CENTER OF EXCELLENCE FOR LABOR MARKET RESEARCH
BAY AREA

Labor Market Analysis for Program Recommendation Early Childhood Education Development Occupations (Focus on Neuroscience) Santa-Cruz-Monterey Subregion

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

Certificate Program

November 2026

Summary

Recommendation Based on Labor Market Data: ☐ Yes ☑ With Reservations ☐ No		
	Earning Wage Meets Living Wage	**Meets Demand**
Bay Region	**Entry Level Hourly Wage- $18** **Mid-Career Hourly Wage- $21** **Mid-Career Hourly Wage at or above the Bay Living Wage ($27)?** **☐ Yes** **☑ No**	**Demand: 13,299** **Supply: 2,386 (18% of Demand is Met)** **Gap: 10,913** **In-Demand?** **☑ Yes** **☐ No**
Santa-Cruz-Monterey Subregion	**Entry Level Hourly Wage- $19** **Mid-Career Hourly Wage- $20** **Mid-Career Hourly Wage at or above the Subregion Living Wage ($27)?** **☐ Yes** **☑ No**	**Demand: 1,055** **Supply: 163 (15% of Demand is Met)** **Gap: 892** **In-Demand?** **☑ Yes** **☐ No**

Note: An occupation is considered to provide a living wage if the mid-career wage is at or above the amount required for a single adult to be economically self-sufficient within a specified region. In this report, living wage estimates are based on the California Self-Sufficiency Standard. The Bay Region Center of Excellence also includes the MIT Living Wage Calculator in the Methodology section at the end of the report, as it provides more current data and serves as an additional point of reference and comparison. As a rule of thumb, an occupation will be considered **in-demand** when the supply is less than 75% of the demand and the labor market gap exceeds 40 openings (a reasonable regional threshold for starting a new program), but this approach may not apply in all cases. For definitions of demand, supply, and living wage, please scroll to the bottom of the report under **Definitions**.

Recommendation

The labor market data supports this proposed program with reservations. The occupations do not meet the Bay Region and Santa-Cruz-Monterey subregion living wage at the mid-career levels. However, an additional 10,913 students are needed in the Bay Region and 892 students in the Santa-Cruz-Monterey subregion to complete their program. Lastly, only 18% of labor market demand is being met in the Bay Region, and 15% of demand is being met in the Santa-Cruz-Monterey subregion overall.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1305.00 - Child Development/Early Care and Education 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 subregion in the state and region.

This report profiles Early Childhood Education Development Occupations in the 12 county Bay Region and in the Santa-Cruz-Monterey subregion. The occupations classified as middle-skill occupations require a certificate, or an associate degree, or it may require a bachelor's degree, but 33% or fewer of current workers in these roles hold one.

Childcare Workers (39-9011): Attend to children at schools, businesses, private households, and childcare institutions. Perform a variety of tasks, such as dressing, feeding, bathing, and overseeing play.

Typical Entry-Level Education: High school diploma or equivalent
Skill Level: Middle-Skill
Work Experience Required: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 34%

Teaching Assistants, Except Postsecondary (25-9045):

Typical Entry-Level Education: Some college, no degree
Skill Level: Middle-Skill
Work Experience Required: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 35%

Occupational Demand

Table 1. Employment Outlook for Early Childhood Education Development Occupations in the Bay Region

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Childcare Workers	51,190	50,873	-316	-1%	44,158	8,832	$16	$20
Teaching Assistants, Except Postsecondary	33,604	34,990	1,386	4%	22,333	4,467	$21	$23

Total	**84,794**	**85,863**	**1,069**	**1%**	**66,491**	**13,299**	**$18**	**$21**

Source: Lightcast 2026.3

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 Early Childhood Education Development Occupations in the Santa-Cruz-Monterey Subregion

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Childcare Workers	3,255	3,182	-73	-2%	2,800	560	$16	$18
Teaching Assistants, Except Postsecondary	3,603	3,815	212	6%	2,476	495	$21	$22
Total	**6,858**	**6,997**	**139**	**2%**	**5,276**	**1,055**	**$19**	**$20**

Source: Lightcast 2026.3

Santa-Cruz-Monterey Subregion includes: Monterey, San Benito, Santa Cruz Counties

Job Postings in the Bay Region and Santa-Cruz-Monterey Subregion

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

Occupation	Bay Region	Santa-Cruz-Monterey
Teaching Assistants, Except Postsecondary	5,693	404
Childcare Workers	1,360	46

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 4a. Top Job Titles in Job Postings for Early Childhood Education Development Occupations in the Bay Region

Title	Bay	Title	Bay
Nannies	489	Preschool Teacher Assistants	164
Paraprofessionals	474	Baby Sitters	132
Paraeducators	267	Teacher Aides	127
Instructional Aides	262	Assistant Teachers	117
Instructional Assistants	252	Family Assistants	82
Special Education Paraeducators	222	Teacher Assistants/Aides	79
Special Education Paraprofessionals	195	School Paraprofessionals	75
Teaching Assistants	188	Classroom Aides	67
Program Assistants	175	Paraprofessional Educators	63

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 4b. Top Job Titles in Job Postings for COA (Applied Neuroscience in ECED) Occupations in the SC-Monterey Subregion

Title	Subregion	Title	Subregion
Special Education Paraeducators	45	Instructional Assistants	9
Paraprofessionals	41	Nannies	8

Special Education Paraprofessionals	22	Associate Teachers	8
Program Assistants	16	School Paraprofessionals	8
Program Aides	14	Child and Youth Program Assistants	8
Middle School Educators	11	Infant/Toddler Assistant Teachers	8
High School Educators	11	Montessori Preschool Teachers	8
Preschool Associate Teachers	11	Paraprofessional Educators	7
Teaching Assistants	10	Assistant Teachers	7

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Industry Concentration

Table 5. Industries Hiring for Early Childhood Education Development Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2025)	Jobs in Industry (2030)	% Change (2025-30)	% Occupation Group in Industry (2025)
Private Households	31,734	31,275	-1%	37%
Elementary and Secondary Schools (Local Government)	24,552	25,527	4%	29%
Child Care Services	14,955	14,841	-1%	18%
Elementary and Secondary Schools	5,216	5,350	3%	6%
Religious Organizations	1,369	1,355	-1%	2%
Fitness and Recreational Sports Centers	1,132	1,246	10%	1%
Civic and Social Organizations	953	1,061	11%	1%
Local Government, Excluding Education and Hospitals	677	713	5%	1%
Temporary Help Services	606	579	-5%	1%
Other Individual and Family Services	491	551	12%	1%

Source: Lightcast 2026.3

Table 6. Top Employers Posting Early Childhood Education Development Occupations in the Bay Region and the Santa-Cruz-Monterey Subregion

Employer	Bay	Employer	Santa-Cruz-Monterey
Zen Educate	283	Monterey County Office Of Education	38
Soliant Health	238	Salinas Union High School District	32
ProCare Therapy	137	Soliant Health	31
Vallejo City Unified School District	130	EMIT Learning	16
Sunbelt Staffing	117	Community Action Partnership Of San Luis Obispo	15
EMIT Learning	113	Community Development Institute Head Start	11

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Educational Supply

There are 23 community colleges in the Bay Region which issue 2,379 awards on average annually (last 3 years ending 2024-25) on TOP 1305.00 - Child Development/Early Care and Education. In the Santa-Cruz-Monterey subregion, there are three community colleges that issued 163 awards on average annually (last 3 years) on this TOP code.

There is one other CTE educational institution in the Bay Region issuing one associate award on average annually (last 3 years ending 2023-24) on CIP 13.1210- Early Childhood Education and Teaching. There are no other CTE

educational institutions in the Santa-Cruz-Monterey subregion issuing any awards on average annually (last 3 years) on this CIP code.

There is one other CTE educational institution in the Bay Region issuing 6 awards on average annually (last 3 years ending 2023-24) on CIP 19.0709- Child Care Provider/Assistant. There are no other CTE educational institutions in the Santa-Cruz-Monterey subregion issuing any awards on average annually (last 3 years) on this CIP code.

Table 7a. Community College Awards on TOP 1305.00 - Child Development/Early Care and Education in the Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Noncredit award	Total
Cabrillo	Santa-Cruz-Monterey	21	52	14	16	103
Canada	Mid-Peninsula	21	0	17	0	38
Chabot Hayward	East Bay	30	0	119	0	149
Contra Costa	East Bay	26	14	7	0	47
Deanza	Silicon Valley	46	0	31	0	77
Diablo Valley	East Bay	34	25	137	0	196
Foothill	Silicon Valley	16	0	8	0	24
Gavilan	Silicon Valley	11	0	12	0	23
Hartnell	Santa-Cruz-Monterey	21	11	0	0	32
Las Positas	East Bay	37	0	105	0	142
Los Medanos	East Bay	29	23	61	0	113
Marin	North Bay	4	2	0	0	6
Merritt	East Bay	42	27	183	0	252
Mission	Silicon Valley	23	8	29	0	60
Monterey	Santa-Cruz-Monterey	19	9	0	0	28
Napa	North Bay	10	0	0	0	10
Ohlone	East Bay	7	4	0	0	11
San Francisco	Mid-Peninsula	91	0	702	0	793
San Jose City	Silicon Valley	7	3	37	0	47
Santa Rosa	North Bay	31	8	74	12	125
Skyline	Mid-Peninsula	29	0	7	0	36
Solano	North Bay	17	0	26	0	43
West Valley	Silicon Valley	13	1	10	0	24
Total		**585**	**187**	**1579**	**28**	**2379**

Source: CCCCO DataMart

Note: The annual average for awards is 2022-23 to 2024-25.

Table 7b. Other CTE Institutions Awards on CIP 19.0709- Child Care Provider/Assistant in the Bay Region

College	Subregion	Certificates of at least 1 but less than 2 years	Total
CET-San Jose	Silicon Valley	6	6
Total		**6**	**6**

Source: IPEDS

Note: The annual average for awards is 2021-22 to 2023-24.

Table 7c. Other CTE Institutions Awards on CIP 13.1210- Early Childhood Education and Teaching in the Bay Region

College	Subregion	Associate degree	Total
Pacific Union College	North Bay	1	1
Total		**1**	**1**

Source: IPEDS

Note: The annual average for awards is 2021-22 to 2023-24.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 13,299 annual openings for the Early Childhood Education Development occupational cluster and 2,386 annual (3-year average) awards for an annual undersupply of 10,913 students. In the Santa-Cruz-Monterey subregion, there is also a gap with 1,055 annual openings and 163 annual (3-year average) awards for an annual undersupply of 892 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1305.00 - _Child Development/Early Care and Education

Metric Outcomes	Bay All CTE Program	State 1305.00	Bay 1305.00	Santa-Cruz-Monterey 1305.00
Students with a Job Closely Related to Their Field of Study	75%	80%	84%	81%
Median Annual Earnings for SWP Exiting Students	$59,448	$35,985	$42,624	$36,425
Median Change in Earnings for SWP Exiting Students	30%	34%	40%	31%
Exiting Students Who Attained the Living Wage	50%	30%	28%	17%

Source: DataVista Program Median of 2021 to 2023.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Early Childhood Education Development Occupations in the Bay Region

Skill	Posting	Skill	Posting
Special Education	2,314	Preschool Education	807
Working With Children	1,453	Early Childhood Education	722
Individualized Education Programs (IEP)	1,403	Personal Care	602
Classroom Management	1,146	Office Equipment	591
Toileting	1,145	Behavior Intervention	491
Behavior Management	1,039	Student Services	479
Child Development	991	Punctuation and Capitalization	460
Lesson Planning	904	Autism Spectrum Disorders	454
Disabilities	853	First Aid	382
Lifting Ability	837	Crisis Prevention	352

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 10. Certifications in Job Postings for Early Childhood Education Development Occupations in the Bay Region

Certification	Posting	Certification	Posting
Cardiopulmonary Resuscitation (CPR) Certification	1,675	American Red Cross (ARC) Certification	19
First Aid Certification	1,467	Crisis Prevention Institute (CPI) Certification	18
Automated External Defibrillator (AED) Certification	51	Mandated Reporter Certification	17
Basic Life Support (BLS) Certification	23	American Red Cross First Aid Certification	8

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 11. Education Requirements for Early Childhood Education Development Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	3,011	48%
Associate degree	1,985	32%
Bachelor's degree & higher	1,280	20%

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Note: 41% 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.

This report uses living wage estimates from the California Self-Sufficiency Standard. The Bay Region Center of Excellence also provides estimates from the Massachusetts Institute of Technology (MIT) Living Wage Calculator, which offers more current data. Furthermore, the California Self-Sufficiency Standard and the MIT Living Wage Calculator use different methodologies, so their estimates are not directly comparable or interchangeable. The MIT Living Wage Calculator generally produces higher living wage thresholds. As a result, using MIT estimates may identify fewer occupations as providing a living wage, even when the underlying occupational wage data have not changed. For comparison, the MIT living wage is $33 per hour for the Bay Region and $36 per hour for the Santa-Cruz-Monterey subregion. Under the California Self-Sufficiency Standard, the living wage is $27 per hour for the Bay Region and $27 per hour for the Santa-Cruz-Monterey subregion.

Definitions

Demand refers to average annual openings which includes a combination of both new jobs and replacement jobs between 2025 to 2030. New jobs represent the total number of additional workers required in an occupation, calculated as the difference between the current number of workers and the projected number of unfilled positions. Replacements are jobs that will need to be filled by new hires due to existing workers leaving the occupation. The average annual openings figure is derived by dividing total openings (2025 to 2030) by five years.

Supply refers to the average number of graduates between academic years 2021–2022 and 2023–2024. Graduates include students from community colleges, other two-year private and public institutions, as well as four-year institutions.

Living wage refers to the amount of income required for working families to meet basic needs at a minimally adequate level, considering family composition, ages of children, and geographic differences in costs based on the Self-Sufficiency Standard methodology.

Entry-level wages are the hourly earnings paid to workers who are newly entering an occupation.

Mid-career wages are the hourly earnings paid to workers who have accumulated several years of experience in an occupation, reflecting increased productivity, skill proficiency, and responsibility beyond entry-level roles but short of late-career or senior positions.

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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