



Labor Market Analysis for Program Recommendation

Workforce Essential Occupations

Monterey Peninsula College

Prepared by the Bay Region Center of Excellence for Labor Market Research

January 2025

Recommendation

Based on all available data, there appears to be an “undersupply” of Workforce Essential workers compared to the demand for this cluster of occupations in the Bay Region and in the SC-Monterey Sub-Region (Monterey, San Benito, Santa Cruz counties). There is a projected annual gap of about 1,505 students in the Bay Region and 95 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 4930.12 - Job Seeking/Changing Skills programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Monterey Peninsula College and in the region.

This report profiles Workforce Essential Occupations in the 12 county Bay Region and in the SC-Monterey Sub-Region for Program Recommendation at Monterey Peninsula College.

- Social and Human Service Assistants (21-1093):** 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.
 - Typical Entry-Level Educational: High school diploma or equivalent
 - Typical On-the-Job Training: Short-term on-the-job training
 - Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 33%

Occupational Demand

Table 1. Employment Outlook for Workforce Essential Occupations in the Bay Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Social and Human Service Assistants	11,315	12,952	1,637	14%	7,743	1,549	\$20	\$24
Total	11,315	12,952	1,637	14%	7,743	1,549	\$20	\$24

Source: Lightcast 2024.3

The Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Workforce Essential Occupations in the SC-Monterey Sub-Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Social and Human Service Assistants	1,061	1,190	129	12%	696	139	\$19	\$21
Total	1,061	1,190	129	12%	696	139	\$19	\$21

Source: Lightcast 2024.3

SC-Monterey Sub-Region includes: Monterey, San Benito, Santa Cruz Counties

Job Postings in the Bay Region and SC-Monterey Sub-Region

Table 3. Number of Job Postings by Occupation for the latest 12 months

Occupation	Bay Region	SC-Monterey
Social and Human Service Assistants	1,906	176

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Table 4a. Top Job Titles in Job Postings for Workforce Essential Occupations in the Bay Region

Title	Bay	Title	Bay
Housing Navigators	103	Case Management Assistants	23
Social Services Assistants	93	Community Navigators	22
Family Assistants	79	Life Coaches	20
Life Enrichment Assistants	48	Outreach Workers	18
Home Providers	47	Youth Advocates	18
Support Personnel	30	Home Visitors	17
Life Skills Coaches	29	Shelter Monitors	16
Peer Navigators	26	Autism Aides	15
Service Team Managers	26	Bilingual Spanish Customer Service Representatives	15

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Table 4b. Top Job Titles in Job Posting for Workforce Essential Occupations in the SC-Monterey Sub-Region

Title	SC-Monterey	Title	SC-Monterey
Housing Navigators	19	Advocates	3
Community Health Advocates	6	Autism Aides	3
Life Skills Coaches	6	Community Outreach Assistants	3
Bilingual Spanish Customer Service Representatives	5	Community Service Aides	3

Title	SC-Monterey	Title	SC-Monterey
Family Advocates	5	Domestic Violence Advocates	3
Social Services Assistants	5	Intervention Aides	3
Care Advocates	4	After School Aides	2
Care Managers	4	After School Program Aides	2
Admissions Assistants	3	After School Supervisors	2

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Industry Concentration

Table 5. Industries Hiring for Workforce Essential Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Local Government, Excluding Education and Hospitals	1,564	1,633	4%	14%
Other Individual and Family Services	1,547	1,760	14%	14%
Services for the Elderly and Persons with Disabilities	1,519	1,960	29%	13%
Child and Youth Services	647	712	10%	6%
State Government, Excluding Education and Hospitals	587	616	5%	5%
Temporary Shelters	488	527	8%	4%
Residential Mental Health and Substance Abuse Facilities	375	376	0%	3%
Other Community Housing Services	350	407	16%	3%
Outpatient Mental Health and Substance Abuse Centers	341	435	28%	3%
Other Social Advocacy Organizations	332	382	15%	3%

Source: Lightcast 2024.4

Table 6. Top Employers Posting Workforce Essential Occupations in the Bay Region and the SC-Monterey Sub-Region

Employer	Bay	Employer	SC-Monterey
Amergis	42	Mount Hermon Association	6
State of Nebraska	31	University of California	6
Estatejobs.Com	27	Community Homeless Solutions	5

Employer	Bay	Employer	SC-Monterey
University of California	27	Harmony At Home	5
Catholic Charities USA	26	Homeless Services Center	5
Panda Express	26	Boys & Girls Clubs Of Monterey County	4

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Educational Supply

There is one community college in the Bay Region issuing 44 awards on average annually (last 3 years ending 2021 - 23) on TOP 4930.12 - Job Seeking/Changing Skills. In the SC-Monterey Sub-Region, there is one community colleges that issued 44 awards on average annually (last 3 years) on this TOP code.

Table 7. Community College Awards on TOP 4930.12 - Job Seeking/Changing Skills in the Bay Region

College	Subregion	Noncredit award	Total
Cabrillo	SC-Monterey	44	44
Total	-	44	44

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 1,549 annual openings for the Workforce Essential occupational cluster and 44 annual (3-year average) awards for an annual undersupply of 1,505 students. In the SC-Monterey Sub-Region, there is also a gap with 139 annual openings and 44 annual (3-year average) awards for an annual undersupply of 95 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 4930.12 - Job Seeking/Changing Skills

Metric Outcomes	Bay All CTE Program	Monterey Peninsula College All CTE Program	State 4930.12	Bay 4930.12	SC-Monterey 4930.12	Monterey Peninsula College 4930.12
Students with a Job Closely Related to Their Field of Study	74%	73%	NA	NA	NA	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	\$67,771	NA	NA	NA	NA
Median Change in Earnings for SWP Exiting Students	24%	14%	NA	NA	NA	NA
Exiting Students Who Attained the Living Wage	54%	70%	NA	NA	NA	NA

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Workforce Essential Occupations in the Bay Region

Skill	Posting	Skill	Posting
Social Work	495	Substance Abuse	124
Case Management	412	Cooking	123
Mental Health	286	Human Services	118
Psychology	240	Activities Of Daily Living (ADLs)	114
Crisis Intervention	230	Conflict Resolution	113
Life Skills Development	199	Office Equipment	113
Bilingual (Spanish/English)	191	Behavioral Health	95
Disabilities	175	Community Outreach	94
Data Entry	158	Homeless Management Information System	91
Trauma Care	153	Meal Planning And Preparation	82

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Table 10. Certifications in Job Postings for Workforce Essential Occupations in the Bay Region

Certification	Posting	Certification	Posting
Cardiopulmonary Resuscitation (CPR) Certification	205	Automated External Defibrillator (AED) Certification	15
First Aid Certification	157	ServSafe Certification	9
Basic Life Support (BLS) Certification	25		

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Table 11. Education Requirements for Workforce Essential Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	584	37%
Associate degree	249	16%
Bachelor's degree & higher	727	47%

Source: Lightcast 2024.4; "Job Posting Analytics." Jan. 2024 - Dec. 2024

Note: 39% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online

Lightcast

CTE LaunchBoard www.calpassplus.org

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCO Data Mart

Contacts

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