



Occupation Report

Educational, Guidance, and Career Counselors and Advisors

Sacramento-Roseville-Folsom, CA MSA



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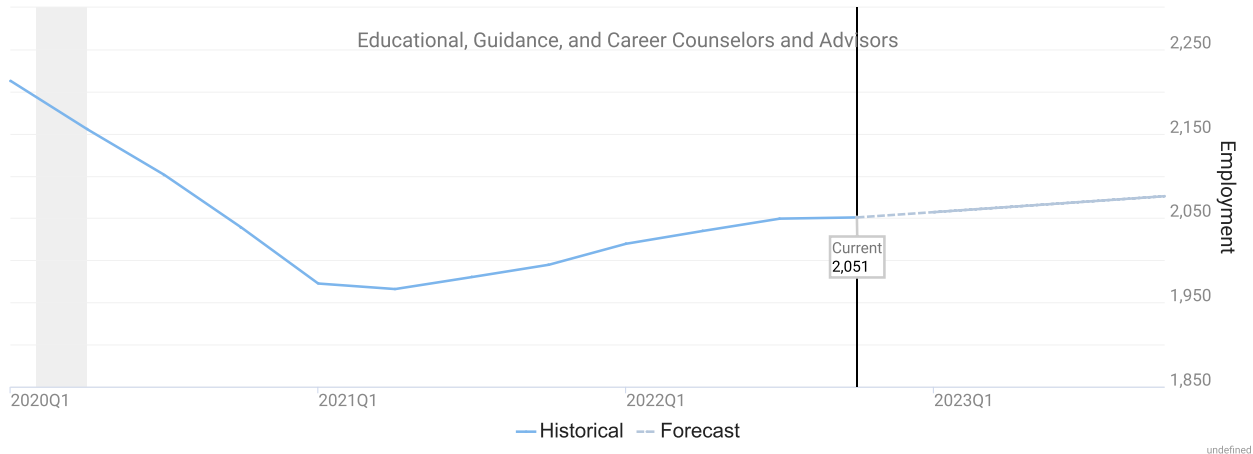
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Occupation Snapshot

6-Digit Occupation	Empl	Avg Mean Wages	LQ	3-Year Empl Change	Annual Demand	Forecast Ann Growth
Educational, Guidance, and Career Counselors and Advisors	2,051	\$81,200	0.95	-166	199	1.2%



- “Annual Demand” is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.
- “Forecast Ann Growth” is the expected change in jobs due to national, long-term trend projections (per the BLS) as well as local factors such as industry mix and population growth (as computed and modeled by Chmura).

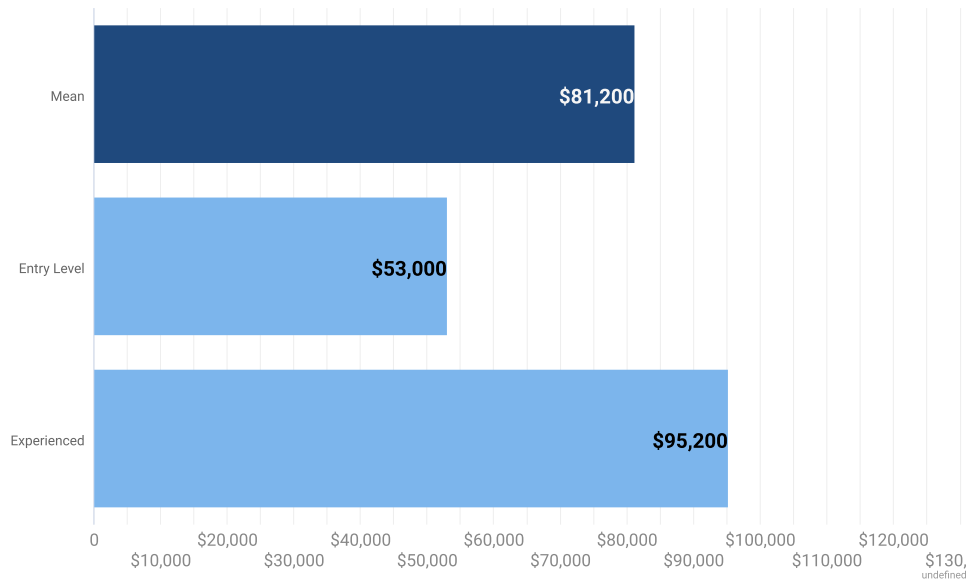
Employment by Industry

Industry Title	% of Occ Empl	Empl	10-Year Separations	10-Year Empl Growth	10-Year Total Demand
Elementary and Secondary Schools	45.0%	923	776	80	855
Colleges, Universities, and Professional Schools	21.5%	441	396	106	502
Junior Colleges	9.7%	200	164	8	172
Technical and Trade Schools	3.5%	72	62	10	72
Vocational Rehabilitation Services	3.5%	72	63	13	75
Educational Support Services	3.3%	68	59	12	71
Individual and Family Services	3.1%	65	60	22	82
Executive, Legislative, and Other General Government Support	1.9%	40	32	0	33
Administration of Human Resource Programs	1.1%	23	18	0	18
Justice, Public Order, and Safety Activities	1.0%	21	17	1	17
Administration of Environmental Quality Programs	0.9%	19	15	0	15
Administration of Economic Programs	0.9%	18	14	0	14
Grantmaking and Giving Services	0.6%	12	10	1	12
Other Schools and Instruction	0.6%	11	11	5	15
Employment Services	0.5%	11	9	1	10
All Others	2.8%	57	49	8	57

 The industry distribution indicates the industries in which workers in the occupation(s) are primarily found.

 “10-Year Empl Growth” may show industries with positive as well as negative growth; this would indicate that the occupation(s) being examined are expected to expand within some industries while contracting in others.

Wages

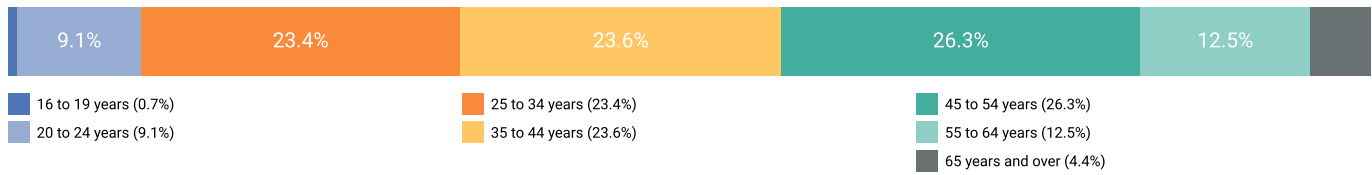


Occupation	Mean	Median	Entry Level	Experienced
Educational, Guidance, and Career Counselors and Advisors	\$81,200	\$80,900	\$53,000	\$95,200

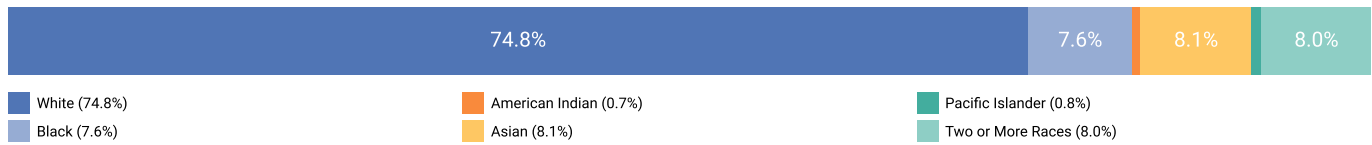
- Occupation wages here utilize BLS OEWS data, imputed and brought forward by Chmura.
- When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

Occupation Demographics

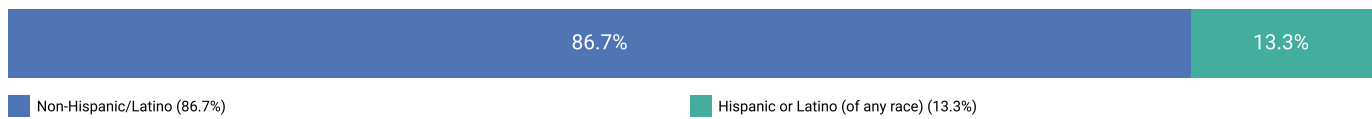
Age



Race



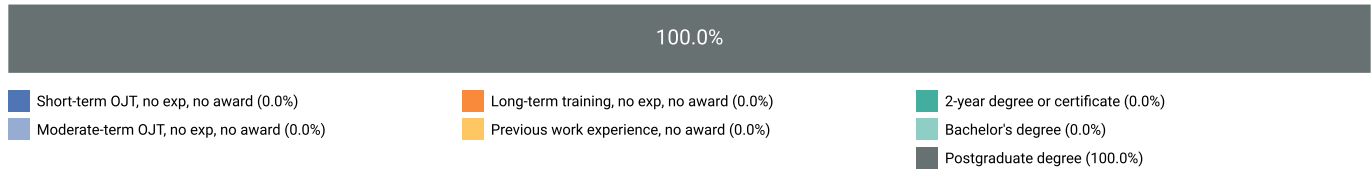
Ethnicity



Gender

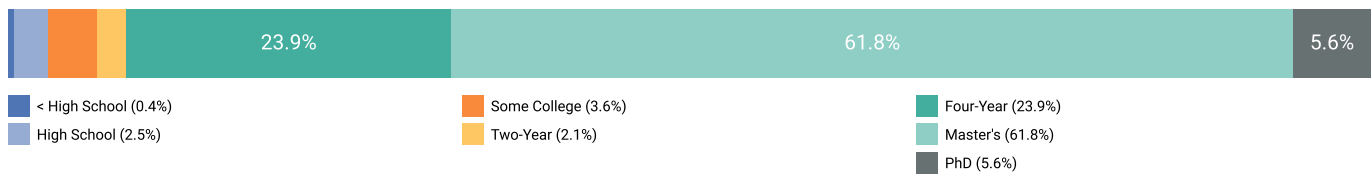


Education and Training Requirements



Education Profile

Educational Attainment



Occupation	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
Educational, Guidance, and Career Counselors and Advisors	Master's degree	None	None


 The stacked bar chart here illustrates the estimated mix of educational attainment of the workers in this occupation(s) in aggregate.

 The table indicates typical education and training requirements rather than the mix of attainment of workers in such positions.

Postsecondary Programs Linked to Educational, Guidance, and Career Counselors and Advisors

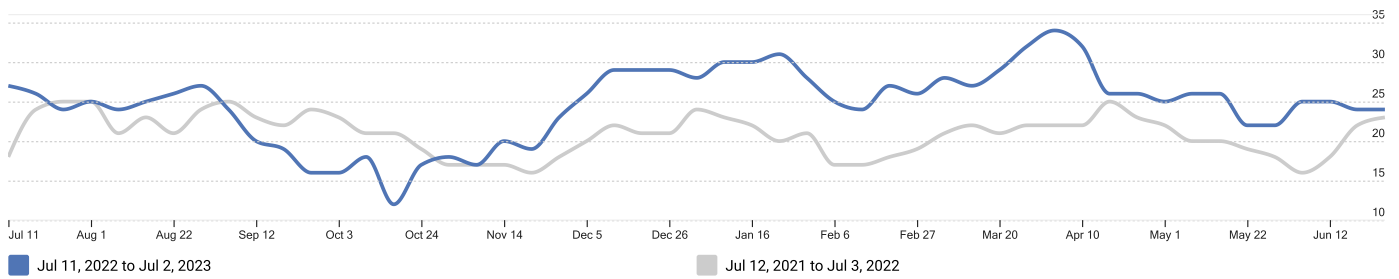
Program	Awards
American River College	
Psychology, General	172
California State University-Sacramento	
Counselor Education/School Counseling and Guidance Services	140
Education, General	145
Psychology, General	609
Cosumnes River College	
Psychology, General	74
Folsom Lake College	
Psychology, General	98
Sacramento City College	
Psychology, General	160
Sierra College	
Psychology, General	435
University of California-Davis	
Education, General	100
William Jessup University	
Psychology, General	55

 The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.

 Among postsecondary programs at schools located in the Sacramento-Roseville-Folsom, CA MSA, the sampling above identifies those most linked to Educational, Guidance, and Career Counselors and Advisors. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>

RTI (Job Postings)

Active Job Ads by Date



 Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

Occupations

SOC	Occupation	Active Job Ads
21- 1012.00	Educational, Guidance, and Career Counselors and Advisors	152

Locations

Location	Active Job Ads	
Sacramento, California	13	
University of California Davis	10	
6000 J Street, Sacramento, CA 95819, USA	9	
Davis, California	7	
95824-9454	5	
95838	5	
Sacramento, California 95828	5	
95608	4	
Sacramento, CA 95825	4	
95608-4650	3	

Employers

Employer Name	Active Job Ads	
CSU, Sacramento	9	
Davis, California	8	
Calbright College	7	
Highlands Community Charter School - Sacramento	5	
Sacramento City Unified School District	5	
Los Rios Community College District	4	
Sacramento Ultrasound Institute	4	
Twin Rivers Unified School District	4	
University of California, Davis	4	
California Montessori Project	3	

Hard Skills

Skill Name	Active Job Ads	
Microsoft Office	28	
Microsoft Excel	21	
Microsoft Outlook	15	
Spanish	12	
Presentation	11	
Keyboarding/Typing	10	
Counseling	9	
Personal Computers (PC)	9	
Customer Relationship Management (CRM)	8	
Microsoft PowerPoint	8	

Job Titles

Job Title	Active Job Ads	
School Counselor	11	
Admissions Counselor	6	
Academic Success Counselor (Accessibility Services-Disabled Students Programs & Services)	4	
Career Advisor	4	
Admissions Counselor, Regional (Los Angeles & San Diego Areas)	3	
Financial Aid Counselor	3	
High School Counselor	3	
2023 Summer School Counselor - Cordova High School (INTERNAL CANDIDATES ONLY)	2	
22-23 Academic Counselor	2	
ADMISSIONS RECRMT SPEC 3 (Admissions Advisor)	2	

Education Levels

Minimum Education Level	Active Job Ads	
Bachelor's degree	53	
Master's degree	19	
High school diploma or equivalent	6	
Associate's degree	5	
Doctoral or professional degree	3	
Unspecified/other	66	

Programs

Program Name	Active Job Ads	
Counseling	35	
Psychology	17	
Social Work	14	
Rehabilitation Counseling	11	
Clinical Psychology	10	
Marriage And Family Therapy	10	
Audiology	9	
Gerontology	9	
Physical Therapy	9	
Public History	9	

Top Skill and Certification Gaps

Top 10 Skill Gaps in Sacramento-Roseville-Folsom, CA MSA

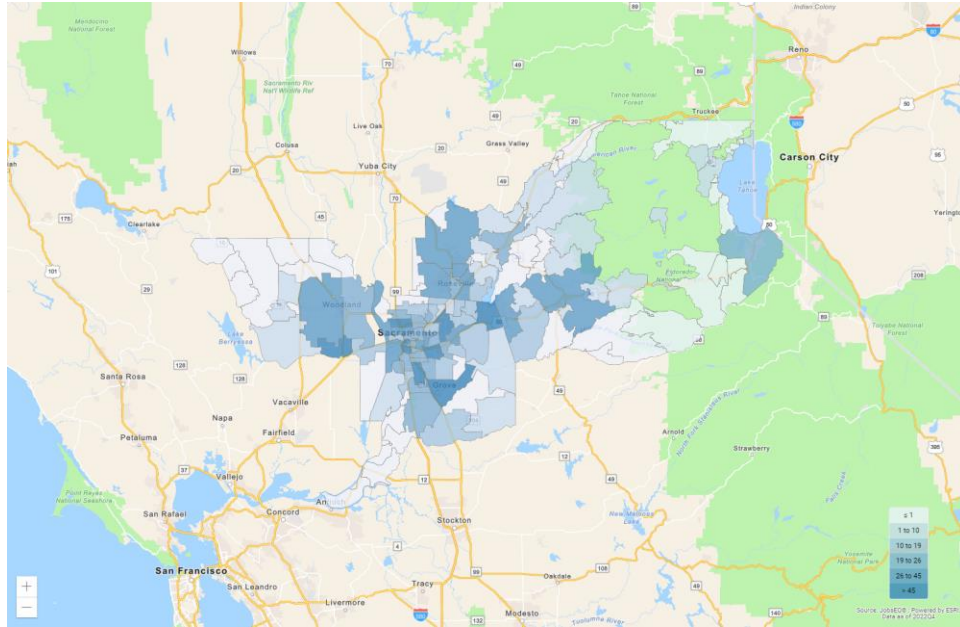
Name	Candidates	Openings	Gap
Personal Computers (PC)	0	13	-13
Proofreading	1	6	-5
Keyboarding/Typing	4	9	-5
Oracle PeopleSoft	13	17	-5
Teaching/Training, Job	4	9	-4
Medical Terminology	0	4	-4
Faxing	0	4	-4
Tutoring	2	5	-3
Microsoft Access	1	4	-3
Adobe Photoshop	0	2	-2

Top 10 Certification Gaps in Sacramento-Roseville-Folsom, CA MSA

Name	Candidates	Openings	Gap
Board Certified Behavior Analyst (BCBA)	0	1	-1
First Aid Certification	1	0	1
Certification in Cardiopulmonary Resuscitation (CPR)	1	0	1
Commercial Driver's License (CDL)	2	0	2

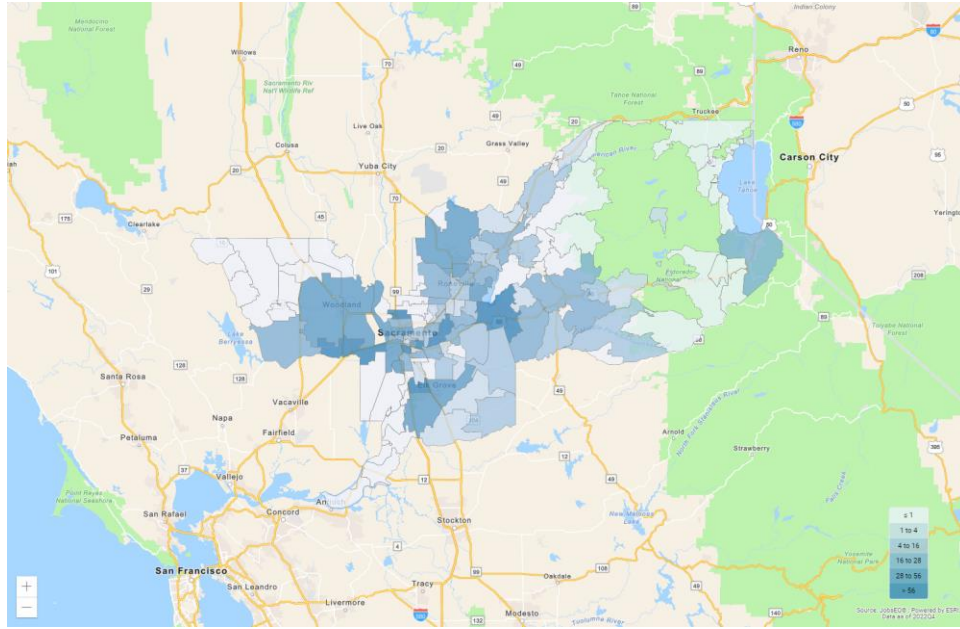
 Skill and certifications gaps can help inform employee development programs, as well as provide a comparison of the needs of regional employers to the supply.

Geographic Distribution



Top ZCTAs by Place of Work for Educational, Guidance, and Career Counselors and Advisors, 2022Q4

Region	Employment
ZCTA 95616	295
ZCTA 95826	84
ZCTA 95814	75
ZCTA 95608	66
ZCTA 95823	66
ZCTA 95834	55
ZCTA 95818	53
ZCTA 95841	53
ZCTA 95630	49
ZCTA 95624	46

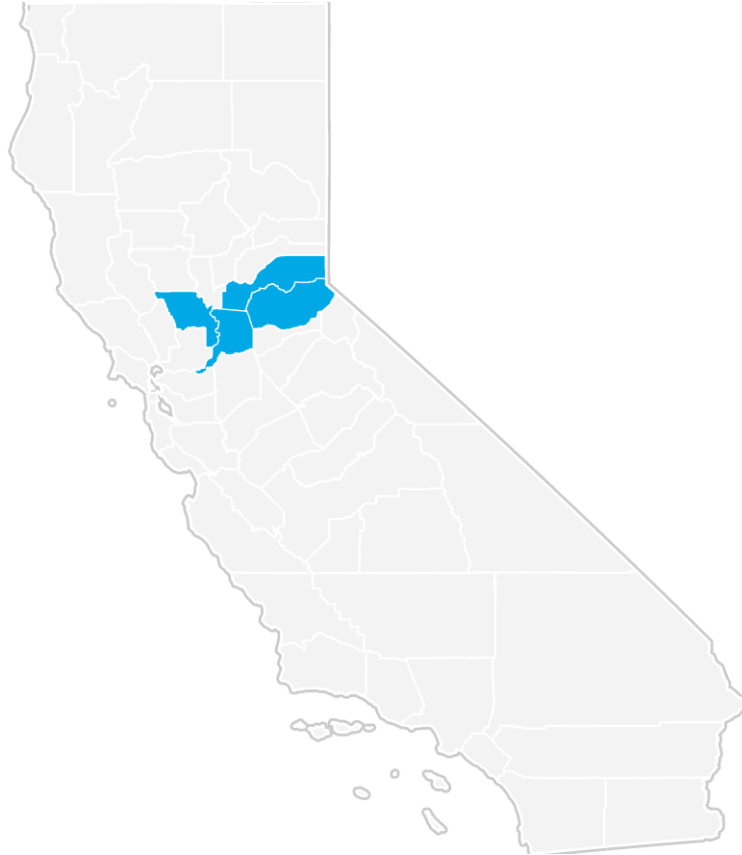


Top ZCTAs by Place of Residence for Educational, Guidance, and Career Counselors and Advisors, 2022Q4

Region	Employment
ZCTA 95616	262
ZCTA 95618 (Yolo County, CA portion)	141
ZCTA 95630	135
ZCTA 95835	90
ZCTA 95608	71
ZCTA 95818	68
ZCTA 95819	66
ZCTA 95864	66
ZCTA 95762	57
ZCTA 95758	56

💡 “Place of work” employment is based upon the location of employers for these workers. “Place of residence” data refers to the home locations of the workforce, which is typically the preferred data set to use when calculating labor availability within a drive-time or radius of a potential worksite.

Sacramento-Roseville-Folsom, CA MSA Regional Map



Data Notes

- Occupation employment by default indicates employment by place of work. Occupation employment is as of 2022Q4 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Wages by occupation are as of 2022Q4, utilizing BLS OEWS data, imputed and brought forward by Chmura. Entry-level and experienced wages are derived from these source data, computed by Chmura.
- Industry employment is as of 2022Q4 and is based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data.
- Education and training requirements are from the BLS. Educational attainment mix and other occupation demographics data are modeled by Chmura for 2022Q4 using regional occupation employment from JobsEQ, ZCTA-level demographics data from the Census Bureau, and national occupation-demographics patterns from the BLS.
- Postsecondary awards are per the NCES and are for the 2020-2021 academic year. Any programs shown are linked with the occupation(s) being analyzed via the program-occupation crosswalk, which may not be comprehensive. Any programs shown reflect only data reported to the NCES; reporting is required of all Title IV schools. Training providers that do not report data to the NCES are not reflected.
- Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 07/06/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of August 2021. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Occupation gaps are modeled by Chmura, indicating long-term potential supply and demand mismatches in a region due, in part, to job demand and labor pool dynamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2022Q4 and modeled by Chmura based upon occupation employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendencies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.

Region Definition

Sacramento-Roseville-Folsom, CA MSA is defined as the following counties:

El Dorado County, California

Placer County, California

Sacramento County, California

Yolo County, California

FAQ

What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is annual demand?

Annual demand is a of the sum of the annual projected growth demand and separation demand. Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.