prevention, and education.  
Entry-Level Educational Requirement: Master’s degree  
Training Requirement: Internship/residency  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 6%
- **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%

- **Community Health Workers (21-1094):** Assist individuals and communities to adopt healthy behaviors. Conduct outreach for medical personnel or health organizations to implement programs in the community that promote, maintain, and improve individual and community health. May provide information on available resources, provide social support and informal counseling, advocate for individuals and community health needs, and provide services such as first aid and blood pressure screening. May collect data to help identify community health needs. Excludes “Health Educators” (21-1091).

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: 24%

## Occupational Demand

**Table 1. Employment Outlook for Peer Support Specialist 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
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	8,322	9,945	1,623	20%	5,779	1,156	\$21	\$27
Mental Health and Substance Abuse Social Workers	3,759	4,270	511	14%	2,305	461	\$29	\$45
Social and Human Service Assistants	11,830	13,705	1,876	16%	8,997	1,799	\$20	\$22
Community Health Workers	1,702	1,996	294	17%	1,280	256	\$23	\$29
<b>Total</b>	<b>25,613</b>	<b>29,917</b>	<b>4,304</b>	<b>17%</b>	<b>18,361</b>	<b>3,672</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 Peer Support Specialist 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
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	2,127	2,574	446	21%	1,517	303	\$23	\$29
Mental Health and Substance Abuse Social Workers	908	1,077	169	19%	612	122	\$28	\$44
Social and Human Service Assistants	3,665	4,203	538	15%	2,728	546	\$22	\$23
Community Health Workers	462	545	84	18%	352	70	\$24	\$31
<b>Total</b>	<b>7,163</b>	<b>8,399</b>	<b>1,236</b>	<b>17%</b>	<b>5,210</b>	<b>1,041</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**

Occupation	Bay Region	Mid-Peninsula
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	1,088	215
Social and Human Service Assistants	447	112
Mental Health and Substance Abuse Social Workers	114	18
Community Health Workers	55	12

Source: Lightcast

**Table 4a. Top Job Titles for Peer Support Specialist Occupations for latest 12 months - Bay Region**

Title	Bay	Title	Bay
Mental Health Therapists	83	Social Services Assistants	28
Mental Health Clinicians	76	Licensed Mental Health Clinicians	25
Licensed Mental Health Professionals	64	Community Support Facilitators	24
Mental Health Counselors	57	Guest Advocates	24
Substance Abuse Counselors	49	Behavioral Health Counselors	21
Counselors	47	Mental Health Specialists	21
Licensed Mental Health Therapists	35	Mental Health Workers	19
Social Services Coordinators	34	Behavioral Health Case Managers	18
Outreach Specialists	30	Support Counselors	18

Source: Lightcast

**Table 4b. Top Job Titles for Peer Support Specialist Occupations for latest 12 months - Mid-Peninsula Sub-Region**

Title	Mid-Peninsula	Title	Mid-Peninsula
Mental Health Clinicians	23	Community Coordinators	6
Counselors	16	Guest Advocates	6
Mental Health Therapists	13	Recovery Counselors	6
Outreach Specialists	10	Relief Counselors	6
Substance Abuse Counselors	10	Substance Use Counselors	6
Licensed Mental Health Therapists	9	Behavioral Health Case Managers	5
Behavioral Health Counselors	8	House Counselors	5
Mental Health Counselors	8	Licensed Mental Health Clinicians	5
Social Services Coordinators	7	Mental Health Workers	5

Title	Mid-Peninsula	Title	Mid-Peninsula
-------	---------------	-------	---------------

Source: Lightcast

## Industry Concentration

**Table 5. Industries hiring Peer Support Specialist 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)
Other Individual and Family Services	3,029	3,855	27%	12%
Local Government, Excluding Education and Hospitals	2,959	3,098	5%	11%
Services for the Elderly and Persons with Disabilities	2,554	3,536	38%	10%
Outpatient Mental Health and Substance Abuse Centers	2,247	2,980	33%	9%
Residential Mental Health and Substance Abuse Facilities	1,571	1,488	-5%	6%
HMO Medical Centers	1,390	1,667	20%	5%
Child and Youth Services	1,271	1,447	14%	5%
State Government, Excluding Education and Hospitals	1,001	1,040	4%	4%
Offices of Mental Health Practitioners (except Physicians)	746	1,239	66%	3%
Hospitals (State Government)	588	714	21%	2%

Source: Lightcast 2022.3

**Table 6. Top Employers Posting Peer Support Specialist Occupations in Bay Region and Mid-Peninsula Sub-Region**

Employer	Bay	Employer	Mid-Peninsula
Kaiser Permanente	101	Kaiser Permanente	15
Telecare	64	Progress Foundation	15
Foresight Mental Health	30	Caminar	9
Scientific Games	30	City & County of San Francisco	9
Hope Services	25	Health Right 360	9
Wellpath	25	Starvista	9
Progress Foundation	24	Telecare	9

Source: Lightcast

## Educational Supply

There are eight (8) community colleges in the Bay Region issuing 113 awards on average annually (last 3 years ending 2019-20) on TOP 2104.40 - Alcohol and Controlled Substances. In the Mid-Peninsula Sub-Region, there are two (2) community colleges that issued 28 awards on average annually (last 3 years) on this TOP code.

There is one (1) other CTE educational institution in the Bay Region issuing two (2) awards on average annually (last 3 years ending 2019-20) on CIP 51.1501 - Substance Abuse/Addiction Counseling. There are no other CTE educational institution in the Mid-Peninsula Sub-Region issuing awards on average annually (last 3 years) on this CIP code.

**Table 7a. Community College Awards on TOP 2104.40 - Alcohol and Controlled Substances in Bay Region**

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Diablo Valley	East Bay	10	7	6	23
Hartnell	SC-Monterey	3	5	0	8
Merritt	East Bay	10	12	0	22
Napa	North Bay	0	1	0	1
San Francisco	Mid-Peninsula	0	7	15	22
San Jose City	Silicon Valley	6	1	10	17
San Mateo	Mid-Peninsula	0	4	2	6
Santa Rosa	North Bay	6	8	0	14
<b>Total</b>		<b>35</b>	<b>45</b>	<b>33</b>	<b>113</b>

Source: Data Mart

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

**Table 7b. Other CTE Institutions Awards on CIP 51.1501 - Substance Abuse/Addiction Counseling in Bay Region**

College	Subregion	Postsecondary awards	Total
InterCoast Colleges-Fairfield	North Bay	2	2
<b>Total</b>		<b>2</b>	<b>2</b>

## Gap Analysis

For the purposes of this gap analysis, the occupational demand for Mental Health and Substance Abuse Social Workers will not be included, since the entry-level of education required is a Master's degree, which community colleges cannot award. Based on the data for the other three occupations included in this report, there is a large labor market gap in the Bay region with 3,211 annual openings for the Peer Support Specialist occupational cluster and 115 annual (3-year average) awards for an annual undersupply of 3,096 students. In the Mid-Peninsula Sub-Region, there is also a gap with 919 annual openings and 29 annual (3-year average) awards for an annual undersupply of 890 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 2104.40 - Alcohol and Controlled Substances**

Metric Outcomes	Bay All CTE Programs	College of San Mateo All CTE Programs	State 2104.40	Bay 2104.40	Mid-Peninsula 2104.40	College of San Mateo 2104.40
Students with a Job Closely Related to Their Field of Study	74%	74%	72%	74%	92%	N/A
Median Annual Earnings for SWP Exiting Students	\$48,926	\$55,492	\$31,108	\$40,644	\$44,564	\$42,530
Median Change in Earnings for SWP Exiting Students	23%	20%	24%	22%	14%	26%
Exiting Students Who Attained the Living Wage	50%	39%	37%	31%	24%	N/A

Metric Outcomes	Bay All CTE Programs	College of San Mateo All CTE Programs	State 2104.40	Bay 2104.40	Mid-Peninsula 2104.40	College of San Mateo 2104.40
-----------------	----------------------	---------------------------------------	---------------	-------------	-----------------------	------------------------------

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

## Skills, Certifications and Education

**Table 9. Top Skills for Peer Support Specialist Occupations in Bay Region**

Skill	Posting	Skill	Posting
Mental Health	791	Psychotherapy	193
Social Work	599	Community Mental Health Services	188
Psychology	503	Mental Diseases	181
Case Management	455	Trauma Care	175
Treatment Planning	440	Bilingual (Spanish/English)	153
Crisis Intervention	363	Discharge Planning	149
Behavioral Health	272	Disabilities	146
Substance Abuse	262	Rehabilitation	138
Psychiatry	241	Behavioral Science	135
Family Therapy	213	Medical Records	125

Source: Lightcast

**Table 10. Certifications for Peer Support Specialist Occupations in Bay Region**

Certification	Posting	Certification	Posting
Valid Driver's License	446	Certified Social Workers Credential	36
Licensed Clinical Social Worker (LCSW)	345	Crisis Prevention Institute (CPI) Certification	32
Licensed Marriage And Family Therapist (LMFT)	292	Licensed Master Social Worker	26
Licensed Professional Clinical Counselor	198	Registered Nurse (RN)	25
First Aid Certification	144	Certified Alcohol And Drug Counselor (CADC)	24
Cardiopulmonary Resuscitation (CPR) Certification	138	Licensed Independent Clinical Social Worker	23
Licensed Professional Counselor (LPC)	81	Certified Substance Abuse Counselor (CSAC)	21
Clinical Psychology License	53	Licensed Mental Health Professional	15
Basic Life Support (BLS) Certification	49	Security Clearance	14

Certification	Posting	Certification	Posting
Licensed Mental Health Counselor (LMHC)	47	Licensed Clinical Professional Counselor	13

Source: Lightcast

**Table 11. Education Requirements for Peer Support Specialist Occupations in Bay Region**

Education Level	Job Postings	% of Total
High school or GED	394	22%
Associate degree	165	9%
Bachelor's degree & higher	1,246	69%

Source: Lightcast

Note: 27% 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

For more information, please contact:

- Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (COE), [leila@baccc.net](mailto:leila@baccc.net)
- John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544