**** **Child Development Program Director Occupations**

**Labor Market Information Report**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

November 2018

# Recommendation

Based on all available data, there appears to be a significant undersupply of Child Development Program Director workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties). The gap is about 2,350 students annually in the Bay region and 777 students annually in the East Bay.

This report also provides student outcomes data on employment and earnings for programs on TOP 1305.80 - Child Development Administration and Management 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 Chabot College and in the region.

# Introduction

This report profiles Child Development Program Director Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new certificate program at Chabot College.

|  |
| --- |
| * **Education Administrators, Preschool and Childcare Center/Program (SOC** 11-9031): Plan, direct, or coordinate the academic and nonacademic activities of preschool and childcare centers or programs. Excludes “Preschool Teachers" (25-2011).
 |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%* |
|  |
| * **Preschool Teachers, Except Special Education** (SOC25-2011): Instruct preschool-aged children in activities designed to promote social, physical, and intellectual growth needed for primary school in preschool, day care center, or other child development facility. Substitute teachers are included in "Teachers and Instructors, All Other" (25-3099). May be required to hold State certification. Excludes "Childcare Workers" (39-9011) and "Special Education Teachers" (25-2050).
 |
| *Entry-Level Educational Requirement: Associate's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%* |

# Occupational Demand

**Table 1. Employment Outlook for Child Development Program Director Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Education Administrators, Preschool and Childcare Center/Program | 3,137 | 3,365 | 228  | 7% | 1,439 | 288 | $18.11  | $24.40  |
| Preschool Teachers, Except Special Education | 17,880 | 19,377 | 1,498  | 8% | 10,440 | 2,088 | $12.71  | $17.44  |
| **Total** | **21,017** | **22,743** | **1,726** | **8%** | **11,879** | **2,376** | **$13.51**  | **$18.48**  |

*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 Child Development Program Director Occupations in East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Education Administrators, Preschool and Childcare Center/Program | 1,050 | 1,128 | 78  | 7% | 483 | 97 | $17.92  | $23.78  |
| Preschool Teachers, Except Special Education | 5,770 | 6,290 | 520  | 9% | 3,412 | 682 | $13.15  | $17.16  |
| **TOTAL** | **6,820** | **7,418** | **598**  | **9%** | **3,895** | **779** | **$13.88**  | **$18.18**  |

*Source: EMSI 2018.2*

**East Bay Sub-Region** includes Alameda and Contra Costa Counties.

**Job Postings in Bay Region and East Bay Sub-Region**

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

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | East Bay |
| Preschool Teachers, Except Special Education (25-2011.00) | 2,878 | 868 |
| Education Administrators, Preschool and Childcare Center/Program (11-9031.00) | 347 | 102 |
| **Total** | **3,225** | **970** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Child Development Program Director Occupations for latest 12 months (Sept 2017 - Aug 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | East Bay | Common Title | Bay | East Bay |
| Preschool Teacher | 974 | 247 | Lead Teacher | 60 | 21 |
| Infant Teacher | 149 | 57 | Substitute Teacher | 43 | 11 |
| Childcare Teacher | 128 | 38 | Preschool Aide | 42 | 8 |
| Early Childhood Teacher | 125 | 33 | Pre-School For | 36 | 3 |
| Teacher | 122 | 39 | Instructional Aide | 35 | 34 |
| Afterschool Teacher | 81 | 29 | Pre-School For And | 32 | 3 |
| Assistant Teacher | 77 | 24 | School Program Teacher | 29 |  |
| Kindergarten Teacher | 66 | 16 | Head Teacher | 28 | 9 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Child Development Program Directors 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) |
| Child Day Care Services (624410) | 12,831 | 13,698 | 7% | 59.7% |
| Elementary and Secondary Schools (Local Government) (903611) | 1,867 | 1,999 | 7% | 8.7% |
| Elementary and Secondary Schools (611110) | 1,826 | 1,964 | 8% | 8.5% |
| Religious Organizations (813110) | 1,783 | 1,810 | 2% | 8.3% |
| Local Government, Excluding Education and Hospitals (903999) | 514 | 543 | 6% | 2.4% |
| Other Individual and Family Services (624190) | 471 | 536 | 14% | 2.2% |
| Civic and Social Organizations (813410) | 399 | 420 | 5% | 1.9% |
| Child and Youth Services (624110) | 223 | 242 | 9% | 1.0% |

*Source: EMSI 2018.2*

**Table 6. Top Employers Posting Child Development Program Director Occupations in Bay Region and East Bay Sub-Region (Sept 2017 - Aug 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Bright Horizons | 179 | Coe Company | 22 | Bright Horizons | 96 |
| La Petite Academy | 52 | Jcc Association | 20 | Zum | 31 |
| YMCA | 47 | Nobel Learning Communities | 20 | Coe Company | 22 |
| Zum | 40 | International Child Resource Institute Icri | 18 | Jcc Association | 14 |
| Child Development Incorporated | 35 | Learning Care | 17 | YMCA | 13 |
| Stratford School | 31 | Waldorf School Peninsula | 17 | Coe Incorporated | 12 |
| Child Development Centers | 29 | Galileo Learning | 16 | Peninsula Jewish Community Center | 12 |
| Santa Clara Unified School District | 28 | Cdi/Cdc Continuing Development Inc/Child Development Centers | 15 | Felton Institute | 10 |
| Pajaro Valley Unified School District | 27 | Wonderschool | 15 | Peninsula Family Service | 10 |
| Childtime Learning Centers | 22 | Sjb Child Development Centers | 14 | Childrens Day School | 9 |

*Source: Burning Glass*

# Educational Supply

There are four colleges in the Bay Region issuing 25 awards annually on TOP 1305.80 - Child Development Administration and Management and one college in the East Bay sub-region issuing an average of 2 awards annually on this TOP Code.

**Table 7. Awards on TOP 1305.80 - Child Development Administration and Management in the Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Certificates | Total |
| **Cabrillo** | Santa Cruz & Monterey |  | 4 | 4 |
| **Diablo Valley** | East Bay | 76 | 2 | 2 |
| **Foothill** | Silicon Valley | 55 | 1 | 1 |
| **San Francisco** | Mid-Peninsula | 178 | 18 | 18 |
| **Total Bay Region** | **309** | **25** | **25** |
| **Total East Bay Sub-Region** | **76** | **2** | **2** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 2,376 annual openings for the Child Development Program Director occupational cluster and 25 annual awards for an annual undersupply of 2,351. In the East Bay, there is also a gap with 779 annual openings and 2 annual awards for an annual undersupply of 777.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1305.80 - Child Development Administration and Management**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | Chabot College (All CTE Programs) | State (TOP1305.80) | Bay (TOP1305.80) | East Bay (TOP1305.80) | Chabot College (TOP1305.80) |
| % Employed Four Quarters After Exit | 74% | 74% | 74% | 74% | 73% | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,310 | $9,429 | $7,721 | $8,948 | $9,542 | n/a |
| Median % Change in Earnings | 46% | 62% | 37% | 32% | 26% | n/a |
| % of Students Earning a Living Wage | 63% | 60% | 52% | 57% | 69% | n/a |

*Source: Launchboard Pipeline (version available on 9/28/18)*

# Skills, Certifications and Education

**Table 9. Top Skills for Child Development Program Director Occupations in Bay Region (Sept 2017 - Aug 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Teaching | 2,658 | Nurturing Environment | 97 | Faculty Training | 59 |
| Early Childhood Education | 1,256 | Budgeting | 96 | Child Care Program | 54 |
| Child Development | 1,213 | Curriculum Development | 92 | Human Development | 54 |
| Child Care | 1,024 | Educational Programs | 88 | Parenting | 53 |
| Cardiopulmonary Resuscitation (CPR) | 608 | Special Needs Children | 77 | Supervisory Skills | 49 |
| Lesson Planning | 500 | Psychology | 76 | Babysitting | 48 |
| Customer Service | 222 | Staff Development | 74 | Data Entry | 48 |
| Scheduling | 177 | Record Keeping | 70 | Meal Serving | 47 |
| Child Care Facility | 147 | Leadership Development | 69 | Primary Care | 47 |
| Health Screening | 146 | Caregiving | 68 | Employee Training | 46 |
| Staff Management | 135 | Pertussis | 68 | Toileting | 46 |
| Special Education | 120 | Newsletters | 67 | Tutoring | 46 |
| Lifting Ability | 111 | Social Services | 67 | Infant Care | 43 |
| Music | 108 | Cooking | 62 | Head Start Performance Standards | 42 |
| Cleaning | 97 | Mental Health | 62 | Measles Mumps Rubella (MMR) | 40 |

*Source: Burning Glass*

**Table 10. Certifications for Child Development Program Director Occupations in the Bay Region (Sept 2017 - Aug 2018)**

Note: 79% 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 | 358 | Mentor Certification | 4 |
| Child Development Associate (CDA) | 228 | Early Childhood Education Certification | 3 |
| Driver's License | 154 | Occupational Safety and Health Administration Certification | 3 |
| Certified Teacher | 38 | Care License | 2 |
| Certified Child Care Provider | 9 | Certified Clinical Transplant Coordinator | 2 |
| Cdl Class C | 7 | Certified Regulatory Compliance Manager (CRCM) | 2 |
| Certified Health Education Specialist | 6 | Home Health Aide | 2 |
| Certified Occupational Therapy Assistant (COTA) | 6 | Marketing Automation Certification | 2 |
| Administrative Services Credential | 5 | Personal Care Assistant (PCA) | 2 |
| Cross-Cultural Language and Academic Development | 5 | Security Clearance | 2 |

*Source: Burning Glass*

**Table 11. Education Requirements for Child Development Program Director 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 |
| High school or vocational training | 695 (41%) |
| Associate Degree | 333 (20%) |
| Bachelor’s Degree or Higher | 660 (39%) |

*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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