



CHILDCARE INDUSTRY WORKFORCE NEEDS STUDY



The San Diego Union-Tribune

California's child care aid misses hundreds of thousands of families who need it



COST OF LIVING CRISIS

Thousands of Childcare Slots Were Lost in Pandemic; As Need Increases, Many More Are in Danger

by [Scott Lewis](#) March 18, 2022

The San Diego Union-Tribune

'On thinner ice than ever': County plans child care blueprint as parents' options dwindle and costs soar

BACKGROUND

Approximately

30%

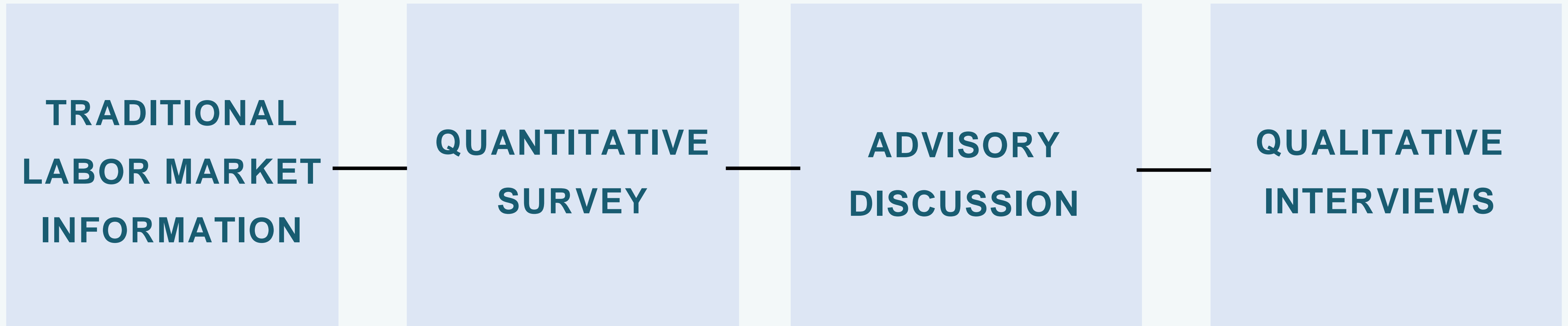
of a family's monthly budget
is spent on childcare costs

Nearly

2,000

childcare spots were lost since the
start of the pandemic

THE REPORT – 4 COMPONENTS



TRADITIONAL LABOR MARKET INFORMATION

Childcare & Early Childhood Education Occupations

- Childcare Workers (SOC 39-9011)
- Education and Childcare Administrators, Preschool and Daycare (SOC 39-9031)
- Preschool Teachers, Except Special Education (SOC 25-2011)
- Special Education Teachers, Preschool (SOC 25-2051)

Quantitative Survey: 339 Childcare Providers

Survey Questions asked participants:

- Projected demand
- Wages
- COVID-19 impact
- Entrepreneurship skills and training
- Partnership opportunities
- Community College attendance
- Continuing education and professional training

Advisory Group Discussion: 13 Participants

Community college industry experts and employers met to discuss:

- Research project
- Labor market information
- Wages in the industry
- Business entrepreneurship
- Barriers employers face
- Skills, courses, additional training

Qualitative Interviews: 8 Childcare Providers

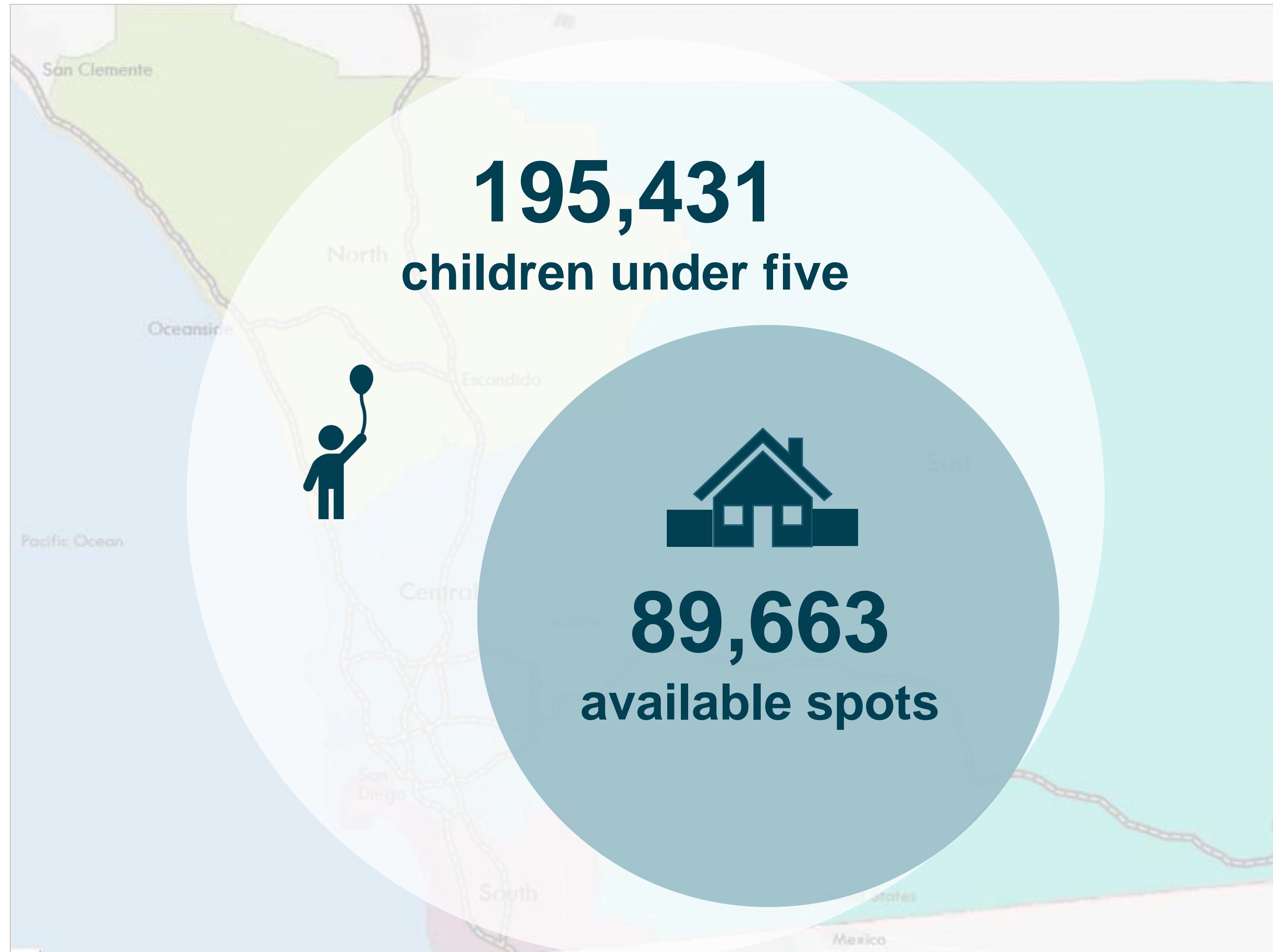
Interviews with childcare providers across both counties to discuss:

- Workforce needs
- Projected openings
- COVID-19 impact
- Barriers to hiring
- Important skills/training
- Interest in partnerships

INSIGHT #1

There is a strong demand for new centers and business owners in the region.

SUPPLY GAP ANALYSIS OF CHILDCARE PROVIDERS

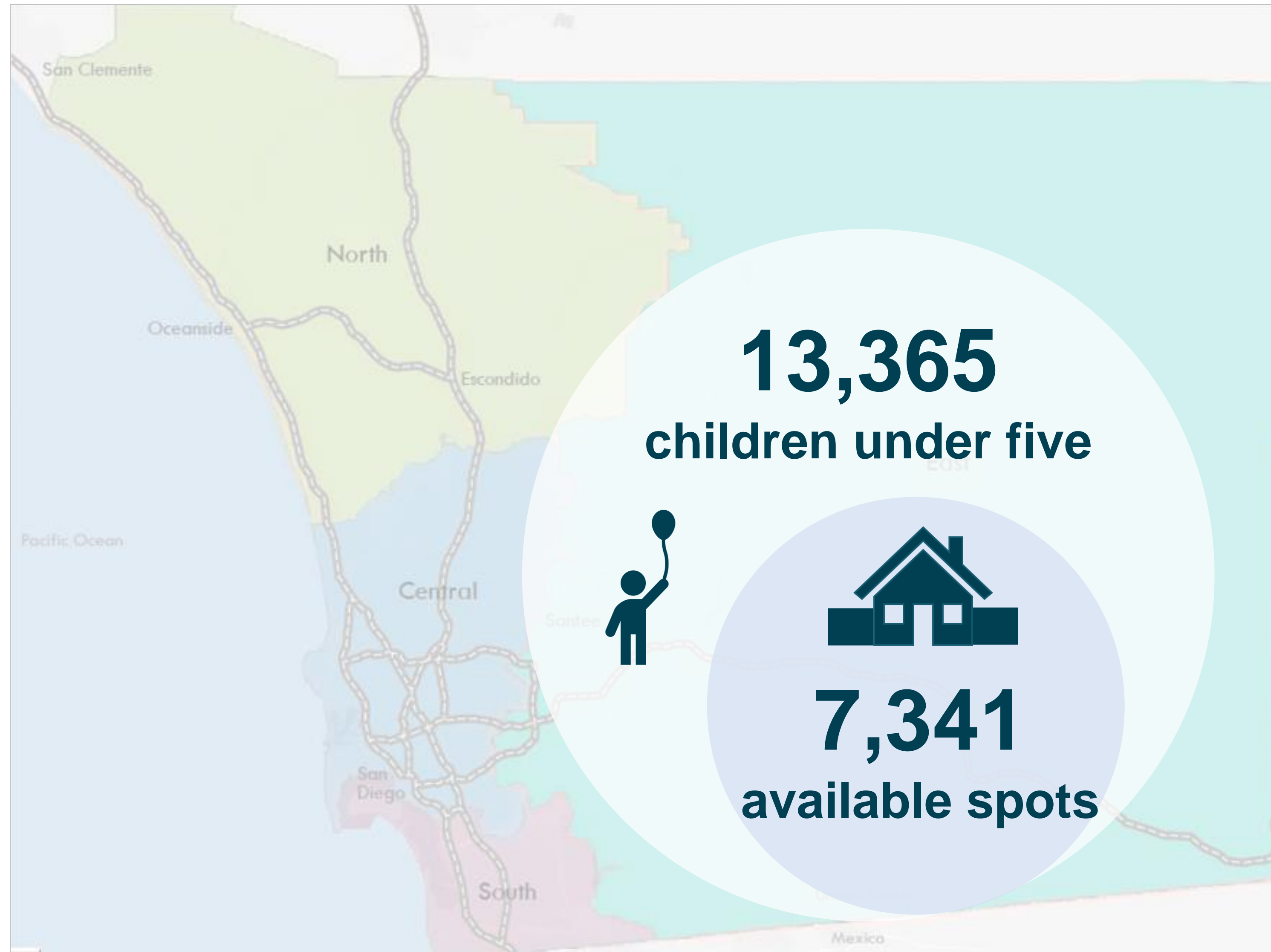


San Diego County

54%

**would not have a spot
available in a licensed
facility**

SUPPLY GAP ANALYSIS OF CHILDCARE PROVIDERS



Imperial County

45%

**would not have a spot
available in a licensed
facility**

SUPPLY GAP ANALYSIS OF BUSINESS OWNERS: 2019-2021

County	2019		2021
San Diego County	4,479	-355	4,124
Imperial County	332	+135	467

SAN DIEGO COUNTY



-355, -8%
childcare centers

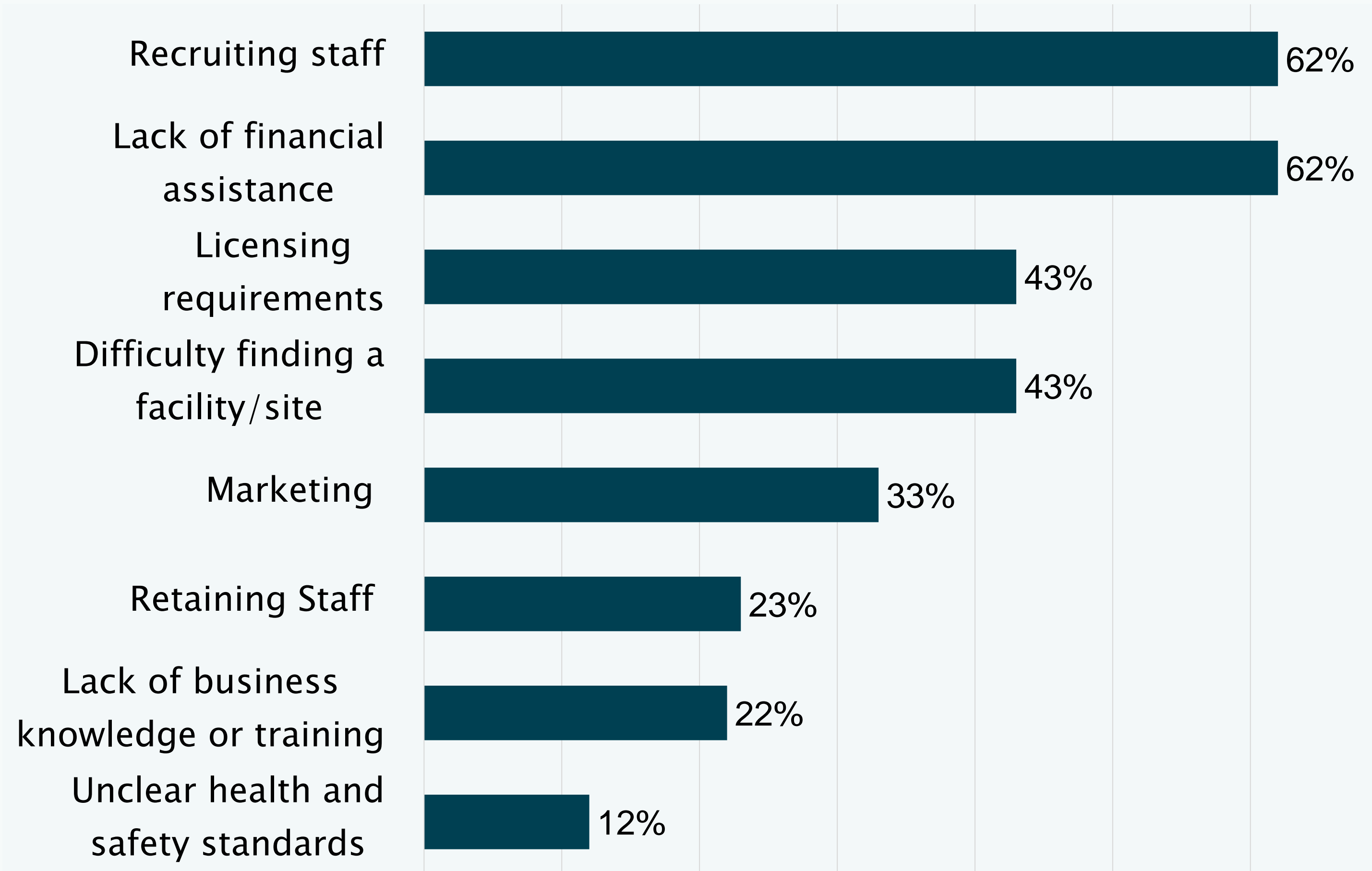
IMPERIAL COUNTY



+135, +41%
childcare centers

WORKFORCE NEEDS SURVEY

Top Challenges in Opening/Running a Center (Owners)



WORKFORCE NEEDS SURVEY

Important Skills/Knowledge for Entrepreneurship (Owners)

1	Licensing requirements
2	Accounting, bookkeeping, payroll
3	Staff management

RECOMMENDATION

Focus on business and entrepreneurship by modifying existing training programs to emphasize:

- 1) Guidance in conducting staff management and recruitment
- 2) Focus on explaining and clarifying licensing requirements
- 3) Assistance in obtaining financial resources

INSIGHT #2

Labor market projections reflect an oversupply in San Diego County; however, survey responses, family needs, and legislative changes suggest an unmet demand across the region.

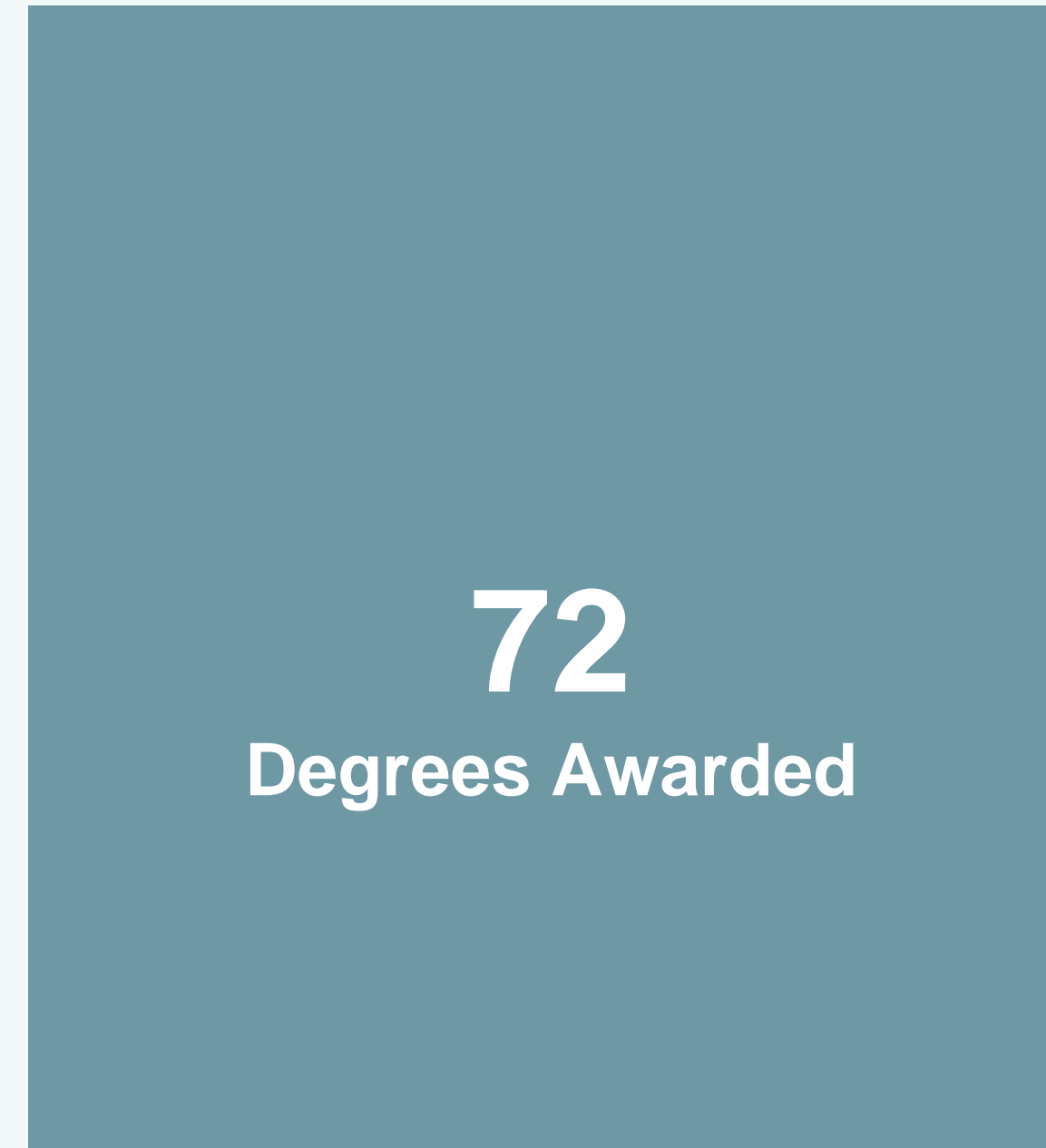
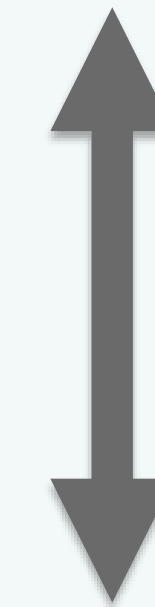
SUPPLY GAP ANALYSIS

Supply

Demand

**Imperial
County**

SUPPLY GAP



SUPPLY GAP ANALYSIS

Supply

Demand

San Diego
County

OVERSUPPLY

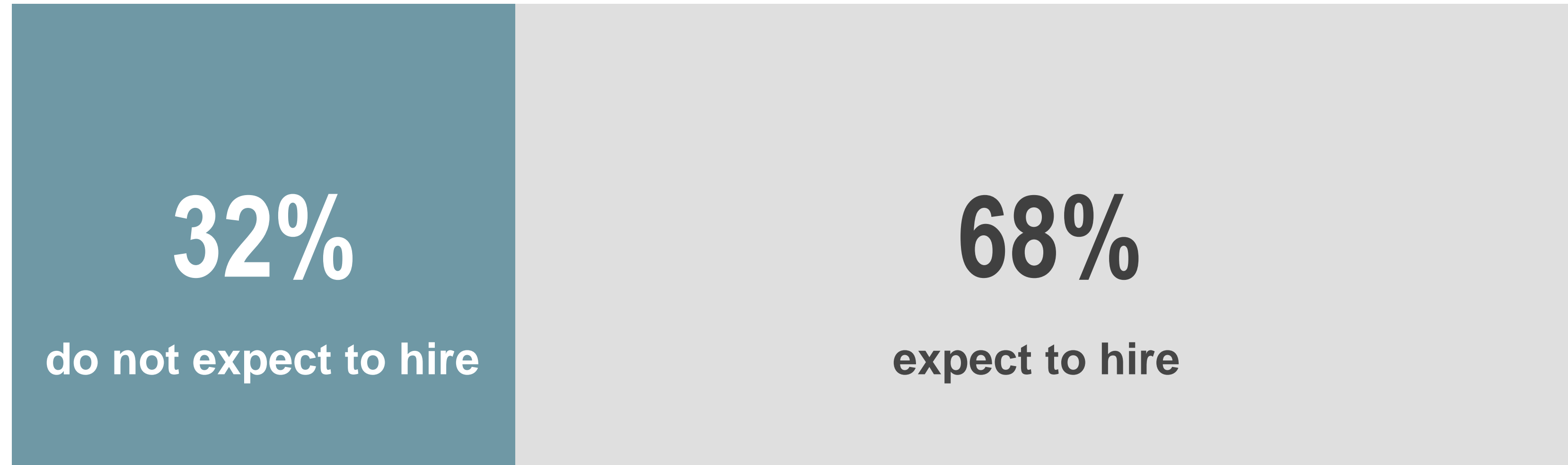
3,424
Degrees Awarded

2,773
Annual Job Openings



WORKFORCE NEEDS SURVEY

HIRING IN THE NEXT 12 MONTHS



SAN DIEGO
832
annual openings

IMPERIAL
18
annual openings

LEGISLATIVE CHANGES

TRANSITIONAL KINDERGARTEN

- TK will be publicly available
- Include four-year-old children
- Goal: 2025-26 school year

Implications:

- Educational pathways
- Increased wages for these occupations

RECOMMENDATION

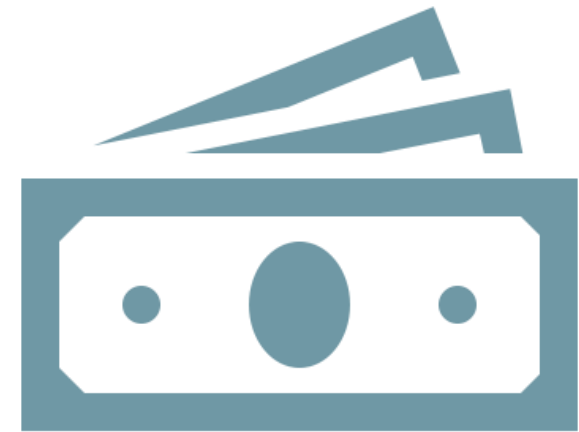
The region's community colleges could support the existing workforce by expanding current programs to include offerings that focus on pathways to TK jobs.

INSIGHT #3

Wages are below the living wage in both counties and contribute to employer challenges with recruitment.

WORKFORCE NEEDS SURVEY

Average entry-level wages



\$16.79

SAN DIEGO

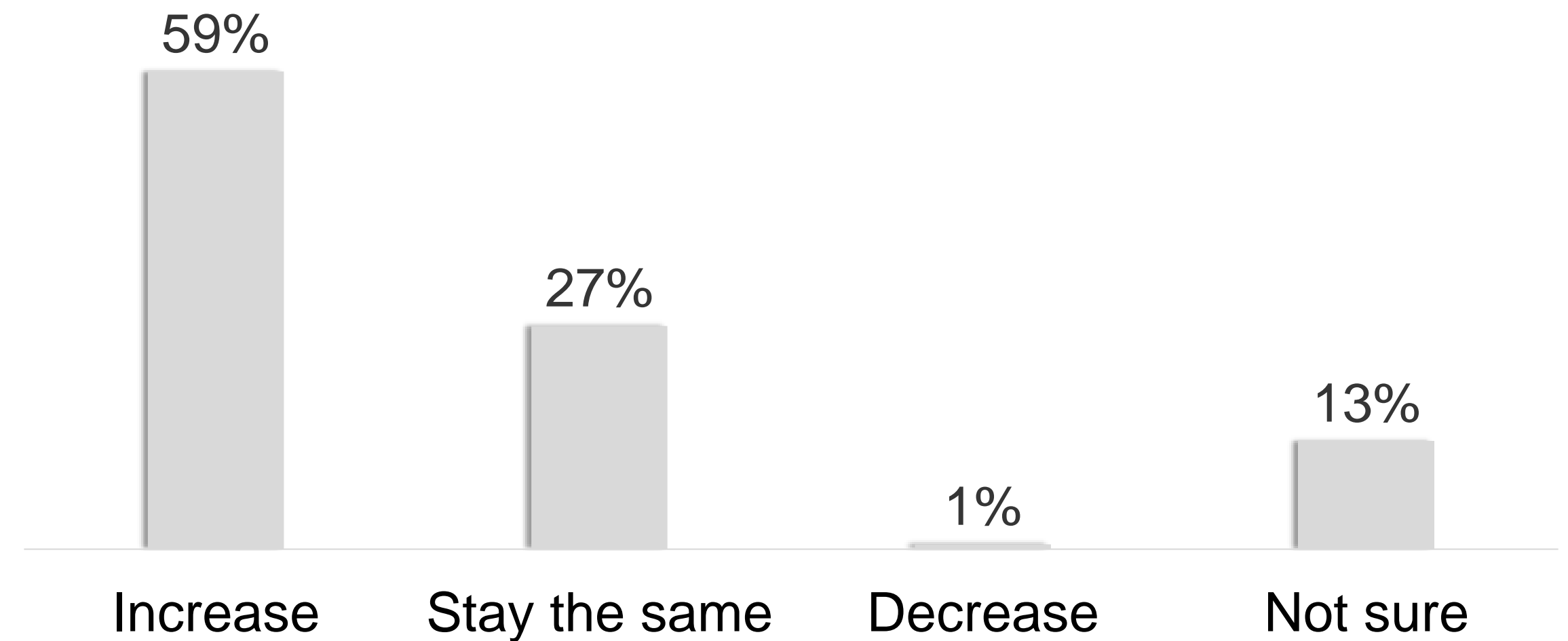
below the living wage

\$13.36

IMPERIAL

below the living wage

Do you expect entry-level wages to increase, stay the same, or decrease in the next 12 months?



RECOMMENDATION

The region's community colleges should support local efforts to increase wages. We can do this by providing training on funding applications and navigation.

INSIGHT #4

As demand rebounds after the pandemic, employers are having difficulty finding candidates with prior experience working with children.

WORKFORCE NEEDS SURVEY

Most Difficult to Find in Job Candidates

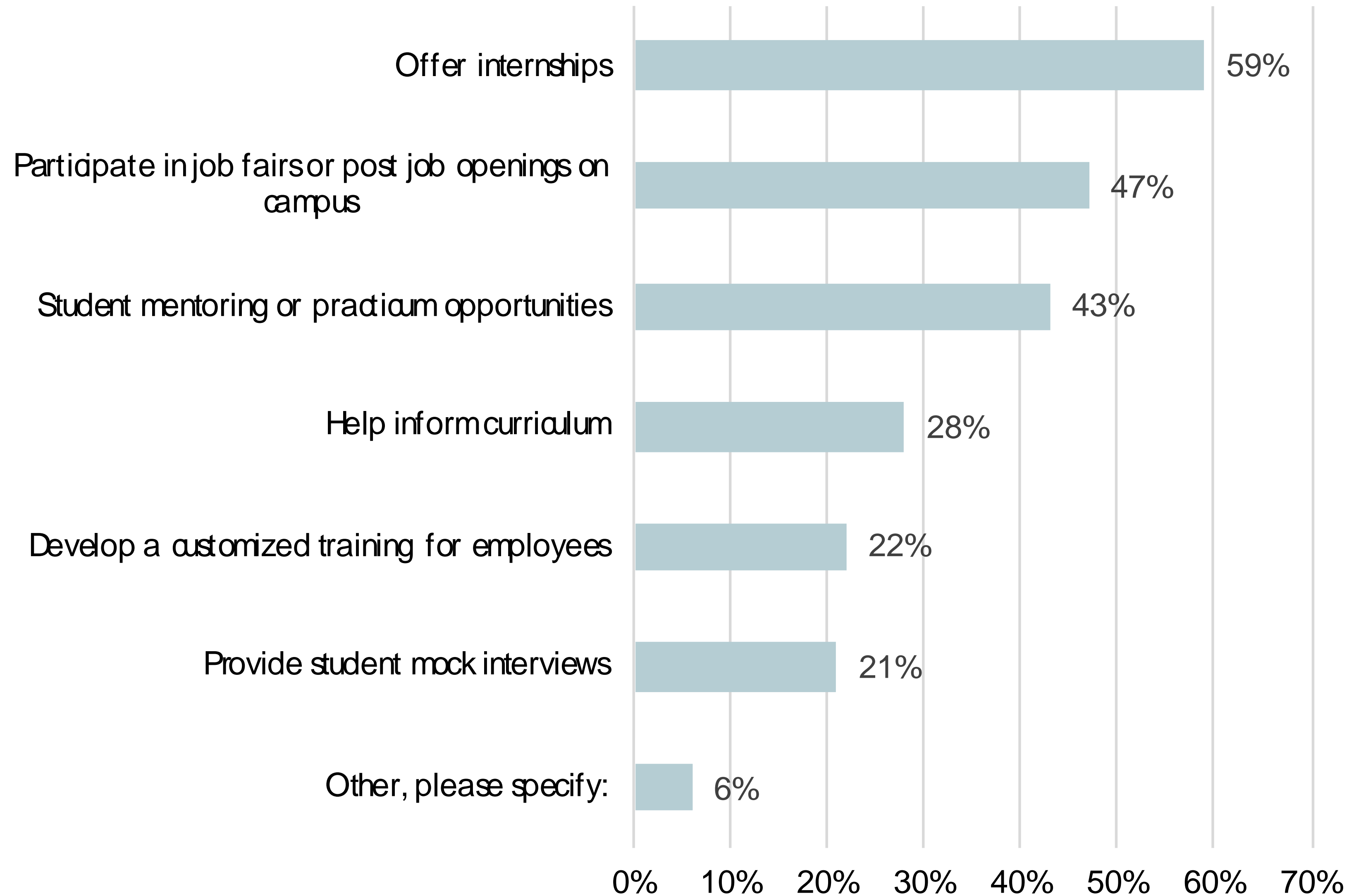


- 1 Prior experience working with kids
- 2 Early childhood education units
- 3 Communication skills
- 4 Teamwork/Collaboration
- 5 Bachelor's degree
- 6 Associate degree
- 7 Multi-lingual

WORKFORCE NEEDS SURVEY

79%
were interested in one
or more partnership
activities

Interest in Partnering with the Community Colleges



RECOMMENDATION

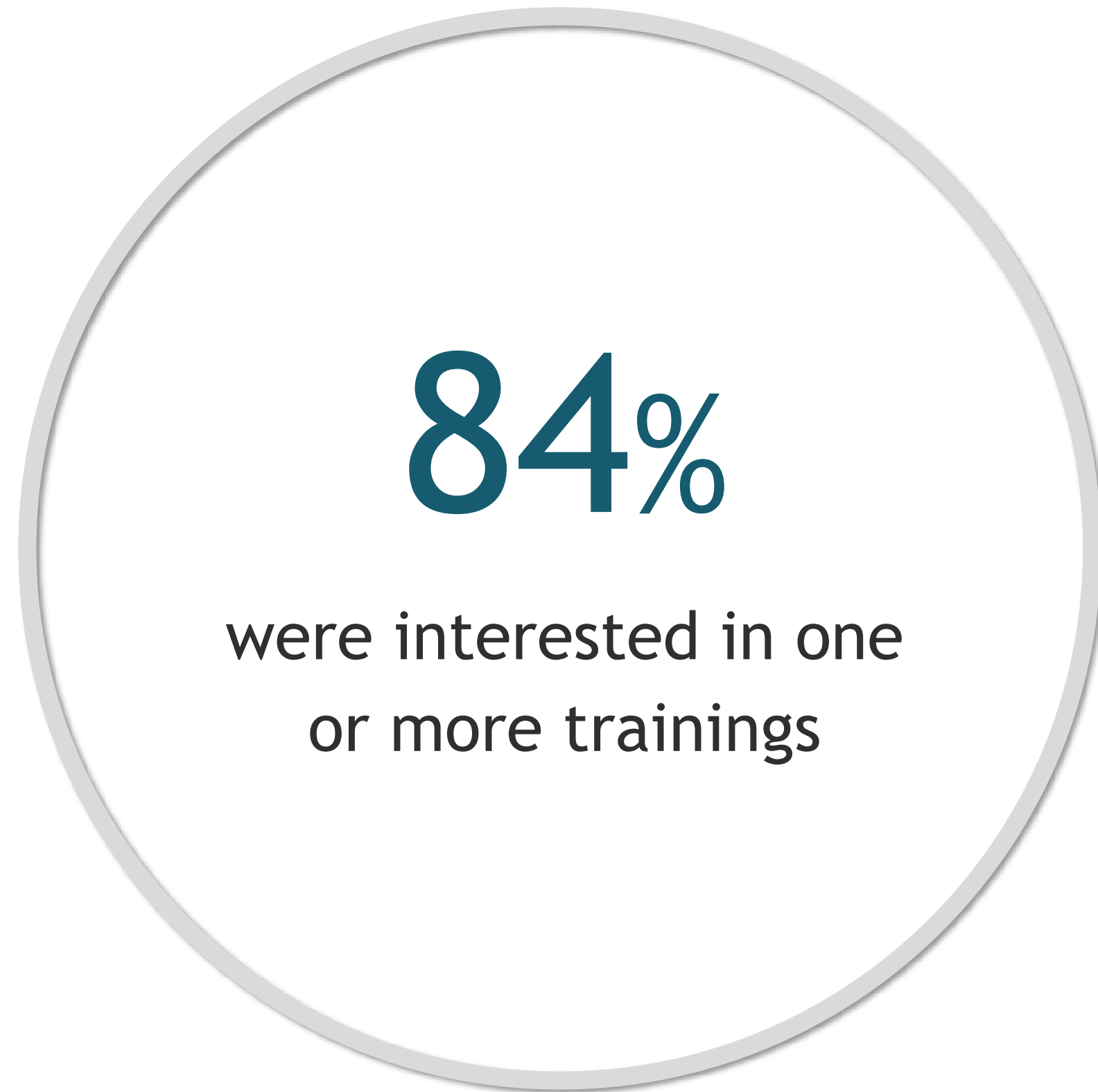
The region's community colleges could focus on building collaborative relationships with providers.



INSIGHT #5

Industry professionals expressed interest in obtaining additional education and training.

WORKFORCE NEEDS SURVEY



- 1 Safety training
- 2 Diversity training
- 3 First AID/CPR
- 4 Emergency preparedness
- 5 Trauma-informed practices & care
- 6 Nutrition/Physical activity
- 7 Other: Business; Child behavior; Special needs

RECOMMENDATION

The region's community colleges could offer short-term non-credit courses in timely topics.



Childcare Industry Workforce Needs Study

SAN DIEGO-IMPERIAL REGION

SEPTEMBER 2022



THANK YOU!

