



# Labor Market Report

## Human Services Occupations

### Napa Valley College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research  
April 2022

#### Recommendation

Based on all available data, there appears to be an “undersupply” of Human Services workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 4,310 students in the Bay region and 463 students in the North Bay Sub-Region.

#### 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 colleges in the state and region, as well as to outcomes across all CTE programs at Napa Valley College and in the region.

This report profiles Human Services Occupations in the 12 county Bay region and in the North Bay sub-region for exploratory purposes at Napa Valley College.

It should be noted that Mental Health and Substance Abuse Social Workers requires a Masters degree and is not an occupation that community colleges can prepare students for in the labor market, therefore the occupational demand for this occupation is provided for reference, but is not included in the supply/demand gap analysis.

- **Social and Community Service Managers (11-9151):** Plan, direct, or coordinate the activities of a social service program or community outreach organization. Oversee the program or organization’s budget and policies regarding participant involvement, program requirements, and benefits. Work may involve directing social workers, counselors, or probation officers.  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 19%
- **Child, Family, and School Social Workers (21-1021):** Provide social services and assistance to improve the social and psychological functioning of children and their families and to maximize the family well-being and the academic functioning of children. May assist parents, arrange adoptions, and find foster homes for abandoned or abused children. In schools, they address such problems as teenage pregnancy, misbehavior, and truancy. May also advise teachers.  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 17%

- Mental Health and Substance Abuse Social Workers (21-1023):** Assess and treat individuals with mental, emotional, or substance abuse problems, including abuse of alcohol, tobacco, and/or other drugs. Activities may include individual and group therapy, crisis intervention, case management, client advocacy, prevention, and education.  
 Entry-Level Educational Requirement: Master’s degree  
 Training Requirement: Internship/residency  
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 6%
- Social and Human Service Assistants (21-1093):** Assist 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. Excludes “Rehabilitation Counselors” (21-1015), “Psychiatric Technicians” (29-2053), “Personal Care Aides” (39-9021), and “Eligibility Interviewers, Government Programs” (43-4061).  
 Entry-Level Educational Requirement: High school diploma or equivalent  
 Training Requirement: Short-term on-the-job training  
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 33%
- Community Health Workers (21-1094):** Assist individuals and communities to adopt healthy behaviors. Conduct outreach for medical personnel or health organizations to implement programs in the community that promote, maintain, and improve individual and community health. May provide information on available resources, provide social support and informal counseling, advocate for individuals and community health needs, and provide services such as first aid and blood pressure screening. May collect data to help identify community health needs. Excludes “Health Educators” (21-1091).  
 Entry-Level Educational Requirement: High school diploma or equivalent  
 Training Requirement: Short-term on-the-job training  
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%

## Occupational Demand

**Table 1. Employment Outlook for Human Services Occupations in Bay Region**

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Social and Community Service Managers	11,251	12,352	1,101	10%	6,568	1,314	\$27	\$58
Child, Family, and School Social Workers	6,354	7,174	820	13%	4,451	890	\$25	\$49
Mental Health and Substance Abuse Social Workers	3,308	3,807	499	15%	2,409	482	\$28	\$66
Social and Human Service Assistants	11,681	13,481	1,799	15%	10,241	2,048	\$18	\$45
Community Health Workers	1,655	1,890	235	14%	1,292	258	\$23	\$51
<b>Total</b>	<b>34,249</b>	<b>38,704</b>	<b>4,455</b>	<b>13%</b>	<b>24,961</b>	<b>4,992</b>		

Source: EMSI 2021.3

**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 Human Services Occupations in North Bay Sub-region**

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Social and Community Service Managers	1,241	1,320	79	6%	688	138	\$29	\$57
Child, Family, and School Social Workers	946	1,041	95	10%	641	128	\$18	\$44
Mental Health and Substance Abuse Social Workers	644	751	107	17%	484	97	\$33	\$73
Social and Human Service Assistants	1,393	1,598	204	15%	1,213	243	\$16	\$41
Community Health Workers	143	169	25	18%	121	24	\$20	\$48
<b>Total</b>	<b>4,367</b>	<b>4,879</b>	<b>512</b>	<b>12%</b>	<b>3,147</b>	<b>630</b>		

Source: EMSI 2021.3

**North Bay Sub-Region includes:** Marin, Napa, Solano, Sonoma Counties**Job Postings in Bay Region and North Bay Sub-Region****Table 3. Number of Job Postings by Occupation**

Occupation	Bay Region	North Bay
Social and Human Service Assistants	1,580	308
Social and Community Service Managers	1,935	299
Child, Family, and School Social Workers	1,106	142
Mental Health and Substance Abuse Social Workers	618	85
Community Health Workers	359	32

Source: Burning Glass

**Table 4a. Top Job Titles for Human Services Occupations - Bay Region**

Title	Bay	Title	Bay
Case Manager	89	Family Advocate	42
Program Supervisor	73	Family Specialist I	38
Social Services Assistant	71	Behavioral Health Case Manager II	37
Outreach Specialist	64	Community Coordinator	32
Director of Social Services	53	Program Coordinator	31
Social Services Director	51	Physical Therapist -School	30
Care Coordinator	46	Community Liaison	28

Title	Bay	Title	Bay
Social Services Coordinator	45	Youth Specialist	27

Source: Burning Glass

**Table 4b. Top Job Titles for Human Services Occupations - North Bay Sub-Region**

Title	North Bay	Title	North Bay
Case Manager	23	Adult Program Staff	6
Case Management Coordinator	12	Executive Director	6
Program Supervisor	10	Social Services Coordinator	6
Social Services Assistant	10	Social Services Director	6
Social Worker - Case Management	10	Case Manager II - Behavioral Health	5
Behavioral Health Case Manager II	8	Program Records Coordinator	5
Nutrition Service Aide	8	School Psychiatric	5
Recovery Coach/Mental Health Worker	7	Youth Advocate	5
Team Leader	7	Bdc/Service Center	4

Source: Burning Glass

## Industry Concentration

**Table 5. Industries hiring Human Services Workers in Bay Region**

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
Services for the Elderly and Persons with Disabilities	6,876	8,362	22%	20%
Other Individual and Family Services	3,873	4,816	24%	11%
Local Government, Excluding Education and Hospitals	4,436	4,649	5%	13%
State Government, Excluding Education and Hospitals	2,469	2,584	5%	7%
Child and Youth Services	1,695	2,003	18%	5%
Outpatient Mental Health and Substance Abuse Centers	1,100	1,360	24%	3%
Residential Mental Health and Substance Abuse Facilities	1,129	1,167	3%	3%
HMO Medical Centers	754	889	18%	2%
Temporary Shelters	797	887	11%	2%
Other Social Advocacy Organizations	577	703	22%	2%

Source: EMSI 2021.3

**Table 6. Top Employers Posting Human Services Occupations in Bay Region and North Bay Sub-Region**

Employer	Bay	Employer	North Bay
County Sonoma	31	County Sonoma	36
City San Rafael	8	Catholic Charities	36
City Napa	8	County Marin	23
Liberty Healthcare Corporation	7	The Mentor Network	19
City Fairfield	7	Crestwood Behavioral Health	14
Brinks Incorporated	7	North Bay Regional Center	13
MV Transportation, Inc.	6	Telecare Corporation	12
Countyofnapa	6	Lifesteps Incorporated	10
Wilbur Ellis	5	Anthem Blue Cross	10
Vacaville City Clerk	5	Sutter Health	9

Source: Burning Glass

### Educational Supply

There are 11 community colleges in the Bay Region issuing 191 awards on average annually (last 3 years ending 2018-19) on TOP 2104.00 Human Services. In the North Bay Sub-Region, there are three (3) community colleges that issued 61 awards on average annually (last 3 years) on this TOP code.

There is one (1) other CTE educational institution in the Bay Region issuing 9 awards on average annually (last 3 years ending 2016-17) on TOP 2104.00 Human Services. There is one (1) other CTE educational institution in the North Bay Sub-Region issuing 9 awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 2104.00 Human Services in Bay Region**

College	Subregion	Associate	Certificate Low	Total
Berkeley City	East Bay	2	7	9
Cabrillo	SC-Monterey	12	38	50
Canada	Mid-Peninsula	5	10	15
Chabot	East Bay	3	3	6
Contra Costa	East Bay	7	32	39
Las Positas	East Bay	0	1	1
Merritt	East Bay	3	3	6
Monterey	SC-Monterey	3	1	4
Napa	North Bay	5	5	10
Santa Rosa	North Bay	9	13	22

College	Subregion	Associate	Certificate Low	Total
Solano	North Bay	13	16	29
<b>Total</b>		<b>62</b>	<b>129</b>	<b>191</b>

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

**Table 7b. Other CTE Institutions Awards on TOP 2104.00 Human Services in Bay Region**

College	Subregion	Award 1 < 2 academic yrs	Total
InterCoast Colleges-Fairfield	North Bay	9	9
<b>Total</b>		<b>9</b>	<b>9</b>

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 4,510 annual openings for the Human Services occupational cluster and 200 annual (3-year average) awards for an annual undersupply of 4,310 students. In the North Bay Sub-Region, there is also a gap with 533 annual openings and 70 annual (3-year average) awards for an annual undersupply of 463 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 Programs	Napa Valley All CTE Programs	State 2104.00	Bay 2104.00	North Bay 2104.00	Napa Valley 2104.00
Students with a Job Closely Related to Their Field of Study	73%	76%	67%	74%	60%	N/A
Median Annual Earnings for SWP Exiting Students	\$44,575	\$42,458	\$24,720	\$32,152	\$26,442	\$27,722
Median Change in Earnings for SWP Exiting Students	30%	31%	31%	51%	29%	32%
Exiting Students Who Attained the Living Wage	53%	50%	52%	64%	43%	34%

Source: Launchboard Strong Workforce Program Median of 2016-18.

## Skills, Certifications and Education

**Table 9. Top Skills for Human Services Occupations in Bay Region**

Skill	Posting	Skill	Posting
Case Management	1,575	Conflict Management	347
Mental Health	1,246	Public Health and Safety	328

Skill	Posting	Skill	Posting
Social Services	1,237	Social Work	325
Psychology	885	Rehabilitation	315
Budgeting	724	Teaching	314
Customer Service	723	Discharge Planning	311
Scheduling	680	Record Keeping	310
Behavioral Health	644	Customer Contact	293
Staff Management	628	Social Services Industry Knowledge	293
Cardiopulmonary Resuscitation (CPR)	605	Mental Illness	286
Crisis Intervention	557	Customer Billing	268
Treatment Planning	550	Cleaning	266
Data Entry	427	Data Collection	264
Trauma	406	Program Management	245

Source: Burning Glass

**Table 10. Certifications for Human Services Occupations in the Bay Region**

Certification	Posting	Certification	Posting
Driver's License	130	Fire Fighter I II	3
Police Officer	22	Fire Fighter I	3
Cdl Class C	21	Typing Certification	2
Bilingual Certification	10	Series 7	2
Certified Peace Officer	6	Civil Service Certification	2
Certified Outpatient Coding (COC)	6	Basic Post Certificate	2
Security Clearance	5	Master Gardener Certification	1
Law Enforcement Certification	5	Fire Instructor I	1
First Aid Cpr Aed	4	Financial Risk Manager (FRM)	1
Air Brake Certified	4	Aircraft Dispatcher License	1

Source: Burning Glass

Note: 52% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.

**Table 11. Education Requirements for Human Services Occupations in Bay Region**

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	164	84%
Associate's degree	11	6%
Bachelor's degree and higher	21	10%

Source: Burning Glass

Note: 45% 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 skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

## Sources

O\*Net Online  
Labor Insight/Jobs (Burning Glass)  
Economic Modeling Specialists International (EMSI)  
CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)  
Statewide CTE Outcomes Survey  
Employment Development Department Unemployment Insurance Dataset  
Living Insight Center for Community Economic Development  
Chancellor's Office MIS system

## Contacts

For more information, please contact:

- Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [leila@baccc.net](mailto:leila@baccc.net)
- John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544