** Early Childhood Education Occupations**

**Labor Market Information Report**

**West Valley College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

March 2019

# Recommendation

Based on all available data, there appears to be a significant undersupply of Early Childhood Education workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara County.) There is a projected annual gap of about 6,149 students in the Bay region and 1,528 students in the Silicon Valley Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1305.40 - Preschool Age Children 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 West Valley College and in the region.

# Introduction

This report profiles Early Childhood Education Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new program at West Valley College.

|  |
| --- |
| * **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: 38% |
| * **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*%* |

# Occupational Demand

**Table 1. Employment Outlook for Early Childhood Education Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Preschool Teachers, Except Special Education | 18,383 | 19,881 | 1,498 | 8% | 10,652 | 2,130 | $13.30 | $18.30 |
| Teacher Assistants | 34,142 | 36,580 | 2,438 | 7% | 20,189 | 4,038 | $11.92 | $17.27 |
| **Total** | **52,525** | **56,461** | **3,936** | **7%** | **30,842** | **6,168** | **$12.40** | **$17.63** |

*Source: EMSI 2019.1*

**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 Early Childhood Education Occupations in Silicon Valley Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Preschool Teachers, Except Special Education | 5,876 | 6,270 | 393 | 7% | 3,296 | 659 | $12.94 | $17.64 |
| Teacher Assistants | 7,446 | 7,940 | 493 | 7% | 4,346 | 869 | $12.14 | $17.97 |
| **TOTAL** | **13,323** | **14,209** | **887** | **7%** | **7,643** | **1,528** | **$12.49** | **$17.83** |

*Source: EMSI 2019.1*

**Silicon Valley Sub-Region** includes Santa Clara County

### Job Postings in Bay Region and Silicon Valley Sub-Region

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

| Occupation | Bay Region | Silicon Valley |
| --- | --- | --- |
| Preschool Teachers, Except Special Education (25-2011.00) | 4,622 | 1,326 |
| Teacher Assistants (25-9041.00) | 4,127 | 920 |
| **Total** | **8,749** | **2,246** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Early Childhood Education Occupations for latest 12 months (March 2018 - Feb 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | Silicon Valley | Common Title | Bay | Silicon Valley |
| Preschool Teacher | 1,650 | 491 | Kindergarten Teacher | 144 | 47 |
| Instructional Assistant | 680 | 169 | Associate Teacher | 88 | 32 |
| Paraeducator | 581 | 120 | Classroom Support Aide | 85 | 1 |
| Assistant Teacher | 454 | 123 | Paraprofessional | 82 | 15 |
| Instructional Aide | 345 | 54 | Substitute Teacher | 71 | 18 |
| Infant Teacher | 277 | 100 | Teaching Assistant | 69 | 10 |
| Childcare Teacher | 230 | 66 | Toddler Teacher | 58 | 22 |
| Special Education Aide | 224 | 29 | Preschool Aide | 57 | 16 |
| Teacher | 217 | 44 | Lead Teacher | 53 | 8 |
| Teacher's Aide | 212 | 54 | Behavioral Aide | 41 | 13 |
| Teacher's Assistant | 212 | 60 | Head Teacher | 41 | 5 |
| Early Childhood Teacher | 192 | 50 | Child Care Assistant | 31 | 9 |
| Special Education Paraprofessional | 177 | 18 | School Program Teacher | 30 | 27 |
| Afterschool Teacher | 171 | 53 | Creative Lead | 29 | 4 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Early Childhood Education 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) |
| Elementary and Secondary Schools (Local Government) (903611) | 22,352 | 22,368 | 6% | 42.2% |
| Child Day Care Services (624410) | 13,630 | 13,896 | 11% | 26.2% |
| Elementary and Secondary Schools (611110) | 5,636 | 5,743 | 9% | 10.8% |
| Religious Organizations (813110) | 2,194 | 2,208 | 1% | 4.2% |
| Colleges, Universities, and Professional Schools (State Government) (902612) | 1,196 | 1,242 | 12% | 2.3% |
| Colleges, Universities, and Professional Schools (Local Government) (903612) | 1,112 | 1,067 | (12%) | 2.0% |
| Local Government, Excluding Education and Hospitals (903999) | 891 | 896 | 5% | 1.7% |
| Colleges, Universities, and Professional Schools (611310) | 680 | 696 | 11% | 1.3% |
| Other Individual and Family Services (624190) | 665 | 674 | 13% | 1.3% |
| Services for the Elderly and Persons with Disabilities (624120) | 561 | 570 | 23% | 1.1% |
| Civic and Social Organizations (813410) | 528 | 523 | (0%) | 1.0% |

*Source: EMSI 2019.1*

**Table 6. Top Employers Posting Early Childhood Education Occupations in Bay Region and Silicon Valley Sub-Region (March 2018 - Feb 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Silicon Valley |
| Bright Horizons | 331 | Pajaro Valley Unified School District | 34 | Bright Horizons | 108 |
| West Contra Costa Unified School District | 170 | The South San Francisco Unified School District | 33 | Cupertino Union School District | 77 |
| San Ramon Valley Unified School District | 105 | Napa Valley Unified | 32 | Milpitas Unified | 73 |
| In House Vacancy Internal Candidates Only | 103 | Vallejo City Unified School District | 32 | Santa Clara Unified School District | 59 |
| Coe Incorporated | 102 | Pleasanton Unified School District | 31 | Sjb Child Development Centers | 50 |
| YMCA | 89 | Child Development Centers | 29 | Stratford School | 40 |
| Cupertino Union School District | 77 | Kipp Bay Area Schools | 28 | Cdi/Cdc Continuing Development Inc/Child Development Centers | 37 |
| Salinas City Elementary | 74 | Teach For America | 28 | Child Development Centers | 25 |
| La Petite Academy | 73 | Mt Diablo Unified | 26 | Campbell Union School District | 24 |
| Milpitas Unified | 73 | Nobel Learning Communities | 26 | Diocese San Jose | 22 |
| Monterey County Office Of Education | 65 | Brentwood Union School District Northern California | 25 | Palo Alto Unified School District | 20 |
| Santa Clara Unified School District | 59 | Child Development Incorporated | 25 | Waldorf School Peninsula | 20 |
| Alameda Unified School District | 57 | Childtime Learning Centers | 25 | Diocese Of San Jose Dsj | 19 |
| Stratford School | 57 | Hayward Unified School District | 25 | Primrose School Of Willow Glen | 19 |
| Sjb Child Development Centers | 50 | Campbell Union School District | 24 | Oak Grove School District | 18 |
| Aspire Public Schools | 48 | San Mateo Foster City School District | 24 | Community First School | 17 |
| Kidango | 47 | San Leandro Unified School District | 23 | Kidango | 17 |
| Oakland Unified School District | 46 | Summit Public Schools | 23 | Santa Clara County Office Of Education | 16 |
| Autism Treatment Solutions | 45 | Diocese San Jose | 22 | Mustard Seed Learning Center | 14 |
| Cdi/Cdc Continuing Development Inc/Child Development Centers | 43 | Salinas Union High School District | 22 | Child Development Incorporated | 13 |
| Learning Care | 39 | Staffrehab | 22 | Children's Center Of The Stanford Community | 13 |
| Ro Health | 36 | Contra Costa Community College District | 21 | Childrens Courtyard | 13 |

*Source: Burning Glass*

# Educational Supply

There is one community college in the Bay Region issuing 19 awards on average annually (last 3 years) on TOP 1305.40 - Preschool Age Children. There are no colleges in the Silicon Valley Sub-Region issuing awards on this TOP code.

**Table 7. Awards on TOP 1305.40 - Preschool Age Children in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| Contra Costa | East Bay | n/a |  | 19 | 19 |
| Diablo Valley | East Bay | 22 |  |  |  |
| Hartnell | Santa Cruz - Monterey | 33 |  |  |  |
| Merritt | East Bay | 374 |  |  |  |
| City of San Francisco | Mid-Peninsula | 67 |  |  |  |
| San Francisco Community College Centers | Mid-Peninsula | 36 |  |  |  |
| San Jose | Silicon Valley | 36 |  |  |  |
| **Total Bay Region** | |  | **0** | **19** | **19** |
| **Total Silicon Valley Sub-Region** | |  | **0** | **0** | **0** |

# *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 6,168 annual openings for the Early Childhood Education occupational cluster and 19 annual (3-year average) awards for an annual undersupply of 6,149 students. In the Silicon Valley Sub-Region, there is also a large gap with 1,528 annual openings and no annual (3-year average) awards, for an annual undersupply of 1,528 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1305.40 - Preschool Age Children**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | West Valley College (All CTE Programs) | State (1305.40) | Bay (1305.40) | Silicon Valley (1305.40) | West Valley College (1305.40) |
| % Employed Four Quarters After Exit | 74% | 68% | 69% | 77% | n/a | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $9,771 | $6,000 | $7,451 | n/a | n/a |
| Median % Change in Earnings | 46% | 41% | 45% | 34% | n/a | n/a |
| % of Students Earning a Living Wage | 63% | 57% | 31% | 43% | n/a | n/a |

*Source: Launchboard Pipeline (version available on 3/27/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Early Childhood Education Occupations in Bay Region (March 2018 - Feb 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Teaching | 6,268 | Tutoring | 252 | Group Instruction | 138 |
| Early Childhood Education | 2,360 | Child Care Facility | 246 | Leadership Development | 135 |
| Child Development | 2,209 | Special Needs Children | 243 | Mental Health | 127 |
| Child Care | 1,998 | Educational Programs | 226 | Budgeting | 121 |
| Cardiopulmonary Resuscitation (CPR) | 1,620 | Autism Diagnosis / Treatment / Care | 219 | Basic Mathematics | 119 |
| Lesson Planning | 1,265 | Music | 217 | Training Programs | 117 |
| Special Education | 1,059 | Psychology | 209 | Child Safety | 107 |
| Scheduling | 482 | Lifting Ability | 190 | Data Entry | 107 |
| Toileting | 427 | Curriculum Development | 183 | Measles Mumps Rubella (MMR) | 106 |
| Clerical Duties | 367 | Pertussis | 177 | Warrants | 106 |
| Record Keeping | 355 | Maintaining Student Records | 170 | Repair | 99 |
| Customer Service | 352 | Staff Management | 159 | Primary Care | 98 |
| Health Screening | 319 | Nurturing Environment | 156 | Social Services | 98 |
| No Child Left Behind (NCLB) | 273 | Emotional Support | 155 | Cooking | 94 |
| Cleaning | 265 | Caregiving | 150 | Meal Serving | 94 |

*Source: Burning Glass*

**Table 10. Certifications for Early Childhood Education Occupations in the Bay Region (March 2018 - Feb 2019)**

Note: 74% 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 | 1,092 | Cross-Cultural Language and Academic Development | 7 |
| Driver's License | 707 | Sign Language Certification | 7 |
| Child Development Associate (CDA) | 510 | Crisis Intervention Certification | 6 |
| Certified Teacher | 107 | Food Handler Certification | 6 |
| Registered Behavior Technician | 28 | Licensed Vocational Nurse (LVN) | 6 |
| Certified Occupational Therapy Assistant (COTA) | 23 | Home Health Aide | 5 |
| Early Childhood Education Certification | 23 | Administrative Services Credential | 4 |
| Bloodborne Pathogens Certification | 14 | Basic Life Saving (BLS) | 4 |
| Board Certified Behavior Analyst (BCBA) | 14 | Board Certified Assistant Behavior Analyst (BCaBA) | 4 |
| Cdl Class C | 11 | Paralegal Certification | 4 |
| Certified Health Education Specialist | 9 | Special Education Certification | 4 |
| Teaching Assistant | 9 | American Institute of Architects | 3 |
| Certified Behavioral Analyst | 7 | CDL Class A | 3 |
| Certified Child Care Provider | 7 | Certified Cyber Forensics Professional (CCFP) | 3 |

*Source: Burning Glass*

**Table 11. Education Requirements for Early Childhood Education Occupations in Bay Region**

Note: 46% 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 | 2,970 (62%) |
| Associate Degree | 890 (19%) |
| Bachelor’s Degree or Higher | 906 (19%) |

*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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