

LABOR MARKET ANALYSIS

FOR PROGRAM RECOMMENDATION



C·O·E

CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

CERTIFIED NURSING ASSISTANTS IN THE FAR NORTH

Far North
Center of Excellence

FEBRUARY

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SUMMARY

The Far North Center of Excellence for Labor Market Research prepared this report to provide a labor market analysis of educational supply and occupational demand for middle-skilled careers in the Far North subregion. This report aims to determine if demand in the local labor market is unmet by the supply from existing community college programs and other postsecondary training providers.

This report primarily focuses on training that leads to jobs in middle-skilled occupations - jobs that typically require education beyond a high school diploma but less than a Bachelor's degree - but may include higher-skilled occupations for training pathways that lead to a bachelor's degree. Lowered skilled occupations are rarely considered in this analysis due to the lessened barriers for entry-level work, such as no formal education and few on-the-job training requirements.

Key findings include:

- The Far North held 2,534 nursing assistant jobs in 2022. Nursing assistant jobs are projected to increase by 15% over the next five years, adding 369 new jobs to the subregion by 2027.
- Over the next five years, nursing assistant jobs are projected to have 460 annual openings in the Far North subregion.
- Wage data shows that nursing assistants earn \$1 above the subregion's living wage of \$16.24 per hour. (See Appendix B for notes about the updated living wage).
- Awards data analysis shows that Far North training providers conferred an average of 80 awards (certificates and associate degrees) in nursing assistant programs over the last three academic years.

Recommendations include:

- The Far North Center of Excellence recommends developing programs and opportunities for adult learners in the nursing assistant pathway.

INTRODUCTION

The Far North Center of Excellence (COE) was asked to provide labor market information for a proposed program at a regional community college. This report focuses on the following Standard Occupational Classification (SOC) occupation and code:

This middle-skill occupations require more education and training beyond a high school diploma but less than a four-year degree:

- Nursing Assistants (31-11310)

A review of related programs revealed the following Taxonomy of Programs (TOP) title(s) and code(s) are appropriate for inclusion in this report:

- Certified Nurse Assistant (1230.30)

The corresponding Classification of Instructional Program (CIP) title(s) and code(s) are:

- Nursing Assistant/Aide and Patient Care Assistant/Aide (51.3902)

OCCUPATIONAL DEMAND

Exhibit 1 summarizes the five-year projected job growth for the studied occupations in the Far North¹, North/Far North, and California.

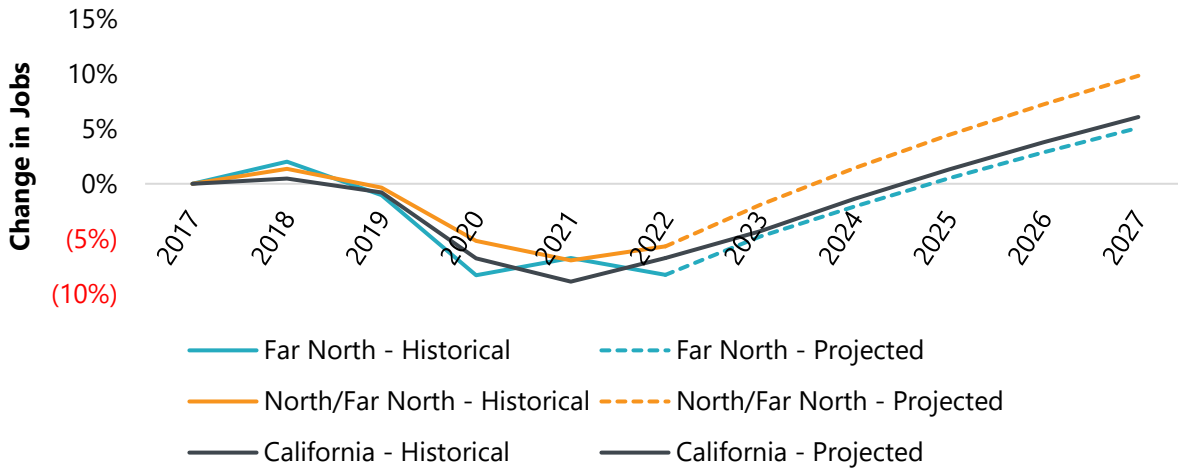
Exhibit 1. Employment and projected demand, 2022-2027

Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	2022-2027 Annual Openings
Nursing Assistants	2,534	2,903	369	15%	460
Far North	2,534	2,903	369	15%	460
Nursing Assistants	8,826	10,278	1,452	16%	1,641
North/Far North	8,826	10,278	1,452	16%	1,641
Nursing Assistants	108,763	123,718	14,955	14%	19,398
California	108,763	123,718	14,955	14%	19,398

¹ The Far North subregion cover 15 counties, including Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity.

Exhibit 2 compares the percent change in jobs between 2017 through 2022 and the projected changes through 2027. The rate of change is indexed to the total number of jobs in 2017.

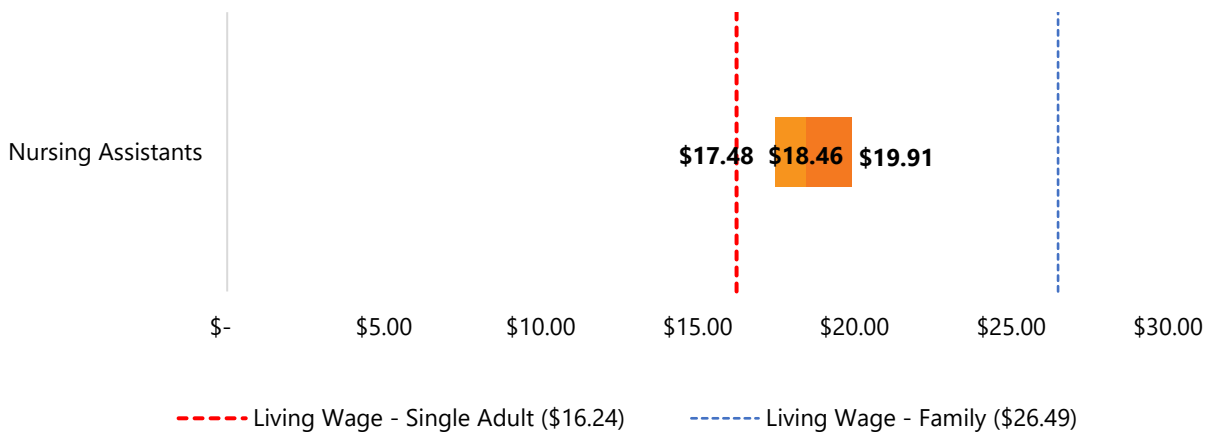
Exhibit 2. Changes in employment, 2017-2027



Wages

Exhibit 3 compares the entry-level, median, and experienced wages for the selected occupations to the Far North living wage for a single adult (\$16.24 per hour) and a small family (\$26.49 per hour).^{2,3}

Exhibit 3. Comparison of wages by occupation, 2022



² Living wage is defined as the level of income one working adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. Please note that the 25th-percentile and 75th-percentile hourly wages are used as proxy for entry-level and experienced-level wages.

³ A small family is defined as one working adult and one school aged child (between the ages of 5 and 12 years).

JOB POSTINGS

About Job Postings Analysis

This section analyzes recent data from online job postings. Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical trends. However, please note that job postings are not the same as labor market demand; demand is based on projected annual openings. Job postings should be used to support inform community college curriculum development and to identify potential employers for targeted experiential learning opportunities.

Please note that there are several limitations to analyzing and interpreting online job postings. Employers may post a position multiple times to increase the number of job applicants. Job postings may remain online after a business chooses not to fill a position. Employers may advertise one posting to fill multiple vacancies. And, not all jobs are posted online.

The Far North COE identified 371 online job postings for the selected occupations in the 15-county Far North subregion. Job posting data comes from Lightcast (formerly EMSI Burning Glass Labor Insights) and represents unique listings posted online within the last year, from February 1, 2023, to January 1, 2024.

Top Employers and Job Titles

Exhibit 4 details the number of online job postings for the selected occupations.

Exhibit 4. Number of job postings by occupation

Occupation	Job Postings	Share of Job Postings
Nursing Assistants	371	100%
Total Postings	371	100%

Exhibit 5 shows the top 10 relevant job titles with the most job postings.

Exhibit 5. Top jobs titles

Job Title	Number of Job Postings
Certified Nursing Assistants	134
Nursing Assistants	29
Patient Care Technicians	27
Unit Secretaries	10
Medical Surgical Registered Nurses	9
Registered Nurses CN	8
Certified Nurse Assistants	6
Unit Clerks	6
Medical/Nursing Assistants	6
Telemetry Nurses	5

Exhibit 6 shows the top 10 relevant employers with the most job postings for the selected occupations.

Exhibit 6. Employers with the most job postings

Employer	Number of Job Postings
Enloe Medical Center	62
Oroville Hospital	58
Sutter Health	33
Providence	29
Adventist Health	22
DaVita	12
CommonSpirit Health	7

Employer	Number of Job Postings
Interim Assisted Care Of Northern California	7
Fresenius	7
Eastern Plumas Health Care	6

Top Skills and Qualifications

Exhibit 7 shows the most relevant certifications requested by employers for the selected occupations.

Exhibit 7. Most in-demand certifications

Certification	Job Postings	Share of Job Postings
Certified Nursing Assistant (CNA)	270	73%
Registered Nurse (RN)	208	56%
Basic Life Support (BLS) Certification	113	30%
Cardiopulmonary Resuscitation (CPR) Certification	92	25%
Licensed Vocational Nurse (LVN)	40	11%

Exhibit 8 shows the top 10 skills across three categories for the studied occupations: specialized, essential, and software skills.⁴

Exhibit 8. Most in-demand skills

Top 10 Specialized Skills	Top 10 Essential Skills	Top 10 Software Skills
Nursing	Communication	Microsoft Office
Vital Signs	Management	Microsoft Excel
Nursing Care	Customer Service	Microsoft Outlook
Medical Records	Computer Literacy	Microsoft Word
Care Standards Act 2000	Clerical Works	Epic EMR
Acute Care	English Language	Customer Relationship Management (CRM) Software
Medical Terminology	Organizational Skills	Apple IOS
Activities Of Daily Living (ADLs)	Leadership	Spreadsheets
Geriatrics	Multitasking	Presentation Software
Direct Patient Care	Prioritization	Taleo

⁴ Specialized skills are those primarily required to perform specific tasks in an occupation. Essential skills are typically related to employability. These are skills that are prevalent across many occupations, and include both interpersonal attributes and learned skills (aka “soft skills”). Software skills are specific to any software tool or programming component used to support a job.

Exhibit 9 shows the minimum level of education requirements for related job postings in the Far North subregion.⁵

Exhibit 9. Employer-preferred education levels

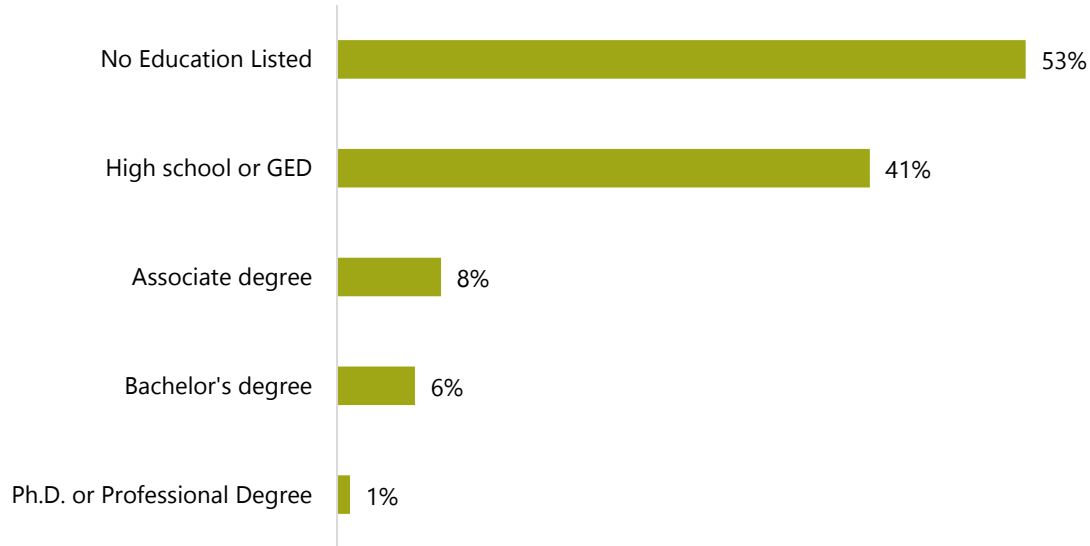
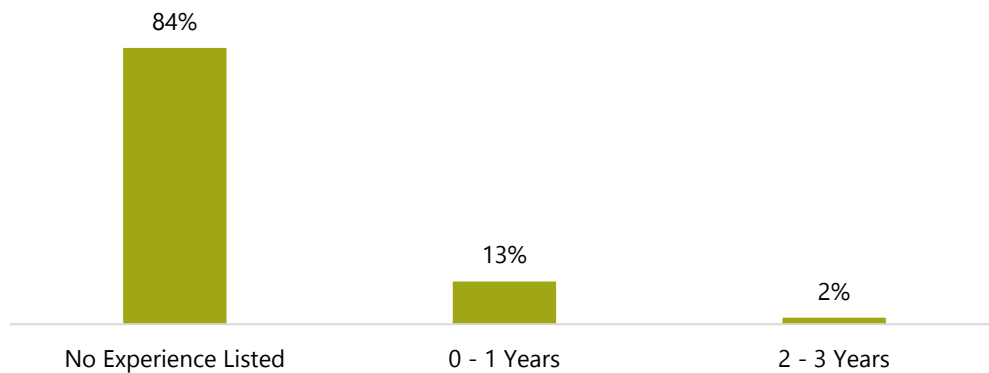


Exhibit 10 shows the experience levels required by employers for job postings for the selected occupations.⁶

Exhibit 10. Employer-preferred job experience



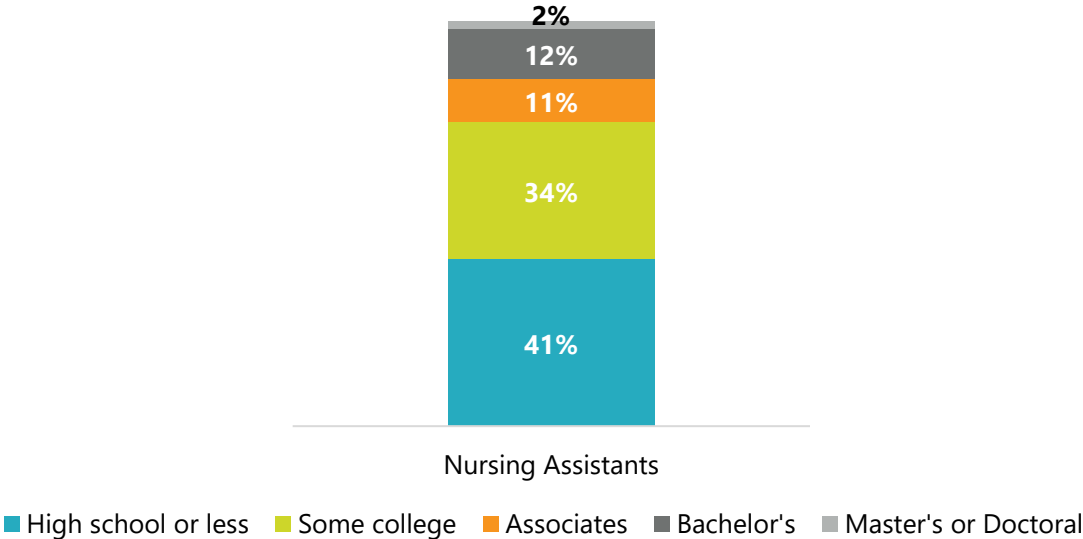
⁵ Employers may include more than one level of education as a hiring requirement in a job posting. As a result, the values in exhibit 9 may sum to greater than 100%.

⁶ Employers may include more than one level of experience as a hiring requirement in a job posting. As a result, the values in exhibit 10 may sum to greater than 100%.

EDUCATION AND TRAINING

The U.S. Census Bureau collects data on the highest level of education achieved by workers employed across all occupations. Exhibit 11 shows California’s educational attainment of the current workforce in the selected occupations.

Exhibit 11. California’s educational attainment for selected occupations, 2019



The U.S. Bureau of Labor Statistics (BLS) uses a categorical system to assign typical entry-level education and job requirements to each occupation for which the BLS publishes projection data. These categories include entry-level education, work experience in a related occupation, and on-the-job training. Exhibit 12 shows the selected occupations' typical entry-level education and job requirements.

Exhibit 12. Typical entry-level education and job requirements

Occupation	Typical Entry-level Education	Work Experience Required	On-the-job Training Required
Nursing Assistants	Postsecondary nondegree award	None	None

EDUCATIONAL SUPPLY

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. Exhibit 13 shows the TOP and CIP codes for educational programs related to the selected occupations.

Exhibit 13. TOP and CIP codes for training programs related to the selected occupations

TOP Programs and Codes	Aligned CIP Programs and Codes
Certified Nurse Assistant (1230.30)	Nursing Assistant/Aide and Patient Care Assistant/Aide (51.3902)

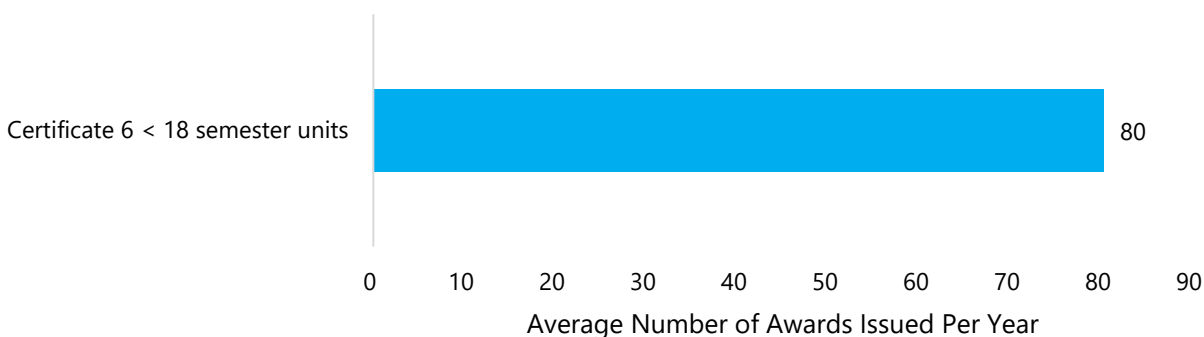
Community College Supply

Exhibits 14 and 15 compare the average number of certificates and degrees from selected Far North community college programs over the last three academic years.

Exhibit 14. Annual average community college awards by program

Program - TOP Code	College	Annual Awards 2019-20	Annual Awards 2020-21	Annual Awards 2021-22	3-Yr Annual Awards Average
Certified Nurse Assistant (1230.30)	Butte	67	78	91	79
	Shasta	5	0	0	2
	Grand Total	72	78	91	80

Exhibit 15. Annual average community college awards by type, 2019-20 through 2021-22



Other Postsecondary Supply

There were no degrees conferred by non-community college training providers in the Far North over the last three academic years. Please note that non-community college data often lags by one year and postsecondary awards data covers a two-year average due to a taxonomy update from the 2010 to 2020 CIP codes.

FINDINGS

This report focuses on one occupation in the Certified Nursing Assistants pathway: nursing assistants.

Occupational Demand

- The Far North subregion held 2,534 nursing assistant jobs in 2022. These jobs are projected to increase by 15% over the next five years, adding 369 new jobs to the subregion by 2027.
- Jobs for nursing assistants are projected to grow at a faster rate in the Far North subregion than in California.
- Over the next five years, nursing assistant jobs are projected to have 460 annual openings across the Far North.

Wages

- Analysis of wage data shows that nursing assistant occupations earn \$1 above the single adult living wage of \$16.24 per hour.
- Analysis of wage data shows that median earnings for nursing assistants earn \$8 below the family living wage for a small family (\$26.49 per hour).

Job Postings

- According to real-time labor market information, there were about 371 online job postings for nursing assistants between February 1, 2023, to January 1, 2024.
- The top job title was certified nursing assistants, which was in 134 job postings (36% of job postings). Employers with the most job postings included Enloe Medical Center, Oroville Hospital, Sutter Health, Providence, and Adventist Health.

Education and Training Requirements

- Approximately 45% of incumbent workers in the studied occupations have educational attainment levels consistent with community college offerings (some college or associate degrees). Another 12% of workers in these occupations held a bachelor's degree.
- In terms of the minimum level of education preferred by employers, 53% listed no education requirement and 41% listed high school diploma or equivalent.

Postsecondary Supply

- Two Far North community colleges offer degrees and certificates in programs related to certified nursing assistants. Together, these programs conferred an average of 80 awards (certificates and associate degrees) in nursing assistant programs over the last three academic years (2019-20 through 2021-22).

- No local non-community college postsecondary training provider conferred any awards in nursing assistant programs over the last two years. Please note that non-community college awards data often lags by one year.

RECOMMENDATIONS

- Based on projected yearly openings and average annual awards in the Far North subregion, there seems to be an undersupply between educational supply and occupational demand.
 - Community colleges and other postsecondary training providers issued an average of 80 awards over the last three years.
 - There are 460 projected annual openings for nursing assistant jobs.
- The Far North Center of Excellence recommends moving forward with the modification of the program for nursing assistants.

New Program Recommendation		
Move forward with the new program	Proceed with caution	A new program is not recommended
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Modification	
Move forward with program modifications	Program modifications are not recommended
<input checked="" type="checkbox"/>	<input type="checkbox"/>

APPENDIX A. METHODOLOGY AND SOURCES

This report identified Occupations using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and O*Net OnLine. This report's findings were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

"The Chancellor's Office Curriculum Inventory System (COCI)." California Community Colleges Curriculum Inventory (COCI), 2023. <https://coci2.ccctechcenter.org/>.

Glasmeier, Amy K. "Living Wage Calculator." Living Wage Calculator, 2023. <https://livingwage.mit.edu/>.

Integrated Postsecondary Education Data System (IPEDS). National Center for Education Statistics. U.S. Department of Education. <https://nces.ed.gov/ipeds/>.

Labor Market Information Division. California Employment Development Department. <https://labormarketinfo.edd.ca.gov/>.

Lightcast (Formerly EMSI/Burning Glass) 2024.1; QCEW Employees, Non-QCEW Employees, and Self-Employed. <https://www.economicmodeling.com/>. (Note: EMSI occupational employment data are based on final EMSI industry data and final EMSI 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)).

Management Information Systems (MIS) Data Mart. California Community Colleges Chancellor's Office. <https://datamart.cccco.edu/>.

O*NET OnLine. U.S. Department of Labor/Employment and Training Administration (DOL ETA). <https://www.onetonline.org/>.

Self-Sufficiency Standard Tool for California. The University of Washington. <http://www.selfsufficiencystandard.org/>

"Taxonomy of Programs." California Community Colleges Chancellor's Office. June 2012, 6th Edition. <https://www.cccco.edu/-/media/CCCCO-Website/About-Us/Divisions/Educational-Services-and-Support/Academic-Affairs/What-we-do/Curriculum-and-Instruction-Unit/Files/TOPmanual6200909corrected12513pdf.ashx>

"TOP-CIP-SOC Crosswalk." Centers of Excellence for Labor Market Research. June 2021 Edition. <http://coecc.net/>

APPENDIX B. GLOSSARY

Key Terms	Definition
Occupation	<p>Occupation refers to a category of jobs, careers, or professions that are similar regarding the work performed and the skills the workers possess. Workers who perform essentially the same tasks are in the same occupation, whether in the same industry. Some occupations are concentrated in a few industries, while others are found in many industries.</p> <p>Occupations differ from jobs in that jobs show the number of positions held in each occupation.</p>
Jobs	<p>A job is a specific instance of employment and includes any position where a worker provides labor for monetary compensation.</p> <p>Job numbers include employees (those who work for businesses) and proprietors (those who work for themselves). Full- and part-time jobs are included and counted equally (i.e., not adjusted to full-time equivalents). Data for jobs, or employment, are annual averages.</p>
Employment	<p>Employment refers to filled jobs, whether full- or part-time, temporary or permanent. The scope of "who" is counted as employed is noted in Appendix A. Methodology and Sources.</p>
Job Change	<p>Job change is the net increase or decrease of jobs over a given timeframe.</p>
Job Opening	<p>Job openings are the projected number of positions available for workers entering an occupation.</p> <p>Openings include growth and replacement job counts. Growth job counts are the positive change in the total number of workers employed. Replacement job counts are the estimates of new workers needed to replace workers permanently leaving the occupation.</p>
Percentile Wage (or wages)	<p>A percentile wage is the value of a wage at which a certain percentage of workers falls below. For example, a 25th percentile hourly wage of \$15.00 indicates that 25% of workers earn less than \$15.00, while 75% earn more. Percentile wages are specific to the geography shown in the report.</p> <p>The 25th-percentile and 75th-percentile hourly wages are used as a proxy for entry-level and experienced-level wages.</p>
Living Wage	<p>The living wage is the level of income a single, working adult with no children must earn to meet basic needs. The living wage is calculated using basic allowances for food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs, and assumes full-time employment (40 hours per week, 52 weeks a year).</p>

Key Terms	Definition
	Beginning AY 2023-24, NFN COE adopted the MIT calculations for a living wage better aligned to the economic conditions following the pandemic. For additional information, please visit https://livingwage.mit.edu/ .
Educational Attainment	Educational attainment is the highest level of education achieved by workers in an occupation. The data include workers aged 25 years and older.
Typical Entry-level Education	<p>The education level most workers need to gain employment in an occupation. Categories range from "no formal educational credential" and "high school diploma or equivalent" to "doctoral or professional degree." The types most relevant to community training are "some college, no degree," "postsecondary nondegree award," and "associate degree."</p> <p>The typical entry-level education may differ from the actual educational levels attained by workers employed in an occupation.</p>
Typical Work Experience	The relevant prior experience a worker needs to gain employment in an occupation. Categories include "5 years or more", "less than five years," and "none."
Typical On-The-Job (OTJ) Training	The level of on-the-job training a worker needs to obtain for competency in the skills required for an occupation. Categories include "none," "short-term (1 month or less)," "moderate-term (more than one month but less than 12 months)," "long-term (more than 12 months)," "apprenticeship," and "internship/residency."
Awards	Awards are the number of certificates and degrees conferred for a specific course of study each year. Awards count "papers" and, as a result, may be greater than the number of students who complete a program.

COVID-19 Statement: This report includes employment projection data produced by Lightcast (formerly EMSI). Employment projections are developed using models based on historical data, which in this set of projections covers the period through 2021. Most input data, therefore, precedes the pandemic. Employment projections are long-term projections intended to capture structural changes in the economy, not cyclical fluctuations. As such, projections data are not intended to capture the impacts of the recession that began in February 2020. Cyclical fluctuations, like recessions, impact projects when they become part of the historical data set.

Important Disclaimer: All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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Centers of Excellence for Labor Market Research, Economic and
Workforce Development Program



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FOR LABOR MARKET RESEARCH

FOR MORE INFORMATION,
PLEASE CONTACT:

Sara Phillips, Director

Far North Center of Excellence

sphillips@ShastaCollege.edu