Program Overview
3 Health Professions and Related Programs

Lightcast Q3 2023 Data Set

August 2023

San Mateo County Community College District

SAN MATEO COUNTY
COMMUNITY
COLLEGE DISTRICT

Parameters

Completions Year: 2020

Jobs Timeframe: 2022 - 2029

Job Postings Timeframe: Jun 2021 - Jul 2023

Programs:

Code	Description	Code	Description
51.1501	Substance Abuse/Addiction Counseling	51.1503	Clinical/Medical Social Work
51.1502	Psychiatric/Mental Health Services Technician		

Regions:

Code	Description	Code	Description
6001	Alameda County, CA	6081	San Mateo County, CA
6013	Contra Costa County, CA	6085	Santa Clara County, CA
6075	San Francisco County, CA		

Education Level:

Description
Associate degree

Tuition Type: Tuition & Fees

Graduate Status: Undergraduate

Residency: In-State

5	28	Completions Distribution

Institutions

25% Growth (2016-2020)

Completions

-24% Growth (2016-2020)

Average: 5.6

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Median: 5

Program Overview

28
Completions

	Completions (2020)	% Completions	Institutions (2020)	% Institutions
● All Programs	28	100%	5	100%
● Distance Offered Programs	0	0%	0	0%
● Non-Distance Offered Programs	28	100%	5	100%

Market Share by Institution Type
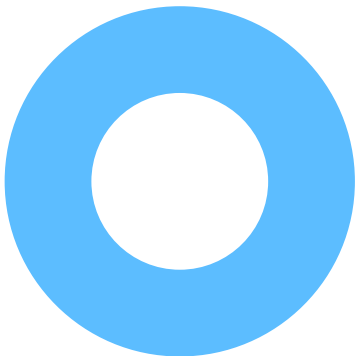
Institution Type	Completions (2020)	Market Share
● Public, 2-year	28	100.0%

Market Share by Program
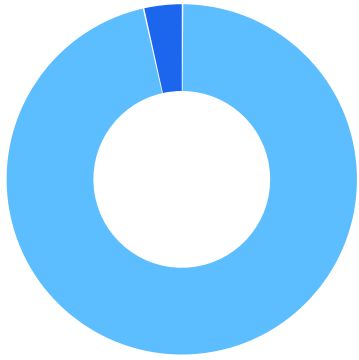
Program	Completions (2020)	Market Share
🔵 Substance Abuse/Addiction Counseling (51.1501)	27	96.4%
🔵 Psychiatric/Mental Health Services Technician (51.1502)	1	3.6%

Completions by Institution

Institution	Associate's Degree Completions (2020)	Growth % YOY (2020)	Market Share (2020)	IPEDS Tuition & Fees (2020)	Completions Trend (2016-2020)
Diablo Valley College	11	-15.4%	39.3%	$1,312	
Merritt College	10	66.7%	35.7%	$1,167	
San Jose City College	5	-44.4%	17.9%	$1,362	
Mission College	1	-80.0%	3.6%	$1,200	
College of San Mateo	1	Insf. Data	3.6%	$1,434	

Regional Trends
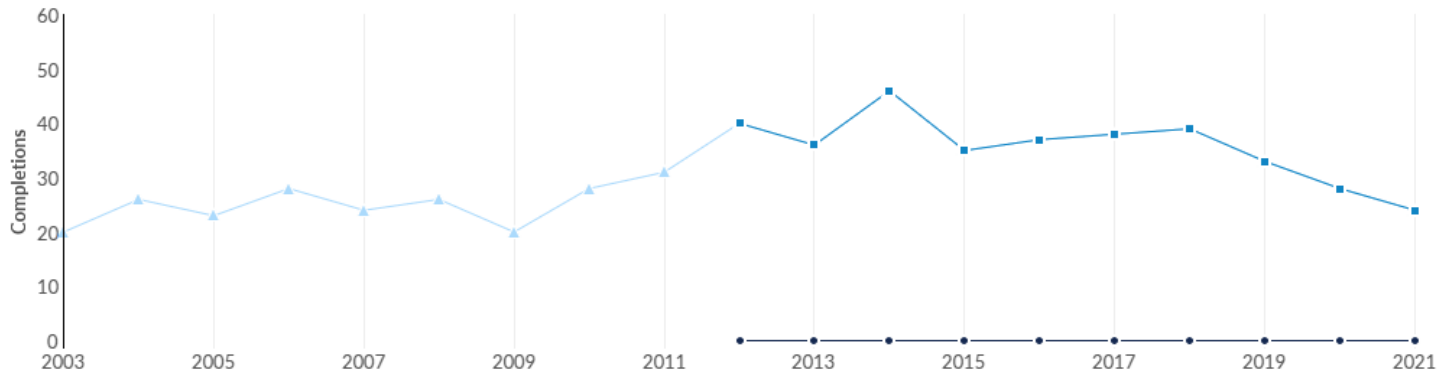
	2012 Completions	2020 Completions	% Change
● Distance Offered Programs	0	0	0.0%
■ Non-Distance Offered Programs	40	28	-30.0%
▲ All Programs	40	28	-30.0%

Regional Completions by Award Level

Award Level	Completions (2020)	Percent	
● Associate's Degree	28	100.0%	

Similar Programs

26	7,446
Programs (2020)	Completions (2020)

CIP Code	Program	Associate's Degree Completions (2020)
24.0101	Liberal Arts and Sciences/Liberal Studies	2,419
52.0201	Business Administration and Management, General	2,329
42.0101	Psychology, General	1,513
51.0000	Health Services/Allied Health/Health Sciences, General	586
19.0709	Child Care Provider/Assistant	429
31.0501	Sports, Kinesiology, and Physical Education/Fitness, General	77
19.0501	Foods, Nutrition, and Wellness Studies, General	20
30.1701	Behavioral Sciences	18
44.0000	Human Services, General	14
03.0101	Natural Resources/Conservation, General	9

Target Occupations

Filtered by the proportion of the national workforce in these occupations with an Associate's degree

7,255	+11.1%	$25.40/hr $52.8K/yr	1,108
Jobs (2022)*	% Change (2022-2029)*	Median Earnings Nation: $19.03/hr; $39.6K/yr	Annual Openings*
32% below National average*	Nation: +6.1%*		

Occupation	2022 Jobs*	Annual Openings*	Median Earnings	Growth (2022 - 2029)*	Employment Concentration (2022)*
Customer Service Representatives	4,592	713	$23.86/hr	+6.27%	0.59
Social and Human Service Assistants	1,149	176	$24.19/hr	+20.45%	1.05
Interviewers, Except Eligibility and Loan	510	72	$27.46/hr	+3.73%	1.01
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	395	55	$29.44/hr	+24.81%	0.86
Healthcare Social Workers	240	34	$49.32/hr	+26.67%	0.67
Community Health Workers	191	27	$31.27/hr	+18.32%	1.46
Psychiatric Technicians	119	19	$27.98/hr	+40.34%	0.39
Psychiatric Aides	34	9	$24.95/hr	+47.06%	0.35
Mental Health and Substance Abuse Social Workers	25	3	$43.47/hr	+20.00%	1.10

Job Postings Summary

4,085	4 : 1	891	33 days
Unique Postings	**Posting Intensity**	**Employers Competing**	**Median Posting Duration**
17,201 Total Postings	Regional Average: 4 : 1	86,762 Total Employers	Regional Average: 30 days

There were **17,201** total job postings for your selection from June 2021 to July 2023, of which **4,085** were unique. These numbers give us a Posting Intensity of **4-to-1**, meaning that for every 4 postings there is 1 unique job posting.

This is close to the Posting Intensity for all other occupations and companies in the region (4-to-1), indicating that they are putting average effort toward hiring for this position.

Top Companies Posting

Company	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Telecare	377 / 97	4 : 1	32 days
Elevance Health	140 / 75	2 : 1	31 days
Verizon Communications	222 / 58	4 : 1	25 days
Seneca Family Of Agencies	308 / 54	6 : 1	24 days
Tesla	186 / 53	4 : 1	35 days
Heluna Health	180 / 47	4 : 1	60 days
Lendmark Financial Services	178 / 47	4 : 1	29 days
Ecolab	230 / 40	6 : 1	30 days
San Mateo County Community College District	80 / 38	2 : 1	42 days
State Farm	175 / 38	5 : 1	17 days

Top Posted Job Titles

Job Title	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Customer Service Representatives	2,393 / 436	5 : 1	29 days
Customer Service Specialists	556 / 105	5 : 1	41 days
Service Advisors	289 / 87	3 : 1	39 days
Client Service Associates	377 / 82	5 : 1	25 days
Outreach Specialists	263 / 76	3 : 1	35 days
Classroom Counselors	276 / 61	5 : 1	41 days
Customer Service Coordinators	419 / 57	7 : 1	39 days
Client Service Specialists	283 / 52	5 : 1	40 days
Customer Care Representatives	102 / 52	2 : 1	23 days
Health Navigators	106 / 48	2 : 1	35 days

Top Specialized Skills

Legend: ● Frequency in Job Postings ● Frequency in Profiles
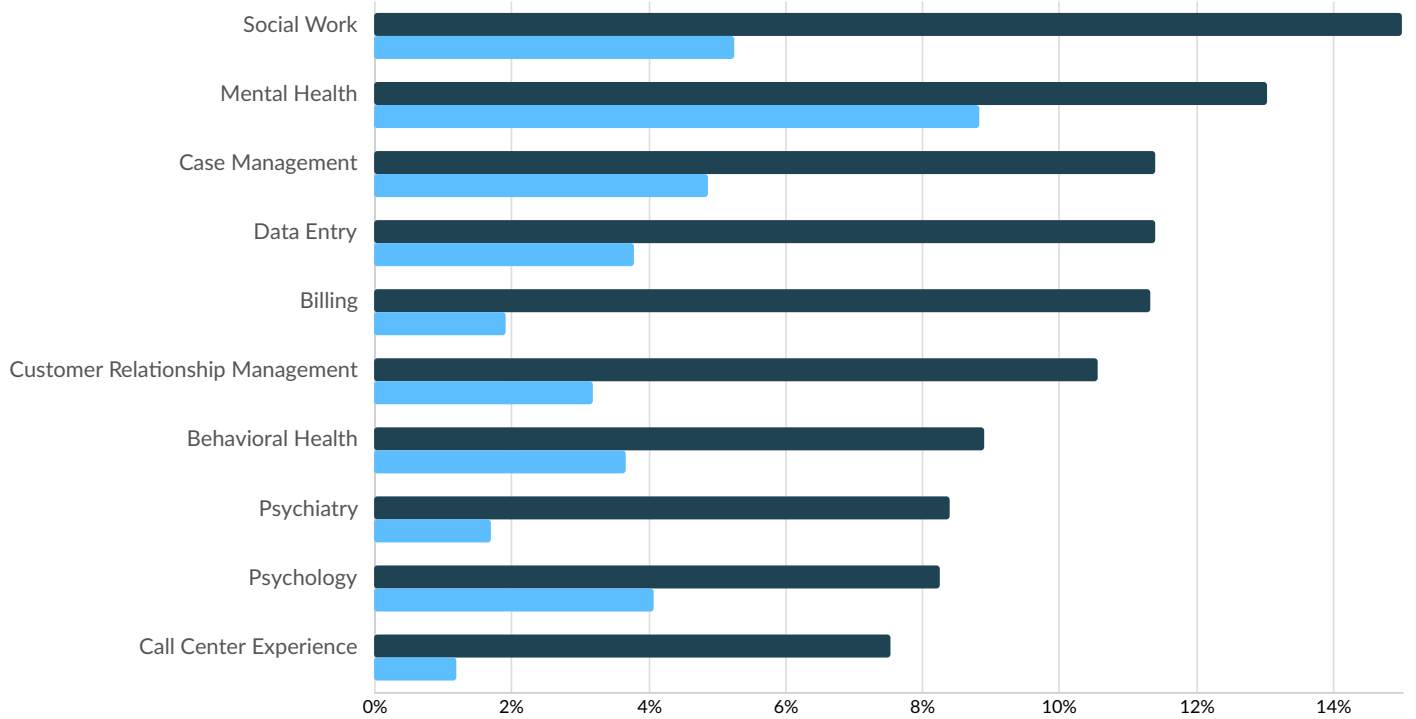
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Social Work	613	15%	4,675	5%
Mental Health	533	13%	7,858	9%
Case Management	466	11%	4,334	5%
Data Entry	466	11%	3,386	4%
Billing	463	11%	1,711	2%
Customer Relationship Management	432	11%	2,847	3%
Behavioral Health	364	9%	3,272	4%
Psychiatry	343	8%	1,515	2%
Psychology	337	8%	3,636	4%
Call Center Experience	308	8%	1,070	1%

Top Common Skills

Legend: ● Frequency in Job Postings ● Frequency in Profiles

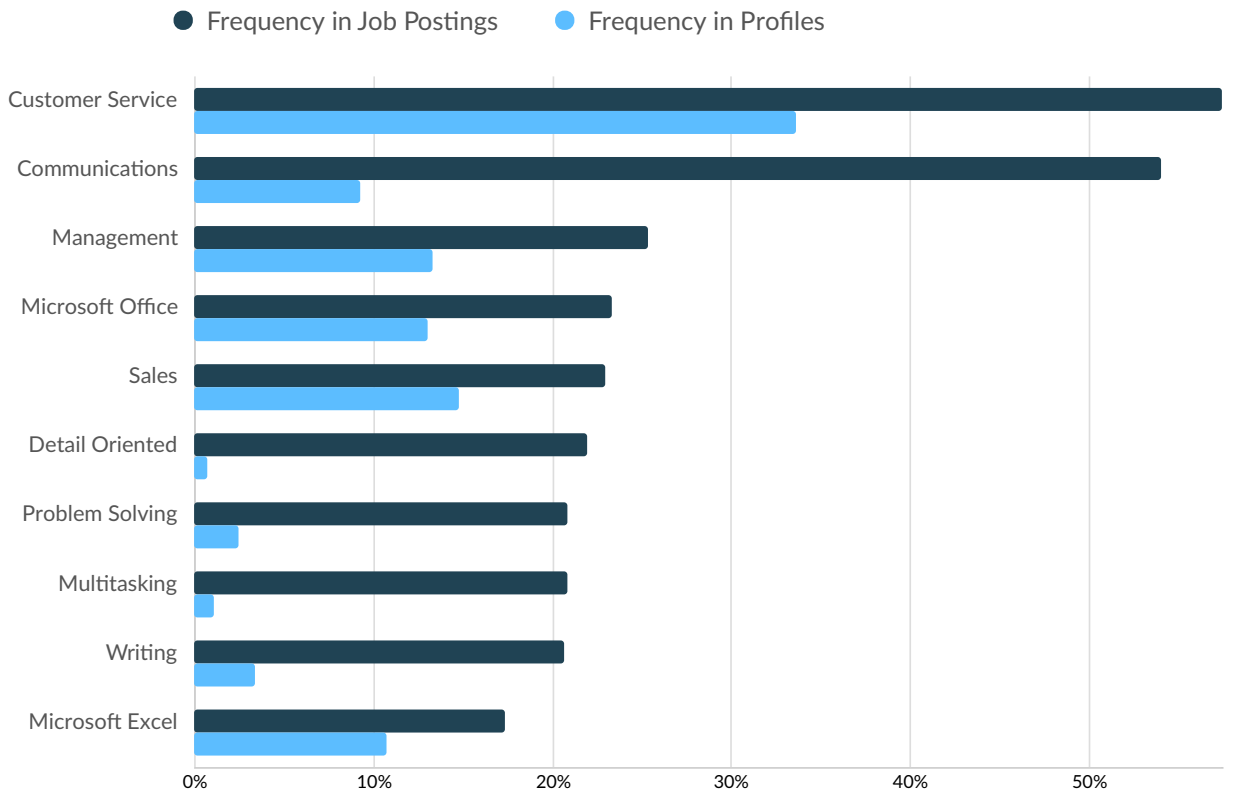| Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Customer Service	2,346	57%	29,972	34%
Communications	2,208	54%	8,244	9%
Management	1,037	25%	11,848	13%
Microsoft Office	952	23%	11,616	13%
Sales	937	23%	13,199	15%
Detail Oriented	897	22%	659	1%
Problem Solving	851	21%	2,216	2%
Multitasking	851	21%	989	1%
Writing	845	21%	3,002	3%
Microsoft Excel	708	17%	9,568	11%

Top Software Skills

Legend: ● Frequency in Job Postings ● Frequency in Profiles
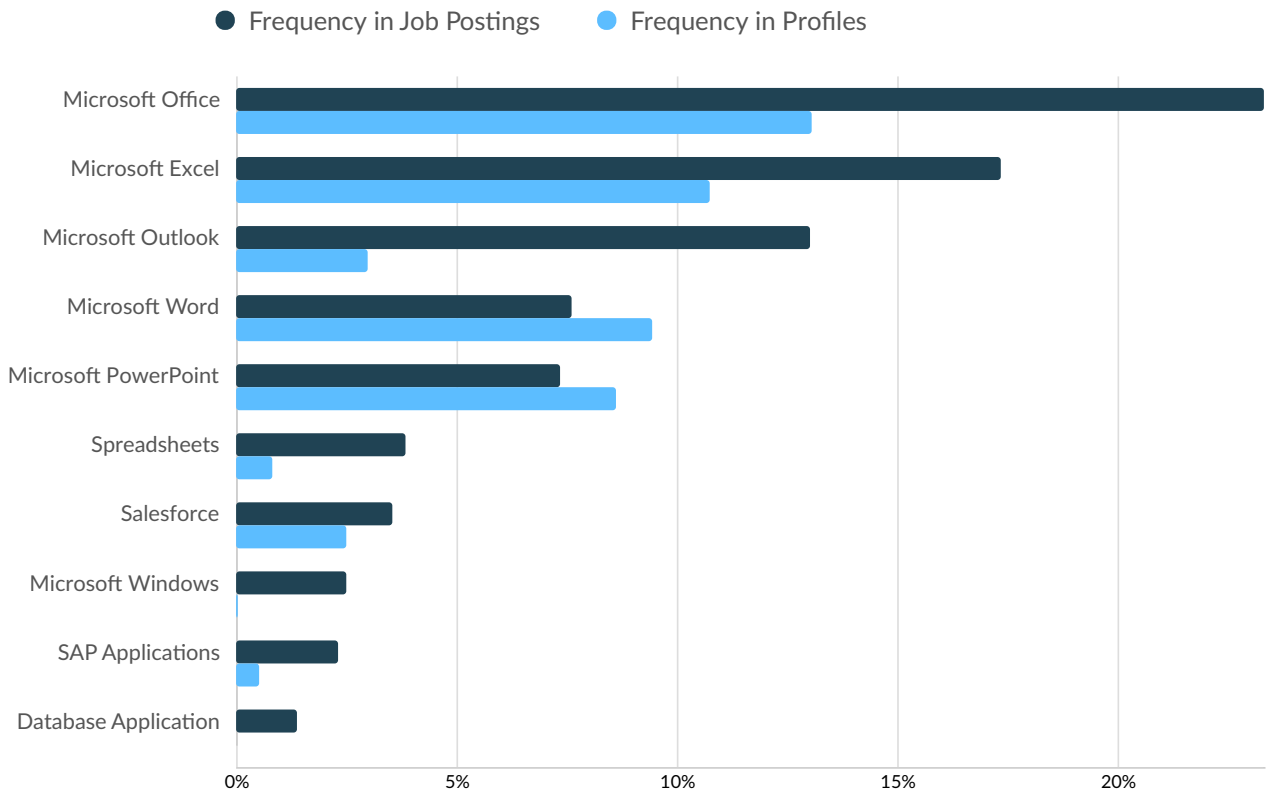
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Microsoft Office	952	23%	11,616	13%
Microsoft Excel	708	17%	9,568	11%
Microsoft Outlook	531	13%	2,644	3%
Microsoft Word	311	8%	8,387	9%
Microsoft PowerPoint	300	7%	7,678	9%
Spreadsheets	157	4%	724	1%
Salesforce	144	4%	2,235	3%
Microsoft Windows	102	2%	40	0%
SAP Applications	94	2%	450	1%
Database Application	57	1%	9	0%

Top Qualifications

Qualification	Postings with Qualification
Valid Driver's License	903
First Aid Certification	251
Cardiopulmonary Resuscitation (CPR) Certification	182
Crisis Prevention Institute (CPI) Certification	95
Registered Nurse (RN)	88
Registered Behavior Technician (RBT)	62
Certified Alcohol And Drug Counselor (CADC)	58
Property And Casualty Insurance License	50
Board Certified/Board Eligible	46
Board Certified Behavior Analyst (BCBA)	42

Appendix A

Program Selection Details

CIP Code	Program Name
51.1501	Substance Abuse/Addiction Counseling
51.1502	Psychiatric/Mental Health Services Technician
51.1503	Clinical/Medical Social Work

Appendix B - Data Sources and Calculations

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

State Data Sources

This report uses state data from the following agencies: California Employment Development Department