



# Labor Market Analysis for Program Recommendation

## Community Health Worker Occupations

### Silicon Valley Subregion

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

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#### Recommendation

Based on all available data, there appears to be an “undersupply” of Community Health Worker workers compared to the demand for this cluster of occupations in the Bay Region and in the Silicon Valley Subregion (Santa Clara County). There is a projected annual gap of about 140 students in the Bay Region and 46 students in the Silicon Valley subregion.

#### Introduction

This report provides student outcomes data on employment and earnings for TOP 1261.00 - Community Health Care Worker 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 includes middle-skill occupations that 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. This report profiles Community Health Worker Occupations in the 12 county Bay Region and in the Silicon Valley subregion

- **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.

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: 24%

#### Occupational Demand

Table 1. Employment Outlook for Community Health Worker 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
Community Health Workers	2,589	2,865	276	11%	1,618	324	\$27	\$34

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
<b>Total</b>	<b>2,589</b>	<b>2,865</b>	<b>276</b>	<b>11%</b>	<b>1,618</b>	<b>324</b>	<b>\$27</b>	<b>\$34</b>

Source: Lightcast 2025.3

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 Community Health Worker Occupations in the Silicon Valley Subregion**

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Community Health Workers	440	488	47	11%	278	56	\$30	\$35
<b>Total</b>	<b>440</b>	<b>488</b>	<b>48</b>	<b>11%</b>	<b>278</b>	<b>56</b>	<b>\$30</b>	<b>\$35</b>

Source: Lightcast 2025.3

Silicon Valley Subregion includes: Santa Clara County

#### Job Postings in the Bay Region and Silicon Valley Subregion

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

Occupation	Bay Region	Silicon Valley
Community Health Workers	390	79

Source: Lightcast 2025.3; "Job Posting Analytics." Jan. 2025 - Dec. 2025

**Table 4a. Top Job Titles in Job Postings for Community Health Worker Occupations in the Bay Region**

Title	Bay	Title	Bay
Community Health Workers	181	Community Mental Health Nurses	6
Community Health Advocates	13	Behavioral Health Workers	6
Peer Support Specialists	12	Community Support Facilitators	6
Health Navigators	11	Care Connectors	6
Community Health Outreach Workers	9	Public Health Directors	5
Wellness Managers	9	Community Health Navigators	5
Health Workers	8	Community Mental Health Workers	3
System Navigators	8	First Aid Responders	3
Outreach Specialists	6	Community Outreach Specialists	3

Source: Lightcast 2025.3; "Job Posting Analytics." Jan. 2025 - Dec. 2025

**Table 4b. Top Job Titles in Job Posting for Community Health Worker Occupations in the Silicon Valley Subregion**

Title	Silicon Valley	Title	Silicon Valley
Community Health Workers	37	Support Counselors	2
System Navigators	5	Directors of Community Affairs	2
First Aid Responders	3	Community Workers	2
Community Health Outreach Workers	3	Outreach Ambassadors	2
Community Outreach Specialists	3	Community Mental Health Workers	1
Community Support Facilitators	3	Licensed Vocational Nurses/Charge Nurses	1
Peer Support Specialists	3	Health Screeners	1
Community Health Advocates	2	Vietnamese Interpreters	1
Health Navigators	2	Health Outreach Specialists	1

Source: Lightcast 2025.3; "Job Posting Analytics." Jan. 2025 - Dec. 2025

## Industry Concentration

**Table 5. Industries Hiring for Community Health Worker 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	478	520	9%	19%
HMO Medical Centers	254	293	15%	10%
Other Individual and Family Services	237	273	15%	9%
Hospitals (Local Government)	142	171	20%	6%
Services for the Elderly and Persons with Disabilities	96	144	50%	5%
Offices of Physicians (except Mental Health Specialists)	109	118	8%	4%
Child and Youth Services	97	103	6%	4%
General Medical and Surgical Hospitals	86	83	-3%	3%
Grantmaking Foundations	54	85	58%	3%
Corporate, Subsidiary, and Regional Managing Offices	42	73	74%	3%

Source: Lightcast 2025.3

**Table 6. Top Employers Posting Community Health Worker Occupations in the Bay Region and the Silicon Valley Subregion**

Employer	Bay	Employer	Silicon Valley
Ingenesis Group	43	Ingenesis Group	20
Bay Area Community Health	16	Pacific Clinics	8
Pacific Clinics	12	Bay Area Community Health	5
Homeless Children's Network	11	Healthier Kids Foundation	4
Labcorp	9	Hope Services	3
LifeLong Medical Care	9	Santa Clara Valley Medical Center	3

Source: Lightcast 2025.3; "Job Posting Analytics." Jan. 2025 - Dec. 2025

## Educational Supply

There are eight community colleges in the Bay Region issuing 184 awards on average annually (last 3 years ending 2023-24) on TOP 1261.00 - Community Health Care Worker. In the Silicon Valley subregion, there is one community college that issued 10 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 19.0701- Human Development and Family Studies, General.

**Table 7. Community College Awards on TOP 1261.00 - Community Health Care Worker in the Bay Region**

College	Subregion	Low unit Certificate	Noncredit award	Total
Berkeley City	East Bay	0	76	76
Cabrillo	SC-Monterey	9	1	10
Chabot	East Bay	1	0	1
Diablo Valley	East Bay	2	0	2
Foothill	Silicon Valley	7	0	7
Merritt	East Bay	2	0	2
Mission	Silicon Valley	0	3	3
San Francisco	Mid-Peninsula	83	0	83
<b>Total</b>	-	<b>104</b>	<b>80</b>	<b>184</b>

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 324 annual openings for the Community Health Worker occupational cluster and 184 annual (3-year average) awards for an annual undersupply of 140 students. In the Silicon Valley subregion, there is also a gap with 56 annual openings and 10 annual (3-year average) awards for an annual undersupply of 46 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1261.00 - Community Health Care Worker**

Metric Outcomes	Bay All CTE Program	State 1261.00	Bay 1261.00	Silicon Valley 1261.00
Students with a Job Closely Related to Their Field of Study	74%	88%	88%	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	\$45,808	\$47,510	\$68,640
Median Change in Earnings for SWP Exiting Students	24%	14%	16%	18%
Exiting Students Who Attained the Living Wage	54%	39%	37%	79%

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

## Skills, Certifications and Education

**Table 9. Top Skills in Job Postings for Community Health Worker Occupations in the Bay Region**

Skill	Posting	Skill	Posting
Community Health	248	Social Determinants Of Health	74
Social Work	174	Community Outreach	68
Mental Health	102	Disabilities	62
Case Management	100	Motivational Interviewing	61
Health Education	99	Data Collection	60
Medical Records	94	Electronic Medical Record	58
Care Coordination	83	Substance Abuse	51
Behavioral Health	82	Care Management	50
Primary Care	80	Public Health	50
Bilingual (Spanish/English)	77	Setting Appointments	47

Source: Lightcast 2025.3; "Job Posting Analytics." Jan. 2025 - Dec. 2025

**Table 10. Certifications in Job Postings for Community Health Worker Occupations in the Bay Region**

Certification	Posting	Certification	Posting
Valid Driver's License	129	American Red Cross (ARC) Certification	5
Community Health Worker Certification	107	Basic Life Support (BLS) Certification	4
Cardiopulmonary Resuscitation (CPR) Certification	19	Automated External Defibrillator (AED) Certification	3
First Aid Certification	17	CDL Class B License	2

Source: Lightcast 2025.3; "Job Posting Analytics." Jan. 2025 - Dec. 2025

**Table 11. Education Requirements for Community Health Worker Occupations in the Bay Region**

Education Level	Job Postings	% of Total
High school or GED	216	51%
Associate degree	77	18%
Bachelor's degree & higher	133	31%

Source: Lightcast 2025.3; "Job Posting Analytics." Jan. 2025 - Dec. 2025

Note: 26% 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](http://www.calpassplus.org)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCO Data Mart

## Contacts

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