



## Human Services (TOP 2104.00)

August 2023

Prepared by the South Central Coast Center of Excellence for  
Labor Market Research

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Human Services. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

### Key Findings

- In the South Central Coast region, **the number of jobs related to Human Services are expected to increase** for Social and Human Service Assistants.
- Human Services is anticipated to experience a **low risk of automation** for the related occupation.
- In 2021 there were 222 regional completions in programs related to the occupation identified as aligned with Human Services and 539 openings, indicating an **undersupply**.
- Typical entry-level education is a **high school diploma or equivalent** for Social and Human Service Assistants.
- Completers of Human Services programs from the 2019-2020 academic year in the South Central Coast region had a **median annual wage upon completion of \$30,304**.
- 53% of students are **employed within a year** after completing a program.
- 32% of students **attained a living wage** within a year of completion.
- Completers experienced an average of +34% **change in earnings after exiting**.
- 77% of students were **part-time**, 13% **skill builders**, 50% **first-generation**, and 92% **economically disadvantaged**.

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<sup>1</sup> The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

**Occupation Codes and Descriptions**

There is one occupation in the standard occupational classification (SOC) system that was identified as related to Human Services for this analysis. The occupation title and description, as well as reported job titles, are included in Exhibit 1.

**Exhibit 1 – Occupation, Description, and Sample Job Titles**

SOC Code	Title	Description	Sample of Reported Job Titles
21-1093	<b>Social and Human Service Assistants</b>	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.	Addictions Counselor Assistant, Advocate, Clinical Assistant, Residential Care Assistant, Social Services Aide, Social Services Assistant, Social Work Assistant, Social Work Associate, Social Worker Assistant

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs related to Human Services are expected to increase for Social and Human Service Assistants.

**Exhibit 2 – Five-Year Projections for Human Services in the South Central Coast Region**

SOC	Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change
21-1093	<b>Social and Human Service Assistants</b>	3,307	3,769	462	14%

Source: Lightcast

## Earnings

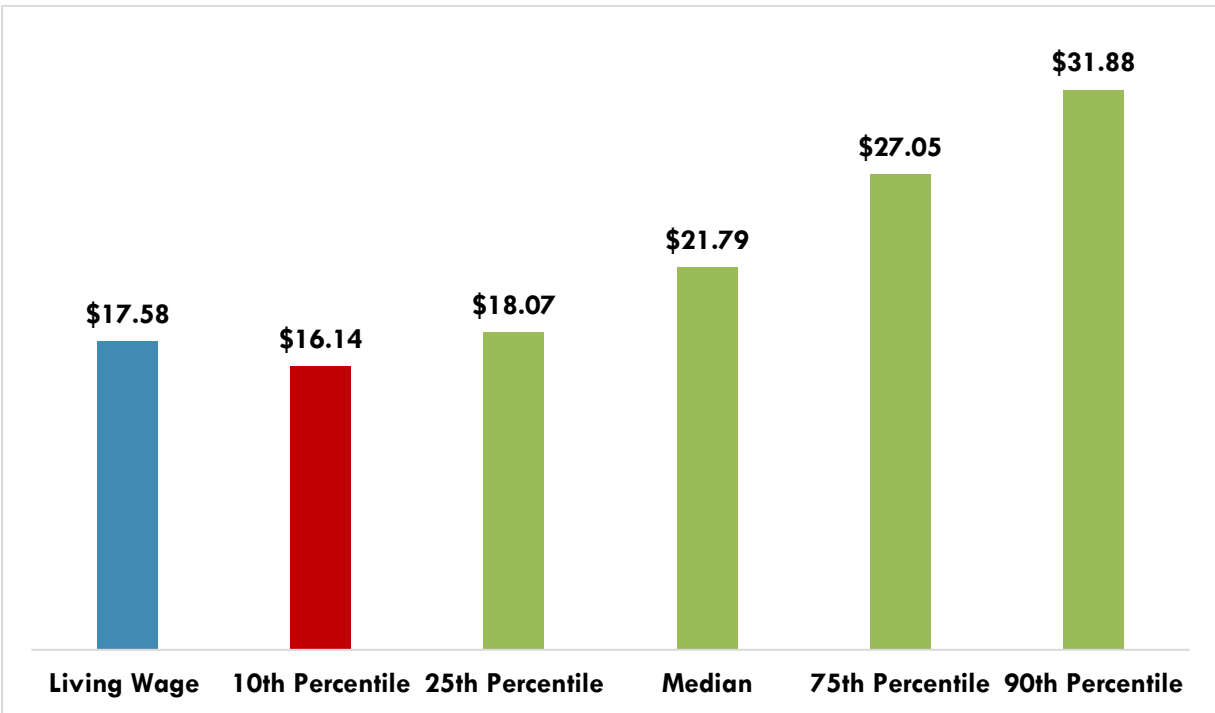
Exhibit 3 contains hourly wages and annual average earnings for this occupation. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for Human Services in the South Central Coast Region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
21-1093	<b>Social and Human Service Assistants</b>	\$18.07	\$21.79	\$27.05

Source: Lightcast

**Exhibit 3b – Earnings for Human Services in the South Central Coast Region**



Sources: Insight CCED Family Needs Calculator (Living wage is based on Single Adult households with no children); Lightcast

## Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for the occupation relevant to the field of study. Employer job postings are consulted to understand who is looking in the field, and what they are looking for in potential candidates. To identify job postings related to Human Services the following standard occupational classifications was used:

21-1093                      Social and Human Service Assistants

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## Top Occupations

In 2022, there were 315 employer postings for the occupation related to Human Services.

**Exhibit 4 – Top Occupations by Job Postings**

SOC Code	Occupation	Job Postings, Full Year 2022
21-1093	<b>Social and Human Service Assistants</b>	315

Source: Lightcast

**Exhibit 4b – Top Occupations and Risk of Automation**

SOC Code	Occupation	Risk of Automation
21-1093	<b>Social and Human Service Assistants</b>	Low

Source: Lightcast

## Top Titles

The top job titles for employers posting ads for jobs related to Human Services are listed in Exhibit 5. Guest Advocates is mentioned as the job title in 13% of all relevant job postings (37 postings).

**Exhibit 5 – Job Titles**

<b>Title</b>	<b>Job Postings, Full Year 2022</b>
Guest Advocates	37
Social Services Assistants	18
Outreach Specialists	17
Housing Advocates	13
Community Support Specialists	11

Source: Lightcast

## Top Employers

Exhibit 6 lists the major employers hiring professionals in the Human Services field. The top employer posting job ads was County Santa Barbara Health. The top worksite cities for this occupation were Santa Maria, Santa Barbara, San Luis Obispo, Camarillo, and Lancaster.

**Exhibit 6 – Top Employers (n=211)**

<b>Employer</b>	<b>Job Postings, Full Year 2022</b>
County Santa Barbara Health	10
Elevance Health	10
Mental Health America Of Los Angeles	10
The Salvation Army	6
Institute For Applied Behavior Analysis	5

Source: Lightcast

## Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Human Services. Social Work is the most sought-after specialized skill for employers, followed by Case Management and Psychology. Communications, Advocacy, and Customer Service were the most requested baseline skills. Microsoft Office, Microsoft Excel, and Microsoft Outlook were the most commonly requested software and programming skills.

**Exhibit 7 – Specialized Skills (n= 1,292)**

Skills	Job Postings, Full Year 2022
Social Work	101
Case Management	99
Psychology	73
Bilingual (Spanish/English)	50
Human Services	45
Mental Health	41
Crisis Intervention	35
Care Coordination	34
Selling Techniques	32
Medical Records	31
Sociology	30
Disabilities	30
Food Safety and Sanitation	27
Self Checkout	26
Customer Complaint Resolution	26

Source: Lightcast

**Exhibit 7b – Baseline Skills (n= 1,794)**

<b>Skills</b>	<b>Job Postings, Full Year 2022</b>
Communications	151
Advocacy	112
Customer Service	94
Writing	70
Operations	55
Planning	52
Problem Solving	52
Microsoft Office	50
Microsoft Excel	48
Management	46

Source: Lightcast

**Exhibit 7c – Software and Programming Skills (n= 242)**

<b>Skills</b>	<b>Job Postings, Full Year 2022</b>
Microsoft Office	50
Microsoft Excel	48
Microsoft Outlook	31
Microsoft Word	24
Microsoft PowerPoint	19
Spreadsheets	8
Zoom	6
Homeless Management Information System	6
Google Meet	4
Google Workspace	4

Source: Lightcast



### Industry Concentration

Exhibit 8 shows the industries with the most Human Services postings in the South Central Coast region. Note: 40% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

**Exhibit 8 – Industries Employing the Most in the Human Services Field, 2022**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Health Care and Social Assistance	78	41%
Retail Trade	39	21%
Other Services (except Public Administration)	19	10%
Finance and Insurance	13	7%
Educational Services	12	6%

Source: Lightcast

### Certifications

Exhibit 9 lists the most in-demand certifications in the Human Services field. The top requested certification in job postings was a Valid Driver's License.

**Exhibit 9 – Certifications (n= 228)**

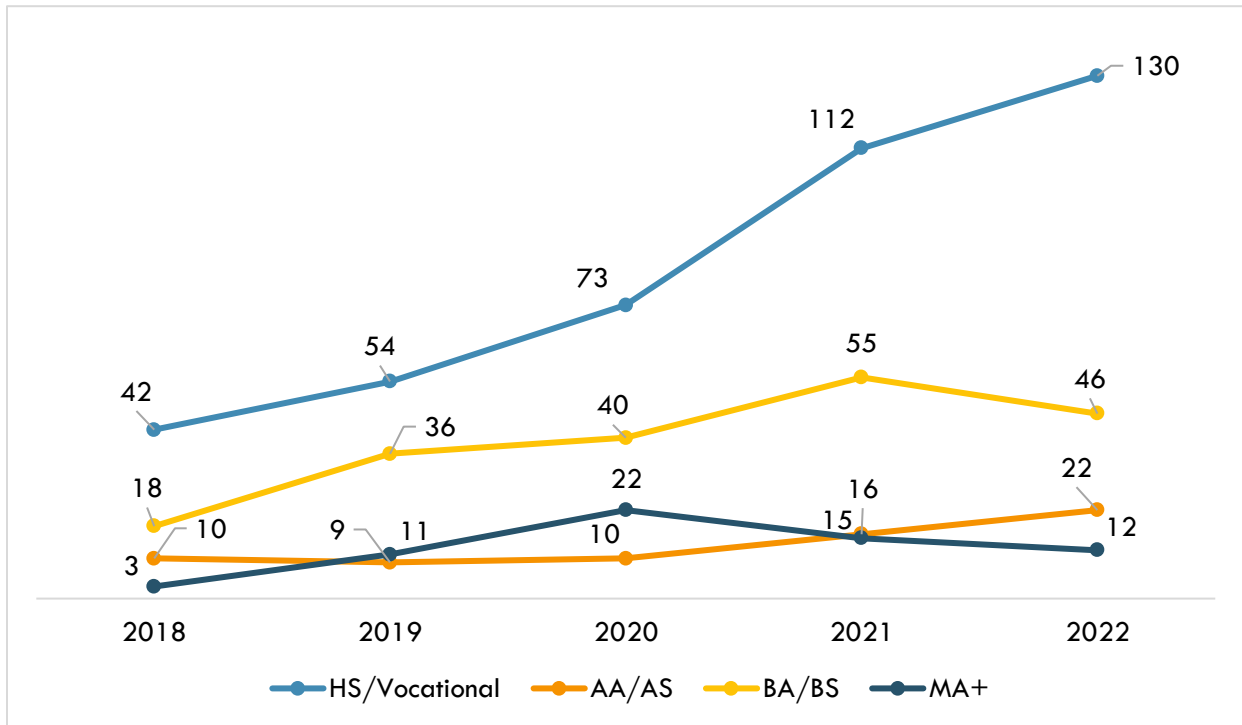
Certifications	Job Postings, Full Year 2022
Valid Driver's License	97
Cardiopulmonary Resuscitation (CPR) Certification	38
First Aid Certification	28
CDL Class C License	19
Licensed Clinical Social Worker (LCSW)	6

Source: Lightcast

### Job Postings - Minimum Educational Attainment Over Time

Exhibit 10 displays the change in job advertisements over the last five years for Human Services, according to the minimum advertised education. In 2022, there were 210 total job ads posted with a minimum advertised education, with 130 of them requiring a high school diploma or equivalent.

**Exhibit 10 – Educational Demand, Minimum Advertised**



Source: Lightcast

### Job Postings – Proportion of Job Postings by Minimum Educational Attainment Required

To gauge employer preference for candidates with particular education levels, the proportion of job postings by minimum advertised education appears in Exhibit 11. Employers posting job ads for Human Services have frequently sought candidates with a high school diploma or vocational training.

**Exhibit 11 – Occupational Demand by Education, Minimum Advertised**

Minimum Education Requirement	2018	2019	2020	2021	2022
<b>HS Diploma / Vocational Training</b>	58%	49%	50%	57%	62%
<b>Associate Degree</b>	14%	8%	7%	8%	10%
<b>Bachelor’s Degree</b>	25%	33%	28%	28%	22%
<b>Graduate Degree</b>	4%	10%	15%	8%	6%

Source: Lightcast

## Education and Training

Exhibit 12 shows the typical entry-level education requirement for the occupation of interest, along with the typical on-the-job training needed to attain competency in the occupation.

**Exhibit 12 – Education and Training Requirements**

SOC	Occupation	Typical entry-level education	Typical on-the-job training
21-1093	<b>Social and Human Service Assistants</b>	High school diploma or equivalent	Short-term on-the-job training

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

## Regional Completions and Openings

There were 222 regional completions (2021) and 539 regional openings (2021) in the South Central Coast region aligned with programs related to the occupation in this report.

**Exhibit 13 – Completions and Openings**

<b>15</b> Regional Institutions had Related Programs (2021)	<b>222</b> Regional Completions (2021)	<b>539</b> Annual Openings (2021)
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Source: Lightcast

## Related Programs

CIP Code	Program	Completions (2021)
51.1501	Substance Abuse/Addiction Counseling	111
44.0000	Human Services, General	68
19.0701	Human Development and Family Studies, General	42
19.0101	Family and Consumer Sciences/Human Sciences, General	1

Source: Lightcast

## CCC and Non-CCC Awards

Exhibit 14 lists the number of completers from programs related to Human Services in the South Central Coast region.

**Exhibit 14 – CCC and Non-CCC Awards the South Central Coast, 2021**

<b>CCC Programs</b>	<b>Completers</b>
Allan Hancock College	60
Oxnard College	54
Cuesta College	51
Ventura College	17
Santa Barbara City College	9
Antelope Valley College	1
<b>Non-CCC Programs</b>	<b>Completers</b>
Fielding Graduate University	30
The Master's University and Seminary	0
California Polytechnic State University-San Luis Obispo	0

Source: Lightcast

## Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the regional Human Services Programs (TOP: 2104.00) for the 2019-2020 academic year.

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## **Sources**

O\*Net Online, Lightcast, Insight Center for Community Economic Development, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

## **Notes**

Data included in this analysis represent the labor market demand for relevant positions most closely related to Human Services. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.