





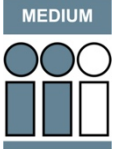


# Substance Abuse, Behavioral Disorder, and Mental Health Counselors

Labor Market Analysis: Imperial County

May 2021

## Summary

| NEW PROGRAM RECOMMENDATION?   | EVIDENCE OF A SUPPLY GAP?  | AT OR ABOVE THE LIVING WAGE?   | EXPECTED LEVEL OF EDUCATION   |
|---|--|--|---|
| <br><b>Do Not Proceed with New Program</b> | <br> | <br> | <input checked="" type="checkbox"/> Bachelor's Degree<br><input type="checkbox"/> Associate Degree<br><input type="checkbox"/> Some College or Certificate<br><input type="checkbox"/> HS Diploma or Equivalent<br><input type="checkbox"/> Less than a HS Diploma<br><input type="checkbox"/> Apprenticeship |
| SUPPORT FOR PROGRAM MODIFICATION?   | NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING   | NUMBER OF ANNUAL JOB OPENINGS  |   |
| <b>The COE Defers to the Region</b>   |   |   |   |

The San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *Substance Abuse, Behavioral Disorder, and Mental Health Counselors* in Imperial County has a labor market demand of 17 annual job openings (while average demand for a single occupation in Imperial County is 14 annual job openings), and one educational institution in Imperial County supplies 19 awards for this occupation, suggesting that supply is met in the labor market. Entry-level wages are below the living wage and median wages for this occupation are above the living wage. This brief recommends that the colleges do not proceed with developing a **new** program for this occupation because 1) there is a low number of annual job openings; 2) entry-level wages are below the living wage; and 3) supply is met by the awards from Imperial Valley College. Colleges should note that **the entry-level education for this occupation is a bachelor's degree**. For program modifications, however, the COE defers to the region's community colleges.

## Introduction

This report provides labor market information in Imperial County for the following occupational code in the Standard Occupational Classification (SOC)<sup>1</sup> system:

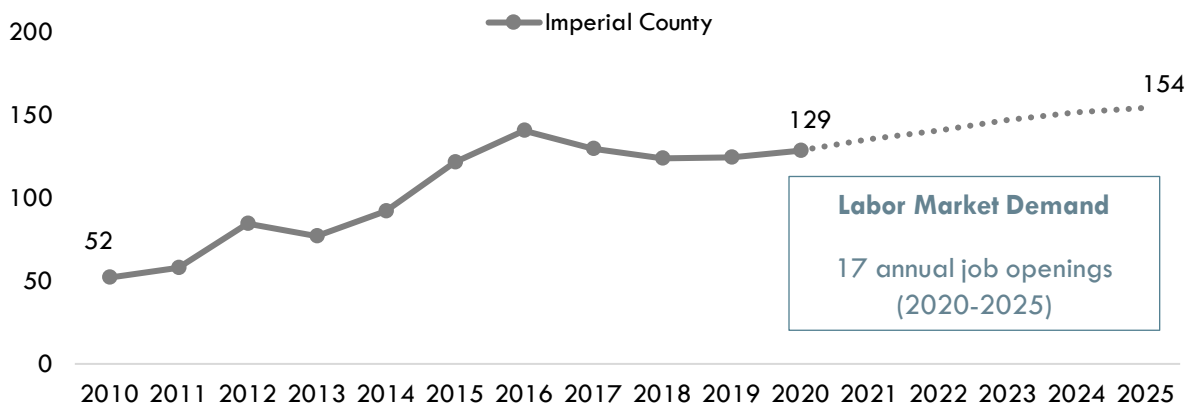
**Substance Abuse, Behavioral Disorder, and Mental Health Counselors (SOC 21-1018):** Counsel and advise individuals with alcohol, tobacco, drug, or other problems, such as gambling and eating disorders. May counsel individuals, families, or groups or engage in prevention programs. Sample reported job titles include:

- Chemical Dependency Counselor
- Addiction Counselor
- Substance Abuse Counselor
- Certified Substance Abuse Counselor
- Certified Alcohol and Drug Counselor
- Mental Health Counselor
- Mental Health Therapist
- Mental Health Specialist
- Counselor
- Behavioral Health Therapist

## Projected Occupational Demand

Between 2020 and 2025, *Substance Abuse, Behavioral Disorder, and Mental Health Counselors* are projected to increase by 25 net jobs or 19 percent (Exhibit 1). Employers in Imperial County will need to hire 17 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

**Exhibit 1: Number of Jobs for Substance Abuse, Behavioral Disorder, and Mental Health Counselors (2010-2025)<sup>2</sup>**



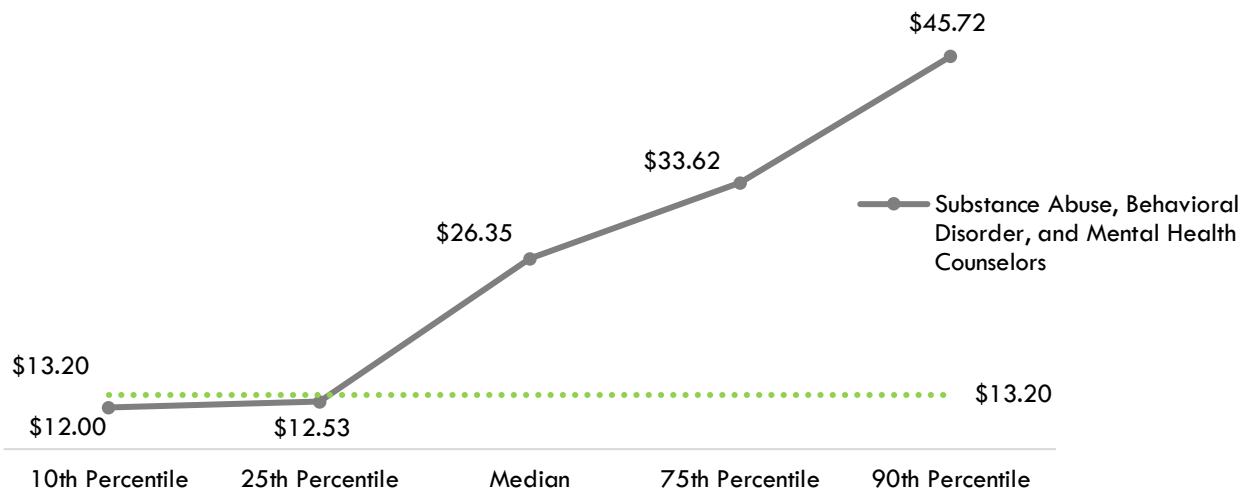
<sup>1</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

<sup>2</sup> EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

## Earnings

*Substance Abuse, Behavioral Disorder, and Mental Health Counselors* receive entry-level hourly earnings of **\$12.53**; this is less than the living wage for a household of two adults and two school-age children in Imperial County, which is **\$13.20** per hour (Exhibit 2).<sup>3</sup>

**Exhibit 2: Hourly Earnings<sup>4</sup> for *Substance Abuse, Behavioral Disorder, and Mental Health Counselors* in Imperial County<sup>5</sup>**



<sup>3</sup> "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. [insightccd.org/2018-self-sufficiency-standard](https://insightccd.org/2018-self-sufficiency-standard).

<sup>4</sup> 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

<sup>5</sup> EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

## Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.<sup>6</sup> There is **one** TOP code and **one** CIP code related to *Substance Abuse, Behavioral Disorder, and Mental Health Counselors* (Exhibit 3).

**Exhibit 3: Related TOP and CIP Codes for Substance Abuse, Behavioral Disorder, and Mental Health Counselors**

| TOP or CIP Code | TOP or CIP Program Title             |
|-----------------|--------------------------------------|
| TOP 2104.40     | Alcohol and Controlled Substances    |
| CIP 51.1501     | Substance Abuse/Addiction Counseling |

According to TOP data, **one** community college supplies the region with awards for this occupation: **Imperial Valley College**. According to CIP data, **no** non-community-college institution supplies the region with awards (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2014-15 through PY2018-19 Average)**

| TOP or CIP Code | TOP or CIP Program Title  | 3-Yr Annual Average CC Awards (PY16-17 to PY18-19) | Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17) | 3-Yr Total Average Supply (PY14-15 to PY18-19) |
|-----------------|---|--|--|--|
| 2104.40         | Alcohol and Controlled Substances                                 | <b>19</b>  | <b>0</b>   | <b>19</b>                                      |
|                 | <ul style="list-style-type: none"> <li>Imperial Valley</li> </ul> | 19   | 0  |  |
|                 |   |  | <b>Total</b>   | <b>19</b>                                      |

<sup>6</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>7</sup> suggests that **supply is met** for this occupation in Imperial County, with 17 annual openings and 19 awards. Comparatively, there are 4,941 annual openings in California and 1,120 awards, suggesting that there is a supply gap across the state<sup>8</sup> (Exhibit 5).

**Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)**

| Community Colleges and Other Postsecondary Educational Institutions | Demand (Annual Openings) | Supply (Total Annual Average Supply) | Supply Gap or Oversupply |
|---|--------------------------|--------------------------------------|--------------------------|
| Imperial  | 17                       | 19                                   | 2                        |
| California  | 4,941                    | 1,120                                | 3,821                    |

**Please note:** This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

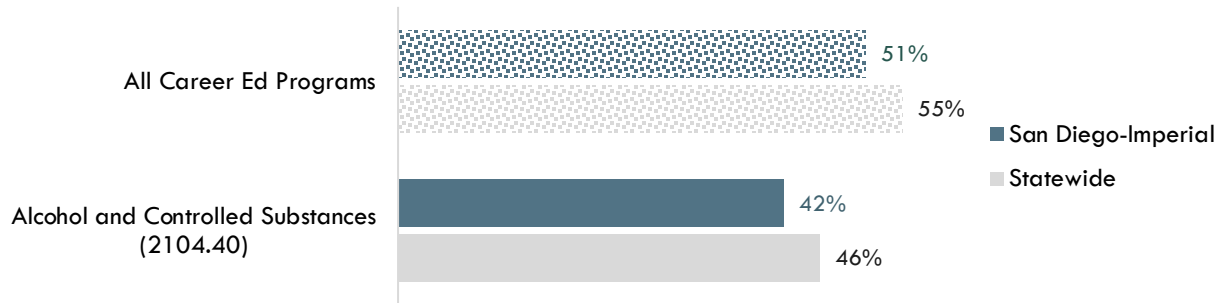
<sup>7</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

<sup>8</sup> "Supply and Demand," Centers of Excellence Student Outcomes, [coecc.net/Supply-and-Demand.aspx](http://coecc.net/Supply-and-Demand.aspx).

## Student Outcomes and Regional Comparisons

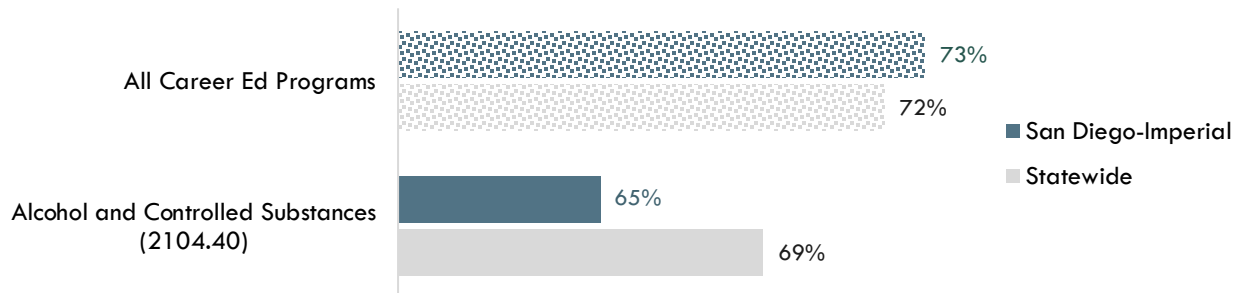
According to the California Community Colleges LaunchBoard, 42 percent of students in the San Diego-Imperial region earned a living wage after completing a Alcohol and Controlled Substances (TOP 2104.40) program, compared to 46 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).<sup>9</sup>

**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2017-18<sup>10</sup>**



According to the California Community Colleges LaunchBoard, 65 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a Alcohol and Controlled Substances (TOP 2104.40) program, compared to 69 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).<sup>11</sup>

**Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2016-17<sup>12</sup>**



<sup>9</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>10</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage.

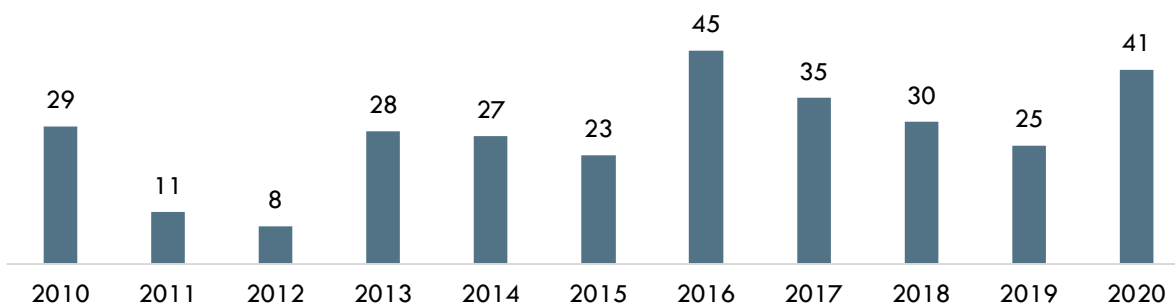
<sup>11</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>12</sup> Most recent year with available data is Program Year 2016-17. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

## Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2020, there was an average of 27 online job postings per year for *Substance Abuse, Behavioral Disorder, and Mental Health Counselors* in Imperial County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

**Exhibit 7: Number of Online Job Postings for  
*Substance Abuse, Behavioral Disorder, and Mental Health Counselors* in Imperial County (2010-2020)<sup>13</sup>**



## Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in Imperial County for this occupation were The GEO Group, Phoenix House, State of California, California Division of Correctional Rehabilitation, and U.S. Government based on online job postings (Exhibit 8).

**Exhibit 8: Top Employers in Imperial County for  
*Substance Abuse, Behavioral Disorder, and Mental Health Counselors*<sup>14</sup>**

| Top Employers  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• The GEO Group, Inc.</li> <li>• Phoenix House</li> <li>• State of California</li> <li>• California Division of Correctional Rehabilitation</li> <li>• U.S. Government</li> </ul> | <ul style="list-style-type: none"> <li>• Imperial Valley College</li> <li>• Wellpath</li> <li>• Imperial County Office Of Education</li> <li>• Holtville Unified School District</li> <li>• Woman Haven</li> </ul> |

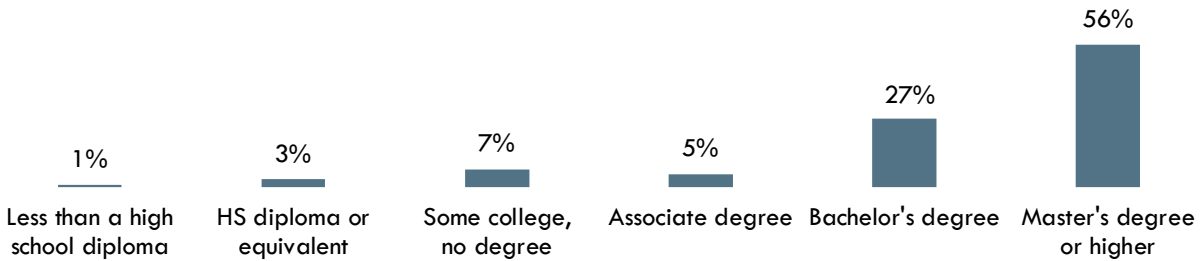
<sup>13</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

<sup>14</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

## Education, Skills, and Certifications

Exhibit 9 indicates the educational attainment for the occupation found currently in the national labor force. The typical entry-level education is a *bachelor's degree*.<sup>15</sup>

**Exhibit 9: National Educational Attainment of Substance Abuse, Behavioral Disorder, and Mental Health Counselors<sup>16</sup>**



\*numbers may not equal to 100 percent due to rounding

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 10: Top Skills for Substance Abuse, Behavioral Disorder, and Mental Health Counselors in Imperial County<sup>17</sup>**

| Specialized Skills  | Soft Skills  | Software Skills  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• Treatment Planning</li> <li>• Mental Health</li> <li>• Scheduling</li> <li>• Employee Training</li> <li>• Faculty Training</li> <li>• Rehabilitation</li> <li>• Abuse Treatment</li> <li>• Psychology</li> <li>• Case Management</li> <li>• Clinical Documentation</li> <li>• Customer Contact</li> <li>• Overcoming Obstacles</li> <li>• Crisis Intervention</li> <li>• Family Therapy</li> <li>• Teaching</li> </ul> | <ul style="list-style-type: none"> <li>• Building Effective Relationships</li> <li>• Writing</li> <li>• Organizational Skills</li> <li>• Planning</li> <li>• Communication Skills</li> <li>• Written Communication</li> <li>• Problem Solving</li> <li>• Teamwork / Collaboration</li> <li>• Time Management</li> <li>• Bilingual</li> <li>• Spanish</li> <li>• English</li> <li>• Computer Literacy</li> <li>• Meeting Deadlines</li> <li>• Physical Abilities</li> </ul> | <ul style="list-style-type: none"> <li>• Microsoft Office</li> <li>• Computer-Assisted Auditing Technology services</li> </ul> |

<sup>15</sup> EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

<sup>16</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).

<sup>17</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.



Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 11: Top Certifications for Substance Abuse, Behavioral Disorder, and Mental Health Counselors in Imperial County<sup>18</sup>**

Top Certifications in Online Job Postings

1. Counseling Certification
2. Licensed Mental Health Counselor (LMHC)
3. Social Work License
4. Licensed Clinical Social Worker (LCSW)
5. Basic Life Saving (BLS)
6. Basic Cardiac Life Support Certification
7. Licensed Marriage and Family Therapist
8. Life Skills
9. Licensed Professional Counselor
10. Certified Teacher
11. Certified Substance Abuse Counselor
12. Certified Outpatient Coding (COC)

Prepared by:

Tina Ngo Bartel, Director ([tngobartel@miracosta.edu](mailto:tngobartel@miracosta.edu))

John Edwards, Research Analyst ([jedwards@miracosta.edu](mailto:jedwards@miracosta.edu))

Priscilla Fernandez, Research Analyst ([pfernandez@miracosta.edu](mailto:pfernandez@miracosta.edu))

Imperial County-Imperial Center of Excellence for Labor Market Research



<sup>18</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

### **Important Disclaimers**

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.