

October 2023

# Labor Market Analysis

## Human Services



Prepared by Central Valley/Mother Lode Center of Excellence



POWERED BY



# Table of Contents

Summary.....	2
Key Findings .....	2
Recommendation.....	2
Introduction .....	3
Employment.....	4
Wages.....	5
Job Postings.....	5
Top Employers.....	6
Top Job Titles .....	6
Salaries.....	7
Education .....	7
Baseline, Specialized, and Software Skills .....	7
Certifications .....	8
Education, Work Experience, & Training .....	8
Supply.....	9
Student Outcomes .....	10
Recommendation .....	11
Appendix: Methodology & Data Sources.....	12

*If for any reason this document is not accessible or if you have specific needs for readability, please contact us and we will do our utmost to accommodate you with a modified version. To make a request, contact Nora Seronello by phone at (209) 575-6894 or by email [seronellon@mjc.edu](mailto:seronellon@mjc.edu).*

# Summary

The Central Valley/Mother Lode Center of Excellence developed this report for Cerro Coso College to determine whether there is demand in the local labor market that is not being met by postsecondary program supply. This report summarizes labor market demand, wages, skills, and postsecondary supply for *Human Services*, which includes:

- Social and Community Service Managers (SOC 11-9151)
- Social and Human Service Assistants (SOC 21-1093)
- Community Health Workers (SOC 21-1094)
- Community and Social Service Specialists, All Other (SOC 21-1099)

## Key Findings

- **Occupational Demand** — Occupations related to *Human Services* have a labor market demand of 915 annual job openings in the South Central Valley/Southern Mother Lode (SCV/SML) subregion. Between 2022 and 2027, social and human service assistants are projected to have the most demand with 527 annual job openings with a growth projection of 16%.
- **Wages** — Average entry-level earnings of \$20.13/hour for *Human Services* occupations are higher than the living wage in the SCV/SML subregion, which is \$11.91/hour for a single adult.<sup>1</sup> Social and community service managers earn the highest entry-level wage, \$27.46/hour.
- **Employers and Occupational Titles** — Employers in the SCV/SML subregion include WestCare Foundation, Westcare California, and Clinica Sierra Vista. The most common job title is case managers.
- **Skills and Certifications** — The top baseline skill is communication, the top specialized skill is social work, and the top software skill is Microsoft Software. The most in-demand certification is a Cardiopulmonary Resuscitation (CPR) Certification.
- **Education** — A high school diploma or equivalent is typically required for social and human service assistants and community health workers. A bachelor's degree is typically required for social and community service managers and community and social service specialists, all other.
- **Supply and Demand Analysis** — An analysis of supply and demand reveals that there are 915 annual openings (i.e., demand) and 132 average annual postsecondary degrees awarded (i.e., supply) in the SCV/SML subregion. This suggests an undersupply of 783 workers. In the CVML region, there are 1,366 annual openings and 169 awards were conferred suggesting an undersupply of 1,197 workers.

## Recommendation

Based on a comparison of demand and supply, there is an undersupply of trained workers in the SCV/SML subregion and the CVML region. The Center of Excellence recommends that Cerro Coso College work with the regional directors, the college's advisory board, and local industry in the expansion of programs to address the shortage of Human Services workers.

---

<sup>1</sup> The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

# Introduction

The Central Valley/Mother Lode Center of Excellence developed this report to provide Cerro Coso College with labor market information for *Human Services*. The geographical focus for this report is the South Central Valley/Southern Mother Lode (SCV/SML) subregion, but regional demand and supply data has been included for broader applicability and use. Analysis of the program and occupational data related to *Human Services* is included in the report. The Standard Occupational Classification (SOC) System codes and occupational titles used in this report from the Bureau of Labor Statistics and O\*NET OnLine are shown below. There was no O\*NET OnLine data available for community and social service specialists, all other (SOC 21-1099).

## Social and Community Service Managers (SOC 11-9151)

- **Job Description:** Plan, direct, or coordinate the activities of a social service program or community outreach organization. Oversee the program or organization's budget and policies regarding participant involvement, program requirements, and benefits. Work may involve directing social workers, counselors, or probation officers.
- **Knowledge:** Customer and Personal Service, Administration and Management, English Language, Psychology, Education and Training
- **Skills:** Service Orientation, Social Perceptiveness, Active Learning, Active Listening, Complex Problem Solving

## Social and Human Service Assistants (SOC 21-1093)

- **Job Description:** Assist other social and human service providers 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.
- **Knowledge:** Customer and Personal Service, Psychology, Therapy and Counseling, English Language, Administrative
- **Skills:** Active Listening, Social Perceptiveness, Speaking, Service Orientation, Coordination

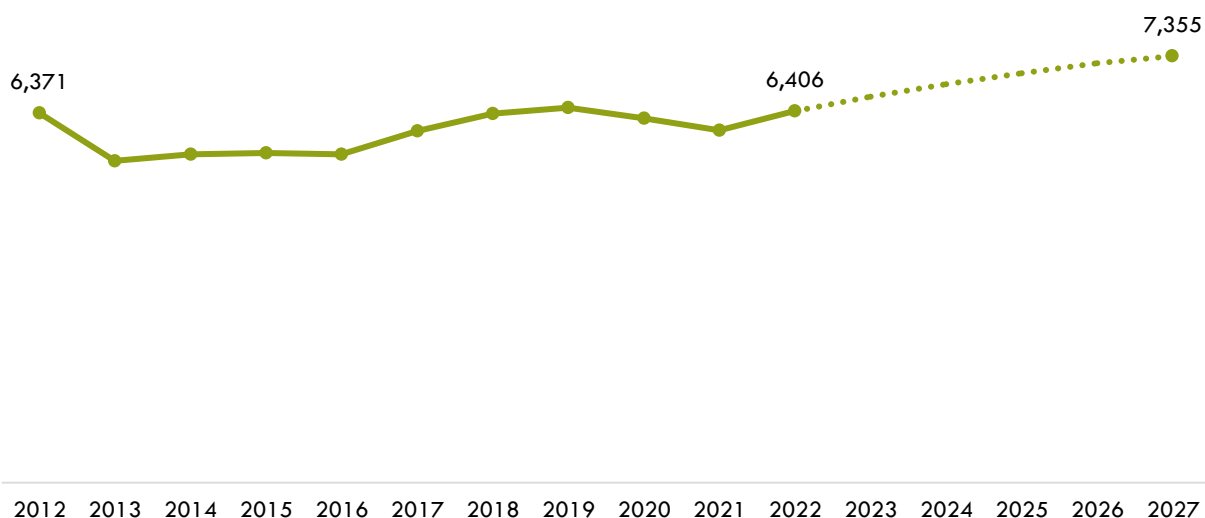
## Community Health Workers (SOC 21-1094)

- **Job Description:** Promote health within a community by assisting individuals to adopt healthy behaviors. Serve as an advocate for the health needs of individuals by assisting community residents in effectively communicating with healthcare providers or social service agencies. Act as liaison or advocate and implement programs that promote, maintain, and improve individual and overall community health. May deliver health-related preventive services such as blood pressure, glaucoma, and hearing screenings. May collect data to help identify community health needs.
- **Knowledge:** Customer and Personal Service, English Language, Education and Training, Administration and Management, Medicine and Dentistry
- **Skills:** Active Listening, Social Perceptiveness, Speaking, Writing, Reading Comprehension

# Employment

Exhibit 1a shows trends for *Human Services* in the SCV/SML subregion. Between 2022 to 2027, the number of jobs for occupations related to *Human Services* is projected to increase by 949, growing by 15%.

**Exhibit 1a. Historical employment and projected occupational demand for occupations related to *Human Services* in the SCV/SML subregion, 2012-2027**



Occupations related to *Human Services* in the SCV/SML subregion employed 6,406 workers in 2022 (Exhibit 1b). Social and human service assistants has the greatest number of projected with 527 annual openings.

**Exhibit 1b. Current employment and projected occupational demand for occupations related to *Human Services* in the SCV/SML subregion, 2022-2027**

Occupation	2022 Jobs	2027 Jobs	5-Year Change	5-Year % Change	Annual Openings
Social and Human Service Assistants	3,434	3,984	550	16%	527
Social and Community Service Managers	1,455	1,685	230	16%	182
Community and Social Service Specialists, All Other	1,131	1,236	105	9%	148
Community Health Workers	387	450	63	16%	58
<b>TOTAL</b>	<b>6,406</b>	<b>7,355</b>	<b>949</b>	<b>15%</b>	<b>915</b>

# Wages

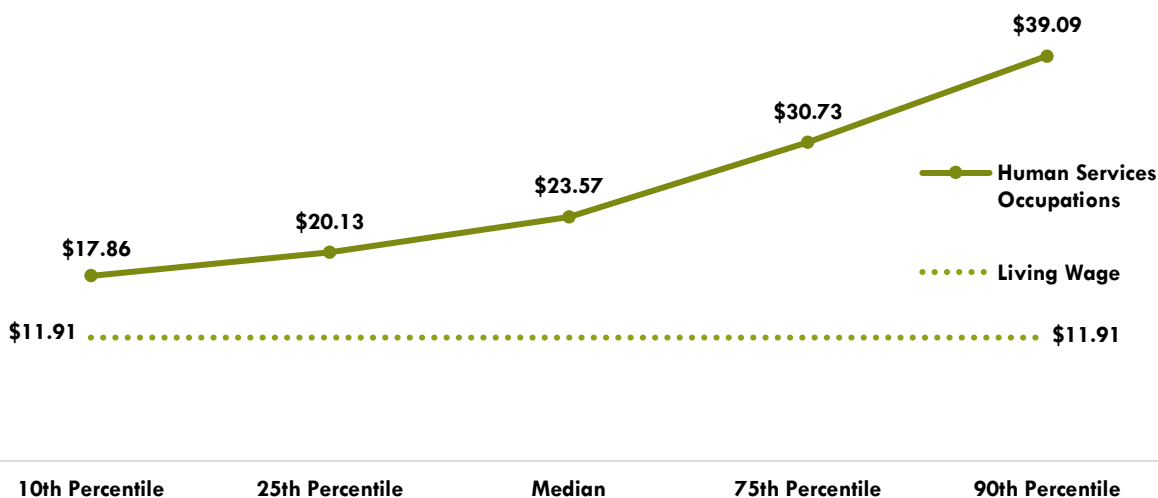
The average living wage for a single adult in the SCV/SML subregion is \$11.91/hour.<sup>2</sup> Exhibit 2a shows the highest entry-level hourly wages for social and community service managers, a *Human Services occupation*, which has an entry-level wage of \$27.46/hour.<sup>3</sup>

**Exhibit 2a. Hourly wages for occupations related to *Human Services* in the SCV/SML subregion**

Occupation	25 <sup>th</sup> Percentile Hourly Earnings	Median Hourly Earnings	75 <sup>th</sup> Percentile Hourly Earnings
Social and Community Service Managers	\$27.46	\$32.80	\$44.45
Community and Social Service Specialists, All Other	\$17.80	\$20.82	\$25.53
Community Health Workers	\$17.75	\$20.71	\$29.60
Social and Human Service Assistants	\$17.49	\$19.96	\$23.34

Exhibit 2b shows the average hourly wages for *Human Services* occupations; the average entry-level wage is more than the living wage for the SCV/SML subregion.

**Exhibit 2b. Average hourly wages for occupations related to *Human Services* in the SCV/SML subregion**



# Job Postings

<sup>2</sup> The term “living wage” in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center’s California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

<sup>3</sup> Note: 10<sup>th</sup> and 25<sup>th</sup> percentiles are considered entry-level wages while 75<sup>th</sup> and 90<sup>th</sup> are considered experienced wages, which may be obtained through long-term employment or extra training, etc.

There were 883 unique job postings for occupations related to *Human Services* in the SCV/SML subregion from April 2023 to September 2023.<sup>4</sup>

### Top Employers

The top employers with the most job postings are listed in Exhibit 3. The top employers in online job postings were WestCare Foundation, Westcare California, and Clinica Sierra Vista.

#### Exhibit 3. Top employers of *Human Services* in job postings

Employer
WestCare Foundation
WestCare California
Clinica Sierra Vista
Kings County Corp
GEO Group
Aspiranet
Sevita
United Farm Workers of America
Comprehensive Youth Services of Fresno
Exodus Recovery

### Top Job Titles

Exhibit 4 shows the most common job titles for *Human Services* in the SCV/SML subregion.

#### Exhibit 4. Top job titles in job postings for *Human Services*

Job Title
Case Managers
Outreach Specialists
Veteran Advocates

---

<sup>4</sup> Other than occupational titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

## Salaries

Exhibit 5 shows the “Market Salaries” for the targeted *Human Service occupations*. These are calculated by Lightcast using a machine learning model built from millions of job postings every year. This accounts for adjustments based on location, industry, skills, experience, education, among other variables.

**Exhibit 5. Market salaries for Human Services**

Market Salary	Job Postings
\$40,000-\$44,999	170
\$45,000-\$49,999	155
\$35,000-\$39,999	127
\$75,000-\$203,000	112
\$50,000-\$54,999	91

## Education

Of the 883 unique job postings, employers listed 1,005<sup>5</sup> preferred or minimum educational requirement for the position being filled. Among those, 43% requested a bachelor’s degree, 24% requested a high school diploma or GED, and 19% requested an associate degree (Exhibit 6).

**Exhibit 6. Education levels requested in job postings for Human Services**

Education Level	Job Postings	% of Job Postings
Bachelor’s degree	436	43%
High school or GED	237	24%
Associate degree	192	19%
Master’s degree	121	12%
Ph.D. or professional degree	19	2%

## Baseline, Specialized, and Software Skills

Exhibit 7 depicts the top baseline, specialized, and software skills in the job postings. The most commonly requested baseline skill is communication. The most commonly requested specialized skill is social worker. The most commonly requested software skill is Microsoft Software.

**Exhibit 7. In-demand baseline, specialized, and software skills for Human Services in job postings**

Baseline Skills	Specialized Skills	Software Skills
Communication	Social Work	Microsoft Software
Coordinating	Case Management	Spreadsheets
Advocacy	Psychology	Business Software
Planning	Human Services	Zoom (Video Conferencing Tool)
Management	Bilingual (Spanish/English)	Homeless Management Information System

<sup>5</sup> Employers will indicate one or more educational levels for a single job posting.



## Certifications

Of the 883 job postings, there were 757 certifications listed. Among those, 9% indicated a need for a Cardiopulmonary Resuscitation (CPR) Certification. The next top certification is a First Aid Certification (Exhibit 8).

### Exhibit 8. Top Human Services certifications requested in job postings

Certifications	% of Job Postings
Cardiopulmonary Resuscitation (CPR) Certification	9%
First Aid Certification	7%
Licensed Clinical Social Worker (LCSW)	2%
Basic Life Support (BLS) Certification	2%
Community Health Worker Certification	1%

## Education, Work Experience, & Training

A high school diploma or equivalent is typically required for social and human service assistants and community health workers. A bachelor's degree is typically required for social and community service managers and community and social service specialists, all other (Exhibit 9).

### Exhibit 9. Education, work experience, training, and Current Population Survey results for occupations related to Human Services<sup>6</sup>

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Social and Human Service Assistants	High school diploma or equivalent	None	Short-term	34.4%
Social and Community Service Managers	Bachelor's degree	Less than 5 years	None	18.6%
Community and Social Service Specialists, All Other	Bachelor's degree	None	None	26.7%
Community Health Workers	High school diploma or equivalent	None	Short-term	26.7%

<sup>6</sup> "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

# Supply

An analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) for the last three program years shows that, on average, 132 awards were conferred in the SCV/SML subregion (Exhibits 10 and 11).

## Exhibit 10. TOP and CIP codes for Human Services

TOP Titles	CIP Titles
2104.00 - Human Services	44.0701 - Social Work

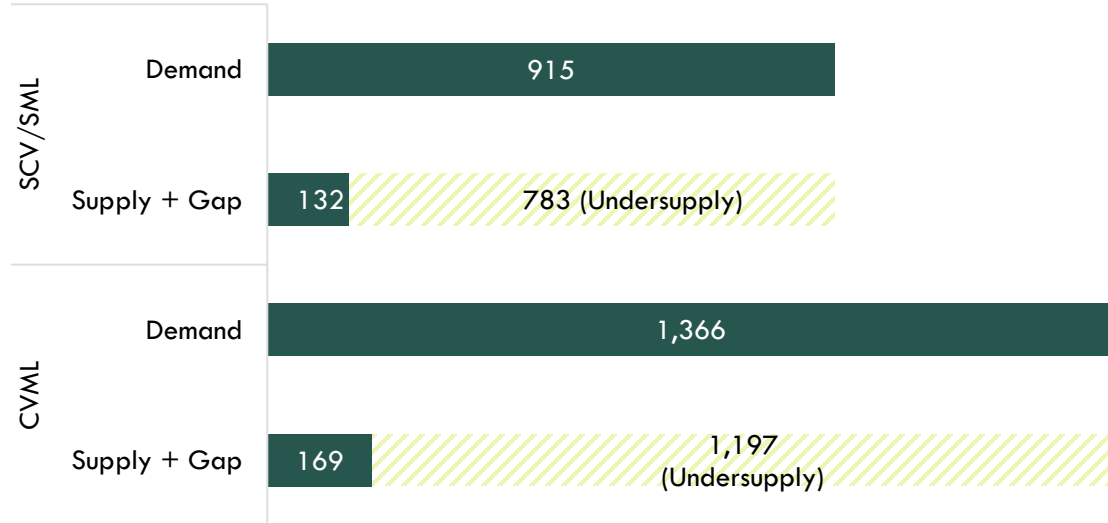
## Exhibit 11. Postsecondary supply for Human Services for Program Years 2019-20 through 2021-22

TOP/CIP Code- Title	College	Associate Degree	Certificate 30 < 60 Semester Units	Certificate 18 < 30 Semester Units	Certificate 16 < 30 Semester Units	Certificate 6 < 18 Semester Units	TOTAL
2104.00 - Human Services	Bakersfield	40				4	44
	Cerro Coso	5	7				12
	Columbia	1			1		2
	Fresno City	43	19				62
	Merced	6	1				7
	Modesto Junior	16		1	1	5	23
	San Joaquin Delta					5	5
	Sequoias	13	1				14
<b>SCV/SML TOTAL</b>		<b>101</b>	<b>27</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>132</b>
<b>CVML TOTAL</b>		<b>124</b>	<b>28</b>	<b>1</b>	<b>7</b>	<b>9</b>	<b>169</b>

\*SCV/SML awards

There is an undersupply of 783 *Human Services* workers in the SCV/SML subregion and an undersupply of 1,197 workers in the region (Exhibit 12).

**Exhibit 12. *Human Services* workforce demand (annual job openings), postsecondary awards (supply), and additional students needed to fill gap in the SCV/SML subregion and region**



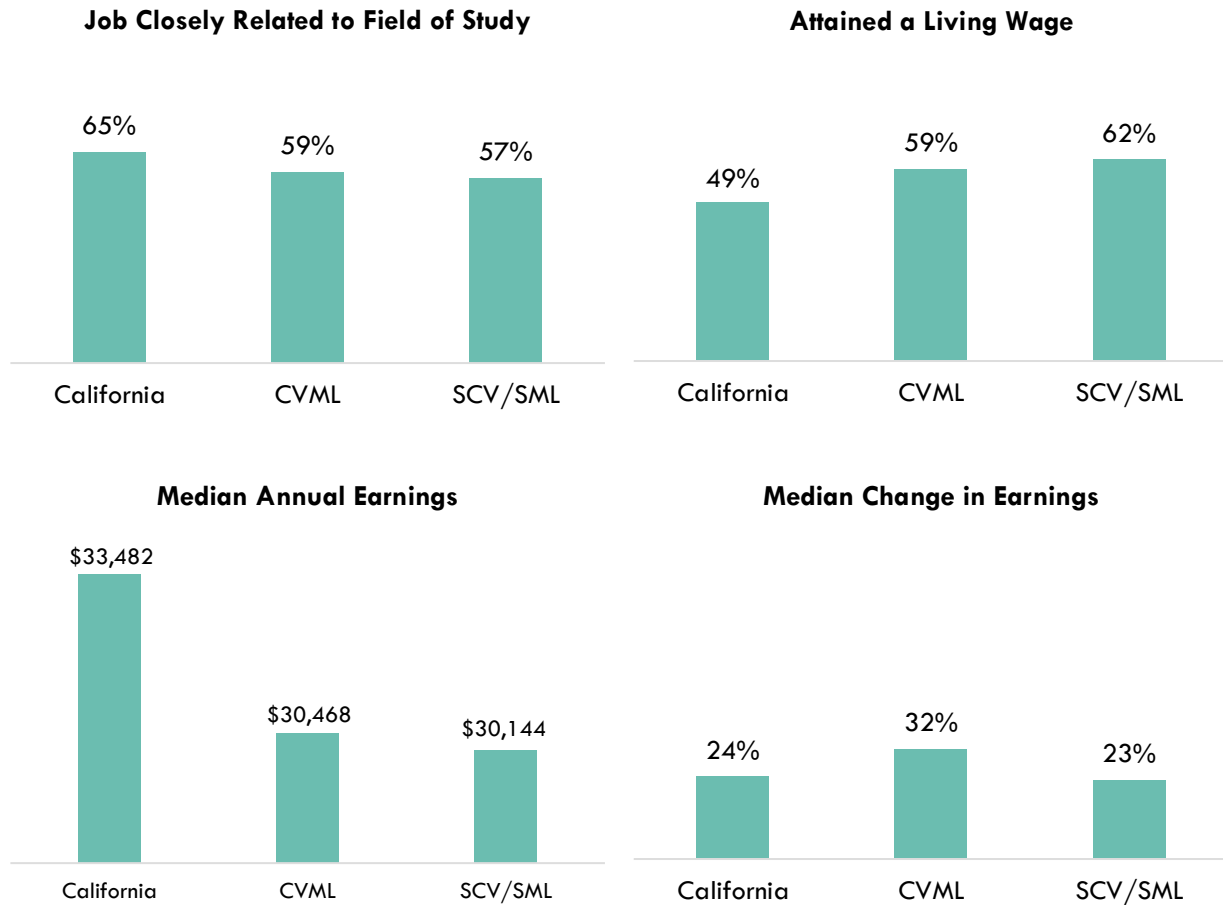
## Student Outcomes

Exhibits 13a-13b summarize outcomes from California Community College Chancellor’s LaunchBoard for TOP codes related to *Human Services*. Notably, 57% of students obtained a job closely related to their field of study and 62% of students attained a living wage in the subregion.

**Exhibit 13a. LaunchBoard Metrics for TOP 2104.00 - *Human Services* in the subregion**

Metric	Value
Students Who Got a Degree or Certificate or Attained Apprenticeship Journey Status	119

**Exhibit 13b. LaunchBoard Metrics for TOP 2104.00 - Human Services in California, CVML region, and SCV/SML subregion**



## Recommendation

This report suggests there is a shortage of 783 workers in the SCV/SML subregion and a shortage of 1,197 workers in the CVML region for *Human Services*. Based on these findings, it is recommended that Cerro Coso College work with the regional directors, the college's advisory board, and local industry in the expansion of programs to address the shortage of *Human Services* workers in the region.

# Appendix: Methodology & Data Sources

## Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor's Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (Lightcast). Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Lightcast earnings by industry: economicmodeling.com.
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: <a href="https://www.bls.gov/emp/tables/educational-attainment.htm">https://www.bls.gov/emp/tables/educational-attainment.htm</a> .
LaunchBoard	Chancellor's LaunchBoard. <a href="https://www.calpassplus.org/LaunchBoard/SWP.aspx">https://www.calpassplus.org/LaunchBoard/SWP.aspx</a>
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: <a href="http://labormarketinfo.edd.ca.gov">labormarketinfo.edd.ca.gov</a> .
Job Posting and Skills Data	Lightcast: <a href="https://lightcast.io/">https://lightcast.io/</a> .
Additional Education Requirements/ Employer Preferences	The O*NET Job Zone database includes over 900 as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: <a href="http://onetonline.org">onetonline.org</a> .

## Key Terms and Concepts

**Annual Job Openings:** Annual openings are calculated by dividing the number of years in the projection period by total job openings.

**Education Attainment Level:** The highest education attainment level of workers age 25 years or older.

**Employment Estimate:** The total number of workers currently employed.

**Employment Projections:** Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (LIGHTCAST) formula that includes historical employment and economic indicators along with national, state and local trends.

**LaunchBoard (Attained the Living Wage):** Among SWP students who exited college and did not transfer to any postsecondary institution, the proportion who attained the district county living wage for a single adult measured immediately following academic year of exit

**LaunchBoard (Median Annual Earnings):** Among SWP students who exited the community college system and who did not transfer to any postsecondary institution, median earnings following the academic year of exit.

**LaunchBoard (Median Change in Earnings):** Among SWP students who exited and who did not transfer to any postsecondary institution, median change in earnings between the second quarter prior to the beginning of the academic year of entry and the second quarter after the end of the academic year of exit from the last college attended.

**LaunchBoard (Job Closely Related to Field of Study):** Among SWP students who responded to the CTE Outcomes Survey and did not transfer to any postsecondary institution, the proportion who reported that they are working in a job very closely or closely related to their field of study.

**Living Wage:** The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

**Occupation:** An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

**Percent Change:** Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

**Replacements:** Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

**Total Job Openings (New + Replacements):** Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

**Typical Education Requirement:** represents the typical education level most workers need to enter an occupation.

**Typical On-The-Job Training:** indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.