








Health Education Specialists

Labor Market Analysis: San Diego County

July 2024

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 Do Not Proceed with New Program	 	 	<input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less Than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
The COE defers to the region	<div style="text-align: center;"> HIGH  </div>	<div style="text-align: center;"> LOW  </div>	

The San Diego & Imperial Center of Excellence (COE) developed this brief to assist the region’s community colleges with strategic planning and program development. According to available data, *Health Education Specialists* in San Diego County have a labor market demand of 86 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and eight institutions supply 245 awards for this occupation, suggesting that there is an oversupply in the labor market. Employers historically reported to the California Employment Development Department (EDD) and U.S. Bureau of Labor Statistics (BLS) that *Health Education Specialists* earned entry-level earnings of \$22.04 per hour, which is above the living wage in San Diego County. Comparatively, recent online job postings (2021-2023) show median earnings between \$26 to \$27 per hour. This brief recommends to not proceed with developing a new program and defers to the region for a program modification because there is an oversupply in the region and a high number of institutions provide training for this occupation.

Introduction

This report provides labor market information in San Diego County for the following occupational code in the Standard Occupational Classification (SOC)¹ system:

Health Education Specialists (SOC 21-1091): Provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Use data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. May link health systems, health providers, insurers, and patients to address individual and population health needs. May serve as resource to assist individuals, other health professionals, or the community, and may administer fiscal resources for health education programs. Sample reported job titles include:

- Public Health Educator
- Public Health Instructor
- Lactation Consultant
- Health Educator
- Community Health Worker
- Health Promotion Specialist
- Community Health Educator
- Community Health Education Coordinator
- Community Educator

Projected Occupational Demand

Between 2023 and 2028, *Health Education Specialists* are projected to increase by **67** net jobs or **nine** percent (Exhibit 1). Employers in San Diego County will need to hire **86** workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for Health Education Specialists (2023-2028)²

Occupational Title	2023 Jobs	2028 Jobs	2023 – 2028 Net Jobs Change	2023 - 2028 % Net Jobs Change	Annual Job Openings (Demand)
Health Education Specialists	713	780	67	9%	86

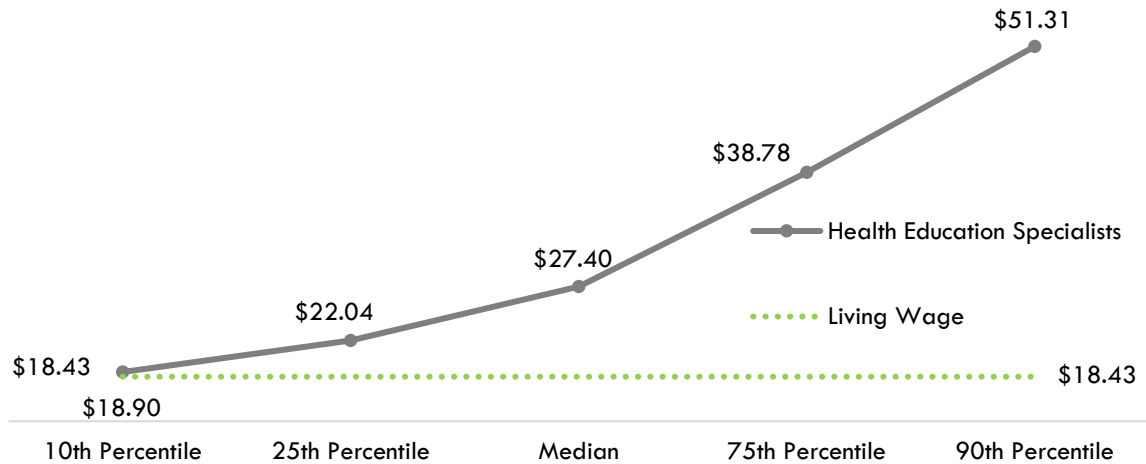
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc/](https://www.bls.gov/soc/).

² Lightcast 2024.02; QCEW, Non-QCEW, Self-Employed.

Earnings

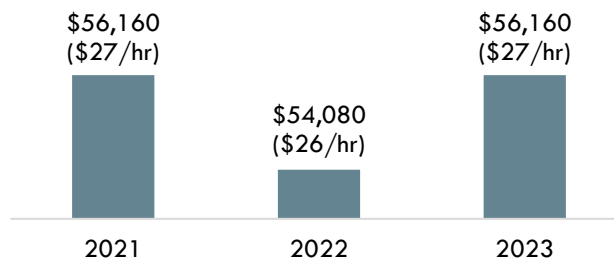
According to traditional³ labor market information (LMI), *Health Education Specialists* had until recently entry-level hourly earnings of \$22.04—or \$45,843.20 annual salary⁴; this is more than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2).⁵

Exhibit 2: Hourly Earnings⁶ for *Health Education Specialists* in San Diego County⁷



However, between January 1, 2021 and December 30, 2023, employers advertised between \$26 to \$27 per hour in online job postings for *Health Education Specialists* in San Diego County. This suggests wages have remained relatively unchanged and are consistent with BLS data (Exhibit 3).

Exhibit 3: Median Advertised Salaries in Online Job Postings for *Health Education Specialists* in San Diego County (2021-2023)



³ Traditional LMI is generally historical data captured by the U.S. Bureau of Labor Statistics (BLS) or the California Employment Development Department (EDD). It does not account for recent technological, economic, or legislative changes that may affect labor market demand and wages.

⁴ Annualized salaries assume a full-time position with 2,080 hours. Multiplying the hourly wage with 2,080 yields the annual salary.

⁵ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2022. insightccd.org/family-needs-calculator.

⁶ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁷ Lightcast 2024.02; QCEW, Non-QCEW, Self-Employed.

Expected Level of Education

According to traditional LMI (data reported to EDD and BLS), *Health Education Specialists* have a national educational attainment of a **bachelor's degree** (Exhibit 4).⁸

Exhibit 4: National Educational Attainment for *Health Education Specialists*⁹

Occupational Title	Typical Entry-Level Education
Health Education Specialists	Bachelor's degree

Similarly, online job postings between January 1, 2021 and December 31, 2023 in San Diego County had a **bachelor's degree** as the most requested educational requirement for *Health Education Specialists*; however, employers also expected the following certifications (Exhibit 5).¹⁰

Exhibit 4: Top Certifications for *Health Education Specialists* in San Diego County in Online Job Postings (2021-2023)¹¹

1. Basic Life Support (BLS) Certification
2. Cardiopulmonary Resuscitation (CPR) Certification
3. First Aid Certification
4. Automated External Defibrillator (AED) Certification
5. Advanced Cardiovascular Life Support (ACLS) Certification
6. American Red Cross (ARC) Certification
7. Neonatal Resuscitation Program Certification (NRP)
8. Certified Diabetes Educator (CDE)
9. Licensed Vocational Nurse (LVN)
10. International Board Certified Lactation Consultant (IBCLC)
11. Registered Dietitian (RD/RDN)
12. Basic Life Support Instructor (BLS-I)

⁸ Lightcast 2024.02; QCEW, Non-QCEW, Self-Employed.

⁹ Lightcast 2024.02; QCEW, Non-QCEW, Self-Employed.

¹⁰ Lightcast 2024.02; "Job Posting Analytics." 2021-2023.

¹¹ Lightcast 2024.02; "Job Posting Analytics." 2021-2023.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. There are **three** TOP codes and **one** CIP code related to *Health Education Specialists* (Exhibit 6).

Exhibit 5: Related TOP and CIP Codes for Health Education Specialists¹²

TOP or CIP Code	TOP or CIP Program Title
TOP 0837.00	Health Education
TOP 1201.00	Health Occupations, General
TOP 1299.00	Other Health Occupations
CIP 51.0001	Health and Wellness, General

According to TOP data, **four** community colleges supply the region with awards for this occupation: Cuyamaca College, MiraCosta College, San Diego College of Continuing Education, and San Diego Mesa College. According to CIP data, **four** non-community-college institutions supply the region with awards: Ashford University, California State University-San Marcos, Pacific College of Health and Science, and University of Saint Katherine (Exhibit 7).

Exhibit 6: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2019-20 Through Program Year 2022-23 Average)

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY20-21 to PY22-23)	Other Educational Institutions 3-Yr Annual Average Awards (PY19-20 to PY21-22)	Total Average Supply (PY19-20 to PY22-23)
1201.00	Health Occupations, General	136	0	136
	Cuyamaca	10	0	
	• Associate Degree	10	0	
	MiraCosta	23	0	
	• Associate Degree	2	0	
	• Certificate 6 < 18 units	21	0	
	San Diego Cont. Ed.	103	0	
	• Noncredit 96 < 144 hrs	103	0	

¹² This brief uses a conservative estimate of program supply and only calculates awards from the TOP code listed in Exhibit 6.

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY20-21 to PY22-23)	Other Educational Institutions 3-Yr Annual Average Awards (PY19-20 to PY21-22)	Total Average Supply (PY19-20 to PY22-23)
1299.00	Other Health Occupations	5	0	5
	MiraCosta	1	0	
	• Certificate 30 < 60 units	1	0	
	San Diego Mesa	4	0	
	• Certificate 16 < 30 units	4	0	
51.0001	Health and Wellness, General	0	104	104
	Ashford University	0	17	
	• Bachelor's degree	0	17	
	California State University-San Marcos	0	0	
	• Postbaccalaureate certificate	0	0	
	Pacific College of Health and Science	0	81	
	• Certificates 1 > 2 years	0	76	
	• Master's degree	0	5	
	University of Saint Katherine	0	6	
	• Bachelor's degree	0	6	
			Total	245

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹³ suggests that there is an **oversupply** for this occupation in San Diego County, with **86** annual openings and **245** awards. Comparatively, there are **1,143** annual openings in California and **3,123** awards, suggesting that there is an oversupply across the state¹⁴ (Exhibit 8).

Exhibit 7: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	86	245	-159
California	1,143	3,123	-1,980

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

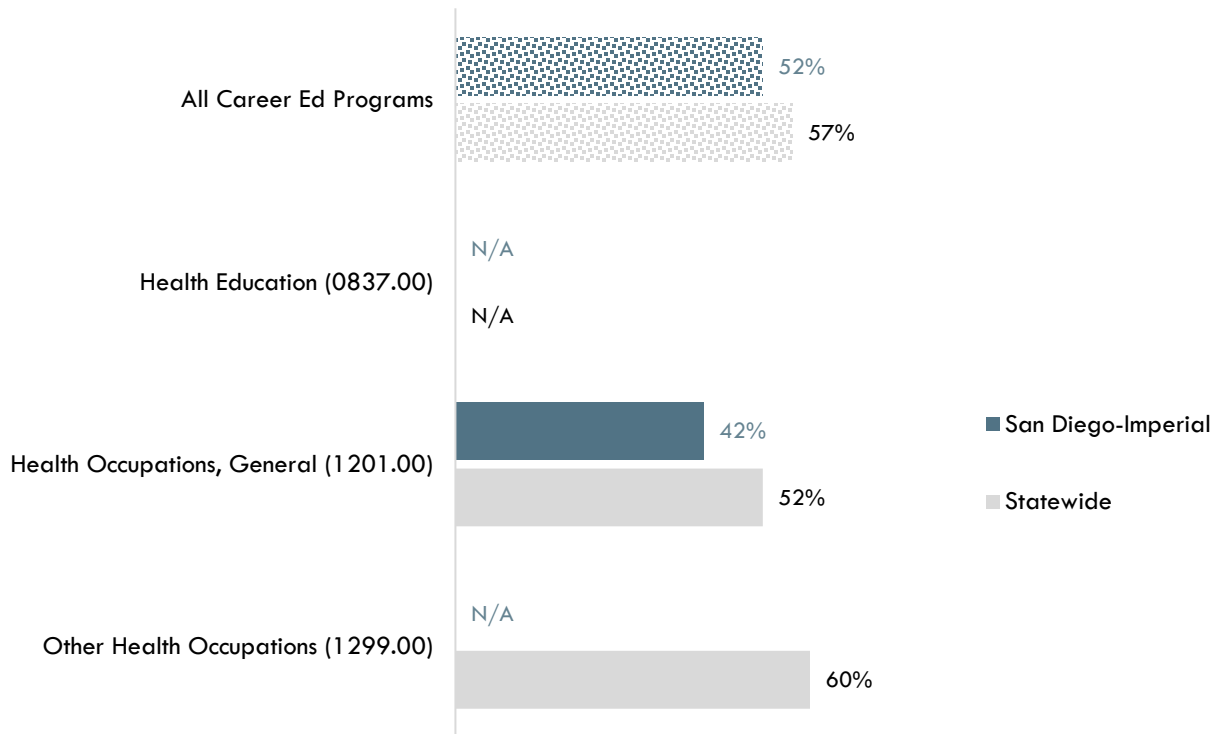
¹³ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁴ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/our-resources.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 42 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Health Education Specialists*, compared to 52 to 60 percent statewide and 57 percent of students in Career Education programs in general across the state (Exhibit 9).¹⁵

Exhibit 8: Percentage of Students Who Earned a Living Wage by Program, PY2020-21¹⁶



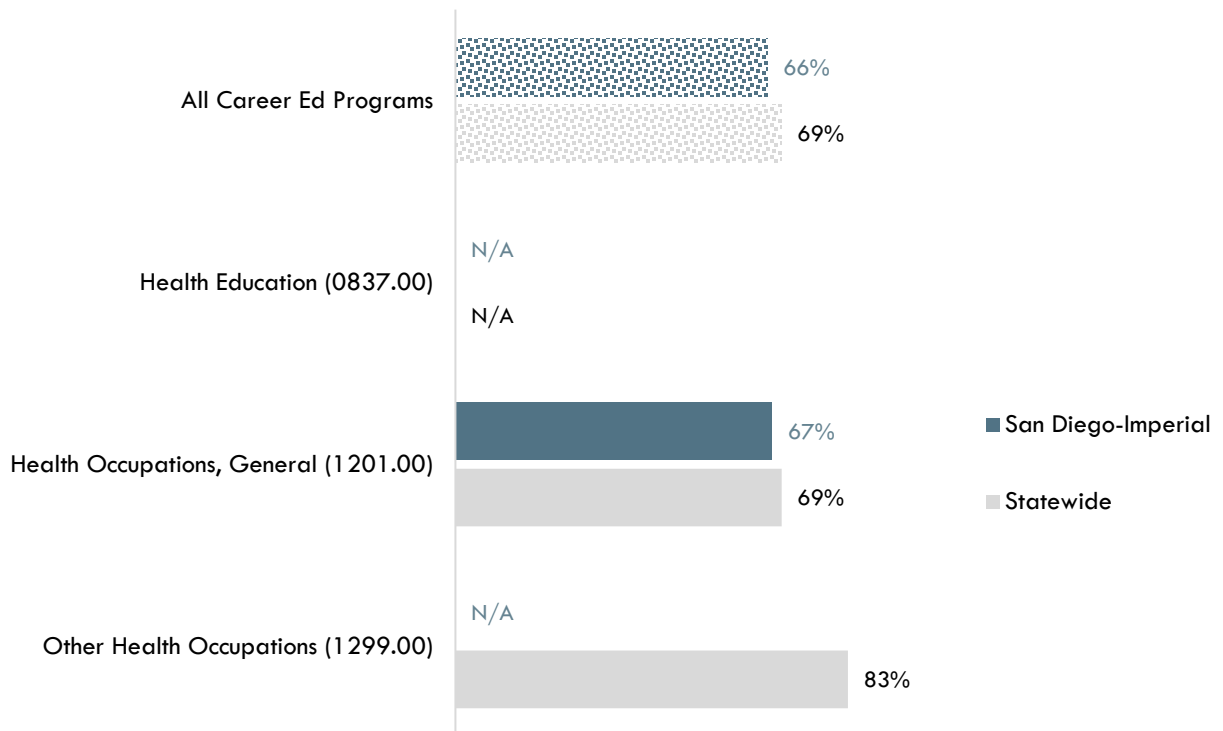
"N/A" indicates insufficient data

¹⁵ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁶ Most recent year with available data is Program Year 2020-21. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 67 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Health Education Specialists*, compared to 69 to 83 percent statewide and 69 percent of students in Career Education programs in general across the state (Exhibit 10).¹⁷

Exhibit 9: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2019-20¹⁸



"N/A" indicates insufficient data

¹⁷ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁸ Most recent year with available data is Program Year 2019-20. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Employers

Between January 1, 2021 and December 31, 2023, the top five employers in San Diego County for *Health Education Specialists* were University of California San Diego, Crestwood Behavioral Health, Safe Heart CPR, Scripps Health and Family Health Centers Of San Diego based on online job postings (Exhibit 11).

Exhibit 10: Top Employers for *Health Education Specialists* in San Diego County¹⁹

Top Employers	
<ul style="list-style-type: none"> University of California San Diego Crestwood Behavioral Health Safe Heart CPR Scripps Health Family Health Centers Of San Diego 	<ul style="list-style-type: none"> Vista Community Clinic Kaiser Permanente IQVIA Sharp Healthcare San Ysidro Health Center

Skills

Exhibit 12 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2021 and December 31, 2023.

Exhibit 11: Top Skills for *Health Education Specialists* in San Diego County²⁰

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> Health Education Nursing Bilingual (Spanish/English) Mental Health Public Health Community Health Cardiopulmonary Resuscitation (CPR) Health Promotion Data Collection Diabetes Mellitus Social Work Curriculum Development Behavioral Health Clinical Experience Psychology 	<ul style="list-style-type: none"> Communication Customer Service Teaching Management Planning Presentations Interpersonal Communications Writing Leadership Research Sales Scheduling Multilingualism Problem Solving Professionalism 	<ul style="list-style-type: none"> Microsoft Office Microsoft Excel

¹⁹ Lightcast 2024.02; "Job Posting Analytics." 2021-2023.

²⁰ Lightcast 2024.02; "Job Posting Analytics." 2021-2023.

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San Diego & Imperial Center of Excellence

SAN DIEGO & IMPERIAL COUNTIES

COMMUNITY COLLEGES

Important Disclaimers

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. This study examines the most recent data available at the time of the analysis; 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 the report 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.