



SENIOR CARE INDUSTRY WORKFORCE NEEDS

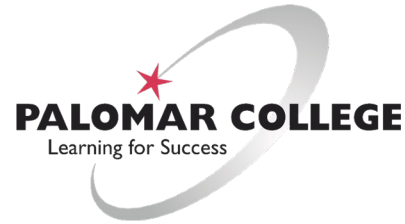
APRIL 2024

WORKFORCE DEVELOPMENT COUNCIL

**SAN DIEGO & IMPERIAL
CENTER OF EXCELLENCE
COMMUNITY COLLEGES**



SAN DIEGO & IMPERIAL CENTER OF EXCELLENCE (COE)



MISSION

We use **research** and **training** to advocate on behalf of students' and employers' needs.

AGENDA

SENIOR CARE INDUSTRY WORKFORCE NEEDS STUDY

MODERATED PANEL DISCUSSION

OPEN Q&A

COMMUNITY NEEDS

The San Diego Union-Tribune

San Diego County is the nation's second-most expensive metro area. What does that mean for seniors?

With a million seniors on the horizon, who will care for San Diego County's aging population?

PROPORTION OF OLDER ADULTS PROJECTED TO INCREASE



Numbers might not equal totals because of rounding.

Source: The San Diego Association of Governments

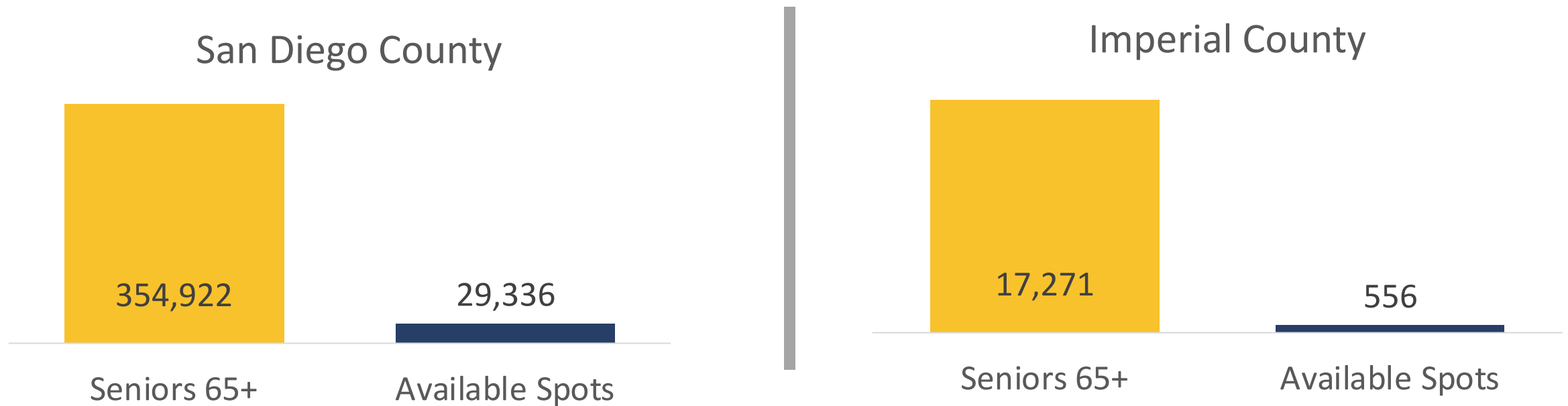
Lauren J. Mapp / The San Diego Union-Tribune

We have about half a million people in the region who are 65+.

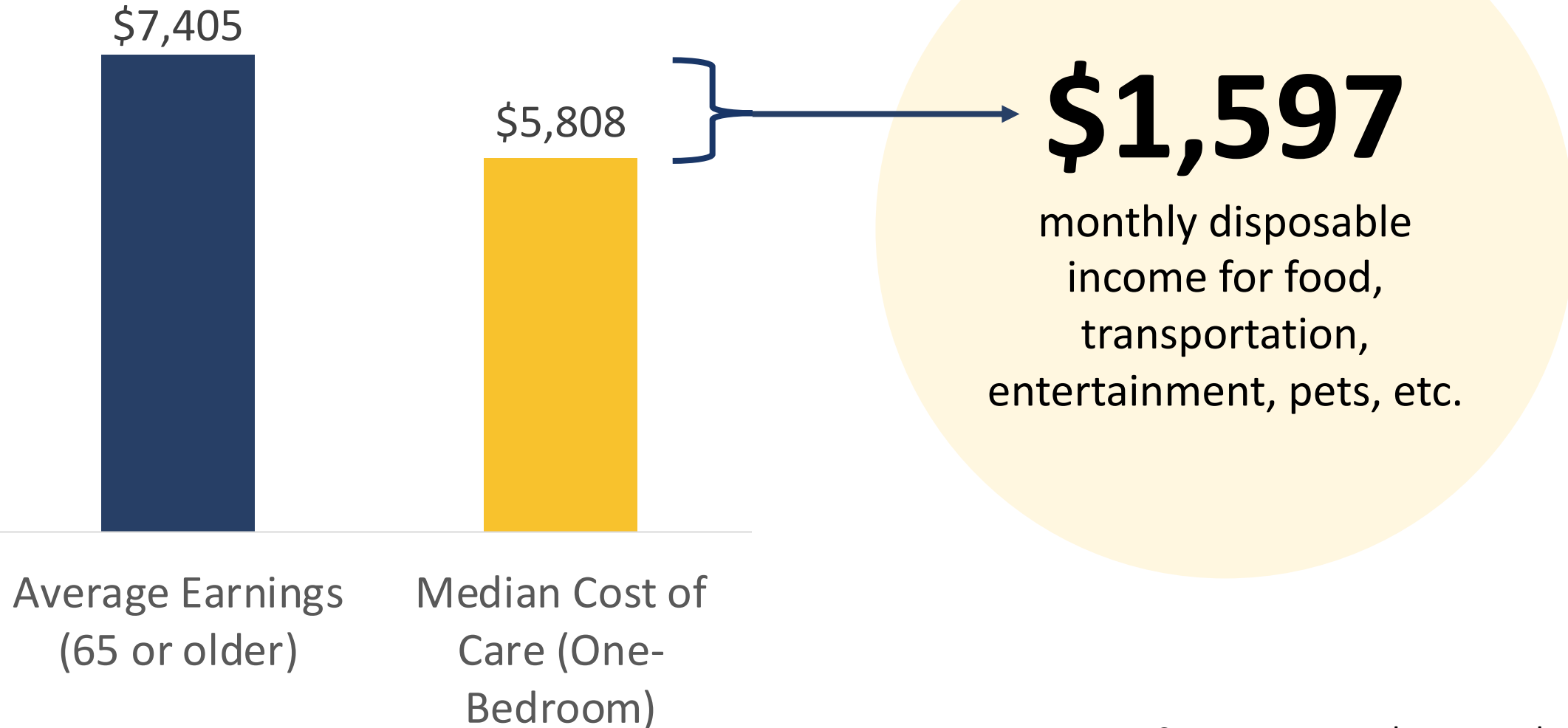
Approx. **70%** of people 65+ will require long-term care at some point in their lives.

If 70% of our 65+ population all wanted a spot in a licensed care facility, there would be 325,586 people in San Diego County and 16,715 people in Imperial County without access to one.

Sources: myseniorhealthplan.com, U.S. Census Bureau



SENIOR MONTHLY EARNINGS VS. COST IN ASSISTED LIVING FACILITY



Source: genworth.com and US Census Bureau

FOR SENIORS WHO ARE NOT ACTIVELY WORKING...

55.4%

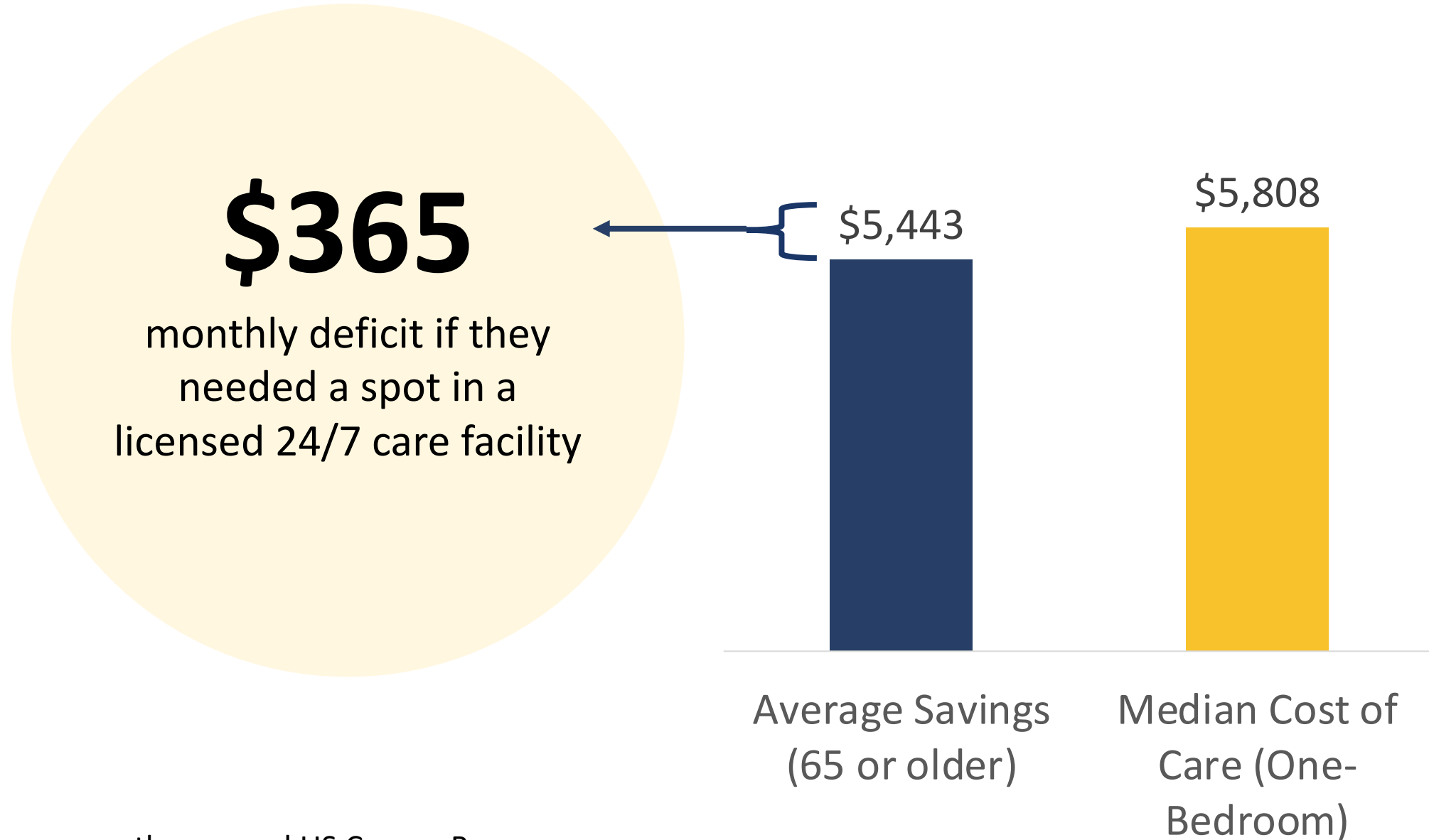
of seniors depend
on retirement
savings
(\$3,493)

83.3%

of seniors depend
on Social Security
Benefits
(\$1,950)

\$5,443 monthly or \$65,314 annual income

SENIOR MONTHLY SAVINGS VS. COST IN ASSISTED LIVING FACILITY



RESEARCH OBJECTIVES

1

What are the difficult-to-hire occupations in the industry?

2

What benefits are important for employee retention?

3

What are the professional development & training opportunities?

LABOR MARKET DEMAND FOR RELATED OCCUPATIONS

Occupation	Annual Job Openings
Home Health and Personal Care Aides	12,022
Nursing Assistants	1,711
Recreation Workers	909
Licensed Practical and Licensed Vocational Nurses	709
Social and Human Service Assistants	685
Substance Abuse, Behavioral Disorder, & Mental Health Counselors	490
Office and Administrative Support Workers	437
Physical Therapists	236
Dietitians and Nutritionists	79
Total Demand in San Diego & Imperial	17,278



40%

of these occupations are employed in Services for the Elderly and Persons with Disabilities (NAICS 624120)

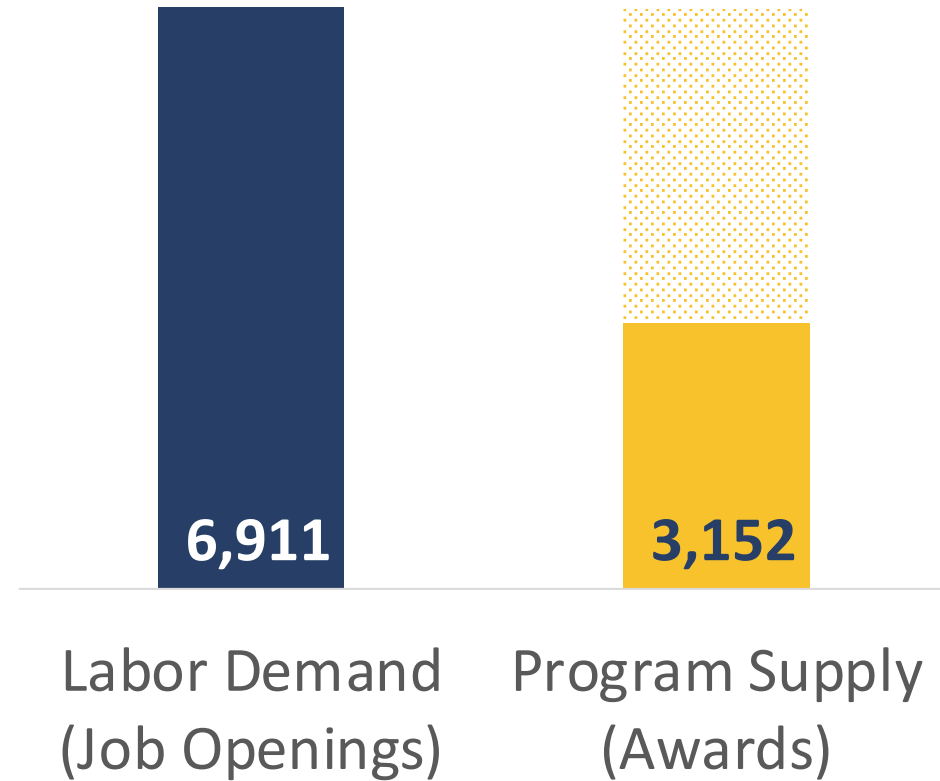
...so, let's say that the labor market demand in the senior care industry for these occupations is 40% of the 17,278 annual openings or...



6,911

LABOR MARKET DEMAND VS. PROGRAM SUPPLY = LARGE SUPPLY GAP

- TOP 0514.00: Office Technology/Office Computer Applications
- TOP 1230.80: Home Health Aide
- TOP 1230.30: Certified Nursing Assistant
- TOP 1230.20: Licensed Vocational Nursing
- TOP 1306.00: Nutrition, Foods, and Culinary Arts
- TOP 1222.00: Physical Therapist Assistant
- TOP 2104.00: Human Services
- TOP 1309.00: Gerontology
- TOP 2104.40: Alcohol and Controlled Substances
- CIP 51.3902: Nursing Assistant/Aide and Patient Care Assistant/Aide
- CIP 51.3901: Licensed Practical/Vocational Nurse Training
- CIP 51.3999: Practical Nursing, Vocational Nursing and Nursing Assistants, Other
- CIP 51.3101: Dietetics/Dieticians
- CIP 19.0501: Foods, Nutrition, and Wellness Studies, General
- CIP 51.0806: Physical Therapist Assistant
- CIP 51.2308: Physical Therapy/Therapist
- CIP 31.0101: Parks, Recreation, and Leisure Studies
- CIP 30.1101: Gerontology
- CIP 51.1599: Mental and Social Health Services and Allied Professions, Other
- CIP 51.1501: Substance Abuse/Addiction Counseling
- CIP 51.1508: Mental Health Counseling/Counselor



OVERVIEW OF SURVEY RESPONDENTS

TOTAL SURVEY RESPONSES (N=356)

Attended a Regional Community College (n=334)

Yes	34%
No	66%

Years Employed in Industry (n=342)

More than 10 years	38%
6 to 10 years	15%
1 to 5 years	32%
Less than a year	15%

Role

Employee	43%
Human Resources, Supervisor, Manager, Director, or Senior Leadership	57%

Size of Company (n=342)

< 10 employees	35%
10 to 49 employees	42%
50 to 99 employees	14%
100 employees+	18%

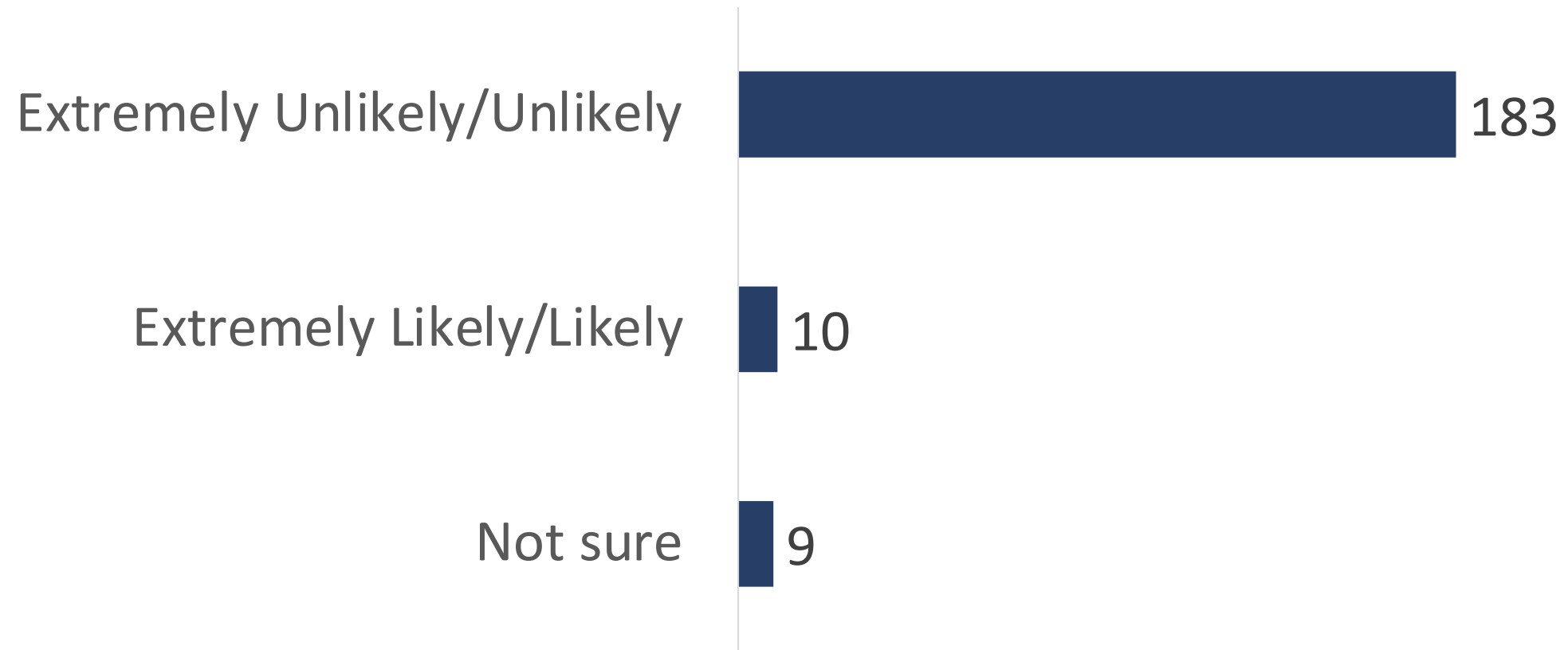
DIFFICULT-TO-HIRE POSITIONS BY RANK (N=125)

1. Home Health and Personal Care Aides
2. Certified Nursing Assistants
3. Licensed Practical and Licensed Vocational Nurses
4. Recreation Workers
5. Mental Health Counselors
6. Administrative Support Workers
7. Physical Therapists
8. Administrative Support Workers

WHAT BENEFITS DOES YOUR COMPANY OFFER? (N=128)

Benefit	Both FT/PT	Full-Time Only	Not Offered
Discount on Relatives' Care	25%	24%	51%
Comprehensive benefits (e.g., medical, dental, vision)	52%	33%	15%
Retirement benefits (e.g., employer-sponsored)	23%	36%	39%
Transportation Stipend/Reimbursement	25%	21%	53%
Professional Development/Training	58%	24%	17%
Tuition Stipend	19%	26%	54%
Childcare Stipend	21%	21%	58%
Advanced Scheduling	67%	18%	15%
Set Schedule	53%	22%	25%

WHAT IS THE LIKELIHOOD THAT YOU WILL LEAVE THE INDUSTRY IN THE NEXT 12 MONTHS? (N=202)



INTEREST IN CONTINUING EDUCATION OR TRAINING (N=305)

1. Healthcare Certifications
2. Management Training
3. Business & Entrepreneurship Training
4. Mental Health & Trauma Informed Care
5. Healthcare Policies and Regulations
6. Stress Management & Resilience Training
7. IT/Technology
8. Advanced Patient Care Techniques

50%

were interested in
one or more
trainings

EMPLOYER PANEL

- **Yoly Anderson**, Regional Outreach Engagement Coordinator, Generations Healthcare
- **Cory Fish**, HR Director, St. Paul's Senior Services
- **Alexandria Hart**, Office Manager, Golden Care
- **Aude Medina**, Registry Recruitment Coordinator, Public Authority, In-Home Supportive Services (IHSS)

DISCUSSION

What actions or strategies do you think we should take in the next five years as a region to ensure that there is quality care for seniors?

DISCUSSION

What actions is your company taking to prepare for the increased need for senior care in the upcoming years?

DISCUSSION

What are you doing to attract and retain workers? What are the benefits in working in the industry that we could share with our students?

DISCUSSION

How could educators (community colleges, adult education) work with employers to ensure that students/new hires get paid family sustaining wages?

DISCUSSION

How does the new legislation that increases the minimum wage for health care workers impact your company? What can we do as a region to support you?