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Labor Market Analysis

Nursing Assistants



Prepared by Central Valley/Mother Lode Center of Excellence



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Summary

The Central Valley/Mother Lode Center of Excellence developed this report for Columbia College to determine whether there is demand in the local labor market that is not being met by the supply from postsecondary programs. This report summarizes labor market demand, wages, skills, and postsecondary supply for:

- Nursing Assistants (SOC 31-1131)

Key Findings

- **Occupational Demand** — *Nursing Assistants* have a labor market demand of 756 annual job openings in the North Central Valley/Northern Mother Lode (NCV/NML) subregion.
- **Wages** — The average entry-level wage (25th percentile) for *nursing assistants* is \$17.75/hour, which is higher than the living wage in the NCV/NML subregion.¹
- **Employers** — Employers in the NCV/NML subregion include Sutter Health, Encompass Health, and Healthcare Employment Network.
- **Skills and Certifications** — The top baseline skill is communication; the top specialized skill is nursing; and the top software skill is Microsoft Excel.
- **Education** — A postsecondary nondegree award is typically required for *nursing assistants*
- **Supply and Demand Analysis** — Based on 756 annual openings (i.e., demand) and 44 postsecondary degrees awarded (i.e., supply), an analysis of supply and demand suggests there is an undersupply of 712 workers in the NCV/NML subregion. In the CVML region, 252 awards were conferred suggesting an undersupply of 1,601 workers (based on 1,853 annual openings in the CVML region).

Recommendation

Based on a comparison of demand and supply, there is an undersupply of trained workers in the NCV/NML subregion and the CVML region. The Center of Excellence recommends that Columbia College work with the regional directors, the college's advisory board, and local industry in the creation or expansion of programs to address the shortage of *nursing assistants*.

¹ 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 Columbia College with labor market information for *nursing assistants*. The geographical focus for this report is the North Central Valley/Northern Mother Lode (NCV/NML) subregion, but regional demand and supply data has been included for broader applicability and use. Analysis of the program and occupational data related to *nursing assistants* is included in the report. The Standard Occupational Classification (SOC) System code and occupational title used in this report are from the Bureau of Labor Statistics and O*NET OnLine.

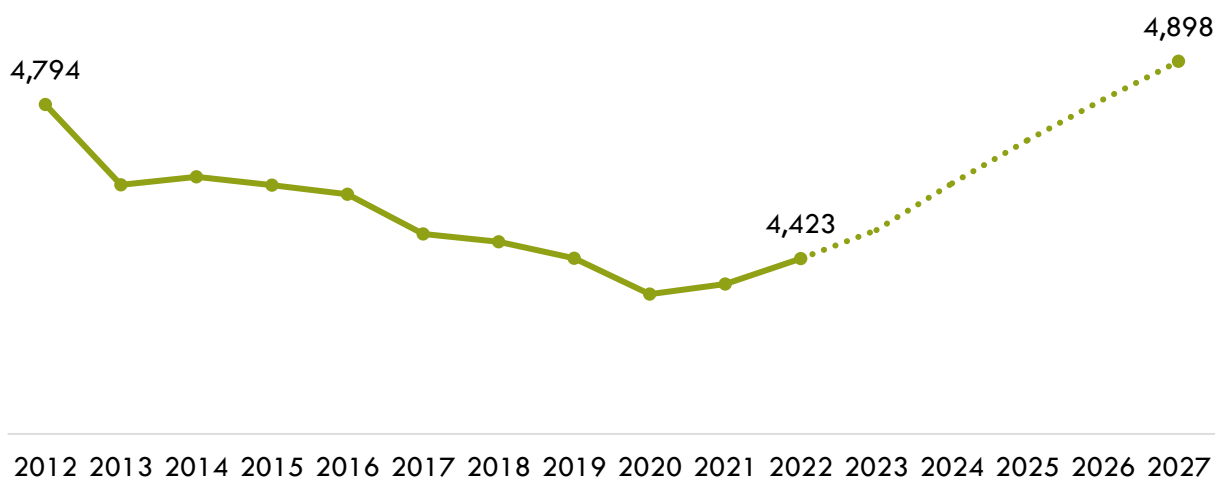
Nursing Assistants (SOC 31-1131)

- **Job description:** Provide or assist with basic care or support under the direction of onsite licensed nursing staff. Perform duties such as monitoring of health status, feeding, bathing, dressing, grooming, toileting, or ambulation of patients in a health or nursing facility. May include medication administration and other health-related tasks. Includes nursing care attendants, nursing aides, and nursing attendants.
- **Knowledge:** Customer and Personal Service, Administration and Management, English Language, Medicine and Dentistry, Public Safety and Security
- **Skills:** Service Orientation, Active Listening, Social Perceptiveness, Monitoring, Coordination

Employment

Exhibit 1a shows employment trends for *nursing assistants* in the NCV/NML subregion. Between 2022 to 2027, the number of jobs for *nursing assistants* is projected to increase by 475, growing by 11%.

Exhibit 1a. Historical employment and projected demand for *nursing assistants* in the NCV/NML subregion, 2012-2027



There were 4,423 *nursing assistants* in 2022 in the NCV/NML subregion (Exhibit 1b). This number is projected to increase by 475, for a total of 4,898 jobs through 2027.

Exhibit 1b. Current employment and projected demand for *nursing assistants* in the NCV/NML subregion, 2022-2027

Occupation	2022 Jobs	2027 Jobs	5-Year Change	5-Year % Change	Annual Openings
Nursing Assistants	4,423	4,898	475	11%	756
TOTAL	4,423	4,898	475	11%	756

Wages

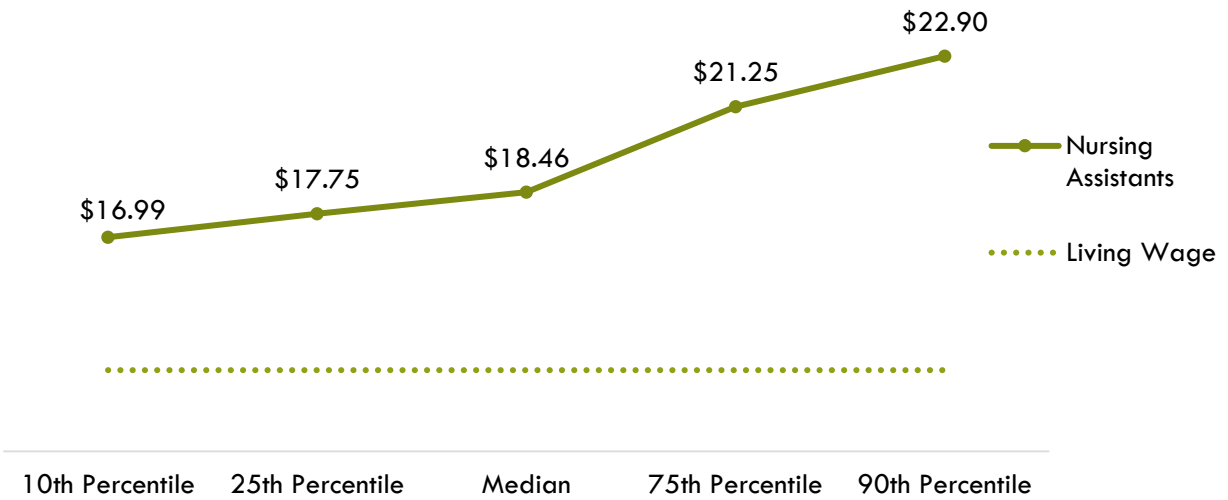
Exhibit 2a shows the hourly wages for *nursing assistants*.

Exhibit 2a. Hourly wages for *nursing assistants* in the NCV/NML subregion

Occupation	25 th Percentile Hourly Earnings	Median Hourly Earnings	75 th Percentile Hourly Earnings
Nursing Assistants	\$17.75	\$18.46	\$21.25

Exhibit 2b shows the average hourly wages for *nursing assistants*; all five average entry-level wages are above the living wage for the NCV/NML subregion.

Exhibit 2b. Average hourly wages for *nursing assistants* in the NCV/NML subregion



Job Postings

There were 540 unique job postings for nursing assistants in the NCV/NML subregion from May 2023 to April 2024.²

Top Employers

The employers with the most job postings are listed in Exhibit 3. The top employers in online job postings were Sutter Health, Encompass Health, and Healthcare Employment Network.

Exhibit 3. Top employers

Employer
Sutter Health
Encompass Health
Healthcare Employment Network
Adventist Health
Oakmont Senior Living
Doctors Medical Center of Modesto
Covenant Retirement Communities
Covenant Living Communities and Services
Assisted Living
Accountable Healthcare Staffing

Top Job Titles

Exhibit 4 shows the top job titles for *nursing assistants* in the NCV/NML subregion. Common job titles in postings include certified nursing assistants and medication technicians.

Exhibit 4. Top job titles

Job Title
Certified Nursing Assistants
Medication Technicians
Nursing Assistants
Medication Aides
Monitor Technicians
Certified Nurse Assistants
Qualified Medication Aides
Telemetry Technicians
Restorative Nurses
Medical Surgical Nursing Assistants

² 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 *nursing assistants*. 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 *nursing assistants*

Market Salary	Job Postings
\$30,000-\$34,999	17
\$35,000-\$39,999	109
\$40,000-\$44,999	71
\$45,000-\$49,999	80
\$50,000-\$54,999	39
\$55,000-\$59,999	30
\$60,000-\$64,999	11
\$65,000-\$69,999	6
\$70,000+	56

Education

Of the 540 unique job postings, 315 listed a preferred or minimum educational requirement for the position being filled. Among those, 73% requested a high school or GED, 19% requested an associate degree, and 7% requested a bachelor’s degree (Exhibit 6).

Exhibit 6. Education levels requested in job postings for *nursing assistants*

Education Level	Job Postings	% of Job Postings
High school or GED	229	73%
Associate degree	59	19%
Bachelor's degree	23	7%
Master's degree or higher	4	1%

Baseline, Specialized, and Software Skills

Exhibit 7 depicts the top baseline, specialized, and software skills in job postings. The most common baseline skill is communication. The most common specialized skill is nursing. The most common software skill is Microsoft Excel.

Exhibit 7. In-demand baseline, specialized, and software skills for nursing assistants in job postings

Baseline Skills	Specialized Skills	Software Skills
Communication	Nursing	Microsoft Excel
Prioritization	Personal Care	Microsoft Outlook
Organizational Skills	Vital Signs	Microsoft Office
Cooperation	Nursing Care	Epic EMR
Management	Medical Terminology	Microsoft Word

Education, Work Experience, & Training

A postsecondary nondegree award is typically required for *nursing assistants* (Exhibit 8).

Exhibit 8. Education, work experience, and training for nursing assistants

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

Supply

An analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) for the last three program years shows that, on average, 44 awards were conferred in the NCV/NML subregion and 110 in the CVML region (Exhibit 9 and 10).

Exhibit 9. TOP and CIP codes for related programs

TOP Titles	CIP Titles
1230.30 – Certified Nurse Assistant	51.3902 - Nursing Assistant/Aide and Patient Care Assistant/Aide

Exhibit 10. Regional Community College Awards, 2020-2023

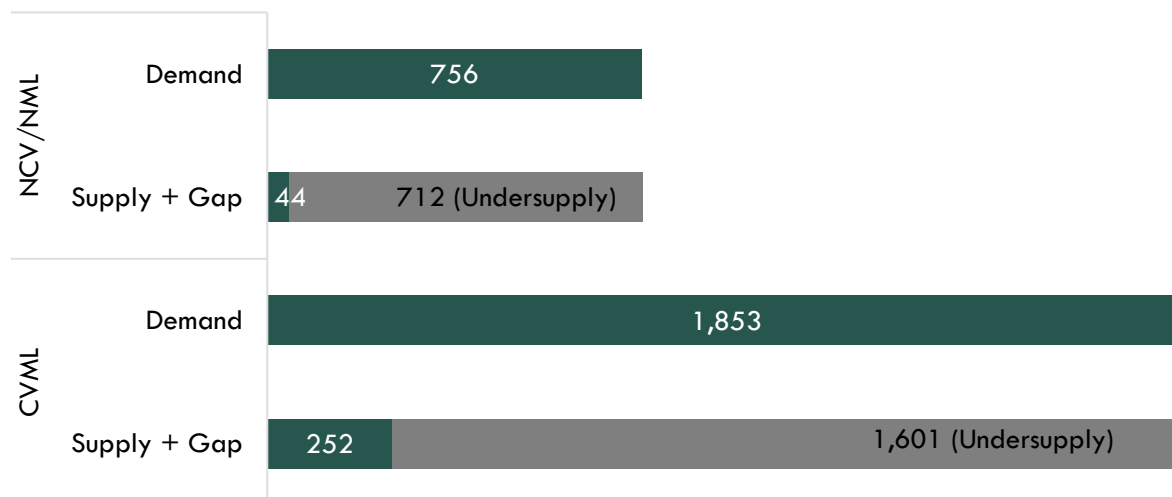
TOP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
1230.30	Certified Nurse Assistant	Merced	4	55	68	42
		Modesto	3	1	1	2
		NCV/NML Subtotal	7	56	69	44
		Bakersfield	41	-	-	14
		Reedley College	5	7	5	6
		Sequoias	174	49	81	101
		SCV/SML Subtotal	220	56	86	121
CVML Total			227	112	155	165

Exhibit 11. Regional Non-Community College Awards, 2019-2022

CIP Code	Program	Institution	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide	Clovis Adult Education	61	36	60	52
		Institute of Technology	55	14	34	34
		SCV/SML Subtotal	116	50	94	87
CVML Total			116	50	94	87

There is an undersupply of 712 *nursing assistants* in the NCV/NML subregion, and an undersupply of 1,601 workers in the larger CVML region (Exhibit 12).

Exhibit 12. Workforce demand (annual job openings), postsecondary awards (supply), and additional students needed to fill gap in the NCV/NML subregion and CVML region



Recommendation

This report suggests there is a shortage of 712 workers in the NCV/NML subregion and a shortage of 1,601 workers in the CVML region for *nursing assistants*. Based on these findings, it is recommended that Columbia College work with the regional directors, the college’s advisory board, and local industry in the creation or expansion of programs to address the shortage of *nursing assistants* 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: https://www.bls.gov/emp/tables/educational-attainment.htm .
LaunchBoard	Chancellor’s LaunchBoard. https://www.calpassplus.org/LaunchBoard/SWP.aspx
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov .
Job Posting and Skills Data	Lightcast. https://lightcast.io/ .
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: onetonline.org .

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.