



Labor Market Analysis: 2104.00 – Human Services

44.0701 – Social Work

Certified Wellness Coach – Certificate requiring 30 to <60 semester units

Los Angeles Center of Excellence, July 2026

Program Endorsement:	Endorsed: All Criteria Met	☐	Endorsed: Some Criteria Met	☒	Not Endorsed	☐
Program Endorsement Criteria						
Supply Gap:	Yes	☒	No	☐		
Living Wage: (Entry-Level, 25 th)	Yes	☐	No	☒		
Education:	Yes	☒	No	☐		
Emerging Occupation(s)						
Yes		☐	No	☒		

SUMMARY

This report analyzes whether local labor market demand is being met by community college programs aligned with the identified middle-skill occupations¹ or whether a shortage of workers exists. Labor market demand is measured by annual job openings while education supply is measured by the number of awards (degrees and certificates) conferred on average each year.

Based on the available data, there appears to be a supply gap for the two identified middle-skill occupations in the region. While the majority of annual openings have entry-level wages that are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, more than one-third of current workers in the field have completed an associate degree or less education as their highest level of educational attainment.

Recommendation: Due to two of three program endorsement criteria being met, the Los Angeles Center of Excellence for Labor Market Research (LA COE) endorses this proposed program.

Key Findings

Supply Gap

- 3,022 annual job openings are projected in the region through 2029. This number is greater than the three-year average of 1,679 awards conferred by educational institutions in the region.

¹ Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree. The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

Living Wage

- 87% of annual job openings for these middle-skill human services occupations have entry-level wages **below** Los Angeles County's self-sufficiency standard hourly wage (\$24.03/hour).²

Educational Attainment

- A high school diploma or equivalent is the typical entry-level education for these middle-skill human services occupations, according to the Bureau of Labor Statistics (BLS).
- 38%-48% of workers in the field have completed an associate degree or less educational attainment, according to national educational attainment data.

Community college supply

- 20 community colleges issued awards related to human services in the greater LA/OC region.
- 824 awards (degrees and certificates) were conferred on average each year between 2023 and 2025.

Other postsecondary supply

- 12 educational institutions in the LA/OC region have conferred bachelor's degrees in programs related to human services over the past three years.
- 855 bachelor's degrees were conferred on average each year by other postsecondary institutions throughout the greater LA/OC region between 2022 and 2024.

TARGET OCCUPATIONS

LA COE prepared this report to provide regional labor market and postsecondary supply data related to two middle-skill occupations. [For full occupation descriptions, please see Appendix.](#)

- **Social and Human Service Assistants (21-1093)**³
- **Community Health Workers (21-1094)**⁴

OCCUPATIONAL DEMAND

Exhibit 1 shows the five-year occupational demand projections for these middle-skill human services occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 10% through 2029. There will be more than 3,000 job openings per year through 2029 due to job growth and replacements. The majority of jobs in 2024 for these middle-skill human services occupations (80%) were located in Los Angeles County.

² Center for Women's Welfare, University of Washington. (2024). *The self-sufficiency standard for California 2024*. <http://selfsufficiencystandard.org/California>.

³ [Social and Human Service Assistants \(bls.gov\)](#)

⁴ [Community Health Workers \(bls.gov\)](#)

Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties⁵

Geography	2024 Jobs	2029 Jobs	2024-2029 Change	2024-2029 % Change	Annual Openings
Los Angeles	18,774	20,767	1,993	11%	2,424
Orange	4,682	5,126	444	9%	598
Total	23,456	25,893	2,437	10%	3,022

Detailed Occupation Data

Exhibit 2 displays the current employment and projected occupational demand for each of the target occupations in Los Angeles County. The average percentage of workers aged 55+ across all occupations in the Los Angeles/Orange County region is 26%; occupations with a larger share of workers aged 55 and older typically have greater replacement needs to offset the amount of impending retirements. On average, 81% of workers across all occupations in California are employed full-time. Occupations with a lower-than-average percentage of full-time workers may have less employment security but may see increased activity in the gig economy.

Exhibit 2: Detailed employment and occupational demand, Los Angeles County⁶

Occupation	2024 Jobs	2029 Jobs	5-Yr % Change	Annual Openings	% Aged 55 and older	% Full Time Workers
Social and Human Service Assistants	16,093	17,936	11%	2,098	25%	76%
Community Health Workers	2,681	2,831	6%	326	23%	Data unavailable
Total	18,774	20,767	11%	2,424	-	-

WAGES

The labor market endorsement in this report considers the entry-level hourly wages for these middle-skill human services occupations in Los Angeles County as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater Los Angeles/Orange County region.

⁵ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

⁶ Ibid.

Los Angeles County

The majority, 87%, of annual openings for middle-skill human services occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$24.03 in Los Angeles County). Typical entry-level hourly wages are in a range between \$22.35 and \$24.29. (Exhibit 3).

One occupation has entry-level wages above the self-sufficiency standard wage:

- *Community health workers*, \$24.29

Experienced workers can expect to earn wages between \$29.74 and \$29.76, which are higher than the self-sufficiency standard.

Exhibit 3: Earnings for occupations in Los Angeles County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Social and Human Service Assistants	\$22.35	\$24.45	\$29.74	\$50,900
Community Health Workers	\$24.29	\$27.08	\$29.76	\$56,300

*Rounded to the nearest \$100

Orange County

Both occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$27.13 in Orange County). Typical entry-level hourly wages are in a range between \$21.11 and \$23.58 (Exhibit 4). Experienced workers can expect to earn wages between \$28.10 and \$28.89, which are higher than the self-sufficiency standard.

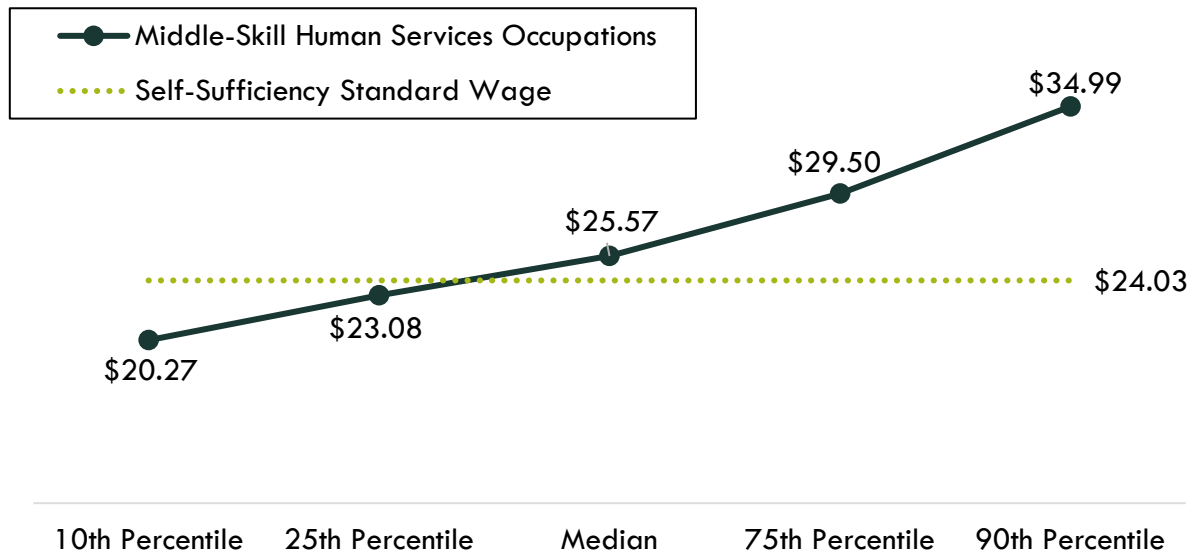
Exhibit 4: Earnings for occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Social and Human Service Assistants	\$21.11	\$23.10	\$28.10	\$48,100
Community Health Workers	\$23.58	\$26.29	\$28.89	\$54,700

*Rounded to the nearest \$100

Across the greater Los Angeles and Orange County region, the average entry-level hourly earnings for the occupations in this report are \$23.08; this is below the living wage for one single adult in Los Angeles County (\$24.03). Exhibit 5 shows the average hourly wage for the occupations in this report, for entry-level to experienced workers.

Exhibit 5: Average hourly earnings for target occupations, Los Angeles and Orange counties



JOB POSTINGS

There were 993 online job postings related to middle-skill human services occupations listed in the past 12 months in Los Angeles and Orange counties. Exhibit 6 displays the number of job postings by occupation. The majority of job postings (59%) were for *social and human service assistants*, followed by *community health workers* (41%).

Exhibit 6: Job postings by occupation (last 12 months), Los Angeles and Orange counties



Job postings were analyzed for the most common job titles, skills, and employers associated with the target occupations in this report (Exhibit 7).

Exhibit 7: Most commonly requested job titles, skills and employers in job postings, Los Angeles and Orange counties

Top Job Titles	Top Skills	Top Employers
• Community health workers • Social services assistants • Support coordinators • Recovery coaches • Life enrichment assistants • Peer navigators • Recovery coordinators • Outreach workers	• Social work • Community health • Community outreach • Mental health • Care coordination • Case management • Behavioral health • Medical records • Bilingual (Spanish/English)	• University of Southern California • Monte Nido & Affiliates • Keck Medical Center of USC • Healthcare in Action • Helpline Youth Counseling • Providence*

*Staffing company

In the greater Los Angeles/Orange County region, 67% of the target occupations job postings listed a minimum educational requirement. Exhibit 8 details the number and percentage of job postings by educational level.

Exhibit 8: Education levels requested in job postings for target occupations, Los Angeles and Orange counties

Education Level	Job Postings	% of Job Postings
Bachelor's degree	144	22%
Associate degree	38	6%
High school diploma or vocational training	484	72%

EDUCATIONAL ATTAINMENT

The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for the target occupations (Exhibit 9). However, the national-level data indicates between 38% and 48% of workers in the field have completed an associate degree or less education as their highest level of educational attainment. The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupations in this report:

Exhibit 9: Entry-level education preferred by employers nationally, Bureau of Labor Statistics

Occupation	Education Level
Social and Human Service Assistants	High school diploma or equivalent
Community Health Workers	High school diploma or equivalent

EDUCATIONAL SUPPLY

Community College Supply

Exhibit 10 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are East LA, Mt. San Antonio, and LA Valley.

Exhibit 10: Regional community college awards (certificates and degrees), 2023-2025

TOP Code	Program	College	2022-23 Awards	2023-24 Awards	2024-25 Awards	3-Year Average
1261.00	Community Health Care Worker	Cerritos	1	1	4	2
		LA Pierce	83	14	22	40
		LA Southwest	-	-	45	15
		LA Valley	77	84	101	87
		LA Subtotal	161	99	172	144
		Orange Coast	8	1	16	8
		OC Subtotal	8	1	16	8
Supply Subtotal/Average			169	100	188	152
2104.00	Human Services	Cerritos	47	48	50	48
		East LA	-	-	7	2
		Glendale	9	6	7	7
		LA City	5	5	12	7
		LA Valley	5	19	2	9
		Long Beach	63	29	44	45
		Mt San Antonio	-	-	35	12
		Rio Hondo	20	45	34	33
		Santa Monica	-	-	11	4
		West LA	-	-	1	0
		LA Subtotal	149	152	203	168
		Coastline	18	7	11	12
		Cypress	19	25	29	24
		Fullerton	-	-	2	1
		Golden West	-	1	1	1
		Saddleback	22	12	31	22
		Santa Ana	39	28	37	35
		Santiago Canyon	4	6	5	5
		OC Subtotal	102	79	116	99
Supply Subtotal/Average			251	231	319	267

TOP Code	Program	College	2022-23 Awards	2023-24 Awards	2024-25 Awards	3-Year Average
2104.40	Alcohol and Controlled Substances	East LA	85	138	171	131
		Glendale	20	11	18	16
		LA City	4	18	11	11
		LA Pierce	42	35	34	37
		LA Southwest	16	6	6	9
		Long Beach	35	35	46	39
		Mt San Antonio	68	118	112	99
		Rio Hondo	13	10	12	12
		West LA	12	11	10	11
		LA Subtotal	295	382	420	366
		Cypress	15	16	14	15
		Saddleback	23	20	28	24
		OC Subtotal	38	36	42	39
		Supply Subtotal/Average			333	418
Supply Total/Average			753	749	969	824

Exhibit 11 displays the community college awards broken down by award type. In this case, the majority of awards issued by community colleges are certificates (51%).

Exhibit 11: Community college awards by award type, 2023-2025

Award Type	# of Awards	% of Awards
A.A./A.A.-T./A.S./A.S.-T degrees	240	29%
Certificates	418	51%
Noncredit awards	166	20%
Total	824	100%

Other Postsecondary Supply

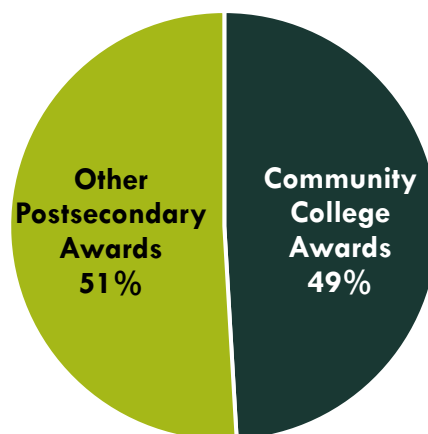
For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for middle-skill human services occupations. Exhibit 12 shows the number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent data is from 2022 to 2024. Between 2022 and 2024, other postsecondary college institutions in the region conferred an average of 855 bachelor's degrees. In the past three years, there were no sub-baccalaureate awards conferred in these related CIP codes. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards that typically take fewer than four years to complete.

Exhibit 12: Other regional postsecondary awards, 2022-2024

CIP Code	Program	Postsecondary Institution	2021-22 Awards	2022-23 Awards	2023-24 Awards	3-Year Average
44.0000	Human Services, General	CSU-Dominguez Hills	128	100	65	98
		CSU-Fullerton	271	262	219	251
44.0701	Social Work	Azusa Pacific Univ.	36	23	18	26
		CSU-Long Beach	72	69	60	67
		CSU-Los Angeles	227	279	217	241
		Chapman University	10	3	3	5
		Mt Saint Mary's Univ.	11	20	7	13
		Pacific Oaks College	1	5	5	4
		Touro Univ. Worldwide	5	9	6	7
		University of Massachusetts Global	148	130	102	127
		Whittier College	14	13	4	10
		World Mission Univ.	2	10	11	8
Supply Total/Average			925	923	717	855

Exhibit 13 shows the proportion of community college awards conferred in the greater Los Angeles/Orange County region compared to the number of other postsecondary awards for the programs in this report. The majority of awards conferred in these programs are awarded by other postsecondary institutions in the greater Los Angeles/Orange County region.

Exhibit 13: Percentage of community college awards compared to other postsecondary institution awards in the Los Angeles/Orange County region



Wellness Coach Certification

The Department of Health Care Access and Information (HCAI) has designated education programs in California that help train future Certified Wellness Coaches (CWC). HCAI-Designated Education Programs are state-partnered colleges and universities whose curricula meet all the requirements for students to apply for Wellness Coach certification upon graduation.⁷ A Certified Wellness Coach (CWC) is an entry-level role within the behavioral health field for workers with an associate degree (Certified Wellness Coach I) or bachelor's degree (Certified Wellness Coach II). There are two pathways to obtain certification: The education pathway and workforce pathway. Requirements for each pathway are listed below in Exhibit 14. Detailed information on requirements for becoming a Certified Wellness Coach can be found on the HCAI website.⁸

Exhibit 14: HCAI education and workforce pathways for certified wellness coaches

Education Pathway		Workforce Pathway	
Application Type:	Recent graduates (within 6 years)	Application Type:	Professionals currently working in CWC-related roles
Degree Program:	Psychology, Social Work, Human Services, Addiction Studies	Degree Program:	Any degree
Certified Wellness Coach I (CWC I)			
Field Experience:	400 hours of providing direct pre-clinical behavioral health services to clients within the last 6 years	Field Experience:	1,350 hours of providing direct pre-clinical behavioral health services to clients within the last 6 years
Degree:	Associate degree from any CA community college within the last 6 years	Degree:	Associate degree from any accredited college in the U.S.
Certified Wellness Coach II (CWC II)			
Field Experience:	800 hours of providing direct pre-clinical behavioral health science to clients within the last 6 years	Field Experience:	2,700 hours of providing direct pre-clinical behavioral health science to clients within the last 6 years
Degree:	Bachelor's degree from any accredited California college or university within the last six years	Degree:	Bachelor's degree from any accredited U.S. college

HCAI-Designated education programs are intentionally built around Certified Wellness Coach competencies and skills, better preparing graduates to enter the workforce. Students who complete these programs meet all requirements to apply for Certified Wellness Coach certification upon graduation. Currently, there is one HCAI approved program in the Los

⁷ [Department of Health Care Access and Information \(HCAI\) - Education Programs](#)

⁸ [Department of Health Care Access and Information \(HCAI\) - Become A Certified Wellness Coach](#)

Angeles/Orange County region and eight programs pending HCAI approval. Information on HCAI-Designated education programs can be found on the HCAI website.⁹

Exhibit 15: HCAI Certified Wellness Coach Programs in Los Angeles/Orange County

Certification	College	Program	Status
Certified Wellness Coach I (CWC I)	Cerritos	Psychology	Pending
	East LA	Psychology	Pending
	LA Pierce	Addiction Studies	Pending
	Pasadena	Psychology	Pending
	Saddleback	Human Services	Pending
	West LA College	Social Work	Pending
Certified Wellness Coach II (CWC II)	CSU Dominguez Hills	Human Services	Approved
	CSU Long Beach	Social Work	Pending
	CSU Los Angeles	Social Work	Pending

APPENDIX: OCCUPATION DESCRIPTIONS

LA COE prepared this report to provide regional labor market supply and demand data related to these target occupations:

- 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.¹⁰
- Community Health Workers (21-1094)** 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.¹¹

⁹ [Department of Health Care and Access and Information - Education Programs](#)

¹⁰ [Social and Human Service Assistants \(bls.gov\)](#)

¹¹ [Community Health Workers \(bls.gov\)](#)

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DATA SOURCES

POWERED BY



- O*NET Online
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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