

February 2021

# Labor Market Analysis

## Community Health Workers



Prepared by the Central Valley/Mother Lode Center of Excellence

---

# Table of Contents

- Summary..... 2
  - Key findings..... 2
- Introduction..... 3
- Occupational Demand..... 4
- Wages..... 4
- Job Postings..... 5
  - Salaries.....5
  - Education.....6
  - Baseline and Specialized Skills.....6
  - Software Skills.....7
  - Certifications.....7
- Education, Work Experience & Training..... 7
- Supply..... 8
- Student Outcomes..... 9
- Conclusion..... 9
- Recommendation..... 10
- Appendix A: Methodology & Data Sources..... 11

**COVID-19 Statement:** This report includes employment projection data by Emsi. Emsi’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

*If for any reason this document is not accessible or if you have specific needs for readability, please contact us and we will do our utmost to accommodate you with a modified version. To make a request, contact Nora Seronello by phone at (209) 575-6894 or by email [seronellon@mjc.edu](mailto:seronellon@mjc.edu).*

# Summary

Please note the COVID-19 statement on page 2 when considering this report's findings.

This study conducted by the Central Valley/Mother Lode Center of Excellence examines labor market demand, wages, skills, and postsecondary supply for community health workers. Two occupations related to community health workers were identified for Bakersfield College:

- 21-1093, Social and Human Service Assistants
- 21-1094, Community Health Workers

## Key findings:

- **Occupational demand** — More than 4,350 workers were employed in jobs related to community health workers in 2019 in the South Central Valley/Southern Mother Lode (SCV/SML) subregion. The largest occupation is social and human service assistants with 4,032 workers in 2019, a projected growth rate of 13% over the next five years, and 556 annual openings.
- **Wages** — Community health workers earn the highest entry-level wage, \$17.46/hour in the subregion and \$15.84/hour in the region.
- **Employers** — Employers with the most job postings in the subregion are The Mentor Network, Westcare California Incorporated, and Dignity Health.
- **Occupational titles** — The most common occupational title in job postings in the subregion is social and human service assistants. The most common job title is care coordinator.
- **Skills and certifications** — The top baseline skill is communication, the top specialized skill is case management, and the top software skill is Microsoft Excel. The most in-demand certification is a driver's license.
- **Education** — A high school diploma or the equivalent is the typical entry-level education required for the two occupations.
- **Supply** — Analysis of postsecondary completions in the region shows that on average 285 awards were conferred in the Central Valley/Mother Lode region each year.

Based on a comparison of occupational demand and supply, there is an undersupply of 371 trained workers in the subregion and 598 workers in the region. The Center of Excellence recommends that Bakersfield College work with the Healthcare Regional Director, the college's advisory board, and local industry in the development of programs to address the shortage of community health workers in the region.

Per the Healthcare Regional Director CHW job duties should also include the following;

*“May deliver health-related preventive services such as blood pressure, glaucoma, and hearing screenings”.* They would not be doing glaucoma screenings but maybe “eye-sight screening” and “Fluent in another language” should also as included as a skill.

# Introduction

The Central Valley/Mother Lode Center of Excellence was asked by Bakersfield College to provide labor market information for community health workers. The geographical focus for this report is the South Central Valley/Southern Mother Lode (SCV/SML) subregion, but regional demand and supply data has been included for broader applicability and use.

The average living wage for a single adult in the South Central Valley/Southern Mother Lode (SCV/SML) subregion is \$10.30/hour.<sup>1</sup>

Analysis of the program and occupational data related to community health workers resulted in the identification of applicable occupations. The Standard Occupational Classification (SOC) System codes and titles used in this report are:

- 21-1093, Social and Human Service Assistants
- 21-1094, Community Health Workers

The occupational titles, job descriptions, sample job titles, and knowledge and skills from the Bureau of Labor Statistics and O\*NET OnLine are shown below.

## **Social and Human Service Assistants**

**Job Description:** 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.

**Knowledge:** Customer and Personal Service, Psychology, Therapy and Counseling, English Language, Clerical

**Skills:** Active Listening, Social Perceptiveness, Speaking, Service Orientation, Coordination

## **Community Health Workers**

**Job Description:** 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.

**Knowledge:** Customer and Personal Service, English Language, Education and Training, Administration and Management, Medicine and Dentistry

**Skills:** Active Listening, Social Perceptiveness, Speaking, Writing, Reading Comprehension

---

<sup>1</sup> The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

# Occupational Demand

The South Central Valley/Southern Mother Lode subregion employed 4,352 workers in community health workers occupations in 2019 (Exhibit 1). The largest occupation is social and human service assistants with 4,032 workers in 2019. This occupation is projected to grow by 13% over the next five years and has the greatest number of projected annual openings, 556.

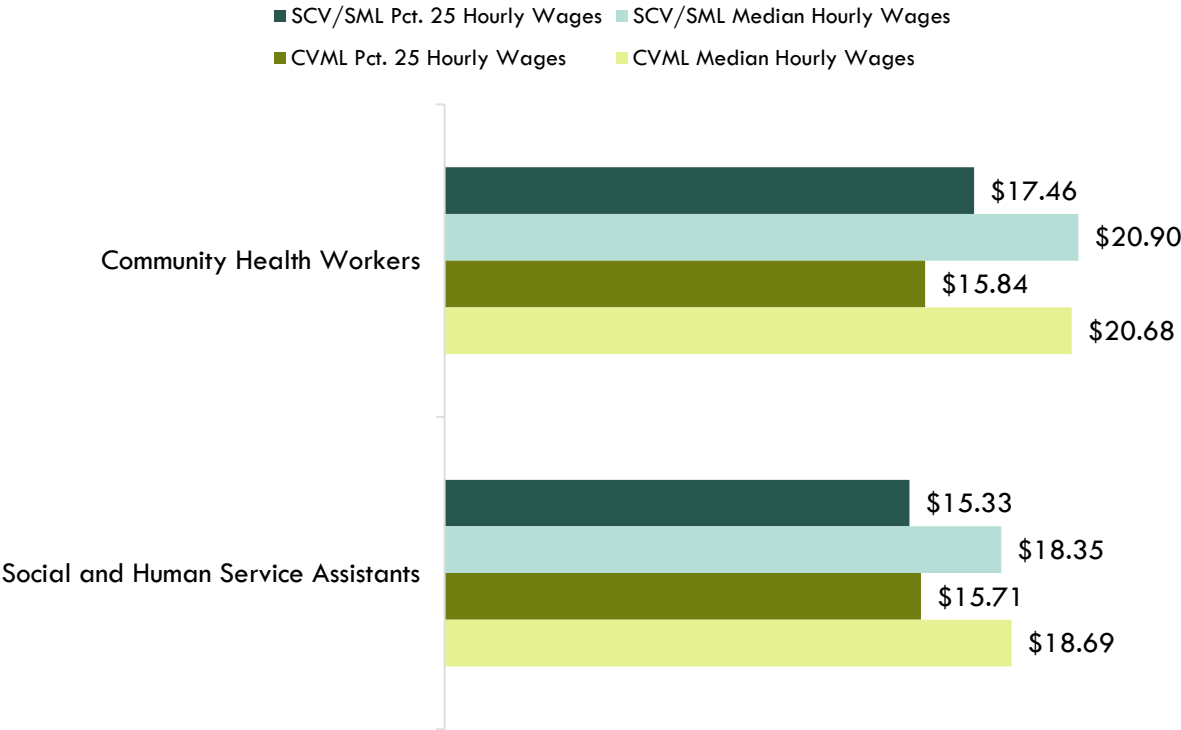
**Exhibit 1. Community health worker employment and occupational projections in the SCV/SML subregion**

Occupation	2019 Jobs	2024 Jobs	5-Year Change	5-Year % Change	Annual Openings
Social and Human Service Assistants	4,032	4,548	516	13%	556
Community Health Workers	320	367	47	15%	42
<b>TOTAL</b>	<b>4,352</b>	<b>4,915</b>	<b>563</b>	<b>13%</b>	<b>598</b>

# Wages

Exhibit 2 compares the entry-level and experienced wages of the community health workers occupations. Community health workers earn the highest entry-level wage, \$17.46/hour in the subregion and \$15.84/hour in the region.

**Exhibit 2. Entry-level and experienced wage comparison in the SCV/SML subregion and region**



# Job Postings

There were 177 job postings for the two occupations in the SCV/SML subregion from August 2020 to January 2021.<sup>2</sup> The employers with the most job postings are listed in Exhibit 3.

## Exhibit 3. Top employers of community health workers by number of job postings

Employer	Job Postings	% Job Postings
The Mentor Network	15	10%
Westcare California Incorporated	8	5%
Dignity Health	5	3%
Kaweah Delta Health Care Dst	5	3%
Proteus Incorporated	5	3%
Westcare Incorporated	5	3%
Anthem Blue Cross	4	3%
Community Catalysts California	4	3%
Family Healthcare Network	4	3%
Westcare	4	3%

Exhibit 4 shows how job postings for the targeted occupations in the SCV/SML subregion are distributed across two O\*NET OnLine occupations. The occupational title social and human service assistants is listed in 143 job postings. Note how this occupational title dominates the job posting results. Common job titles in postings include care coordinator in 17 job postings, outreach specialist in 13 job postings, and social services coordinator in 10 job postings.

## Exhibit 4. Top occupational titles in job postings for community health workers

Occupational Title	Job Postings	% of Job Postings
Social and Human Service Assistants	143	81%
Community Health Workers	34	19%

## Salaries

Exhibit 5 shows the “Market Salaries” for community health workers occupations that are calculated by Burning Glass which uses a machine learning model built off of millions of job postings every year, and accounts for adjustments based on locations, industry, skills, experience, education requirements, among other variables.

## Exhibit 5. Salaries for community health workers

Market Salary Percentile	Salary Amount
10th Percentile	\$27,680
25th Percentile	\$31,450
50th Percentile	\$35,538
75th Percentile	\$40,414
90th Percentile	\$50,419

<sup>2</sup> Other than occupation titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

## Education

Of the 177 job postings, 132 listed an education level preferred for the positions being filled. Of those, 61% requested high school or vocational training, 38% requested a bachelor's degree, and 17% requested an associate degree (Exhibit 6). A job posting can indicate more than one education level. Hence, the percentages shown in the chart below total more than 100%.

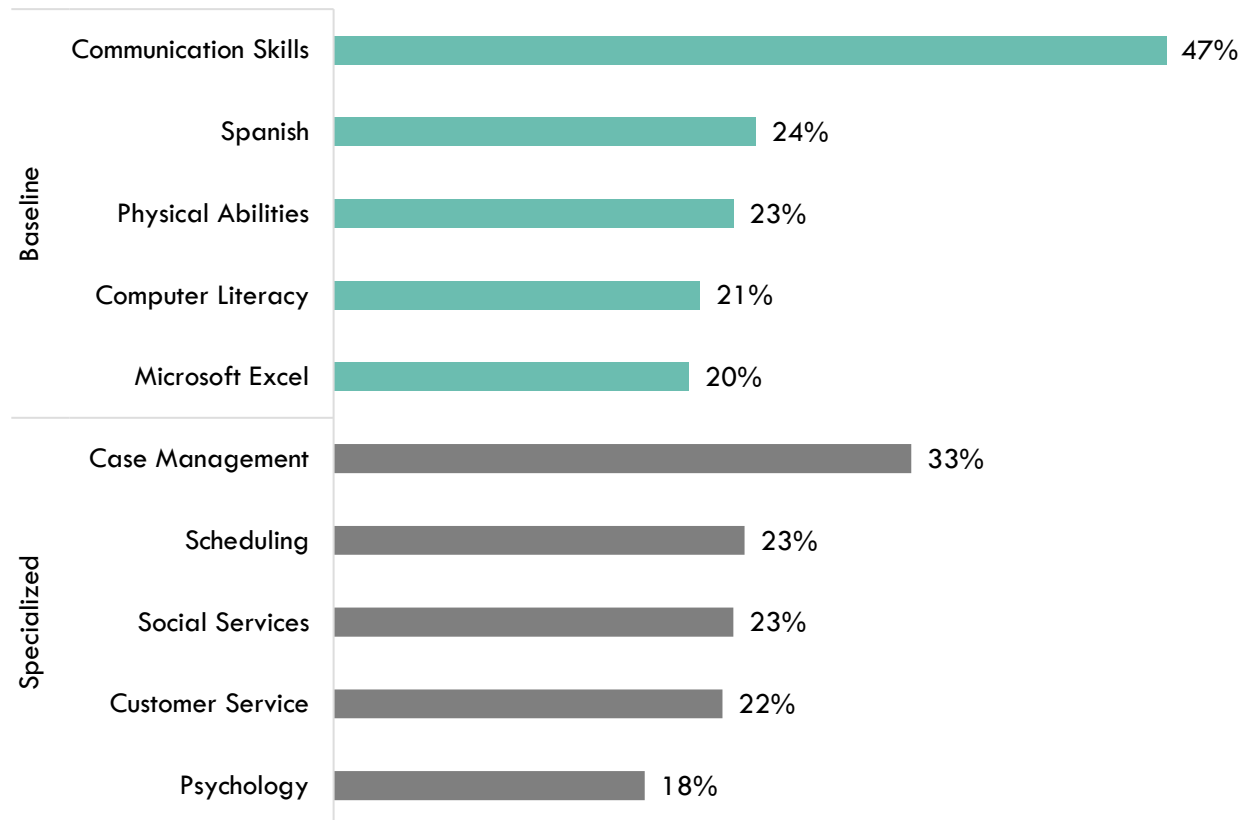
**Exhibit 6. Education levels requested in job postings for community health workers**

Education Level	Job Postings	% of Job Postings
High school or vocational training	80	61%
Bachelor's degree	50	38%
Associate degree	22	17%
Master's degree	10	8%
Doctoral degree	3	2%

## Baseline and Specialized Skills

Exhibit 7 depicts the top baseline and specialized skills for the targeted occupations. The three most important baseline skills are communication, 47% of job postings, Spanish, 24%, and physical abilities, 23%. The top three specialized skills are case management, 33% of job postings, scheduling, 23%, and social services, 23%.

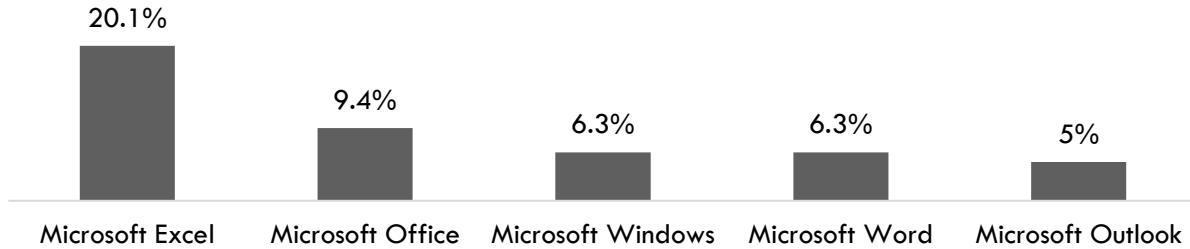
**Exhibit 7. In-demand community health worker baseline and specialized skills**



### Software Skills

Analysis also included the software skills most in demand by employers. Microsoft Excel and Office were the top two software skills identified in job postings (Exhibit 8).

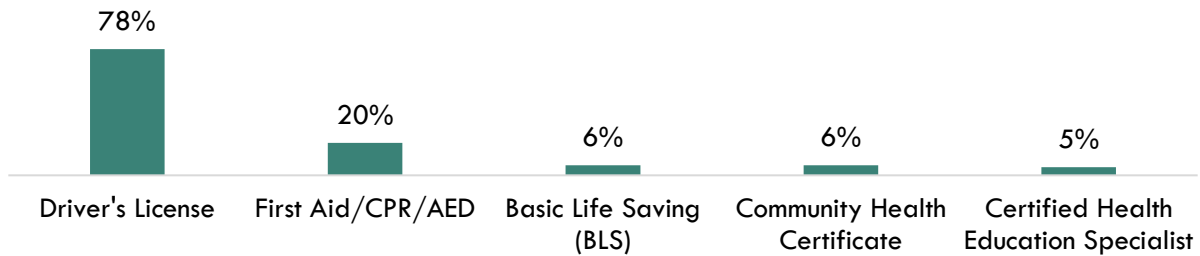
**Exhibit 8. In-demand community health worker software skills**



### Certifications

Of the 177 job postings, 79 contained certification data. Among those, 78% indicated a need for a driver's license. The next top certifications are First Aid/CPR/AED and basic life saving (Exhibit 9). (Due to the low number of job postings with certifications listed, the chart below may not be representative of the full sample.)

**Exhibit 9. Top community health worker certifications requested in job postings**



## Education, Work Experience & Training

A high school diploma or the equivalent is the typical entry-level education required for the two occupations (Exhibit 10).

**Exhibit 10. Education, work experience, training, and Current Population Survey results for community health workers<sup>3</sup>**

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Social and Human Service Assistants	High school diploma or equivalent	None	Short-term	35.7%
Community Health Workers	High school diploma or equivalent	None	Short-term	29.1%

<sup>3</sup> "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.



# Supply

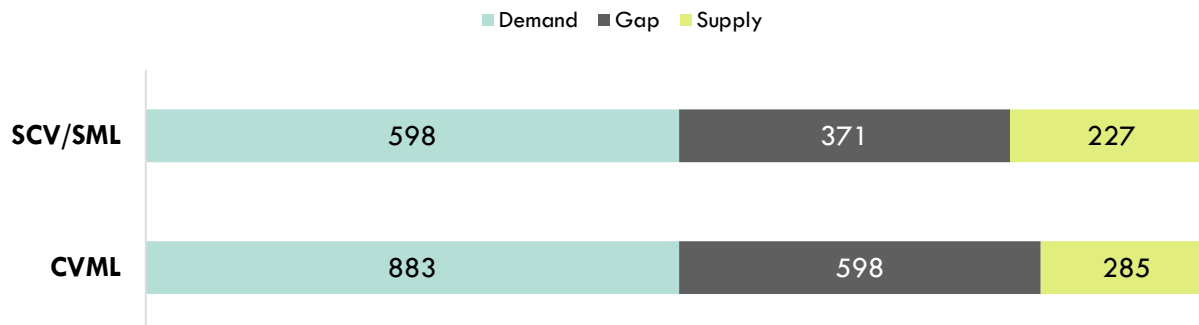
Analysis of program data from the California Community Colleges Chancellor’s Office Data Mart included the TOP codes and titles: 130100-Family and Consumer Sciences, General and 210400-Human Services. Analysis of the last three years of data shows that, on average, 285 awards were conferred in the Central Valley/Mother Lode region each year (Exhibit 11).

**Exhibit 11. Postsecondary supply for community health workers in the region**

TOP Code - Title	Colleges	Associate Degree	Certificate 18 < 30 Semester Units	Certificate 30 < 60 Semester Units	Certificate 6 < 18 Semester Units	Subtotal
130100 - Family and Consumer Sciences, General	San Joaquin Delta	16				16
	Bakersfield	32			17	49
	Cerro Coso	10		10		20
	Columbia	2	2			4
	Fresno City	62		65		127
210400 - Human Services	Merced	10		1		11
	Modesto	18	4		14	36
	San Joaquin Delta			2		2
	Sequoias	11		7		18
	West Hills Lemoore				3	3
<b>TOTAL</b>		<b>162</b>	<b>5</b>	<b>84</b>	<b>34</b>	<b>285</b>

There is an undersupply of 371 community health workers in the SCV/SML subregion and 598 workers in the region (Exhibit 12).

**Exhibit 12. Workforce annual demand and supply for community health workers in the SCV/SML subregion and region**



## Student Outcomes

Exhibit 13 summarizes employment and wage outcomes from the California Community College Chancellor’s Cal-PASS Plus LaunchBoard for the TOP codes related to community health workers. There were 205 human services students who received a degree or certificate or attained apprenticeship journey status and 180 who transferred; 71% of students obtained a job closely related to their field of study; 30% reported a median change in earnings; and 55% attained a living wage. By comparison, there were 17 family and consumer sciences, general students who received a degree or certificate or attained apprenticeship journey status and 132 who transferred; 53% of students obtained a job closely related to their field of study; 62% reported a median change in earnings; and 49% attained a living wage.

**Exhibit 13. Regional metrics for the TOP codes related to community health workers**

Metric	Family and Consumer Sciences, General 130100	Human Services 210400
Students Who Got a Degree or Certificate or Attained Apprenticeship Journey Status	17	205
Number of Students Who Transferred	132	180
Job Closely Related to Field of Study	53%	71%
Median Change in Earnings	62%	30%
Attained a Living Wage	49%	55%
* denotes data not available.		

## Conclusion

The entry-level wages of the two occupations exceed the SCV/SML subregion’s average living wage. There were 177 job postings in the past six months for occupations related to community health workers in the subregion. Analysis of skills and certification requirements in job postings indicates:

- The top baseline skill is communication, and the top specialized skill is case management.
- The top software skill is Microsoft Excel.

- The top certification is a driver's license.

There is an undersupply of trained workers, a shortage of 371 in the SCV/SML subregion and 598 in the region.

## Recommendation

Based on these findings, it is recommended that Bakersfield College work with the Healthcare Regional Director, the college's advisory board, and local industry in the development of programs to address the shortage of community health workers in the region.

Per the Healthcare Regional Director CHW job duties should also include the following;

*“May deliver health-related preventive services such as blood pressure, glaucoma, and hearing screenings”.* They would not be doing glaucoma screenings but maybe “eye-sight screening” and “Fluent in another language” should also be included as a skill.

# Appendix A: Methodology & Data Sources

## Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor’s Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (EMSI). EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry: <a href="http://economicmodeling.com">economicmodeling.com</a> .
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: <a href="https://www.bls.gov/emp/tables/educational-attainment.htm">https://www.bls.gov/emp/tables/educational-attainment.htm</a> .
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: <a href="http://labormarketinfo.edd.ca.gov">labormarketinfo.edd.ca.gov</a> .
Job Posting and Skills Data	Burning Glass: <a href="http://burning-glass.com/">burning-glass.com/</a> .
Additional Education Requirements/ Employer Preferences	The O*NET Job Zone database includes over 900 occupations as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: <a href="http://onetonline.org">onetonline.org</a> .

## Key Terms and Concepts

**Annual Job Openings:** Annual openings are calculated by dividing the number of years in the projection period by total job openings.

**Education Attainment Level:** The highest education attainment level of workers age 25 years or older.

**Employment Estimate:** The total number of workers currently employed.

**Employment Projections:** Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (EMSI) formula that includes historical employment and economic indicators along with national, state and local trends.

**Living Wage:** The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

**Occupation:** An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

**Percent Change:** Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

**Replacements:** Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

**Total Job Openings (New + Replacements):** Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

**Typical Education Requirement:** represents the typical education level most workers need to enter an occupation.

**Typical On-The-Job Training:** indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.