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Labor Market Analysis

Wellness Coach



Prepared by Central Valley/Mother Lode Center of Excellence



POWERED BY



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Summary

The Central Valley/Mother Lode Center of Excellence developed this report for Clovis 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:

- Health Education Specialists (SOC 21-1091)
- Community Health Workers (SOC 21-1094)

Key Findings

- **Occupational Demand** — Occupations related to *Community Health* have a labor market demand of 120 annual job openings in the South Central Valley/Southern Mother Lode (SCV/SML) subregion. Between 2022 and 2027, *Health Education Specialists* are projected to have the most demand with 62 annual job openings.
- **Wages** — Average entry-level earnings of \$20.89/hour for *Community Health-related* occupations are higher than the living wage in the SCV/SML subregion. *Health Education Specialists* earn the highest entry-level wage, \$22.78/hour.
- **Employers and Job Titles** — Employers in the SCV/SML subregion include Crestwood Behavioral Health and Wonderful Center for Health Innovation. The most common job title is Mental Health Workers.
- **Skills** — The top baseline skill is communication; the top specialized skill is health and wellness coaching; and the top software skill is Microsoft Excel.
- **Education** — A high school diploma or equivalent is typically required for *Community Health Workers* while a bachelor's degree is typically required for *Health Education Specialists*.
- **Supply and Demand Analysis** — Based on 120 annual openings (i.e., demand) and 8 postsecondary awards conferred (i.e., supply), an analysis of supply and demand suggests there is an undersupply of 112 workers in the SCV/SML subregion. In the CVML region, 8 awards were conferred suggesting an undersupply of 170 workers (based on 178 annual openings in the CVML region).

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 Clovis 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 workers.

Introduction

The Central Valley/Mother Lode Center of Excellence developed this report to provide Clovis College with labor market information for *Community Health-related* occupations. 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 *Community Health-related* occupations 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.

Health Education Specialists (SOC 21-1091)

- **Job description:** 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.
- **Knowledge:** Customer and Personal Service, English Language, Education and Training, Administrative, Psychology
- **Skills:** Active Listening, Speaking, Writing, Learning Strategies, Active Learning

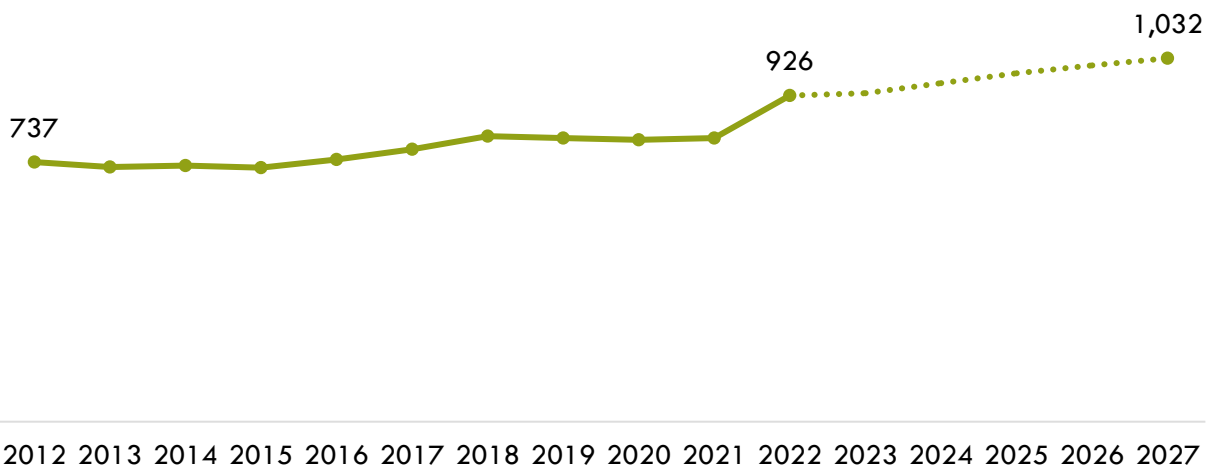
Community Health Workers (SOC 21-1094)

- **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 employment trends for *Community Health-related* occupations in the SCV/SML subregion. Between 2022 to 2027, the number of jobs for occupations related to *Community Health* is projected to increase by 106 – growth of 11%.

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



Occupations related to *Community Health* in the SCV/SML subregion employed 926 workers in 2022 (Exhibit 1b). *Health Education Specialists* are projected to have the largest annual openings, 62. Occupations are sorted from highest annual openings to lowest.

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

Occupation	2022 Jobs	2027 Jobs	5-Year Change	5-Year % Change	Annual Openings
Health Education Specialists	496	538	42	8%	62
Community Health Workers	430	494	64	15%	58
TOTAL	926	1,032	106	11%	120

Wages

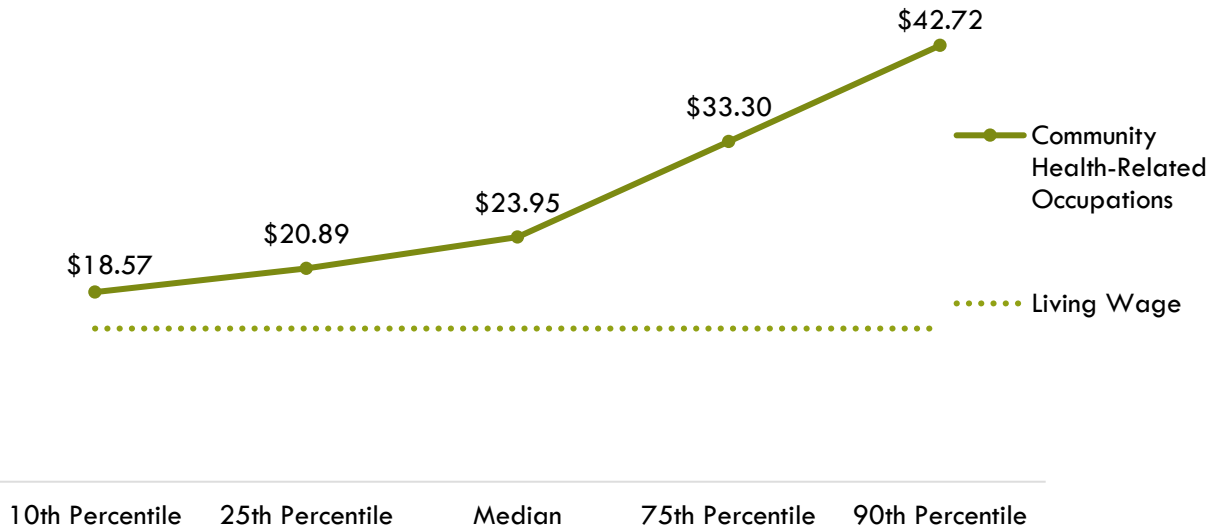
Exhibit 2a shows the hourly wages for the two occupations studied in this report. Of the two occupations studied in this report, *Health Education Specialists* have the highest entry-level wage, \$22.78/hour.¹ Occupations are sorted from highest entry-level wage to lowest.

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

Occupation	25 th Percentile Hourly Earnings	Median Hourly Earnings	75 th Percentile Hourly Earnings
Health Education Specialists	\$22.78	\$25.85	\$35.10
Community Health Workers	\$19.01	\$22.05	\$31.51

Exhibit 2b shows the average hourly wages for *Community Health-related* occupations; all five average wages are above the living wage for the SCV/SML subregion.

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



¹ Note: 10th and 25th percentiles are considered entry-level wages while 75th and 90th are considered experienced wages, which may be obtained through long-term employment or extra training, etc.

Job Postings

There were 70 unique job postings for occupations related to *Community Health* in the SCV/SML subregion from August 2023 to July 2024.²

Top Employers

The employers with the most job postings are listed in Exhibit 3. The top employers in online job postings were Crestwood Behavioral Health and Wonderful Center for Health Innovation.

Exhibit 3. Top employers of *Community Health* occupations

Employer
Crestwood Behavioral Health
Wonderful Center for Health Innovation
Lyra Health
Telecare
Alignment Healthcare
Pear Suite
Clinica Sierra Vista
Chaparral Medical Group

Top Job Titles

Exhibit 4 shows the most common job titles for the *Community Health* occupations in the SCV/SML subregion.

Exhibit 4. Top job titles for *Community Health* occupations

Job Title
Mental Health Workers
Health Coaches
Community Health Workers
Wellness Coaches
Health Educators
Mental Health Aides
Peer Recovery Coaches
Behavioral Health Coaches

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 the two *Community Health* 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 *Community Health* occupations

Market Salary	Job Postings
\$35,000-\$39,999	14
\$40,000-\$44,999	2
\$45,000-\$49,999	3
\$50,000-\$54,999	0
\$55,000-\$59,999	2
\$60,000-\$64,999	1
\$65,000-\$69,999	0
\$70,000-\$87,000	12

Education

Of the 70 unique job postings, 58 listed a minimum educational requirement for the position being filled. Among those, 47% requested a high school diploma or GED, 31% requested an associate degree, and 22% requested a bachelor’s degree (Exhibit 6).

Exhibit 6. Education levels requested in job postings for *Community Health* occupations

Education Level	Job Postings	% of Job Postings
High school diploma or GED	27	47%
Associate degree	18	31%
Bachelor's degree	13	22%

Baseline, Specialized, and Software Skills

Exhibit 7 depicts the top baseline, specialized, and software skills in job postings. The most requested baseline skill is communication. The most requested specialized skill is health and wellness coaching. The most requested software skill is Microsoft Excel.

Exhibit 7. In-demand baseline, specialized, and software skills for *Community Health* occupations

Baseline Skills	Specialized Skills	Software Skills
Communication	Health and Wellness Coaching	Microsoft Excel
Rapport Building	Mental Health	Microsoft Office
Multilingualism	Crisis Intervention	Microsoft Outlook
Management	Psychiatry	Microsoft Word
Customer Service	Behavioral Health	Microsoft PowerPoint

Education, Work Experience, & Training

A high school diploma or equivalent is typically required for *Community Health Workers* while a bachelor's degree is typically required for *Health Education Specialists* (Exhibit 8).

Exhibit 8. Education, work experience, training, and Current Population Survey results for occupations related to *Community Health*³

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training
Health Education Specialists	Bachelor's degree	None	None
Community Health Workers	High school diploma or equivalent	None	Short-term

Supply

An analysis of program data from the Integrated Postsecondary Education Data System (IPEDS) for the last three program years shows that, on average, 8 awards were conferred in the SCV/SML subregion (Exhibits 9 and 10). NOTE: No supply data was available for the CIP listed below.

Exhibit 9. TOP and CIP codes for *Community Health*-related occupations

TOP Titles	CIP Titles
1261.00 – Community Health Care Worker	30.1701 - Behavioral Sciences
	51.2208 – Community Health and Preventive Medicine

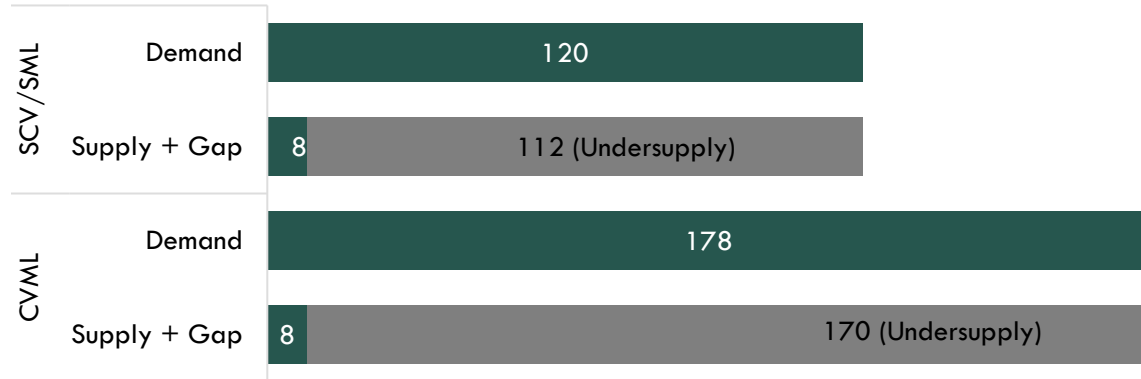
Exhibit 10. Postsecondary supply for *Community Health*-related Programs

TOP Code	Program	College	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Award Average
1261.00	Community Health Care Worker	Bakersfield	0	23	1	8
		SCV/SML Subtotal	0	23	1	8
CVML Subtotal			0	23	1	8

³ "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

There is an undersupply of 112 *Community Health-related* workers in the SCV/SML subregion and an undersupply of 170 workers in the CVML region (Exhibit 11).

Exhibit 11. *Community Health-related* workforce demand (annual job openings), postsecondary awards (supply), and additional students needed to fill gap in the SCV/SML subregion and CVML region



Recommendation

This report suggests there is a shortage of 112 workers in the SCV/SML subregion and a shortage of 170 workers in the CVML region for *Community Health-related* occupations. Based on these findings, it is recommended that Clovis 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 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: 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.