Counseling and Social Service Occupations
in San Diego-Chula Vista-Carlsbad, CA

Contents

What is Emsi Data?

Emsi data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Emsi data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.

Report Parameters

2 Occupations

21-1012 Educational, Guidance, School, and Vocat.	21-1019 Counselors, All Other

1 MSA

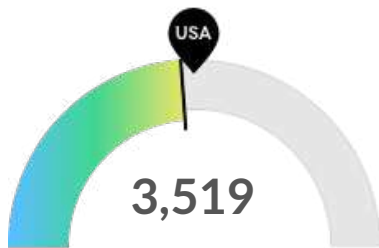| |
|---|
| 41740   San Diego-Chula Vista-Carlsbad, CA |

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupations and geographical area.
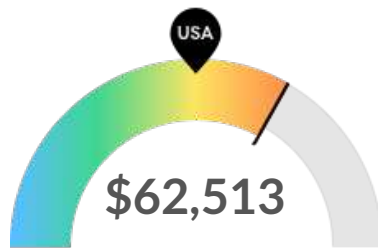
Executive Summary

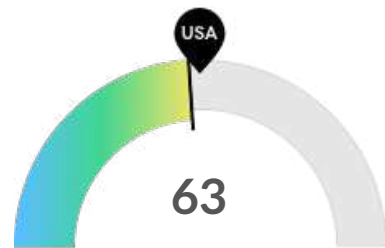## Average Job Posting Demand Over an Average Supply of Regional Jobs

3,519

Jobs (2018)

San Diego-Chula Vista-Carlsbad, CA is about average for this kind of job. The national average for an area this size is 3,766* employees, while there are 3,519 here.

$62,513

Compensation

Earnings are high in San Diego-Chula Vista-Carlsbad, CA. The national median salary for your occupations is $54,937, compared to $62,513 here.

63

Job Posting Demand

Job posting activity is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 67* job postings/mo, while there are 63 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is About Equal to the National Average

An average area of this size typically has 3,766* jobs, while there are 3,519 here.
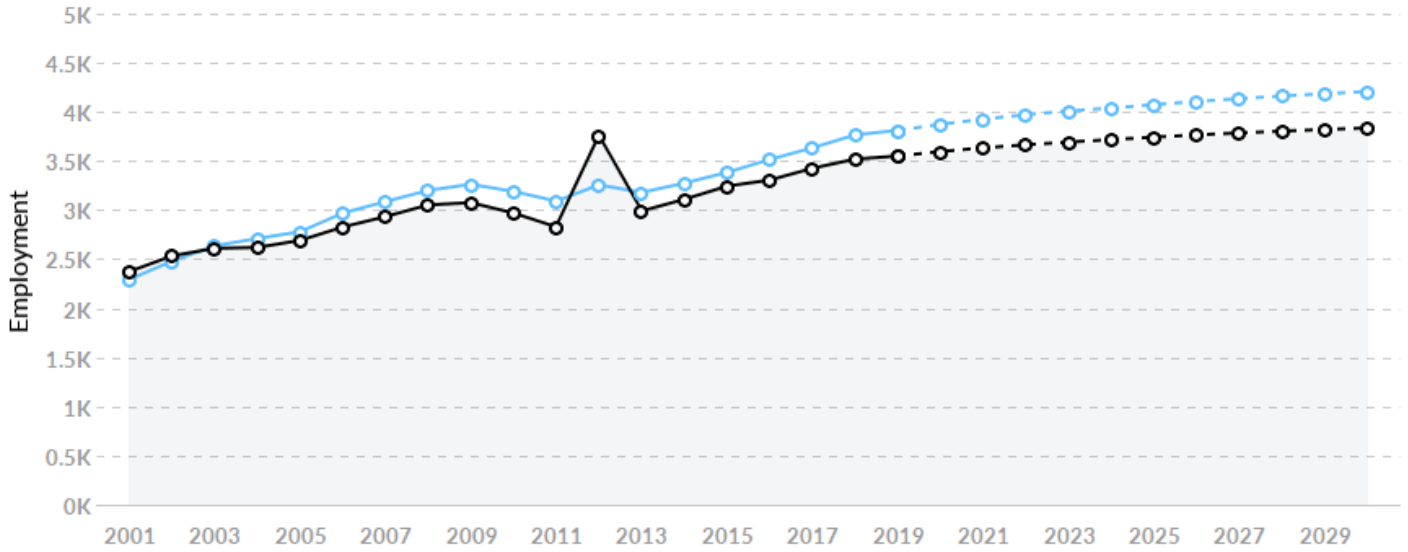
|	Region	2018 Jobs	2028 Jobs	Change	% Change
●	San Diego-Chula Vista-Carlsbad, CA	3,519	3,804	284	8.1%
●	National Average	3,766	4,162	396	10.5%

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Regional Breakdown

County	2018 Jobs
San Diego County, CA	3,519

Most Jobs are Found in the Education and Hospitals (Local Government) Industry Sector
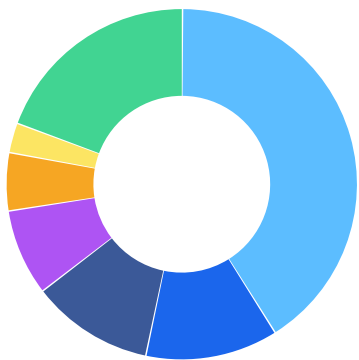
Industry	% of Occupation in Industry (2018)
● Education and Hospitals (Local Government)	41.0%
● Individual and Family Services	12.2%
● Education and Hospitals (State Government)	11.3%
● Colleges, Universities, and Professional Schools	8.0%
● Elementary and Secondary Schools	5.3%
● Vocational Rehabilitation Services	2.7%
● Other	19.4%

Compensation

Regional Compensation Is 14% Higher Than National Compensation

For your occupations, the 2018 median wage in San Diego-Chula Vista-Carlsbad, CA is $62,513, while the national median wage is $54,937.

San Diego-Chula Vista-Carls...   Nation   COL Adjusted San Diego-Chul...
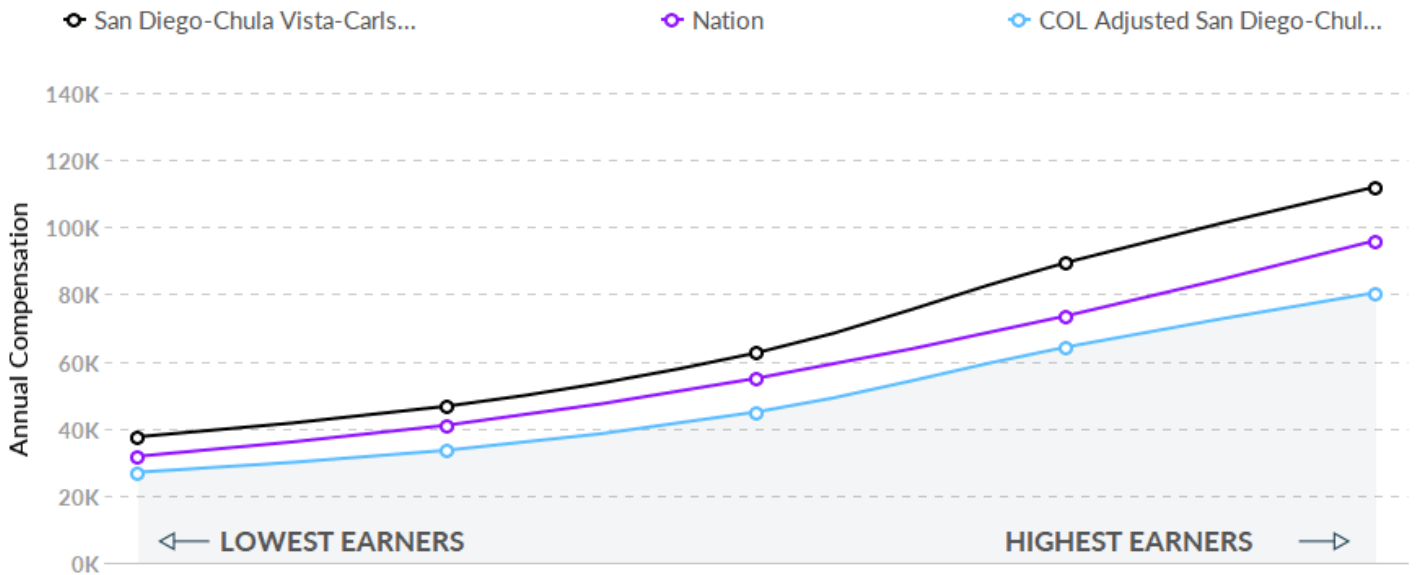
Job Posting Activity

1,826 Unique Job Postings

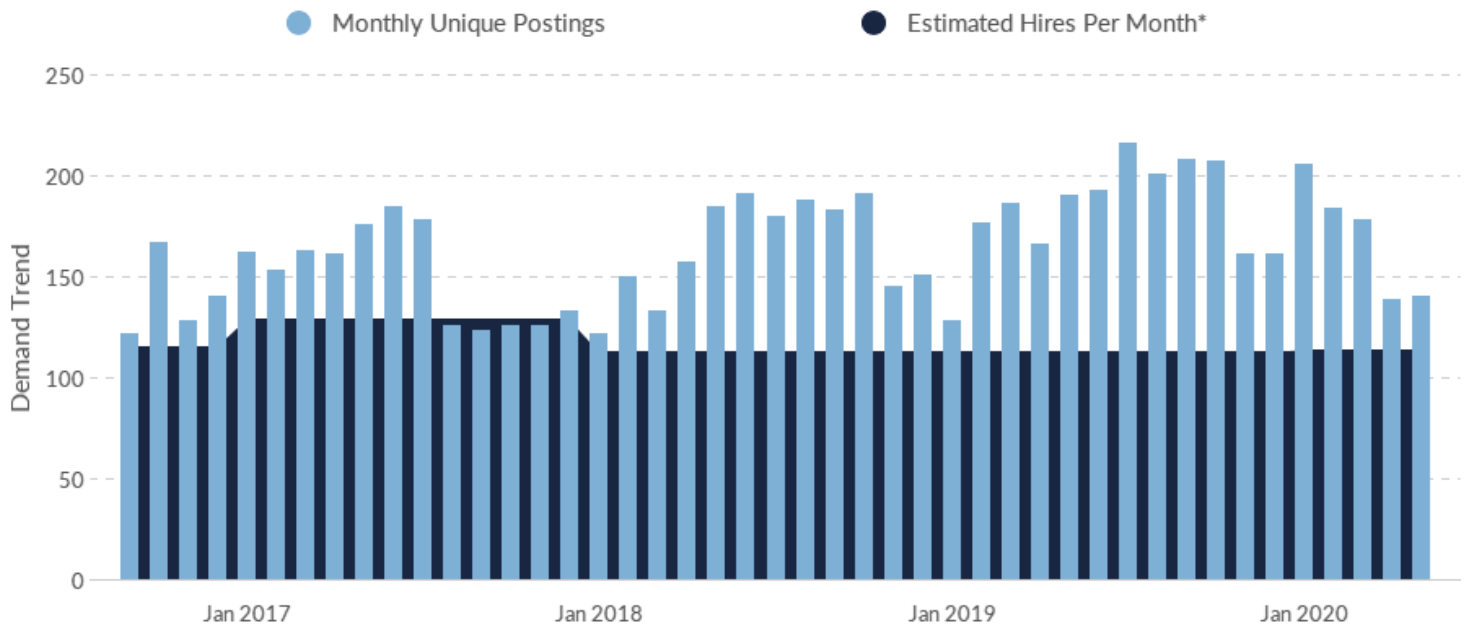The number of unique postings for this job from Jan 2018 to May 2020.

443 Employers Competing

All employers in the region who posted for this job from Jan 2018 to May 2020.

28 Day Median Duration

Posting duration is 5 days shorter than what's typical in the region.

Monthly Unique Postings   Estimated Hires Per Month*

Occupation	Avg Monthly Postings (Jan 2018 - May 2020)	Avg Monthly Hires (Jan 2018 - May 2020)
Educational, Guidance, School, and Vocational Counselors	173	102
Counselors, All Other	0	11

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Emsi hires are calculated using a combination of Emsi jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings		Top Job Titles	Unique Postings	
University of California	245		Student Advisors	162	
Teach For America, Inc.	62		Academic Advisors	125	
California State University	61		School Counselors	75	
National University	48		Student Services Specialists	68	
San Diego State University	48		Admissions Counselors	65	
Texas State University	37		Admissions Representatives (Co…	63	
Grossmont-Cuyamaca Communi…	30		Academic Coordinators	60	
San Diego Community College D…	26		Training and Development Speci…	45	
International Education Corpora…	24		Educational Counselors	41	
Miracosta College	24		Program Coordinators (Commun…	40	

Top Hard Skills

● Frequency in Job Postings   ● Frequency in Profiles
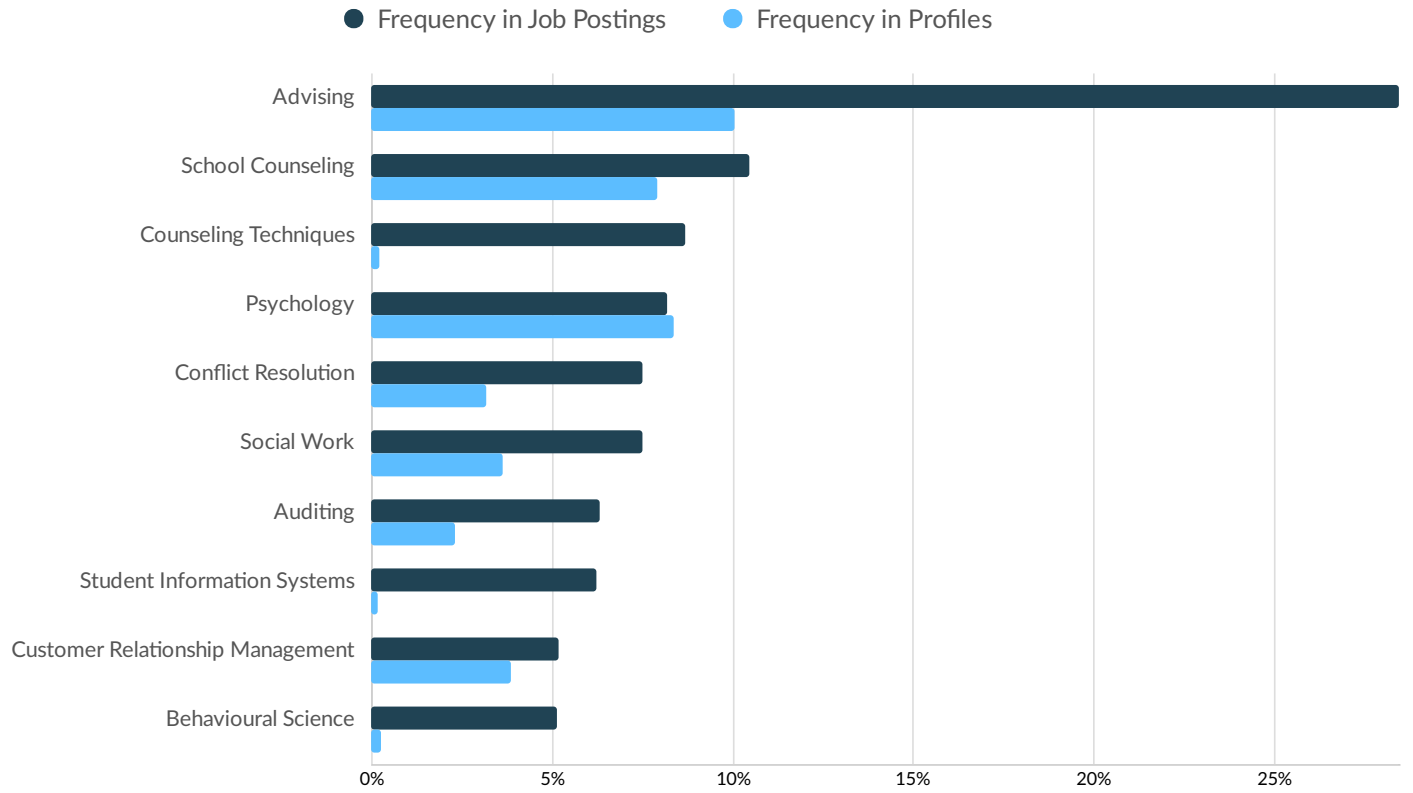
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Advising	712	28%	563	10%
School Counseling	262	10%	442	8%
Counseling Techniques	218	9%	12	0%
Psychology	205	8%	468	8%
Conflict Resolution	188	8%	178	3%
Social Work	188	8%	203	4%
Auditing	158	6%	131	2%
Student Information Systems	156	6%	9	0%
Customer Relationship Management	130	5%	216	4%
Behavioural Science	129	5%	15	0%

Top Common Skills

● Frequency in Job Postings   ● Frequency in Profiles
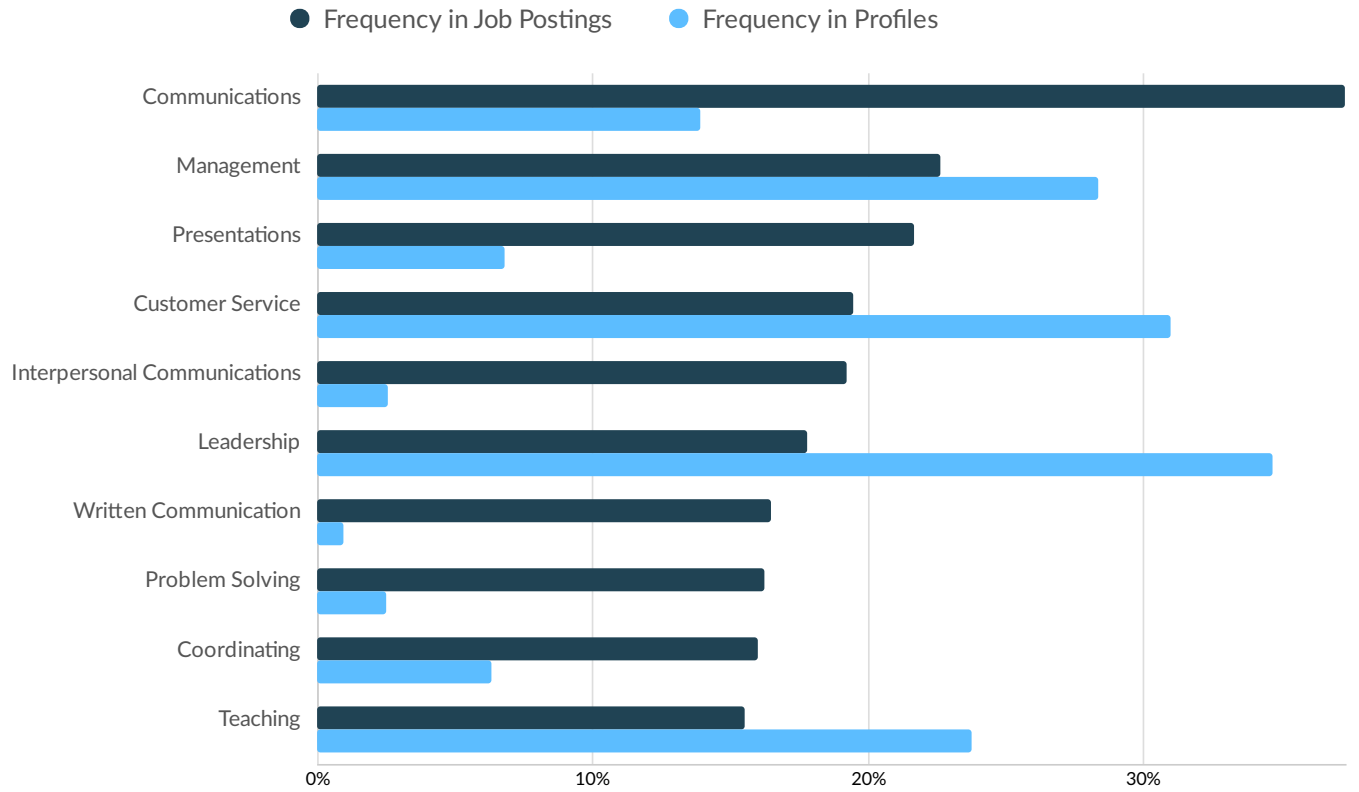
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	934	37%	780	14%
Management	567	23%	1,586	28%
Presentations	542	22%	380	7%
Customer Service	487	19%	1,733	31%
Interpersonal Communications	481	19%	145	3%
Leadership	445	18%	1,941	35%
Written Communication	413	17%	52	1%
Problem Solving	406	16%	139	2%
Coordinating	400	16%	353	6%
Teaching	389	16%	1,330	24%

Demographics

Retirement Risk Is About Average, While Overall Diversity Is High

973
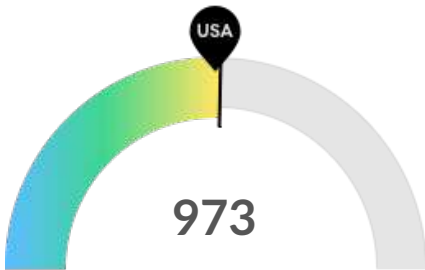
Retiring Soon

Retirement risk is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 951* employees 55 or older, while there are 973 here.

1,769

Racial Diversity

Racial diversity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 1,319* racially diverse employees, while there are 1,769 here.
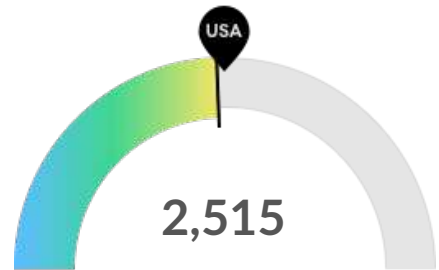
2,515

Gender Diversity

Gender diversity is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 2,607* female employees, while there are 2,515 here.
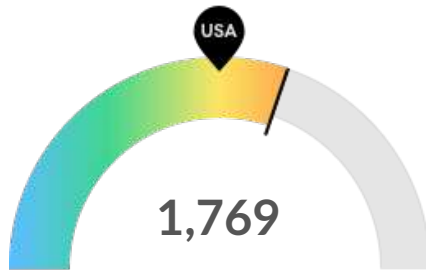
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Occupation Age Breakdown
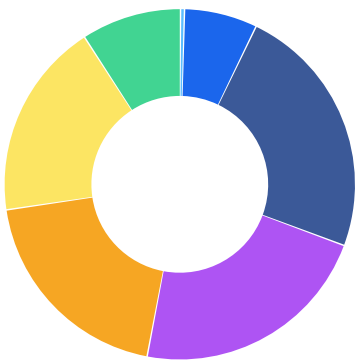
	% of Jobs	Jobs
14-18	0.4%	13
19-24	6.7%	239
25-34	23.5%	835
35-44	22.3%	792
45-54	19.7%	699
55-64	18.2%	646
65+	9.2%	327

Occupation Race/Ethnicity Breakdown
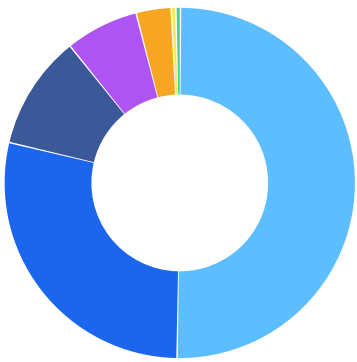
	% of Jobs	Jobs
White	50.2%	1,782
Hispanic or Latino	28.5%	1,010
Black or African American	10.5%	374
Asian	6.7%	239
Two or More Races	3.2%	115
American Indian or Alaska Native	0.4%	15
Native Hawaiian or Other Pacific Islander	0.4%	15

Occupation Gender Breakdown

	% of Jobs	Jobs
Males	29.2%	1,035
Females	70.8%	2,515

Occupational Programs

6 Programs

Of the programs that can train for this job, 6 have produced completions in the last 5 years.

874 Completions (2018)

The completions from all regional institutions for all degree types.

392 Openings (2018)

The average number of openings for an occupation in the region is 288.

CIP Code	Top Programs	Completions (2018)	
44.0701	Social Work	290	
13.1101	Counselor Education/School Counseling and Guidance Serv...	261	
51.1599	Mental and Social Health Services and Allied Professions, O...	160	
44.0000	Human Services, General	136	
13.1102	College Student Counseling and Personnel Services	27	

Top Schools	Completions (2018)	
San Diego State University	371	
National University	154	
Ashford University	97	
Cuyamaca College	63	
California State University-San Marcos	57	
Alliant International University-San Diego	47	
San Diego City College	42	
Southwestern College	16	
University of San Diego	12	
Point Loma Nazarene University	9	

Appendix A - Data Sources and Calculations

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 also affected by county-level Emsi earnings by industry.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Cost of Living Data

Emsi cost of living data is based on the Cost of Living Index published quarterly by the Council for Community and Economic Research (C2ER).

Emsi Job Postings

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

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.