**** **Infant/Toddler Specialist Occupations**

**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 a significant undersupply of Infant/Toddler Specialist 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 12,063 students annually in the Bay region and about 3,660 students annually in the East Bay sub-region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1305.90 - Infants and Toddlers 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 Infant/Toddler Specialist Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Chabot College.

|  |
| --- |
| * **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: 37%* |
|  |
| * **Preschool Teachers, Except Special Education (SOC 25-2011):** 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%* |
|  |
| * **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: 41%* |

# Occupational Demand

**Table 1. Employment Outlook for Infant/Toddler Specialist 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 |
| Childcare Workers | 35,924 | 37,364 | 1,441 | 4% | 28,570 | 5,714 | $7.47 | $10.01 |
| Preschool Teachers, Except Special Education | 17,880 | 19,377 | 1,498 | 8% | 10,440 | 2,088 | $12.71 | $17.44 |
| Teacher Assistants | 34,803 | 38,045 | 3,242 | 9% | 21,591 | 4,318 | $10.93 | $16.12 |
| **Total** | **88,607** | **94,787** | **6,180** | **7%** | **60,601** | **12,120** | **$9.89** | **$13.91** |

*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 Infant/Toddler Specialist 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 |
| Childcare Workers | 9,322 | 9,262 | (61) | (1%) | 6,806 | 1,361 | $7.34 | $10.11 |
| Preschool Teachers, Except Special Education | 5,770 | 6,290 | 520 | 9% | 3,412 | 682 | $13.15 | $17.16 |
| Teacher Assistants | 13,003 | 14,246 | 1,243 | 10% | 8,105 | 1,621 | $10.80 | $15.71 |
| **TOTAL** | **28,096** | **29,798** | **1,702** | **6%** | **18,323** | **3,665** | **$10.14** | **$14.15** |

*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 |
| Nannies (39-9011.01) | 4,270 | 1,339 |
| Childcare Workers (39-9011.00) | 4,160 | 1,197 |
| Teacher Assistants (25-9041.00) | 3,290 | 1,189 |
| Preschool Teachers, Except Special Education (25-2011.00) | 2,878 | 890 |
| **Total** | **14,598** | **4,615** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Infant/Toddler Specialist Occupations for latest 12 months (Sept 2017 - Aug 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | East Bay | Common Title | Bay | East Bay |
| Nanny | 3,205 | 826 | Sitter | 230 | 71 |
| Babysitter | 2,248 | 740 | Special Education Paraprofessional | 157 | 77 |
| Preschool Teacher | 966 | 293 | Child Care Provider | 153 | 50 |
| Instructional Assistant | 717 | 303 | Infant Teacher | 152 | 34 |
| Paraeducator | 427 | 134 | Childcare Teacher | 141 | 57 |
| Instructional Aide | 304 | 80 | Teacher's Aide | 130 | 39 |
| Special Education Aide | 257 | 61 | Early Childhood Teacher | 125 | 43 |
| Assistant Teacher | 236 | 86 | Teacher | 125 | 39 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Infant/Toddler Specialist Workers 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) | 25,756 | 26,494 | 3% | 29.6% |
| Elementary and Secondary Schools (Local Government) (903611) | 24,126 | 26,258 | 9% | 27.7% |
| Private Households (814110) | 14,030 | 14,660 | 4% | 16.1% |
| Elementary and Secondary Schools (611110) | 6,493 | 7,102 | 9% | 7.5% |
| Religious Organizations (813110) | 3,292 | 3,425 | 4% | 3.8% |
| Fitness and Recreational Sports Centers (713940) | 1,490 | 1,650 | 11% | 1.7% |
| Colleges, Universities, and Professional Schools (State Government) (902612) | 1,341 | 1,488 | 11% | 1.5% |
| Civic and Social Organizations (813410) | 1,275 | 1,364 | 7% | 1.5% |
| Local Government, Excluding Education and Hospitals (903999) | 1,232 | 1,307 | 6% | 1.4% |
| Colleges, Universities, and Professional Schools (Local Government) (903612) | 1,143 | 1,030 | (10%) | 1.3% |
| Other Individual and Family Services (624190) | 892 | 1,032 | 16% | 1.0% |
| Services for the Elderly and Persons with Disabilities (624120) | 868 | 1,071 | 23% | 1.0% |

*Source: EMSI 2018.2*

**Table 6. Top Employers Posting Infant/Toddler Specialist Occupations in Bay Region and East Bay Sub-Region (Sept 2017 - Aug 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| West Contra Costa Unified School District | 216 | Nanny Lane | 78 | West Contra Costa Unified School District | 216 |
| Bright Horizons | 188 | Monterey County Office Of Education | 75 | Alameda Unified School District | 93 |
| College Nannies Sitters Tutors Development, Inc | 183 | Coe Incorporated | 73 | San Ramon Valley Unified School District | 78 |
| Zum | 144 | Cupertino Union School District | 72 | La Petite Academy | 56 |
| Honor Home Care | 99 | Petsitter | 71 | Capital Markets Placement | 38 |
| Alameda Unified School District | 93 | Santa Clara Unified School District | 67 | Pittsburg Unified Sd | 36 |
| Capital Markets Placement | 93 | Coe Company | 66 | Autism Treatment Solutions | 33 |
| Salinas City Elementary | 91 | YMCA | 66 | Brentwood Union School District Northern California | 33 |
| San Ramon Valley Unified School District | 83 | La Petite Academy | 65 | Center For Autism And Related Disorders, Inc | 32 |
| Sitter | 82 | Santa Rosa City Schools | 65 | Pleasanton Unified School District | 29 |

*Source: Burning Glass*

# Educational Supply

There are two colleges in the Bay Region issuing 57 awards annually on TOP1305.90 - Infants and Toddlers. Merritt College is the only East Bay College issuing awards on TOP1305.90, with six awards annually.

**Table 7. Awards on TOP 1305.90 - Infants and Toddlers in the Bay Area**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Certificates | Total |
| Merritt | East Bay | 113 | 6 | 6 | |
| San Francisco | Mid-Peninsula | 152 | 51 | 51 | |
| **Total Bay Region** |  | **265** | **57** | **57** | |
| **Total East Bay Sub-Region** |  | **152** | **6** | **6** | |

# *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 12,120 annual openings for the Infant/Toddler Specialist occupational cluster and 57 annual awards for an annual undersupply of 12,063. In the East Bay, there is also a gap with 3,665 annual openings and 6 annual awards for an annual undersupply of 3,659.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1305.90 - Infants and Toddlers**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Chabot College (All CTE Programs) 2016-17 | State (TOP 1305.90) | Bay  (TOP  1305.90) | East Bay (TOP 1305.90) | Chabot College (TOP 1305.90) |
| % Employed Four Quarters After Exit | 74% | 74% | 73% | 75% | 81% | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,310 | $9,424 | $6,572 | $7,710 | $7,132 | n/a |
| Median % Change in Earnings | 46% | 62% | 49% | 38% | 64% | n/a |
| % of Students Earning a Living Wage | 63% | 60% | 4f1% | 44% | 43% | n/a |

*Source: Launchboard Pipeline (version available on 9/27/18)*

# Skills, Certifications and Education

**Table 9. Top Skills for Infant/Toddler Specialist Occupations in Bay Region (Sept 2017 - Aug 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Child Care | 6,556 | Customer Service | 367 | Health Screening | 172 |
| Teaching | 4,403 | Autism Diagnosis / Treatment / Care | 354 | Maintaining Student Records | 157 |
| Babysitting | 3,432 | Clerical Duties | 354 | Curriculum Development | 156 |
| Cardiopulmonary Resuscitation (CPR) | 1,676 | No Child Left Behind (NCLB) | 334 | Emotional Support | 146 |
| Child Development | 1,674 | Music | 319 | X-Rays | 143 |
| Early Childhood Education | 1,516 | Cooking | 314 | Staff Management | 140 |
| Meal Preparation | 1,120 | Record Keeping | 302 | Chest X-Ray | 135 |
| Lesson Planning | 955 | Tutoring | 282 | Applied Behavior Analysis | 126 |
| Special Education | 949 | Parenting | 267 | Basic Mathematics | 124 |
| Laundry | 881 | Psychology | 238 | Nurturing Environment | 118 |
| Caregiving | 683 | Bathing | 220 | Pertussis | 117 |
| Scheduling | 560 | Special Needs Children | 204 | Mental Health | 109 |
| Cleaning | 520 | Home Care | 196 | Capital Markets | 108 |
| Toileting | 424 | Lifting Ability | 181 | Group Instruction | 108 |
| Child Care Facility | 367 | Educational Programs | 179 | Training Programs | 103 |

*Source: Burning Glass*

**Table 10. Certifications for Infant/Toddler Specialist Occupations in the Bay Region (Sept 2017 - Aug 2018)**

Note: 84% 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 | 1,083 | Certified Regulatory Compliance Manager (CRCM) | 11 |
| Driver's License | 930 | CDL Class C | 10 |
| Child Development Associate (CDA) | 253 | Bloodborne Pathogens Certification | 8 |
| Home Health Aide | 100 | Certified Health Education Specialist | 8 |
| Licensed Vocational Nurse (LVN) | 79 | Certified Child Care Worker | 7 |
| Registered Behavior Technician | 79 | Certified Nanny | 7 |
| Certified Teacher | 75 | Teaching Assistant | 7 |
| Board Certified Behavior Analyst (BCBA) | 51 | Security Clearance | 6 |
| Certified Occupational Therapy Assistant (COTA) | 20 | Crisis Intervention Certification | 5 |
| Certified Child Care Provider | 17 | Cross-Cultural Language and Academic Development | 5 |
| Sign Language Certification | 13 | Basic Life Saving (BLS) | 4 |

*Source: Burning Glass*

**Table 11. Education Requirements for Infant/Toddler Specialist Occupations in Bay Region**

Note: 72% 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 | 2,744 (67%) |
| Associate Degree | 676 (16%) |
| Bachelor’s Degree or Higher | 703 (17%) |

*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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