

Community Health Workers/ Elder Advocate Specialists Labor Market Information Report

Prepared by the San Francisco Bay 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 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 Openings	Annual Openings	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 Openings	Annual Openings	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 CCCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard 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

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