

Program Market Demand

Substance Abuse/Addiction Counseling

Emsi Q3 2018 Data Set

September 2018

College of San Mateo



3401 CSM Drive
San Mateo, California 94402
650.358.6880

Parameters

Programs

Code	Description
51.1501	Substance Abuse/Addiction Counseling

Regions

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

Education Levels

Any

Completions Year

2015

Jobs Timeframe

2017 - 2024

Job Postings Timeframe

Sep 2016 - Aug 2018

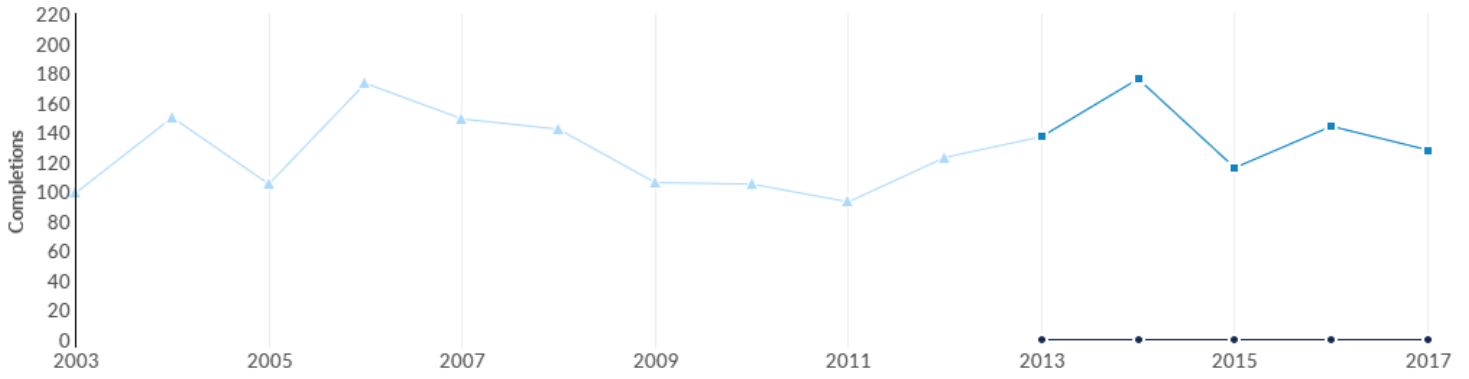
Program Overview



	Completions (2015)	% Completions	Institutions (2015)	% Institutions
● All Programs	116	100%	5	100%
● Distance Offered Programs	0	0%	0	0%
● Non-Distance Offered Programs	116	100%	5	100%

Institution	Completions (2015)	Growth % YOY (2015)	Market Share (2015)
Diablo Valley College	31	-40.4%	26.7%
College of San Mateo	28	-6.7%	24.1%
San Jose City College	28	-28.2%	24.1%
City College of San Francisco	18	-52.6%	15.5%
Merritt College	11	-35.3%	9.5%

Regional Trends



	2013 Completions	2015 Completions	% Change
● Distance Offered Programs	0	0	0.0%
■ Non-Distance Offered Programs	137	116	-15.3%
▲ All Programs	137	116	-15.3%

Job Postings vs. Hires

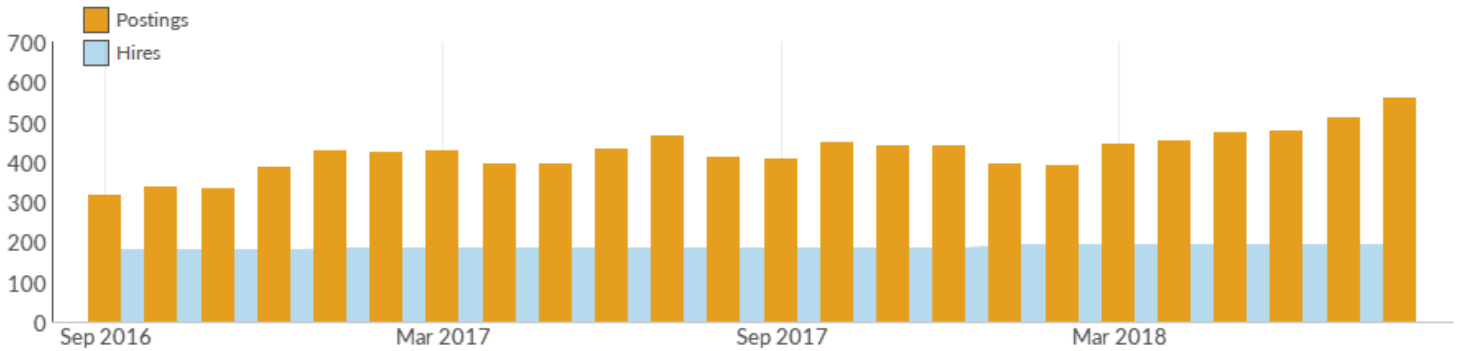
425

Avg. Monthly Postings (Sep 2016 - Aug 2018)

187


Avg. Monthly Hires (Sep 2016 - Aug 2018)

In an average month, there were 425 unique job postings for *Substance Abuse, Behavioral Disorder, and Mental Health Counselors*, and 187 actually hired. This means there was approximately 1 hire for every 2 unique job postings for *Substance Abuse, Behavioral Disorder, and Mental Health Counselors*.



Occupation	Avg Monthly Postings (Sep 2016 - Aug 2018)	Avg Monthly Hires (Sep 2016 - Aug 2018)
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	425	187

Job Postings Summary

<p>3,347</p> <p>Unique Postings</p> <p>13,516 Total Postings</p>	<p>4 : 1</p> <p>Posting Intensity</p>  <p>Regional Average: 4 : 1</p>	<p>42 days</p> <p>Median Posting Duration</p> <p>Regional Average: 33 days</p>
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There were 13,516 total job postings for your selection from September 2016 to August 2018, of which 3,347 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.

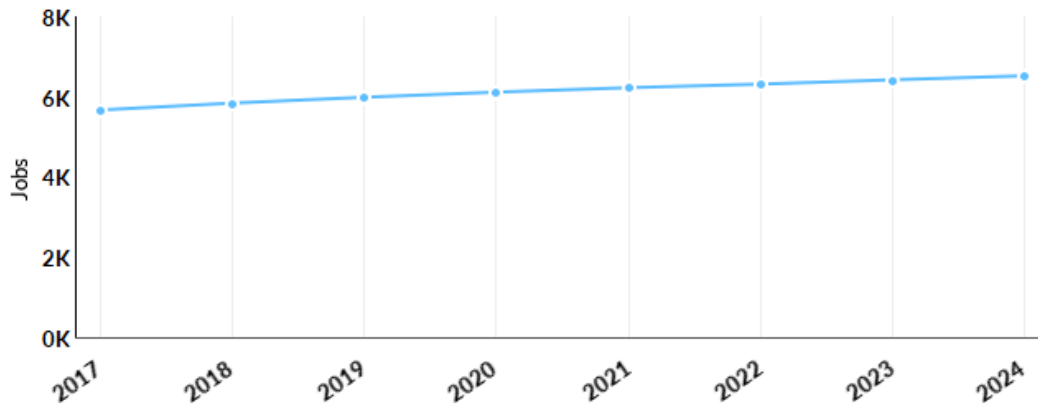
Target Occupations

<p>5,663</p> <p>Jobs (2017)</p> <p>13% below National average</p>	<p>+15.0%</p> <p>% Change (2017-2024)</p> <p>Nation: +17.8%</p>	<p>\$21.62/hr</p> <p>Median Hourly Earnings</p> <p>Nation: \$20.82/hr</p>	<p>745</p> <p>Annual Openings</p>
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Occupation	2017 Jobs	Annual Openings	Median Hourly Earnings	Growth (2017 - 2024)	Location Quotient (2017)
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	5,663	745	\$21.62/hr	+15.05%	0.87

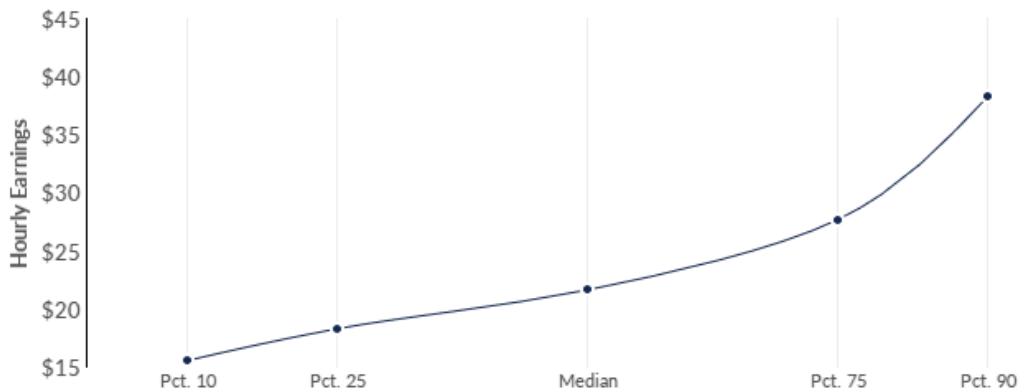
Growth for Substance Abuse, Behavioral Disorder, and Mental Health Counselors (21-1018)

5,663 2017 Jobs	6,515 2024 Jobs	852 Change (2017-2024)	15.0% % Change (2017-2024)
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Percentile Earnings for Substance Abuse, Behavioral Disorder, and Mental Health Counselors (21-1018)

\$18.28/hr 25th Percentile Earnings	\$21.62/hr Median Earnings	\$27.68/hr 75th Percentile Earnings
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Top Companies Posting

Company	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Kaiser Permanente	4,772 / 450	11 : 1 	76 days
Maxim Healthcare Services, Inc.	203 / 86	2 : 1 	30 days
Aces Inc	213 / 76	3 : 1 	47 days
Finch, Fred Children's Home, Inc	435 / 69	6 : 1 	73 days
The Center For Discovery Inc	132 / 57	2 : 1 	34 days
John Muir Health	250 / 51	5 : 1 	47 days
Telecare Corporation	123 / 51	2 : 1 	35 days
The May Institute Inc	457 / 48	10 : 1 	88 days
Rite Aid Corporation	114 / 47	2 : 1 	62 days
Seneca Center	112 / 47	2 : 1 	42 days
Baymark Inc	113 / 37	3 : 1 	61 days
University of California	100 / 37	3 : 1 	56 days
Center For Autism and Related Disorders, Inc.	75 / 36	2 : 1 	38 days
Sunbelt Staffing, LLC	32 / 30	1 : 1 	32 days
Centene Corporation	118 / 28	4 : 1 	62 days
Social Service Employees Union Local 371 Legal Service Fund	40 / 28	1 : 1 	46 days
Unitedhealth Group Incorporated	680 / 28	24 : 1 	39 days
Uplift Youth and Family Services, Inc.	76 / 28	3 : 1 	27 days
Bhw, LLC	156 / 27	6 : 1 	44 days
The Autism Learning Center LLC	71 / 27	3 : 1 	43 days
Understanding Behavior, Inc.	35 / 26	1 : 1 	22 days
Anthem, Inc.	69 / 24	3 : 1 	31 days
Healthright 360	35 / 24	1 : 1 	169 days
California Interiors	44 / 23	2 : 1 	9 days

County of San Mateo	73 / 21	3 : 1		35 days
Trumpet Behavioral Health, LLC	39 / 21	2 : 1		7 days
County of Contra Costa	33 / 20	2 : 1		24 days
Procure Therapy , Inc.	21 / 20	1 : 1		38 days
Unity Care Group Inc	22 / 19	1 : 1		38 days
Seneca Family of Agencies	91 / 18	5 : 1		48 days
Progress Foundation	63 / 17	4 : 1		58 days
Sutter Health	79 / 17	5 : 1		77 days
Universal Health Services, Inc.	31 / 16	2 : 1		37 days
East Bay Agency For Children	21 / 15	1 : 1		39 days
Elder Wisdom Circle	14 / 14	1 : 1		3 days
Pleasanton Unified School District	21 / 14	2 : 1		8 days
Bay Marketing Corporation	20 / 13	2 : 1		271 days
Kipp, Inc.	18 / 13	1 : 1		35 days
The Organization	30 / 13	2 : 1		28 days
A Better Way, Inc.	25 / 12	2 : 1		2 days
Caminar	17 / 12	1 : 1		94 days
Horizon Services, Incorporated	24 / 12	2 : 1		39 days
Infinity Medstaff, LLC	18 / 12	2 : 1		21 days
John Muir Physician Network	110 / 12	9 : 1		62 days
Kipp Bay Area Schools	23 / 12	2 : 1		45 days
Pharmaca Integrative Pharmacy, Inc.	30 / 12	3 : 1		48 days
Epiphany Center	31 / 11	3 : 1		42 days
Pathway Hospice Inc	20 / 11	2 : 1		56 days
Aspiranet	54 / 10	5 : 1		103 days
La Clinica De La Raza, Inc.	20 / 10	2 : 1		67 days

Top Posted Job Titles

Job Title	Total/Unique (Sep 2016 - Aug 2018)	Posting Intensity	Median Posting Duration
Psychologist (Life, Physical, and Social Science)	2,382 / 253	9 : 1	69 days
Behavioral Health Therapist	588 / 212	3 : 1	36 days
Residential Counselor	386 / 164	2 : 1	37 days
Mental Health Counselor	516 / 163	3 : 1	44 days
Applied Behavior Analysis (ABA) Therapist	628 / 152	4 : 1	43 days
Substance Abuse Counselor (SA Counselor)	514 / 152	3 : 1	53 days
Behavior Analyst	466 / 133	4 : 1	34 days
Mental Health Clinician	382 / 126	3 : 1	39 days
Mental Health Therapist	580 / 123	5 : 1	46 days
Chemical Dependency Counselor	433 / 94	5 : 1	61 days
Clinical Supervisor (Community and Social Service)	295 / 78	4 : 1	35 days
Mental Health Professional	682 / 77	9 : 1	46 days
Behavioral Health Counselor	367 / 71	5 : 1	35 days
Behavioral Intake Counselor	621 / 62	10 : 1	56 days
Psychologist (Community and Social Service)	146 / 47	3 : 1	31 days
Behavioral Health Clinician	151 / 46	3 : 1	48 days
Customer Service Representative	114 / 45	3 : 1	64 days
Research Analyst (Life, Physical, and Social Science)	58 / 37	2 : 1	70 days
Mental Health Technician (Healthcare Practitioners and Technical)	208 / 36	6 : 1	50 days
Mental Health Case Manager	96 / 31	3 : 1	35 days
Crisis Counselor	68 / 30	2 : 1	44 days
Program Counselor	66 / 30	2 : 1	81 days
Outpatient Therapist	85 / 29	3 : 1	74 days
Counselor	49 / 28	2 : 1	29 days

Behavioral Health Case Manager	61 / 27	2 : 1		35 days
Program Coordinator	298 / 24	12 : 1		72 days
Spiritual Director	51 / 24	2 : 1		57 days
Bilingual Clinician	65 / 23	3 : 1		52 days
Bilingual Counselor	37 / 23	2 : 1		59 days
Addictions Counselor	53 / 22	2 : 1		43 days
Licensed Professional Counselor (LPC)	32 / 21	2 : 1		31 days
Therapist	49 / 21	2 : 1		37 days
Youth Counselor	44 / 21	2 : 1		42 days
Child Therapist	94 / 20	5 : 1		40 days
Health Services Director	66 / 20	3 : 1		33 days
Technician Supervisor (Education, Training, and Library)	52 / 20	3 : 1		32 days
Adult Therapist	156 / 19	8 : 1		24 days
Behavior Specialist	36 / 19	2 : 1		31 days
Counselor Case Manager	43 / 19	2 : 1		30 days
Speech Therapist	87 / 19	5 : 1		80 days
Certified Alcohol Drug Counselor (CADC)	49 / 18	3 : 1		31 days
Educator	30 / 18	2 : 1		45 days
Crisis Clinician	44 / 15	3 : 1		38 days
TEAP Substance Abuse Specialist	38 / 15	3 : 1		34 days
Behavioral Health Care Manager	30 / 14	2 : 1		55 days
Behavioral Health Technician	30 / 14	2 : 1		30 days
Career Counselor	40 / 14	3 : 1		32 days
Family Therapist	109 / 14	8 : 1		60 days
Registered Nurse	47 / 14	3 : 1		33 days
Head Counselor	22 / 13	2 : 1		49 days

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings against skills present in today's workforce. Along with Emsi's job posting analytics, this comparison leverages Emsi's dataset of more than 100M online resumés and profiles. All resumés and profiles used in these comparisons have been updated within the last three years.

**The skills associated with workforce profiles represent workers of all education and experience levels.*

Top Hard Skills



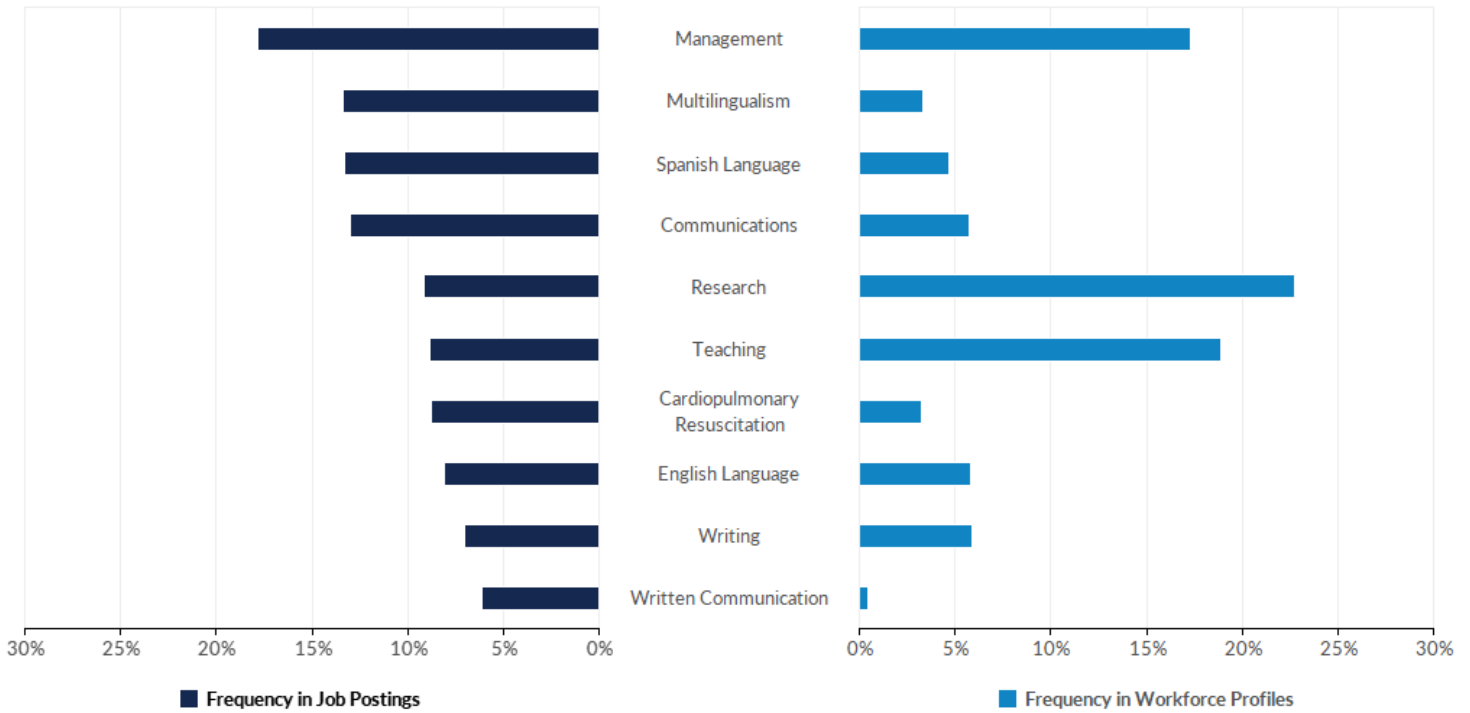
Top Hard Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Mental Health	45%	1,496 / 3,347	34%	1,173 / 3,479
Psychology	44%	1,459 / 3,347	22%	748 / 3,479
Social Work	28%	921 / 3,347	13%	466 / 3,479
Crisis Intervention	26%	869 / 3,347	20%	696 / 3,479
Psychotherapy	23%	778 / 3,347	24%	832 / 3,479
Behavioral Health	23%	771 / 3,347	10%	365 / 3,479
Psychiatry	23%	754 / 3,347	4%	132 / 3,479

Disabilities	21%	689 / 3,347	2%	57 / 3,479
Case Management	20%	666 / 3,347	14%	500 / 3,479
Family Therapy	17%	568 / 3,347	18%	634 / 3,479
Mental Diseases	16%	551 / 3,347	3%	113 / 3,479
Substance Abuse	15%	514 / 3,347	9%	306 / 3,479
Clinical Supervision	14%	466 / 3,347	5%	160 / 3,479
Autism	13%	439 / 3,347	7%	246 / 3,479
Primary Care	12%	385 / 3,347	0%	15 / 3,479
Community Mental Health Services	11%	374 / 3,347	3%	101 / 3,479
Diseases And Disorders	11%	374 / 3,347	2%	60 / 3,479
Developmental Disabilities	11%	358 / 3,347	3%	110 / 3,479
Rehabilitations	10%	329 / 3,347	3%	117 / 3,479
Health Psychology	10%	328 / 3,347	1%	48 / 3,479
Behavioral Medicine	9%	315 / 3,347	0%	9 / 3,479
Psychological Testing	9%	315 / 3,347	1%	33 / 3,479
Health Assessment	9%	312 / 3,347	0%	11 / 3,479
Radiation Treatment Planning	8%	273 / 3,347	3%	110 / 3,479
Applied Behavior Analysis	8%	270 / 3,347	6%	202 / 3,479
Behavioural Science	8%	259 / 3,347	0%	12 / 3,479
Psychoeducation	8%	257 / 3,347	1%	51 / 3,479
Substance Dependence	7%	246 / 3,347	4%	122 / 3,479
Trauma	7%	230 / 3,347	6%	199 / 3,479
Clinical Works	6%	213 / 3,347	7%	252 / 3,479
Employee Assistance Programs	6%	204 / 3,347	1%	34 / 3,479
Child Development	6%	203 / 3,347	6%	218 / 3,479
Clinical Psychology	6%	190 / 3,347	4%	123 / 3,479

National Provider Identifier	6%	187 / 3,347	0%	0 / 3,479
Nursing	5%	184 / 3,347	1%	36 / 3,479
Sociology	5%	159 / 3,347	1%	26 / 3,479
Diagnostic And Statistical Manual (Of Mental Disorders)	5%	152 / 3,347	1%	30 / 3,479
Welfare	4%	149 / 3,347	0%	15 / 3,479
Psychosocial	4%	133 / 3,347	2%	62 / 3,479
Human Services	4%	122 / 3,347	1%	21 / 3,479
Dual Diagnosis	4%	121 / 3,347	3%	120 / 3,479
Cognitive Behavioral Therapy	4%	119 / 3,347	11%	395 / 3,479
Psychological Evaluations	3%	112 / 3,347	3%	118 / 3,479
Physician Patient Privilege	3%	100 / 3,347	0%	0 / 3,479
Dialectical Behavior Therapy	3%	97 / 3,347	3%	119 / 3,479
Acute Care	3%	91 / 3,347	0%	7 / 3,479
Obstetrics And Gynaecology	3%	91 / 3,347	0%	4 / 3,479
Substance Abuse Counseling	3%	89 / 3,347	1%	26 / 3,479
Surgeries	3%	88 / 3,347	0%	9 / 3,479
State Laws	3%	87 / 3,347	0%	0 / 3,479

Top Common Skills



Top Common Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Sep 2016 - Aug 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Management	18%	598 / 3,347	17%	601 / 3,479
Multilingualism	13%	448 / 3,347	3%	116 / 3,479
Spanish Language	13%	446 / 3,347	5%	162 / 3,479
Communications	13%	434 / 3,347	6%	201 / 3,479
Research	9%	307 / 3,347	23%	792 / 3,479
Teaching	9%	296 / 3,347	19%	656 / 3,479
Cardiopulmonary Resuscitation	9%	293 / 3,347	3%	114 / 3,479
English Language	8%	271 / 3,347	6%	202 / 3,479
Writing	7%	234 / 3,347	6%	205 / 3,479
Written Communication	6%	206 / 3,347	0%	17 / 3,479
First Aid	6%	204 / 3,347	1%	52 / 3,479
Leadership	6%	199 / 3,347	15%	508 / 3,479

Innovation	6%	187 / 3,347	1%	30 / 3,479
Problem Solving	6%	185 / 3,347	2%	86 / 3,479
Coordinating	5%	175 / 3,347	2%	82 / 3,479
Interpersonal Skills	5%	171 / 3,347	1%	39 / 3,479
Operations	5%	161 / 3,347	4%	132 / 3,479
Social Skills	4%	124 / 3,347	4%	132 / 3,479
Computer Literacy	3%	116 / 3,347	1%	21 / 3,479
Customer Service	3%	108 / 3,347	18%	633 / 3,479
Mentorship	3%	103 / 3,347	3%	93 / 3,479
Time Management	3%	97 / 3,347	5%	187 / 3,479
Investigation	3%	92 / 3,347	1%	18 / 3,479
Life Skills	3%	85 / 3,347	2%	70 / 3,479
Culturally Sensitive	3%	84 / 3,347	1%	18 / 3,479
Career Development	2%	81 / 3,347	1%	18 / 3,479
Presentations	2%	81 / 3,347	3%	113 / 3,479
Driving	2%	76 / 3,347	0%	4 / 3,479
Sales	2%	76 / 3,347	8%	292 / 3,479
Microsoft Office	2%	75 / 3,347	18%	636 / 3,479
Office Suite	2%	65 / 3,347	0%	2 / 3,479
Microsoft Outlook	2%	60 / 3,347	4%	137 / 3,479
Typing	2%	60 / 3,347	1%	22 / 3,479
Literacy	2%	58 / 3,347	1%	46 / 3,479
Team Building	2%	57 / 3,347	4%	156 / 3,479
Prioritization	2%	52 / 3,347	0%	9 / 3,479
Creativity	2%	51 / 3,347	0%	0 / 3,479
Microsoft Excel	2%	51 / 3,347	15%	539 / 3,479

Portable Document Format	1%	49 / 3,347	0%	0 / 3,479
Decision Making	1%	40 / 3,347	1%	18 / 3,479
Data Analysis	1%	34 / 3,347	3%	109 / 3,479
Data/Record Logging	1%	34 / 3,347	0%	6 / 3,479
Critical Thinking	1%	31 / 3,347	2%	67 / 3,479
Verbal Communication Skills	1%	31 / 3,347	0%	5 / 3,479
Microsoft Word	1%	29 / 3,347	15%	536 / 3,479
Punctuality	1%	29 / 3,347	0%	3 / 3,479
Quality Assurance	1%	27 / 3,347	0%	17 / 3,479
Cooperation	1%	25 / 3,347	0%	9 / 3,479
Assertiveness	1%	24 / 3,347	0%	6 / 3,479
Devoted	1%	24 / 3,347	0%	2 / 3,479

Top Qualifications

Qualification	Postings with Qualification
Licensed Clinical Social Worker (LCSW)	521
Licensed Marriage And Family Therapist (LMFT)	254
Licensed Professional Counselor (LPC)	98
Certified Social Workers Credential	35
Licensed Professional Clinical Counselor	21
Licensed Master Social Worker	20
Nurse Practitioner	19
Certified Employee Assistance Professional	17
Certified Alcoholism And Drug Abuse Counselor	9
Certified Professional Secretary	9
Advanced Practice Registered Nurse	8
Doctor Of Medicine (MD)	7
Licensed Social Worker	7
Certified Health Education Specialist	2
Licensed Independent Clinical Social Worker	2
Licensed Practical Nurse	2
Nurse Practitioner Certification	2
ANCC Certified	1
Advanced Life Support	1
American Registry Of Radiologic Technologists (ARRT) Certified	1
Associates Degree In Nursing	1
Certified Addictions Registered Nurse	1
Certified Building Inspector	1
Certified Emergency Nurse (CEN)	1
Certified Medical Assistant	1
Certified Occupational Health Nurse	1

Certified Occupational Therapy Assistant	1
Financial Accounting Standards Board (FASB) Certified	1
Licensed Vocational Nurses	1
National Certified Counselor	1
Professional Certified In Materials Handling	1
Registered Health Information Administrator	1
Registered Health Information Technician	1
Registered Investment Advisor	1
Series 65 Uniform Registered Investment Adviser Law License (RIA)	1
Series 7 General Securities Representative License (Stockbroker)	1

Appendix A - 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.

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.

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.

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.

State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department