



Community Health Workers Labor Market Information Report

Prepared by the San Francisco Bay Center of Excellence
for Labor Market Research
March 2018

Recommendation

Based on all available data, there appears to be an undersupply of Community Health Workers compared to the demand for this cluster of occupations in the Bay region. The annual gap in the Bay Region is 287 students annually. In the SC-Monterey Sub-Region (Monterey, San Benito, Santa Cruz Counties), there are only 14 annual openings but no supply. In a one hour commute radius from Cabrillo College, there is a labor market gap of 56 students annually.

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 compare to potentially similar programs at colleges in the state and region as well as to outcomes across all CTE programs at Cabrillo College and in the region.

Introduction

This report profiles Community Health Workers in the 12 county Bay region, in the Santa Cruz-Monterey sub-region or Tri-Counties (Monterey, San Benito, Santa Cruz Counties) and in a one-hour commute range from Cabrillo College for a proposed new Community Health Worker program at Cabrillo.

- 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 in Bay Region

Geographic Area	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-year Openings	Annual Openings	10% Hrly Wage	Median Hrly Wage
Bay	2,433	2,760	327	13%	1,870	374	\$12.31	\$22.81
SC-Monterey (Tri-Counties)	87	103	16	18%	72	14	\$10.74	\$16.54
One Hour Commute	353	420	67	19%	297	59	\$12.53	\$23.51

Source: EMSI 2018.1

Bay Region includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

SC-Monterey Sub-Region or Tri-Counties includes Monterey, San Benito and Santa Cruz Counties

One Hour Commute includes 159 zip codes within a typical one hour commute from Cabrillo College in Aptos

Job Postings in Bay Region and in SC-Monterey Sub-Region and in One Hour Commute Range

Table 2. Number of Job Postings by Occupation for latest 12 months (March 2017 – February 2018)

Occupation	Bay Region	Tri-Counties	Four Counties*
Community Health Worker (21-1094.00)	46	2	11

Source: Burning Glass

*Burning Glass does not have the capability to filter job postings at the zip code level. Therefore, for the one hour commute range, Santa Clara County was added to the three counties in the SC-Monterey sub-region to make the four counties sub-region.

Table 3. Top Job Titles for Community Health Workers for latest 12 months (March 2017 – February 2018)

Common Title	Bay	Tri-Counties	Four Counties
Community Liaison	18	2	8
Community Health Advocate	3	0	0
Development Coordinator	3	0	0

Source: Burning Glass

Industry Concentration

Table 4. Industries hiring Community Health Workers in Bay Region

Industry – 5 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 (62412)	776	902	16%	31.9%
Other Outpatient Care Centers (62149)	249	337	35%	10.2%
Local Government, Excluding Education and Hospitals (90399)	216	229	6%	8.9%
Other Individual and Family Services (62419)	157	169	8%	6.5%
Social Advocacy Organizations (81331)	103	116	13%	4.2%
Child and Youth Services (62411)	76	80	5%	3.1%
Grantmaking and Giving Services (81321)	74	83	12%	3.1%
General Medical and Surgical Hospitals (62211)	67	63	(6%)	2.7%
Hospitals (Local Government) (90362)	66	70	6%	2.7%
Community Housing Services (62422)	65	71	9%	2.7%
Outpatient Mental Health and Substance Abuse Centers (62142)	56	67	20%	2.3%
Religious Organizations (81311)	52	54	4%	2.2%
Residential Mental Health and Substance Abuse Facilities (62322)	42	43	2%	1.7%
Offices of Physicians (62111)	41	42	2%	1.7%
Home Health Care Services (62161)	37	43	16%	1.5%
Vocational Rehabilitation Services (62431)	32	31	(3%)	1.3%
State Government, Excluding Education and Hospitals (90299)	24	23	(4%)	1.0%

Source: EMSI 2018.1

Table 5. Top Employers Posting for Community Health Workers in Bay Region, SC-Monterey Sub-Region and Four Counties for latest 12 months (March 2017 – February 2018)

Employer	Bay	Employer	Four Counties	County
Nurseregistry Com	4	Campbell Union School District	2	Santa Clara
Landmark Health	3	Nurseregistry Com	2	Santa Clara
Campbell Union School District	2	Salinas Union High School District	1	Monterey
Lincoln Child Center	2	Stanford University	1	Santa Clara
University of California	2	Suhsd	1	Monterey
UC San Francisco	2	Vitas Healthcare Corporation	1	Santa Clara

Source: Burning Glass

Educational Supply

There are four colleges in the Bay Region issuing 87 awards annually on 1261.00 - Community Health Care Worker. In the Four Counties region, Mission College has the only program and issues three awards annually. Currently there are no colleges in the SC-Monterey sub-region that have a Community Health Care Worker program.

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

College	Sub-Region	CC Headcount	Associate Degrees	Certificates or Other Credit Awards	Total Awards
Canada	Mid-Peninsula	on another TOP code or n<10	0	12	12
Mission	Silicon Valley	on another TOP code or n<10	3	0	3
San Francisco	Mid-Peninsula	284	0	60	60
Santa Rosa	North Bay	26	3	9	12
Total Bay Region		310	6	81	87
Total SC-Monterey Sub-Region		0	0	0	0
Total Four Counties		on another TOP code or n<10	3	0	3

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.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 374 annual openings for Community Health Workers and 87 annual awards for a gap of 287. In the SC-Monterey sub-region or Tri-Counties, there is also a gap with 14 annual openings and no supply. The one hour commute distance also shows a labor market gap with 59 openings and three annual awards for a gap of 56.

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)	Cabrillo (All CTE Programs)	State (1261.00)	Bay (1261.00)	Top College in Bay Region on 1261.00	
% Employed Four Quarters After Exit	74%	70%	74%	74%	San Francisco	73%

Median Earnings Two Quarters After Exit	\$10,310	\$8,390	\$9,040	\$9,040	Mission	\$27,920
Median % Change in Earnings	46%	54%	208%	208%	Santa Rosa	370%
% of Students Earning a Living Wage	63%	55%	47%	47%	San Francisco	46%

Source: Launchboard (version available on 3/7/18)

Note: There appears to be some issues on this TOP codes due to the small number of students taking courses on this TOP code and matched to the UI wage data file from EDD to get the employment outcomes. For example, the top college in the region is slightly lower for % employed four quarters after exit and % earning a living wage. Other colleges in the region with small “n” or population size must account for the median of the region on these two metrics being higher than the top performing college.

Skills, Certificates and Education

Table 8. Top Skills for Community Health Workers in Bay Region (March 2017 – February 2018)

Skill	Postings	Skill	Postings	Skill	Postings
Microsoft Excel	10	Case Management	6	Business Administration	5
Behavioral Health	9	Community Health	6	Market Planning	5
Cardiopulmonary Resuscitation (CPR)	8	Microsoft Outlook	6	Program Planning	5
Microsoft Office	8	Microsoft Word	6	Protected Health Information	5
Public Health and Safety	8	Budgeting	5	Public Speaking	5
Microsoft Powerpoint	7				

Source: Burning Glass

Table 9. Education Requirements for Community Health Workers in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings
High school or vocational training	6 (18%)
Associate Degree	2 (6%)
Bachelor's Degree or Higher	26 (76%)

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 CCCC 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

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 or (831) 332-1253
- John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 452-5529