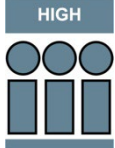


Nonprofit Foundation Occupations

Labor Market Analysis: San Diego County

October 2026

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL(S) OF EDUCATION
 Do Not Proceed	 	 	☐ Doctorate Degree ☐ Master's Degree ☒ Bachelor's Degree ☐ Associate degree ☐ Some College or Certificate ☒ HS Diploma or Equivalent ☐ Less Than a HS Diploma ☐ Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	HIGH 	HIGH 	

The San Diego & Imperial Center of Excellence (COE) developed this brief to assist the region's community colleges with strategic planning and program development. Nonprofit Foundation Occupations include "Fundraisers," "Social and Community Service Managers," and "Social and Human Service Assistants." According to available data, Nonprofit Foundation Occupations in San Diego County have a labor market demand of 1,293 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and 21 institutions supply an estimated 4,614 awards for these occupations. On average, entry-level wages are above the living wage. This brief recommends that the colleges do not proceed with developing a new program for these occupations and supports a program modification because there is an oversupply in the region.

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Fundraisers** (SOC 13-1131): Develop fundraising campaigns, seek donations, and communicate an organization's mission and financial needs to prospective supporters.
- **Social and Community Service Managers** (SOC 11-9151): Manage social-service programs and community outreach organizations, including budgets, participation policies, and service delivery.
- **Social and Human Service Assistants** (SOC 21-1093): Support social-service professionals and help clients obtain benefits, community resources, and services addressing their needs.

For the purpose of this report, these occupations are referred to as *Nonprofit Foundation Occupations*.

Projected Occupational Demand

Between 2025 and 2030, businesses in San Diego County will need to hire **1,293** employees annually to fill new jobs and backfill positions made vacant through turnover and retirement (Exhibit 1). Social and Human Service Assistants account for the largest share of demand, with **866** annual openings. Overall employment is projected to increase by **1,080** jobs, or **10** percent, during the five-year period.

Exhibit 1: Employment Change and Occupational Demand for Nonprofit Foundation Occupations in San Diego County (2025-2030)²

Occupational Title	2025 Jobs	2030 Jobs	2025-2030 Net Jobs Change	2025-2030 % Jobs Change	Annual Job Openings (Demand)
Social and Human Service Assistants	6,747	7,425	678	10%	866
Social and Community Service Managers	3,225	3,549	324	10%	322
Fundraisers	1,243	1,321	78	6%	105
Total	11,215	12,295	1,080	10%	1,293

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for collecting, calculating, and disseminating data. [bls.gov/soc](https://www.bls.gov/soc)

² Lightcast Q3 2026; QCEW, Non-QCEW, Self-Employed.

Earnings

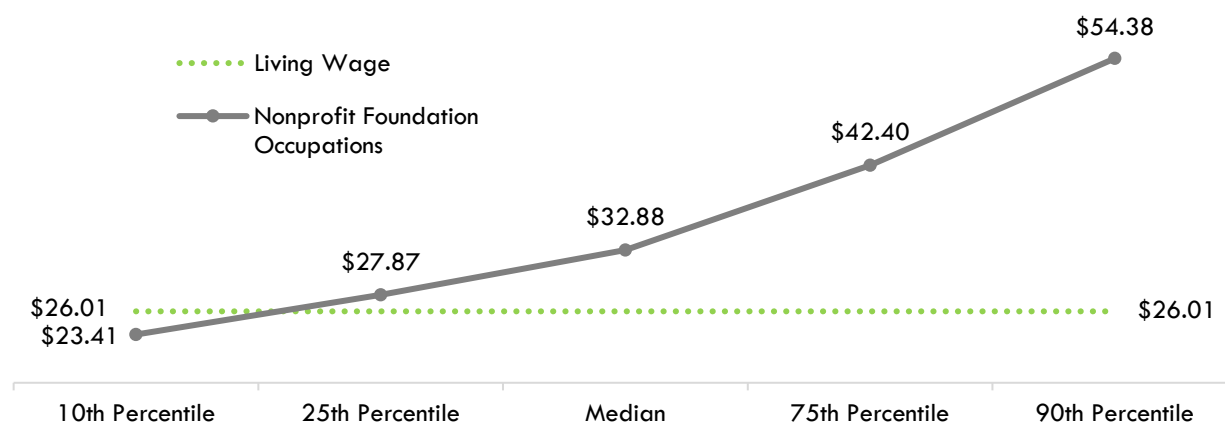
According to traditional³ labor market information (LMI), entry-level hourly earnings for *Nonprofit Foundation Occupations* range from \$22.56 to \$31.59 (Exhibit 2).

Exhibit 2: Hourly Earnings for Nonprofit Foundation Occupations in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Social and Community Service Managers	\$31.59	\$38.15	\$49.86
Fundraisers	\$29.44	\$36.70	\$47.59
Social and Human Service Assistants	\$22.56	\$23.79	\$29.75

On average, entry-level hourly earnings for *Nonprofit Foundation Occupations* are \$27.87—or approximately \$57,960 annually⁵. This is above the living wage of \$26.01 per hour for a single adult in San Diego County (Exhibit 3).⁶

Exhibit 3: Average Hourly Earnings⁷ for Nonprofit Foundation Occupations in San Diego County⁸



³ Traditional LMI is generally historical data captured by the U.S. Bureau of Labor Statistics (BLS) or the California Employment Development Department (EDD). It does not account for recent technological, economic, or legislative changes that may affect labor market demand and wages.

⁴ Lightcast Q3 2026; QCEW, Non-QCEW, Self-Employed.

⁵ Annualized salaries assume a full-time position with 2,080 work hours. Multiplying the hourly wage by 2,080 yields the annual salary.

⁶ Center for Women's Welfare, University of Washington. The Self-Sufficiency Standard for California 2024.

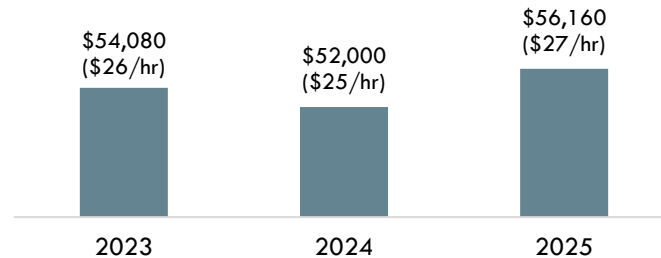
selfsufficiencystandard.org/california

⁷ The 10th and 25th percentiles may be considered entry-level wages; the 75th and 90th percentiles may be considered experienced wages.

⁸ Lightcast Q3 2026; QCEW, Non-QCEW, Self-Employed. Wage percentiles are averaged equally across the three occupations.

In online job postings, employers also advertised between \$25 and \$27 per hour between January 1, 2023 and December 31, 2025 for *Nonprofit Foundation Occupations* in San Diego County (Exhibit 4).⁹ This suggests that employer-advertised wages in online job postings were within the range of entry-level wages reported in traditional labor market information and fluctuated over the period analyzed.

Exhibit 4: Entry-Level Advertised Salaries in Online Job Postings for Nonprofit Foundation Occupations in San Diego County (2023-2025)



*Hourly wages are rounded to the nearest dollar amount.

Expected Level of Education

According to traditional LMI reported to the California Employment Development Department and U.S. Bureau of Labor Statistics, *Nonprofit Foundation Occupations* typically require either a [high school diploma or equivalent](#) or a [bachelor's degree](#) for entry-level employment (Exhibit 5).¹⁰ Social and Community Service Managers also typically require less than five years of related work experience.

Exhibit 5: National Educational Attainment for Nonprofit Foundation Occupations¹¹

Occupational Title	Typical Entry-Level Education
Fundraisers	Bachelor's degree
Social and Community Service Managers	Bachelor's degree
Social and Human Service Assistants	High school diploma or equivalent

⁹ Lightcast Q4 2026; Job Posting Analytics, January 2023 through December 2025. Annual advertised entry-level wages are unweighted occupational means.

¹⁰ Lightcast Q3 2026; QCEW, Non-QCEW, Self-Employed.

¹¹ Lightcast Q3 2026; QCEW, Non-QCEW, Self-Employed.

Similarly, a [bachelor's degree](#) was the most requested minimum educational requirement in online job postings for *Nonprofit Foundation Occupations* in San Diego County between January 1, 2023 and December 31, 2025. Employers also expected the following certifications (Exhibit 6).¹²

**Exhibit 6: Top Certifications for Nonprofit Foundation Occupations in San Diego County in
Online Job Postings (2023-2025)¹³**

- | | |
|---|---|
| 1. Licensed Clinical Social Worker (LCSW) | 6. Certified Social Workers Credential |
| 2. Cardiopulmonary Resuscitation (CPR)
Certification | 7. CDL Class C License |
| 3. Basic Life Support (BLS) Certification | 8. Clinical Psychology License |
| 4. First Aid Certification | 9. Advanced Cardiovascular Life Support (ACLS)
Certification |
| 5. Licensed Marriage And Family Therapist (LMFT) | 10. Automated External Defibrillator (AED)
Certification |

¹² Lightcast Q4 2026; Job Posting Analytics, January 2023 through December 2025.

¹³ Lightcast Q4 2026; Job Posting Analytics, January 2023 through December 2025. Valid Driver's License was excluded from this exhibit.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. There are **five** TOP codes and **seven** CIP codes related to *Nonprofit Foundation Occupations* (Exhibit 7).

Exhibit 7: Related TOP and CIP Codes for Nonprofit Foundation Occupations

TOP or CIP Code	TOP or CIP Program Title
TOP 0506.00	Business Management
TOP 2101.00	Community Services, General
TOP 2102.00	Public Administration
TOP 2104.00	Human Services
TOP 2104.50	Disability Services
CIP 19.0710	Developmental Services Worker
CIP 44.0000	Human Services, General
CIP 44.0201	Community Organization and Advocacy
CIP 44.0401	Public Administration
CIP 44.0701	Social Work
CIP 52.0201	Business Administration and Management, General
CIP 52.0206	Non-Profit/Public/Organizational Management

According to TOP data, nine community colleges supply the region with awards for these occupations: Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego College of Continuing Education, San Diego Mesa College, San Diego Miramar College, and Southwestern College. According to CIP data, 12 non-community-college institutions supply the region with awards: Alliant International University-San Diego, California Miramar University, California State University-San Marcos, John Paul the Great Catholic University, National University, Point Loma Nazarene University, San Diego Christian College, San Diego State University, Southern States University, United States University, University of Saint Katherine, and University of San Diego. Combined, the 21 institutions confer an average of 4,614 awards annually (Exhibit 8).

**Exhibit 8: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Three-Year Annual Averages)¹⁴¹⁵**

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards	Other Institutions 3-Yr Annual Average Awards	Total Average Supply
0506.00	Business Management	1,266	0	1,266
	Cuyamaca	1	0	
	• Associate degree	1	0	
	• Certificate 30 < 60 units	0	0	
	Grossmont	8	0	
	• Associate degree	3	0	
	• Certificate 16 < 30 units	5	0	
	MiraCosta	51	0	
	• Associate degree	21	0	
	• Certificate 16 < 30 units	28	0	
	• Certificate 6 < 18 units	2	0	
	Palomar	471	0	
	• Associate degree	12	0	
	• Certificate 30 < 60 units	2	0	
	• Certificate 16 < 30 units	448	0	
	• Certificate 8 < 16 units	2	0	
	• Certificate 6 < 18 units	0	0	
	• Noncredit 144 < 192 hrs	7	0	

¹⁴California Community Colleges Chancellor's Office Data Mart, program years 2022-23 through 2024-25.

¹⁵National Center for Education Statistics, Integrated Postsecondary Education Data System completions, academic years 2021-22 through 2023-24. Community-college awards and awards above a bachelor's degree were excluded. National University includes Northcentral University, which merged into National University in 2022. Institution counts reflect awards reported during the analyzed years. Ashford University records were excluded because its successor relocated to Arizona in December 2021 (University of Arizona Global Campus, 2022–2023 Academic Catalog).

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards	Other Institutions 3-Yr Annual Average Awards	Total Average Supply
	San Diego Cont Ed	647	0	
	• Noncredit 144 < 192 hrs	7	0	
	• Noncredit 96 < 144 hrs	181	0	
	• Noncredit 48 < 96 hrs	459	0	
	San Diego Mesa	7	0	
	• Associate degree	7	0	
	• Certificate 30 < 60 units	0	0	
	San Diego Miramar	18	0	
	• Associate degree	15	0	
	• Certificate 16 < 30 units	3	0	
	Southwestern	63	0	
	• Associate degree	36	0	
	• Certificate 8 < 16 units	26	0	
	• Certificate 6 < 18 units	1	0	
2101.00	Community Services, General	0	0	0
2102.00	Public Administration	8	0	8
	Southwestern	8	0	
	• Associate degree	8	0	
2104.00	Human Services	145	0	145
	Cuyamaca	34	0	
	• Associate degree	34	0	
	MiraCosta	9	0	
	• Associate degree	9	0	
	Palomar	12	0	
	• Associate degree	5	0	
	• Certificate 16 < 30 units	7	0	
	San Diego City	41	0	
	• Associate degree	41	0	
	Southwestern	49	0	
	• Associate degree	48	0	
	• Certificate 16 < 30 units	1	0	
2104.50	Disability Services	0	0	0
19.0710	Developmental Services Worker	0	0	0
44.0000	Human Services, General	0	0	0

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards	Other Institutions 3-Yr Annual Average Awards	Total Average Supply
44.0201	Community Organization and Advocacy	0	0	0
44.0401	Public Administration	0	78	78
	National University	0	17	
	• Bachelor's degree	0	17	
	San Diego State University	0	61	
	• Bachelor's degree	0	61	
44.0701	Social Work	0	109	109
	Point Loma Nazarene University	0	8	
	• Bachelor's degree	0	8	
	San Diego State University	0	101	
	• Bachelor's degree	0	101	
52.0201	Business Administration and Management, General	0	3,008	3,008
	Alliant International University-San Diego	0	6	
	• Bachelor's degree	0	6	
	California Miramar University	0	19	
	• Bachelor's degree	0	14	
	• Associate degree	0	5	
	California State University-San Marcos	0	513	
	• Bachelor's degree	0	513	
	John Paul the Great Catholic University	0	11	
	• Bachelor's degree	0	11	
	National University	0	225	
	• Bachelor's degree	0	207	
	• Associate degree	0	18	
	• Certificates of at least 1 but less than 2 years	0	0	
	Point Loma Nazarene University	0	88	
	• Bachelor's degree	0	88	
	San Diego Christian College	0	17	
	• Bachelor's degree	0	17	
	San Diego State University	0	1,988	
	• Bachelor's degree	0	1,988	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards	Other Institutions 3-Yr Annual Average Awards	Total Average Supply
	Southern States University	0	3	
	• Bachelor's degree	0	3	
	United States University	0	1	
	• Bachelor's degree	0	1	
	University of Saint Katherine	0	11	
	• Bachelor's degree	0	11	
	University of San Diego	0	126	
	• Bachelor's degree	0	126	
52.0206	Non-Profit/Public/Organizational Management	0	0	0
	Total	1,419	3,195	4,614

Demand vs. Supply

Comparing labor demand with labor supply¹⁶ suggests that there is an **oversupply** for these occupations in San Diego County, with 1,293 annual openings and 4,614 average annual awards. Comparatively, there are 13,341 annual openings in California and 32,915 annual awards, suggesting a statewide **oversupply** (Exhibit 9).¹⁷

Exhibit 9: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Average Annual Awards)	Supply Gap or Oversupply
San Diego	1,293	4,614	-3,321
California	13,341	32,915	-19,574

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

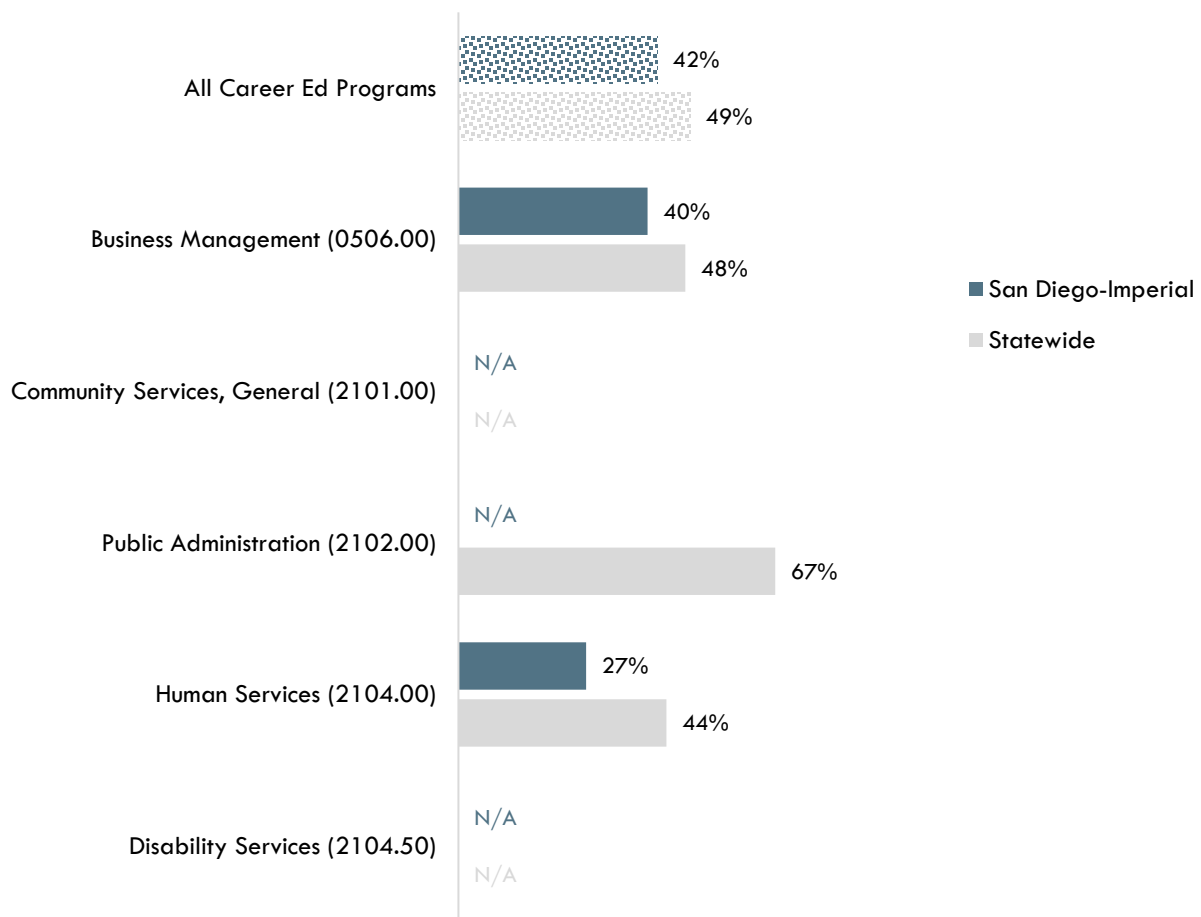
¹⁶Labor supply is estimated from California Community Colleges Chancellor's Office Data Mart TOP-coded awards and Integrated Postsecondary Education Data System CIP-coded completions.

¹⁷ "Supply and Demand," Centers of Excellence Student Outcomes, coeccc.net/our-resources.

Student Outcomes and Regional Comparisons

According to the California Community Colleges DataVista, 27 to 40 percent of students in the San Diego-Imperial region earned a living wage after exiting a program related to *Nonprofit Foundation Occupations*, compared to 44 to 67 percent statewide and 49 percent of students in Career Education programs in general across the state (Exhibit 10).¹⁸

Exhibit 10: Percentage of Students Who Earned a Living Wage by Program, PY2023-24¹⁹



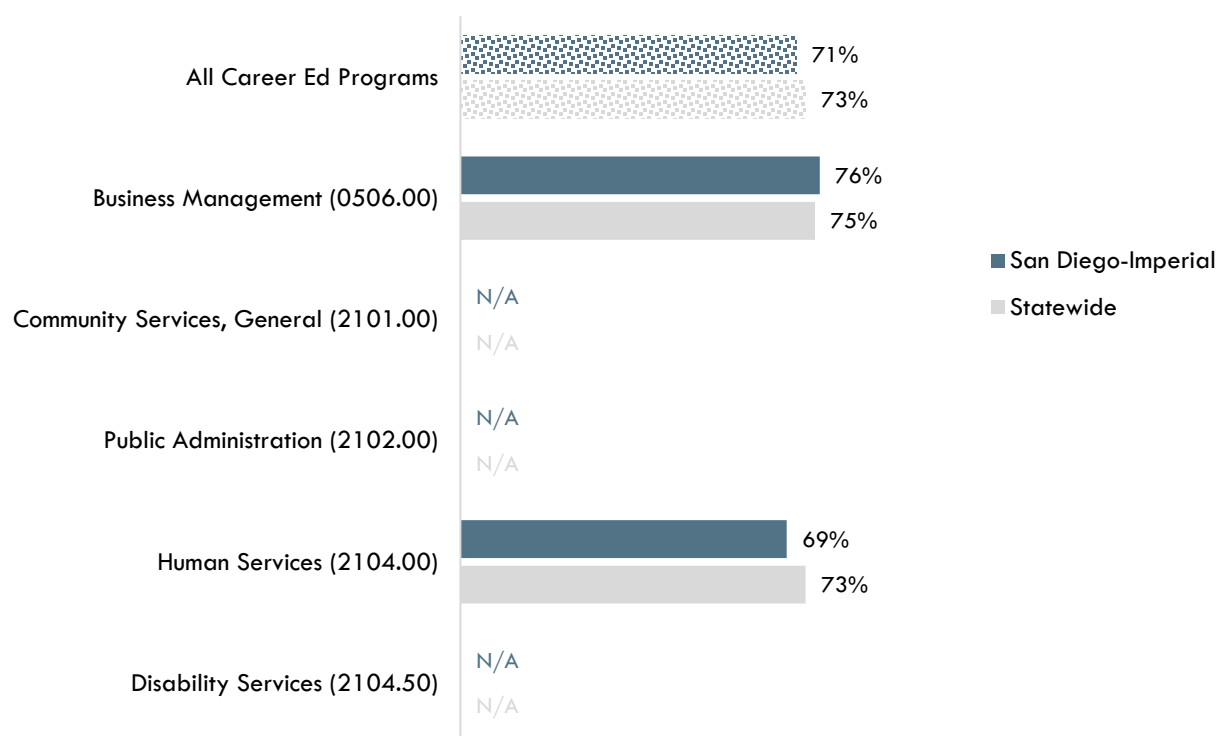
"N/A" indicates insufficient data

¹⁸ California Community Colleges DataVista. datavista.cccco.edu

¹⁹Most recent year with available data is Program Year 2023–24. The measure reports the percentage of exiting students who did not transfer and had unemployment-insurance-covered employment whose annualized second-quarter earnings reached the county living wage.

According to the California Community Colleges DataVista, 69 to 76 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after exiting a program related to *Nonprofit Foundation Occupations*, compared to 73 to 75 percent statewide and 73 percent of students in Career Education programs in general across the state (Exhibit 11).²⁰

Exhibit 11: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2022-23²¹



"N/A" indicates insufficient data

²⁰ California Community Colleges DataVista. datavista.cccco.edu

²¹ Most recent year with available data is Program Year 2022–23. The measure reports the percentage of CTE Outcomes Survey respondents employed in the same or a similar field as their program of study.

Employers

Between January 1, 2023 and December 31, 2025, the top employers in San Diego County for *Nonprofit Foundation Occupations* included [Family Health Centers of San Diego](#), [San Diego Post-Acute Center](#), [Telecare](#), [County of San Diego](#), and [University of California](#), based on online job postings (Exhibit 12).

Exhibit 12: Top Employers for Nonprofit Foundation Occupations in San Diego County²²

Top Employers	
<ul style="list-style-type: none">• Family Health Centers of San Diego• San Diego Post-Acute Center• Telecare• County of San Diego• University of California	<ul style="list-style-type: none">• NAMI San Diego• The Salvation Army• Rady Children's Hospital-San Diego• St. Vincent de Paul Village• Avira Healthcare Center

Skills

Exhibit 13 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2023 and December 31, 2025.

Exhibit 13: Top Skills for Nonprofit Foundation Occupations in San Diego County²³

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none">• Social Work• Discharge Planning• Disabilities• Case Management• Psychology• Fundraising• Grant Writing• Human Services• Marketing• Community Planning	<ul style="list-style-type: none">• Communication• Management• Planning• Research• Leadership• Coordinating• Writing• Confidentiality• Detail Oriented• English Language	<ul style="list-style-type: none">• Microsoft Office• Microsoft Excel

²² Lightcast Q4 2026; Job Posting Analytics, January 2023 through December 2025.

²³ Lightcast Q4 2026; Job Posting Analytics, January 2023 through December 2025. Skills must populate in at least 10% of job postings to be listed.

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the California Community Colleges Centers of Excellence (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.