** Child Development/Early Care and Education Occupations Labor Market Information Report**

**Monterey Peninsula College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

October 2019

# Recommendation

Based on all available data, there appears to be a significant undersupply of Child Development/Early Care and Education workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, and Santa Cruz Counties). There is a projected annual gap of about 7,660 students in the Bay region and 557 students in the SC-Monterey Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1305.00 - Child Development/Early Care and Education 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 Monterey Peninsula College and in the region.

# Introduction

This report profiles Child Development/Early Care and Education Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a proposed new program at Monterey Peninsula College.

|  |
| --- |
| * **Teacher Assistants (SOC 25-9041):** Perform duties that are instructional **in** nature or deliver direct services to students or parents. Serve in a position for which a teacher has ultimate responsibility for the design and implementation of educational programs and services. Excludes “Graduate Teaching Assistants” (25-1191). |
| Entry-Level Educational Requirement: Some college, *no degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 40% |
|  |
| * **Childcare Workers (SOC 39-9011)**: Attend to children at schools, businesses, private households, and childcare institutions. Perform a variety of tasks, such as dressing, feeding, bathing, and overseeing play. Excludes "Preschool Teachers, Except Special Education" (25-2011) and "Teacher Assistants" (25-9041). |
| 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*%* |

# Occupational Demand

**Table 1. Employment Outlook for Child Development/Early Care and Education Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Teacher Assistants | 34,944 | 37,304 | 2,360 | 7% | 20,607 | 4,121 | $11.98 | $17.71 |
| Childcare Workers | 34,613 | 35,238 | 626 | 2% | 26,515 | 5,303 | $3.89 | $13.50 |
| **Total** | **69,556** | **72,542** | **2,986** | **4%** | **47,122** | **9,424** | **$7.96** | **$15.61** |

*Source: EMSI 2019.2*

**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 Child Development/Early Care and Education Occupations in SC-Monterey Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Teacher Assistants | 3,165 | 3,440 | 274 | 9% | 1,947 | 389 | $11.37 | $16.57 |
| Childcare Workers | 2,543 | 2,448 | -95 | -4% | 1,820 | 364 | $3.77 | $12.40 |
| **TOTAL** | **5,708** | **5,887** | **179** | **3%** | **3,767** | **753** | **$7.98** | **$14.71** |

*Source: EMSI 2019.2*

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

### Job Postings in Bay Region and SC-Monterey Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (October 2018 - September 2019)**

| Occupation | Bay Region | SC-Monterey |
| --- | --- | --- |
| Nannies | 5,677 | 211 |
| Childcare Workers | 5,347 | 250 |
| Teacher Assistants | 4,560 | 452 |
| **Total** | **15,584** | **913** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Child Development/Early Care and Education Occupations for latest 12 months (October 2018 - September 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Nanny | 4,510 | Child Care Assistant | 124 |
| Babysitter | 2,578 | Paraprofessional | 121 |
| Paraeducator | 763 | Associate Teacher | 104 |
| Instructional Assistant | 681 | Pet Sitter, Dog | 103 |
| Sitter | 388 | Classroom Support Aide | 102 |
| Assistant Teacher | 370 | After School Coordinator | 95 |
| Instructional Aide | 344 | Helper | 94 |
| Child Care | 304 | Child Care Provider | 88 |
| Teacher's Assistant | 264 | Daycare Assistant | 80 |
| Special Education Paraprofessional | 207 | Mother's Helper | 79 |
| Special Education Aide | 188 | Dog Sitter | 78 |
| Pet Sitter | 183 | Teaching Assistant | 71 |
| Teacher's Aide | 154 | Dog Walker/Pet Sitter | 64 |
| Live-In Home Care | 131 | Afterschool Program Leader | 60 |

**Table 4b. Top Job Titles for Child Development/Early Care and Education Occupations for latest 12 months (October 2018 - September 2019) SC-Monterey Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | SC-Monterey | Common Title | SC-Monterey |
| Nanny | 167 | Instructional Special Education Paraprofessional/Intern, School, Pc | 9 |
| Babysitter | 139 | Live-In Home Care | 8 |
| Paraeducator | 104 | Associate Teacher | 8 |
| Instructional Aide | 57 | Pet Sitter | 7 |
| Instructional Assistant | 51 | Pet Sitter, Dog | 6 |
| Special Education Aide | 35 | Instructional Paraprofessional/Intern, Special Education, Pc | 5 |
| Assistant Teacher | 20 | Instructional Paraprofessional, Middle School, Special Education | 5 |
| Instructional Paraprofessional, Special Education, Pc | 19 | House Provider/House sitter | 5 |
| Child Care | 19 | Executive Assistant | 5 |
| Special Education Paraprofessional | 16 | Classroom Assistant | 5 |
| Dog Sitter | 15 | After School Coordinator | 5 |
| Sitter | 13 | Instructional Middle School Paraprofessional/Intern, Special Education, Pc | 4 |
| Instructional Paraprofessional, School, Special Education | 13 | Helper | 4 |
| Instructional Special Education Paraprofessional/Intern, Pc | 12 | Child Care Provider | 4 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Child Development/Early Care and Education Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Elementary and Secondary Schools (Local Government) (903611) | 22,616 | 23,944 | 6% | 33% |
| Child Day Care Services (624410) | 15,760 | 16,277 | 3% | 23% |
| Private Households (814110) | 13,652 | 13,554 | -1% | 20% |
| Elementary and Secondary Schools (611110) | 4,843 | 5,210 | 8% | 7% |
| Religious Organizations (813110) | 1,814 | 1,865 | 3% | 3% |
| Fitness and Recreational Sports Centers (713940) | 1,428 | 1,593 | 12% | 2% |
| Colleges, Universities, and Professional Schools (Local Government) (903612) | 1,193 | 1,061 | -11% | 2% |
| Colleges, Universities, and Professional Schools (State Government) (902612) | 1,144 | 1,253 | 10% | 2% |
| Civic and Social Organizations (813410) | 947 | 985 | 4% | 1% |
| Local Government, Excluding Education and Hospitals (903999) | 830 | 873 | 5% | 1% |
| Colleges, Universities, and Professional Schools (611310) | 754 | 829 | 10% | 1% |
| Services for the Elderly and Persons with Disabilities (624120) | 694 | 862 | 24% | 1% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Child Development/Early Care and Education Occupations in Bay Region and SC-Monterey Sub-Region (October 2018 - September 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | SC-Monterey |
| West Contra Costa USD | 268 | Salinas City Elementary | 51 | Monterey County Office Of Ed | 61 |
| In House Vacancy | 184 | Aspire Public Schools | 50 | Salinas City Elementary | 51 |
| Sitter | 156 | Alameda Unified School District | 47 | In House Vacancy Internal Candidates Only | 45 |
| Nanny Lane | 152 | Santa Clara USD | 45 | Santa Cruz City Schools | 31 |
| Petsitter | 140 | Nannies At Work | 45 | Salinas Union HSD | 21 |
| Oakland USD | 82 | Kidango | 45 | Rover | 15 |
| Bright Horizons | 80 | Napa Valley USD | 43 | Hollister School District | 15 |
| YMCA | 74 | Nannies Plus | 43 | Greenfield USD | 15 |
| College Nannies Sitters Tutors Development, Inc | 74 | San Mateo Foster City SD | 42 | Pajaro Valley USD | 14 |
| Coe Incorporated | 73 | Genuine Nannies | 41 | Monterey Peninsula Unified | 14 |
| San Ramon Valley USD | 72 | The South San Francisco USD | 40 | Pacific Grove Unified | 13 |
| Rover | 68 | Bay Area Community Resources | 40 | King City USD | 13 |
| Cupertino Union School District | 66 | College Nannies Sitters Tutors | 37 | Carmel USD | 13 |
| Monterey County Office Of Ed | 61 | Town Country | 35 | Washington Union | 9 |
| College Nannies And Sitters | 61 | Honor Home Care | 35 | Santa Rita USD | 9 |
| Vallejo City USD | 53 | San Leandro USD | 34 | Santa Cruz County Office Of Ed | 9 |
| Milpitas Unified | 52 | Bay Club | 33 | Live Oak School District | 9 |

*Source: Burning Glass*

# Educational Supply

There are 23 community colleges in the Bay Region issuing 1,764 awards on average annually (last 3 years) on TOP 1305.00 - Child Development/Early Care and Education. There are four (4) colleges in the SC-Monterey Sub-Region issuing 196 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 1305.00 - Child Development/Early Care and Education in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ unit | Certificate Low unit | Total |
| Cabrillo College | Santa Cruz - Monterey | 25 | 74 | 11 | 110 |
| Cañada College | Mid-Peninsula | 47 | 53 | - | 100 |
| Chabot College | East Bay | 29 | 16 | 33 | 78 |
| City College of San Francisco | Mid-Peninsula | 57 | 45 | 3 | 105 |
| College of Marin | North Bay | 3 | - |  | 3 |
| Contra Costa College | East Bay | 9 | 8 | 6 | 23 |
| De Anza College | Silicon Valley | 37 | 9 | 42 | 88 |
| Diablo Valley College | East Bay | 30 | 41 | 106 | 177 |
| Foothill College | Silicon Valley | 30 | - | 5 | 35 |
| Gavilan College | Santa Cruz - Monterey | 8 | 10 |  | 18 |
| Hartnell College | Santa Cruz - Monterey | 21 | 11 |  | 32 |
| Las Positas College | East Bay | 18 | 89 |  | 107 |
| Los Medanos College | East Bay | 29 | 24 | 90 | 143 |
| Merritt College | East Bay | 33 | 11 | 264 | 308 |
| Mission College | Silicon Valley | 23 | 12 | 0 | 35 |
| Monterey Peninsula College | Santa Cruz - Monterey | 26 | 10 |  | 36 |
| Napa Valley College | North Bay | 10 | 0 | 0 | 10 |
| Ohlone College | East Bay | 13 | 5 |  | 18 |
| San Jose City College | Silicon Valley | 21 | 15 | 19 | 55 |
| Santa Rosa Junior College | North Bay | 28 | 26 | 96 | 150 |
| Skyline College | Mid-Peninsula | 36 | 30 | 3 | 69 |
| Solano College | North Bay | 9 | 13 |  | 22 |
| West Valley College | Silicon Valley | 25 | 12 | 5 | 42 |
| **Total Bay Region** | | **567** | **513** | **684** | **1,764** |
| **Total SC-Monterey Sub-Region** | | **80** | **105** | **11** | **196** |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 9,424 annual openings for the Child Development/Early Care and Education occupational cluster and 1,764 annual (3-year average) awards for an annual undersupply of 7,660 students. In the SC-Monterey Sub-Region, there is also a gap with 753 annual openings and 196 annual (3-year average) awards for an annual undersupply of 557 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1305.00 - Child Development/Early Care and Education**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Monterey Peninsula College (All CTE Programs) | State (1305.00) | Bay (1305.00) | SC-Monterey (1305.00) | Monterey Peninsula College (1305.00) |
| % Employed Four Quarters After Exit | 74% | 69% | 67% | 68% | 66% | 62% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,272 | $6,000 | $7,217 | $6,553 | $5,519 |
| Median % Change in Earnings | 46% | 55% | 44% | 42% | 31% | 24% |
| % of Students Earning a Living Wage | 63% | 60% | 35% | 39% | 34% | 26% |

*Source: Launchboard Pipeline (version available on 10/9/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Child Development/Early Care and Education Occupations in Bay Region (October 2018 - September 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Child Care | 6,993 | Clerical Duties | 392 | Staff Management | 159 |
| Babysitting | 3,232 | Tutoring | 357 | Lifting Ability | 154 |
| Teaching | 2,779 | Record Keeping | 355 | Budgeting | 138 |
| Cardiopulmonary Resuscitation (CPR) | 1,975 | Autism Diagnosis / Treatment / Care | 291 | Dog Walking | 136 |
| Meal Preparation | 1,852 | Customer Service | 269 | Health Screening | 129 |
| Laundry | 1,488 | Bathing | 256 | Child CPR | 128 |
| Caregiving | 1,204 | Music | 252 | Data Collection | 126 |
| Special Education | 1,124 | No Child Left Behind (NCLB) | 243 | Conflict Management | 125 |
| Child Development | 857 | Home Care | 235 | Group Instruction | 124 |
| Cleaning | 816 | Maintaining Student Records | 216 | Basic Mathematics | 122 |
| Lesson Planning | 703 | Educational Programs | 194 | Changing Diapers | 121 |
| Scheduling | 623 | Psychology | 194 | Student Placement | 119 |
| Early Childhood Education | 537 | Special Needs Children | 184 | Applied Behavior Analysis | 117 |
| Cooking | 500 | Infant Care | 182 | Warrants | 104 |
| Toileting | 467 | Emotional Support | 160 | Multilingual | 102 |

*Source: Burning Glass*

**Table 10. Certifications for Child Development/Early Care and Education Occupations in Bay Region (October 2018 - September 2019)**

Note: 81% 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 |
| First Aid CPR AED | 1,636 | Bloodborne Pathogens Certification | 12 |
| Driver's License | 1,300 | Basic Life Saving (BLS) | 11 |
| Certified Teacher | 72 | Home Care Certificate | 10 |
| Registered Behavior Technician | 65 | Teaching Assistant | 9 |
| Child Development Associate (CDA) | 62 | Food Handler Certification | 9 |
| Board Certified Behavior Analyst (BCBA) | 46 | Security Clearance | 8 |
| Home Health Aide | 43 | Basic Cardiac Life Support Certification | 8 |
| Board Certified Assistant Behavior Analyst (BCaBA) | 31 | Personal Care Assistant (PCA) | 7 |
| Early Childhood Education Certification | 29 | Licensed Vocational Nurse (LVN) | 6 |
| Certified Occupational Therapy Assistant (COTA) | 26 | Public Health Nurse | 5 |
| Certified Cyber Forensics Professional (CCFP) | 17 | Food Service Certification | 5 |
| Certified Child Care Provider | 16 | Crisis Intervention Certification | 5 |

*Source: Burning Glass*

**Table 11. Education Requirements for Child Development/Early Care and Education Occupations in Bay Region**

Note: 76% 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 | Percent 12 Mos. Postings |
| High school or vocational training | 2,869 | 77% |
| Associate Degree | 589 | 16% |
| Bachelor’s Degree or Higher | 255 | 7% |

*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

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