**Community Health Workers/  
Elder Advocate Specialists**

**Labor Market Information Report**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

April 2018

# Recommendation

Based on all available data, there appears to be an undersupply of Community Health Workers/Elder Advocate Specialists compared to the demand for this cluster of occupations in the Bay region. The annual gap is about 1,995 annually in the Bay region and 550 in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties).

This report also provides student outcomes data on employment and earnings for Community Health Care Worker programs (TOP 1261.00) in the state and region. It is recommended that this data be reviewed to better understand how outcomes for students taking courses on this TOP code at City College of San Francisco (CCSF) compare to potentially similar programs at colleges in the state and region as well as to outcomes across all CTE programs at CCSF and in the region.

# Introduction

This report profiles Community Health Workers/Elder Advocate Specialists in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at City College of San Francisco: Community Health Worker, Elder Advocate Specialist. One of the occupations listed below (Social and Human Service Assistants) was not provided in the labor market information (LMI) request to COE, but was selected based on the job titles provided: Community Health Worker, Health Navigator, CHOW (Community Health Outreach Worker), Health Promoter.

* **Social and Human Service Assistants (SOC 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.

*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:* 36%

* **Community Health Worker (SOC 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.

*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:* 29%

# Occupational Demand

**Table 1. Employment Outlook for Community Health Workers/Elder Advocate Specialists in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-year Open-ings | Annual Open-ings | 10% Hrly Wage | Median Hrly Wage |
| Social & Human Service Assistants | 10,679 | 12,494 | 1,815 | 17% | 8,526 | 1,705 | $12.77 | $18.92 |
| Community Health Workers | 2,449 | 2,784 | 335 | 14% | 1,889 | 378 | $12.31 | $22.81 |
| **Total** | **13,128** | **15,278** | **2,150** | **16%** | **10,415** | **2,083** | **$12.54** | **$20.87** |

*Source: EMSI 2018.2*

**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 Workers/Elder Advocate Specialists in Mid-Peninsula**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-year Open-ings | Annual Open-ings | 10% Hrly Wage | Median Hrly Wage |
| Social & Human Service Assistants | 2,938 | 3,400 | 461 | 16% | 2,299 | 460 | $13.01 | $19.78 |
| Community Health Workers | 1,118 | 1,228 | 110 | 10% | 808 | 162 | $11.40 | $27.31 |
| **Total** | **4,056** | **4,628** | **571** | **14%** | **3,107** | **622** | **$12.21** | **$23.55** |

*Source: EMSI 2018.2*

**Mid-Peninsula Sub-Region** includes San Francisco and San Mateo Counties

### Job Postings in Bay Region and in Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (April 2017 - March 2018)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | Mid-Peninsula |
| Social and Human Service Assistants (21-1093.00) | 453 | 187 |
| Community Health Workers (21-1094.00) | 39 | 15 |
| **Total** | **492** | **202** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Community Health Workers/Elder Advocate Specialists (April 2017 - March 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | Mid-Peninsula | Common Title | Bay | Mid-Peninsula |
| Advocate | 29 | 10 | Community Coordinator | 15 | 8 |
| Social Work | 24 | 0 | Public Service Aide | 11 | 11 |
| Resident Care Coordinator | 22 | 0 | Case Worker | 10 | 4 |
| Community Liaison | 20 | 2 | Social Services Assistant | 10 | 0 |
| Outreach Specialist | 16 | 5 | Social Work Assistant | 10 | 2 |
| Coordinator | 16 | 10 | Human Services Specialist | 8 | 0 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Community Health Workers/Elder Advocate Specialists in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Industry – 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2017)** | **Jobs in Industry (2022)** | **% Change (2017-22)** | **% in Industry (2017)** |
| Services for the Elderly and Persons with Disabilities (624120) | 6,087 | 7,308 | 20% | 46.4% |
| Other Individual and Family Services (624190) | 915 | 1,007 | 10% | 7.0% |
| Local Government, Excluding Education and Hospitals (903999) | 880 | 946 | 8% | 6.7% |
| Residential Mental Health and Substance Abuse Facilities (623220) | 502 | 562 | 12% | 3.8% |
| Child and Youth Services (624110) | 429 | 456 | 6% | 3.3% |
| HMO Medical Centers (621491) | 332 | 486 | 46% | 2.5% |
| Vocational Rehabilitation Services (624310) | 318 | 307 | (11%) | 2.4% |
| Outpatient Mental Health and Substance Abuse Centers (621420) | 248 | 308 | 24% | 1.9% |
| State Government, Excluding Education and Hospitals (902999) | 208 | 229 | 10% | 1.6% |
| Environment, Conservation and Wildlife Organizations (813312) | 215 | 262 | 22% | 1.6% |
| Residential Intellectual and Developmental Disability Facilities (623210) | 204 | 207 | 1% | 1.6% |
| Temporary Shelters (624221) | 206 | 228 | 11% | 1.6% |
| Other Social Advocacy Organizations (813319) | 169 | 186 | 10% | 1.3% |

*Source: EMSI 2018.2*

**Table 6. Top Employers for Community Health Workers/Elder Advocate Specialists in Bay Region and Mid-Peninsula (April 2017 - March 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Employer** | **Bay** | **Employer** | **Bay** | **Employer** | **Mid-Peninsula** |
| Deloitte | 28 | California State University | 9 | Deloitte | 16 |
| Star Nursing, Inc. | 20 | The Mentor Network | 8 | SF Public Utilities Commission | 14 |
| Brookdale Senior Living | 16 | Brookdale Corporation | 8 | SF MTA | 13 |
| SF PUC | 14 | Sutter Health | 7 | San Mateo County | 10 |
| SF MTA | 13 | San Mateo County Health | 7 | Instacart | 9 |
| San Mateo County | 10 | Avalonbay Communities Inc. | 7 | San Mateo County Health | 7 |
| Instacart | 9 | Kaiser Permanente | 6 | Sutter Health | 5 |

*Source: Burning Glass*

# Educational Supply

There are four colleges in the Bay Region issuing 87 awards annually on 1261.00 - Community Health Care Worker. According to IPEDS and the National Center for Educational Statistics, there are no other postsecondary educational institutions issuing any type of award on CIP codes cross walked to this TOP code in the Bay region (CIP 51.1504 Community Health Services/Liaison/Counseling).

**Table 6. Awards on TOP 1261.00 - Community Health Care Worker in the Bay Region**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| College | Sub-Region | CC Headcount | No. of Transfer Students | Associate Degrees | Certificates | Total Awards |
| Canada | Mid-Peninsula | on another TOP code | 0 | 0 | 12 | 12 |
| Mission | Silicon Valley | on another TOP code | 0 | 3 | 0 | 3 |
| San Francisco | Mid-Peninsula | 284 | 15 | 0 | 60 | 60 |
| Santa Rosa | North Bay | 26 | 0 | 3 | 9 | 12 |
| **Total Bay Region** | | **310** | **15** | **0** | **81** | **87** |
| **Total Mid-Peninsula Sub-Region** | | **284** | **15** | **0** | **72** | **72** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for Associate Degrees and Certificates is 2014-17. The no. of transfer students on this TOP code is for 2015-16.

# Gap Analysis

Based on the data included in this report, there is a significant undersupply of Community Health Workers/Elder Advocate Specialists in the Bay region with 2,083 annual openings and 87 annual awards for an annual gap of 1,996. In the Mid-Peninsula sub-region, there is also an undersupply with 622 annual openings and 72 awards for a gap of 550.

On the supply side, there are many CIP codes that give Community Health Education as an example of program areas under the CIP definition. So, it is possible that there are other 4-year or longer programs providing training for similar skill sets required by Community Health Care Workers/Elder Advocate Specialists on other CIP codes under CIP 51 – Health Professions and Related Programs in the Bay region.

# Student Outcomes

**Table 7. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1261.00 – Community Health Care Worker in 2015-16**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **2015-16** | **Bay (All CTE Programs)** | **CCSF**  **(All CTE Programs)** | **State (1261.00)** | **Bay (1261.00)** | **CCSF (1261.00)** | **Top College in Bay Region on 1261.00 – Community Health Care Worker** | |
| % Employed Four Quarters After Exit | 74% | 72% | 74% | 74% | 73% | San Francisco | 73%  (78 students) |
| Median Earnings Two Quarters After Exit | $10,310 | $10,710 | $9,040 | $9,040 | $7,780 | Mission | $27,920  (3 students) |
| Median % Change in Earnings | 46% | 46% | 208% | 208% | 47% | Santa Rosa | 370%  (3 students) |
| % of Students Earning a Living Wage | 63% | 55% | 47% | 47% | 46% | San Francisco | 46%  (35 students) |

*Source: Launchboard (version available on 4/24/18)*

# Skills, Certificates and Education

**Table 8. Top Skills for Community Health Workers/Elder Advocate Specialist in Bay Region**

**(April 2017 - March 2018)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Skill** | **Postings** | **Skill** | **Postings** |
| Teamwork/Collaboration | 124 | Public Health & Safety | 34 |
| Case Management | 114 | Appointment Setting | 34 |
| Social Services | 101 | Social Services Knowledge | 33 |
| Health & Human Services | 80 | Data Entry | 33 |
| Customer Service | 74 | Psychology | 31 |
| Staff Management | 57 | Social Media | 30 |
| Cardiopulmonary Resuscitation (CPR) | 56 | Teaching | 28 |
| Budgeting | 51 | Rehabilitation | 28 |
| Social Work | 49 | Medication Management | 28 |
| Scheduling | 47 | Business Process | 28 |
| Mental Health | 44 | Acute Care | 27 |
| Customer Contact | 42 | Crisis Intervention | 26 |

*Source: Burning Glass*

**Table 9. Certifications for Community Health Workers/Elder Advocate Specialists in Bay (April 2017 – March 2018)**

Note: 69% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| **Certification** | **Postings** | **Certification** | **Postings** |
| Driver's License | 71 | Registered Nurse | 8 |
| First Aid CPR AED | 45 | Security Clearance | 7 |
| Social Work License | 31 | Certified Case Manager (CCM) | 6 |
| Licensed Vocational Nurse | 9 | Phlebotomy Certification | 5 |

*Source: Burning Glass*

**Table 10. Education Requirements for Community Health Workers/Elder Advocate Specialists in Bay Region**

Note: 44% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |
| --- | --- |
| **Education (minimum advertised)** | **Latest 12 Mos. Postings** |
| High school or vocational training | 86 (31%) |
| Associate Degree | 18 (7%) |
| Bachelor’s Degree | 142 (51%) |
| Master’s Degree | 28 (10%) |
| Doctoral Degree | 2 (1%) |

*Source: Burning Glass*

# 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 CCCCO 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:

* Karen Beltramo, Data Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [karen@baccc.net](mailto:karen@baccc.net) or (831) 332-1253
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 452-5529