



Labor Market Analysis for Program Recommendation

Wellness Coach Occupations

East Bay Subregion

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

Certificate Program

April 2026

Recommendation Based on Labor Market Data: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> With Reservations <input type="checkbox"/> No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage- \$22 Mid-Career Hourly Wage- \$27 Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 1,686 Supply: 194 (12% of Demand is Met) Gap: 1,492 In-Demand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
East Bay Subregion	Entry Level Hourly Wage- \$21 Mid-Career Hourly Wage- \$26 Mid-Career Hourly Wage at or above the Subregion Living Wage (\$25)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 532 Supply: 71 (14% of Demand is Met) Gap: 461 In-Demand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> 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. 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

Based on the labor market data, we recommend this proposed program. The occupations meet both the Bay Region and East Bay subregion living wage at the entry and mid-career levels. An additional 1,492 students are needed in

the Bay Region and 461 students in the East Bay subregion to complete their program. Lastly, only 12% of labor market demand is being met in the Bay Region, and 14% of demand is being met in the East Bay subregion overall.

Introduction

This report provides student outcomes data on employment and earnings for TOP 2104.00 - Human Services 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 Wellness Coach Occupations in the 12 county Bay Region and in the East Bay 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. |

- 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
 - 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%

Occupational Demand

Table 1. Employment Outlook for Wellness Coach Occupations in the Bay Region

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Social and Human Service Assistants	12,874	14,362	1,487	12%	8,429	1,686	\$22	\$27
Total	12,874	14,362	1,488	12%	8,429	1,686	\$22	\$27

Source: Lightcast 2026.1

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 Wellness Coach Occupations in the East Bay Subregion

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Social and Human Service Assistants	3,922	4,450	528	13%	2,661	532	\$21	\$26
Total	3,922	4,450	528	13%	2,661	532	\$21	\$26

Source: Lightcast 2026.1

East Bay Subregion includes: Alameda, Contra Costa Counties

Job Postings in the Bay Region and East Bay Subregion

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

Occupation	Bay Region	East Bay
Social and Human Service Assistants	344	111

Occupation	Bay Region	East Bay
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Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

Table 4a. Top Job Titles in Job Postings for Wellness Coach Occupations in the Bay Region

Title	Bay	Title	Bay
Social Services Assistants	88	Directors of Health and Human Services	4
Life Enrichment Assistants	80	Social Service Aides	4
Life Coaches	13	Child Welfare Managers	4
Social Service Designees	10	Assistant Service Experience Managers	4
Community Outreach Workers	9	Housing Navigators	4
Outreach Workers	7	Life Enrichment Managers	3
General Services Assistants	6	Social Caseworkers	3
Independent Living Instructors	5	Street Outreach Workers	3
Community Connectors	4	Resident Mentors	3

Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

Table 4b. Top Job Titles in Job Posting for Wellness Coach Occupations in the East Bay Subregion

Title	East Bay	Title	East Bay
Social Services Assistants	32	Outreach Workers	3
Life Enrichment Assistants	25	Child Welfare Social Workers	2
Social Service Designees	6	Child Welfare Managers	2
Life Coaches	6	Independent Living Assistants	1
Independent Living Instructors	5	Life Enrichment Managers	1
Community Outreach Workers	5	Directors of Supply	1
Social Caseworkers	3	Community Connectors	1
Street Outreach Workers	3	Eligibility Technicians	1
General Services Assistants	3	Service Assistants	1

Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

Industry Concentration

Table 5. Industries Hiring for Wellness Coach Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2024)	Jobs in Industry (2029)	% Change (2024-29)	% Occupation Group in Industry (2024)
Services for the Elderly and Persons with Disabilities	1,984	2,477	25%	16%
Other Individual and Family Services	1,859	2,111	14%	14%
Local Government, Excluding Education and Hospitals	1,482	1,561	5%	11%
Child and Youth Services	780	858	10%	6%
State Government, Excluding Education and Hospitals	587	624	6%	5%
Temporary Shelters	537	578	8%	4%
Outpatient Mental Health and Substance Abuse Centers	413	486	18%	3%
Residential Mental Health and Substance Abuse Facilities	400	409	2%	3%
Other Community Housing Services	391	458	17%	3%
Other Social Advocacy Organizations	372	419	13%	3%

Source: Lightcast 2026.1

Table 6. Top Employers Posting Wellness Coach Occupations in the Bay Region and the East Bay Subregion

Employer	Bay	Employer	East Bay
Aegis Living	18	Aegis Living	7
Sequoia Living	15	Oakland Healthcare And Wellness Center	5
Front Porch	11	Sequoia Living	4
State of California	7	Princeton Manor Healthcare Center	4
County Of Sonoma	5	East Bay Innovations	4
Kisco Senior Living	5	University of California-Berkeley	3

Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

Educational Supply

There are ten community colleges in the Bay Region issuing 194 awards on average annually (last 3 years ending 2023-24) on TOP 2104.00 - Human Services. In the East Bay subregion, there are four community colleges that issued 71 awards on average annually (last 3 years) on this TOP code.

There are no other CTE educational institutions in the Bay Region issuing awards on average annually (last 3 years ending 2022-23) on CIP 19.0710- Developmental Services Worker.

Table 7. Community College Awards on TOP 2104.00 - Human Services in the Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Noncredit award	Total
Berkeley City	East Bay	1	9	1	20	31
Cabrillo	SC-Monterey	10	0	16	2	28
Canada	Mid-Peninsula	5	0	0	0	5
Chabot	East Bay	10	0	4	0	14
Contra Costa	East Bay	5	1	15	0	21
Las Positas	East Bay	5	0	0	0	5
Napa	North Bay	12	0	1	0	13
San Francisco	Mid-Peninsula	10	0	0	0	10
Santa Rosa	North Bay	16	21	0	0	37
Solano	North Bay	16	0	14	0	30
Total	-	90	31	51	22	194

Source: Data Mart

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 1,686 annual openings for the Wellness Coach occupational cluster and 194 annual (3-year average) awards for an annual undersupply of 1,492 students. In the East Bay subregion, there is also a gap with 532 annual openings and 71 annual (3-year average) awards for an annual undersupply of 461 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 2104.00 - Human Services

Metric Outcomes	Bay All CTE Program	State 2104.00	Bay 2104.00	East Bay 2104.00
Students with a Job Closely Related to Their Field of Study	75%	72%	77%	NA
Median Annual Earnings for SWP Exiting Students	\$58,379	\$38,010	\$46,525	\$46,966
Median Change in Earnings for SWP Exiting Students	31%	33%	25%	31%
Exiting Students Who Attained the Living Wage	50%	38%	36%	37%

Source: DataVista Program Median of 2020 to 2022.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Wellness Coach Occupations in the Bay Region

Skill	Posting	Skill	Posting
Social Work	170	Assisted Living	25
Discharge Planning	65	Care Coordination	25
Mental Health	49	Medicare	25
Psychology	48	Lifting Ability	24
Disabilities	42	Social History Records	24
Human Services	38	Event Planning	23

Skill	Posting	Skill	Posting
Office Equipment	33	Case Management	22
Good Driving Record	31	Community Planning	22
Data Entry	29	Medicaid	22
Nursing Homes	27	Performance Improvement	21

Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

Table 10. Certifications in Job Postings for Wellness Coach Occupations in the Bay Region

Certification	Posting	Certification	Posting
First Aid Certification	27	Basic Life Support (BLS) Certification	3
Cardiopulmonary Resuscitation (CPR) Certification	23	Forklift Certification	2
Automated External Defibrillator (AED) Certification	5	Activity Director Certification	2
ServSafe Certification	3	Life Coach Certification	1

Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

Table 11. Education Requirements for Wellness Coach Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	146	49%
Associate degree	52	17%
Bachelor's degree & higher	103	34%

Source: Lightcast 2026.1; "Job Posting Analytics." Mar. 2025 - Feb. 2026

Note: 40% 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.

Definitions

Demand refers to average annual openings which includes a combination of both [new jobs and replacement jobs](#) between 2024 to 2029. 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 (2024 to 2029) 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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