

# Childcare (Infant and Toddler) Occupations

# Labor Market Information Report

# Contra Costa College

## 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 an “undersupply” of Childcare (Infant and Toddler) 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). There is a projected annual gap of about 12,823 students in the Bay region and 3,423 students in the East Bay Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1305.90 – Infants and Toddlers programs 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 Contra Costa College and in the region.

This report profiles Childcare (Infant and Toddler) Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Contra Costa College. Labor market information (LMI) is not available at the eight-digit SOC Code level for Nannies (39-9011.01), therefore, the data shown in Tables 1 and 2 is for Childcare Workers (at the six digit SOC level) and likely overstates demand for Nannies. Tables 3, 4, 6, 9, 10 and 11 use job postings data from Burning Glass at the eight-digit SOC Code level for Nannies (39-9011.01).

* **Preschool Teachers, Except Special Education (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%
* **Teaching Assistants, Except Postsecondary (25-9045):** 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: 39%
* **Childcare Workers (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: 38%

## Occupational Demand

**Table 1. Employment Outlook for Childcare (Infant and Toddler) Occupations in Bay Region**

| **Occupation** | **2019 Jobs** | **2024 Jobs** | **6-yr Change** | **6-yr % Change** | **6-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Preschool Teachers, Except Special Education | 18,591 | 16,927 | -1,664 | -9% | 9,751 | 1,625 | $16 | $19 |
| Teaching Assistants, Except Postsecondary | 32,498 | 31,282 | -1,216 | -4% | 18,684 | 3,114 | $15 | $18 |
| Childcare Workers | 57,023 | 57,026 | 2 | 0% | 51,564 | 8,594 | $13 | $16 |
| **Total** | **108,112** | **105,235** | **-2,877** | **-3%** | **79,999** | **13,333** | **$14.12** | **$17.12** |
| Source: EMSI 2021.2 |

**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 Childcare (Infant and Toddler) Occupations in East Bay Sub-region**

| **Occupation** | **2019 Jobs** | **2024 Jobs** | **6-yr Change** | **6-yr % Change** | **6-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Preschool Teachers, Except Special Education | 5,799 | 5,173 | -626 | -11% | 2,891 | 482 | $15 | $18 |
| Teaching Assistants, Except Postsecondary | 10,777 | 10,368 | -409 | -4% | 6,117 | 1,019 | $14 | $17 |
| Childcare Workers | 13,705 | 13,246 | -458 | -3% | 11,852 | 1,975 | $12 | $15 |
| **Total** | **30,281** | **28,787** | **-1,494** | **-5%** | **20,860** | **3,476** | **$13.29** | **$16.29** |
| Source: EMSI 2021.2 |

**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 (Jul 2020 - Jun 2021)**

| **Occupation** | **Bay Region** | **East Bay** |
| --- | --- | --- |
| Preschool Teachers, Except Special Education | 5,656 | 2,094 |
| Nannies | 4,479 | 1,287 |
| Teacher Assistants | 3,537 | 1,264 |
| Childcare Workers | 2,503 | 893 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Childcare (Infant and Toddler) Occupations for latest 12 months (Jul 2020 - Jun 2021) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Nanny For 1 Child | 1,197 | Assistant Teacher | 133 |
| Pre-School Teacher | 1,150 | Teacher | 131 |
| Nanny For 2 Children | 771 | Teacher At Kindercare | 119 |
| Nanny | 530 | Child Care | 115 |
| Regular Babysitter For 1 Child | 508 | Occasional Babysitter For 2 Children | 90 |
| Regular Babysitter For 2 Children | 153 | School Age Teacher | 88 |
| Occasional Babysitter For 1 Child | 151 | Toddler Teacher | 85 |
| Caregiver For In Home Care -  | 148 | Paraeducator | 84 |
| Infant/Toddler Teacher | 142 | Babysitter | 83 |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Childcare (Infant and Toddler) Occupations for latest 12 months (Jul 2020 - Jun 2021) East Bay Sub-Region**

| **Title** | **East Bay** | **Title** | **East Bay** |
| --- | --- | --- | --- |
| Pre-School Teacher | 444 | Regular Babysitter For 2 Children | 59 |
| Nanny For 1 Child | 382 | Teacher | 50 |
| Nanny For 2 Children | 231 | Child Care | 49 |
| Regular Babysitter For 1 Child | 212 | Occasional Babysitter For 2 Children | 42 |
| Nanny | 197 | Caregiver For In Home Care  | 40 |
| Infant/Toddler Teacher | 73 | Toddler Teacher | 40 |
| Occasional Babysitter For 1 Child | 66 | Au Pair | 33 |
| Assistant Teacher | 64 | After-School Teacher | 29 |
| Teacher At Kindercare | 64 |  |  |
| Source: Burning Glass |

## Industry Concentration

**Table 5. Industries hiring Childcare (Infant and Toddler) Workers in Bay Region**

| **Industry – 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2019)** | **Jobs in Industry (2024)** | **% Change (2019-24)** | **% Occupation Group in Industry (2019)** |
| --- | --- | --- | --- | --- |
| Private Households | 36,840 | 39,125 | 6% | 36% |
| Child Day Care Services | 27,307 | 23,581 | -14% | 23% |
| Elementary and Secondary Schools (Local Government) | 23,082 | 22,164 | -4% | 21% |
| Elementary and Secondary Schools | 6,107 | 6,424 | 5% | 6% |
| Religious Organizations | 3,200 | 3,199 | 0% | 3% |
| Local Government, Excluding Education and Hospitals | 1,208 | 1,232 | 2% | 1% |
| Fitness and Recreational Sports Centers | 1,626 | 1,083 | -33% | 1% |
| Civic and Social Organizations | 1,327 | 978 | -26% | 1% |
| Other Individual and Family Services | 764 | 907 | 19% | 1% |
| Services for the Elderly and Persons with Disabilities | 684 | 843 | 23% | 1% |
| Source: EMSI 2021.2 |

**Table 6. Top Employers Posting Childcare (Infant and Toddler) Occupations in Bay Region and East Bay Sub-Region (Jul 2020 - Jun 2021)**

| **Employer** | **Bay** | **Employer** | **East Bay** |
| --- | --- | --- | --- |
| Kindercare | 483 | Kindercare | 195 |
| Bright Horizons | 392 | Bright Horizons | 150 |
| Crunch Care | 237 | YMCA | 106 |
| Careinhomes | 159 | Oakland Unified School District | 101 |
| YMCA | 131 | La Petite Academy | 72 |
| Tinycare | 112 | Pleasanton Unified School District | 71 |
| Oakland Unified School District | 101 | Crunch Care | 62 |
| Genuine Nannies | 88 | West Contra Costa Unified School District | 50 |
| Learning Care | 87 | Learning Care | 48 |
| La Petite Academy | 85 | Kidango | 43 |
| Source: Burning Glass |

## Educational Supply

There are two (2) community colleges in the Bay Region issuing 91 awards on average annually (last 3 years ending 2018-19) on TOP 1305.90 – Infants and Toddlers. In the East Bay Sub-Region, there is one (1) community college that issued 34 awards on average annually (last 3 years) on this TOP code.

There are a six (6) other CTE educational institutions in the Bay Region issuing 419 awards on average annually (last 3 years ending 2016-17) on TOP 1305.90 – Infants and Toddlers. There are two (2) other CTE educational institutions in the East Bay Sub-Region issuing 19 awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 1305.90 – Infants and Toddlers in Bay Region**

| **College** | **Subregion** | **Certificate Low** | **Noncredit** | **Total** |
| --- | --- | --- | --- | --- |
| Merritt | East Bay | 15 | 19 | 34 |
| San Francisco | Mid-Peninsula | 57 | 0 | 57 |
| **Total** |  | **72** | **19** | **91** |
| Source: Data Mart |

*Note: The annual average for awards is 2016-17 to 2018-19.*

**Table 7b. Other CTE Instituton Awards on TOP 1305.90 – Infants and Toddlers in Bay Region**

| **College** | **Subregion** | **Award 1 < 2 academic yrs** | **Bachelor's Degree** | **Total** |
| --- | --- | --- | --- | --- |
| CET-Sobrato | Silicon Valley | 22 | 0 | 22 |
| Mills College | East Bay | 0 | 9 | 9 |
| Pacific Union College | North Bay | 0 | 6 | 6 |
| Saint Mary's College of California | East Bay | 0 | 10 | 10 |
| San Francisco State University | Mid-Peninsula | 0 | 141 | 141 |
| San Jose State University | Silicon Valley | 0 | 231 | 231 |
| **Total** |  | **22** | **397** | **419** |

*Note: The annual average for awards is 2016-17 to 2018-19.*

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 13,333 annual openings for the Childcare (Infant and Toddler) occupational cluster and 510 annual (3-year average) awards for an annual undersupply of 12,823 students. In the East Bay Sub-Region, there is also a gap with 3,476 annual openings and 53 annual (3-year average) awards for an annual undersupply of 3,423 students.

## Student Outcomes

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

| **Metric Outcomes** | **Bay** **All CTE Programs** | **Contra Costa****All CTE Programs** | **State 1305.90** | **Bay 1305.90** | **East Bay 1305.90** | **Contra Costa****1305.90** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 73% | 71% | 83% | 85% | 86% | N/A |
| Median Annual Earnings for SWP Exiting Students | $44,575 | $32,140 | $27,520 | $32,959 | $31,891 | N/A |
| Median Change in Earnings for SWP Exiting Students | 30% | 31% | 31% | 33% | 26% | 37% |
| Exiting Students Who Attained the Living Wage | 53% | 50% | 52% | 30% | 40% | 18% |
| Source: Launchboard Strong Workforce Program Median of 2016-18. |

## Skills, Certifications and Education

**Table 9. Top Skills for Childcare (Infant and Toddler) Occupations in Bay Region (Jul 2020 - Jun 2021)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Teaching | 8,346 | Special Education | 998 |
| Child Care | 8,047 | Nurturing Environment | 893 |
| Cardiopulmonary Resuscitation (CPR) | 4,382 | Home Care | 749 |
| Early Childhood Education | 4,040 | Food Preparation | 517 |
| Child Development | 3,562 | Health Screening | 510 |
| Cleaning | 2,453 | Cooking | 479 |
| Babysitting | 1,631 | Infant Care | 465 |
| Scheduling | 1,341 | Toileting | 439 |
| Personal Protective Equipment (PPE) | 1,322 | Customer Service | 429 |
| Lesson Planning | 1,319 | Staff Management | 353 |
| Caregiving | 1,154 | Special Needs Children | 346 |
| Meal Preparation | 1,101 | Lifting Ability | 343 |
| Laundry | 1,029 | Music | 339 |
| Source: Burning Glass |

**Table 10. Certifications for Childcare (Infant and Toddler) Occupations in Bay Region (Jul 2020 - Jun 2021)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| First Aid Cpr Aed | 3,524 | Certified Health Education Specialist | 16 |
| Driver's License | 1,821 | Security Clearance | 15 |
| Child Development Associate (CDA) | 1,456 | Early Childhood Education Certification | 14 |
| Certified Teacher | 174 | Special Education Certification | 13 |
| Registered Behavior Technician | 115 | Cdl Class C | 11 |
| Home Health Aide | 48 | Ca License | 11 |
| Home Care Certificate | 38 | Basic Life Saving (BLS) | 9 |
| Board Certified Behavior Analyst (BCBA) | 35 | Social Work License | 8 |
| Cross-Cultural Language and Academic Development | 16 | Licensed Marriage and Family Therapist | 8 |
| Source: Burning Glass |

*Note: 66% 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.*

**Table 11. Education Requirements for Childcare (Infant and Toddler) Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 4,109 | 57% |
| Associate's degree | 1,915 | 27% |
| Bachelor's degree and higher | 1,131 | 16% |
| Source: Burning Glass |

*Note: 56% 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.*

## 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/
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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