

## Psychology, General (42.0101)

# Contents

About Emsi .....	1
Program Definition .....	2
Competitive Landscape .....	3
Labor Market Demand .....	6
Relevant Skills .....	17
Appendix A (Occupations) .....	20

## About Emsi

Emsi—an affiliate of the Strada Education Network—is a labor market analytics firm that is passionate about providing meaningful data for colleges and their students.

Our data is trusted by a breadth of users including researchers at colleges and universities, economic development organizations, and Fortune 500 companies.

Emsi data offers a three-pronged approach to labor market information:

1. Our traditional LMI combines dozens of government sources from agencies like the Bureau of Economic Analysis, U.S. Census Bureau, and Bureau of Labor Statistics into one dataset that details industries, occupations, demographics, academic programs, and more.
2. Emsi's job posting analytics give a real-time look into the needs of employers in today's labor market. Each month, millions of postings are scraped from employer sites and job boards, de-duplicated, and compiled into an actionable dataset.
3. Emsi also leverages workforce profiles—an innovative database of more than 100 million resumés and professional profiles that are aggregated from the open web. These profiles unify information for workers—such as education, employment history, skills, and more—to reveal robust detail on what is happening in today's workforce.

Together, these data related to labor market demand, relevant skills, and the competitive landscape help colleges and universities make informed decisions about their program offerings.

## Program Definition

Institution:

Code	Description
110565	California State University-Fullerton

Program in Question:

Code	Description
42.0101	Psychology, General

# Competitive Landscape

***Below are the parameters established to explore and compare other higher education institutions preparing students for the same occupational area. These parameters can be customized; please contact [gipark@fullerton.edu](mailto:gipark@fullerton.edu) to make changes to these parameters according to your needs.***

## Institution Sectors:

Description
Public, 4-year or above
Private not-for-profit, 4-year or above

Description
Private for-profit, 4-year or above

## Education Levels:

Description
Bachelor's Degree
Master's Degree

Description
Doctor's Degree

## Program Type:

Description
Distance Offered (Includes Hybrid & Mixed Modality Programs)

Description
Non-Distance Offered Programs

## Region:

Code	Description
6037	Los Angeles County, CA
6059	Orange County, CA

Code	Description
6065	Riverside County, CA
6071	San Bernardino County, CA

Student Charges Type: Tuition & Fees

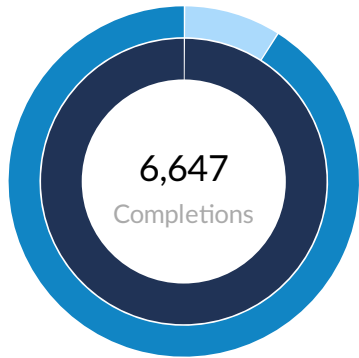
Student Charges Grad Status: Undergraduate

Student Charges Residency: In-State

**Completions counts are reported from IPEDS. This section allows for examination and comparison of completions from other institutions within the service region that are preparing students for the same occupation(s).**

### Program Overview

**Program overview shows total completions aggregated across institutions, by distance and non-distance offered programs for the most recent year reported to IPEDS.**



	Completions (2019)	% Completions	Institutions (2019)	% Institutions
● All Programs	6,647	100%	40	100%
● Distance Offered Programs	595	9%	7	18%
● Non-Distance Offered Programs	6,052	91%	35	88%

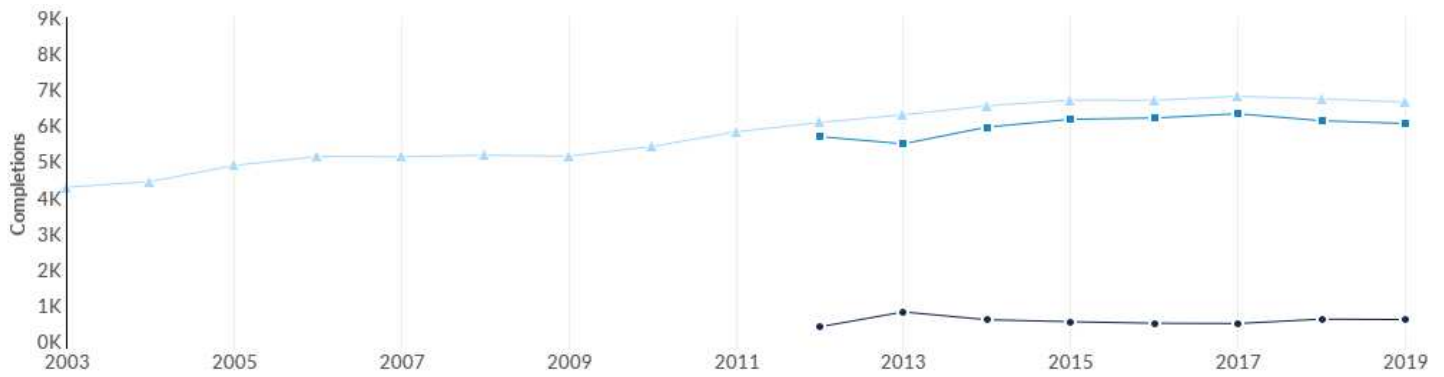
### Completions by Institution

**You can see other institutions within the service region that are offering similar programs and the number of completions from those institutions.**

Institution	Completions (2019)	Growth % YOY (2019)	Market Share (2019)	IPEDS Tuition & Fees (2019)
California State University-Northridge	912	6.0%	13.7%	\$6,977
California State University-Fullerton	758	2.2%	11.4%	\$6,924
University of California-Los Angeles	697	8.1%	10.5%	\$13,240
California State University-San Bernardino	662	1.7%	10.0%	\$6,952
California State University-Long Beach	562	3.7%	8.5%	\$6,834
California State University-Dominguez Hills	398	4.5%	6.0%	\$6,946
California State University-Los Angeles	298	-1.3%	4.5%	\$6,768
University of California-Irvine	273	8.8%	4.1%	\$13,727
Azusa Pacific University	214	13.8%	3.2%	\$40,220
University of Southern California	170	-5.6%	2.6%	\$58,133

### Regional Trends

*This graph shows regional trends of completions across time, disaggregated by distance and non-distance offered programs.*



	2012 Completions	2019 Completions	% Change
● Distance Offered Programs	393	595	+51.4%
■ Non-Distance Offered Programs	5,687	6,052	+6.4%
▲ All Programs	6,080	6,647	+9.3%

**Data for Labor Market Demand are based on both government (e.g., U.S. Census Bureau, BLS) and internet (e.g., online job postings, employee profiles or resumes) sources.**

**Below are the parameters established to explore trends in the labor market within the selected region(s). These parameters are also customizable based on your interest.**

**For example, target occupations are selected by default in Emsi based on CIP-to-SOC crosswalk (please see Appendix A). You may want to add or remove target occupations based on occupation(s) for which your program aims to prepare its students.**

**You may also filter job postings based on required level of education. If you'd like to examine a broader dataset of job postings, the 'Degree Levels' filter can be unselected to include all job postings irrespective of desired degree level listed in job postings.**

## Labor Market Demand

Labor Market Area Selection:

Code	Description	Code	Description
6037	Los Angeles County, CA	6065	Riverside County, CA
6059	Orange County, CA	6071	San Bernardino County, CA

Target Occupations:

13 items selected. See Appendix A for details.

Degree Levels:

Description	Description
Bachelor's degree	Ph.D. or professional degree
Master's degree	

Completions Year (default): 2019

Jobs Year (default): 2020



***This section reports from government-sourced data.***

## Target Occupations

*\*Filtered by the proportion of the national workforce in these occupations with a Bachelor's degree, Master's degree, or Doctoral or professional degree*

***The numbers below represent all selected occupations aggregated together. Annual openings are openings due to growth and due to retirement.***

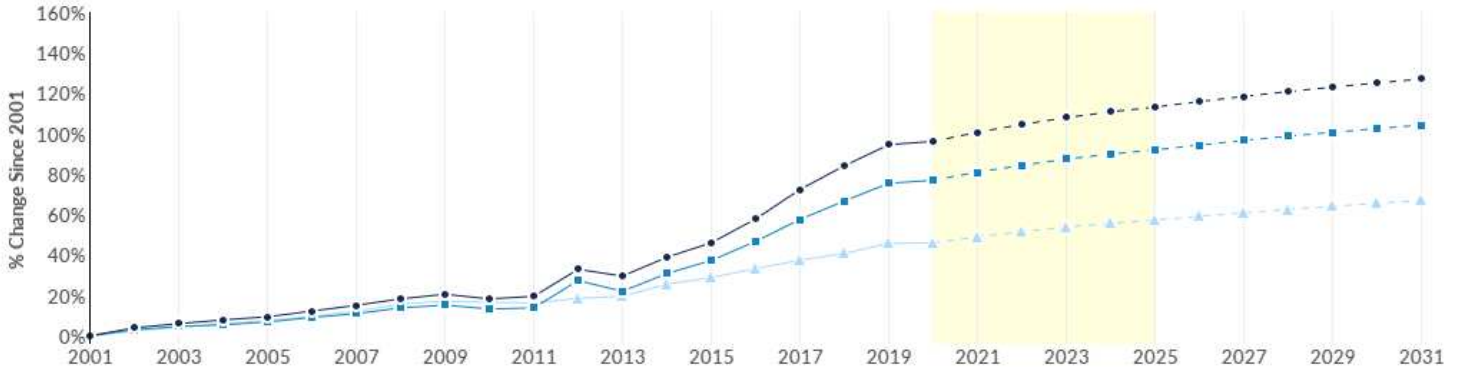
<p>134,509</p> <p>Jobs (2020)*</p> <p>27% <i>above</i> National average*</p>	<p>+9.2%</p> <p>% Change (2020-2025)*</p> <p>Nation: +8.1%*</p>	<p>\$31.94/hr \$66.4K/yr</p> <p>Median Earnings</p> <p>Nation: \$27.78/hr; \$57.8K/yr</p>	<p>13,279</p> <p>Annual Openings*</p>
--	---	---	---------------------------------------

***The numbers below are the individual occupations, ordered by the greatest number of jobs in a given year.***

Occupation	2020 Jobs*	Annual Openings*	Median Earnings	Growth (2020 - 2025)*
Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	37,004	2,632	\$42.93/hr	+2.66%
Child, Family, and School Social Workers	17,106	1,855	\$25.98/hr	+9.83%
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	16,331	2,175	\$23.91/hr	+18.79%
Educational, Guidance, and Career Counselors and Advisors	15,973	1,596	\$40.54/hr	+4.97%
Marriage and Family Therapists	14,763	1,711	\$23.03/hr	+11.51%
Clinical, Counseling, and School Psychologists	8,654	684	\$50.89/hr	+9.71%
Mental Health and Substance Abuse Social Workers	8,185	964	\$33.71/hr	+13.63%
Psychologists, All Other	5,040	422	\$47.82/hr	+11.85%
Rehabilitation Counselors	4,680	549	\$15.20/hr	+12.12%
Healthcare Social Workers	4,413	583	\$36.23/hr	+19.65%
Psychiatrists	2,103	80	\$133.26/hr	+5.04%
Psychiatric Aides	137	19	\$16.45/hr	+14.60%
Industrial-Organizational Psychologists	119	8	\$25.85/hr	-1.68%

## Regional Trends

*The regional trend and demographic breakdowns represent occupations aggregated together.*



Region	2020 Jobs	2025 Jobs	Change	% Change
● Region	179,482	194,974	15,492	8.6%
■ State	384,607	417,198	32,591	8.5%
▲ Nation	2,729,415	2,940,359	210,944	7.7%

## Occupation Gender Breakdown



Gender	2020 Jobs	2020 Percent
● Males	49,969	36.5%
● Females	86,843	63.5%

### Occupation Age Breakdown



Age	2020 Jobs	2020 Percent
14-18	165	0.1%
19-24	5,509	4.0%
25-34	33,414	24.4%
35-44	34,090	24.9%
45-54	29,548	21.6%
55-64	25,053	18.3%
65+	9,033	6.6%

### Occupation Race/Ethnicity Breakdown



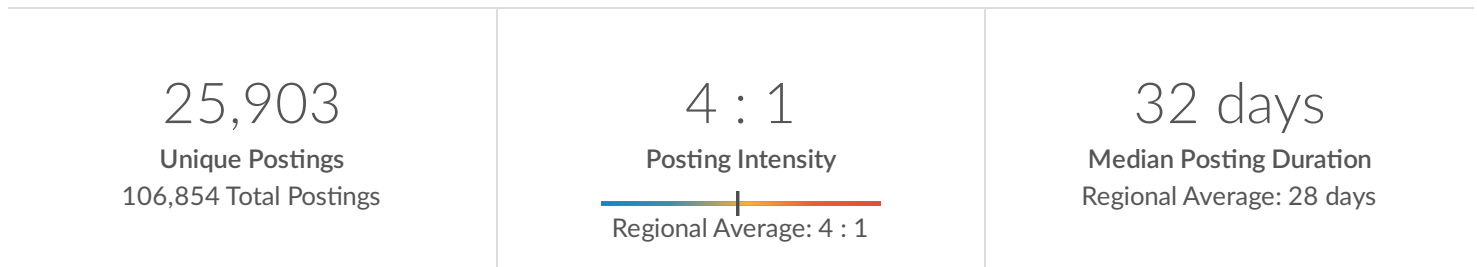
Race/Ethnicity	2020 Jobs	2020 Percent
White	52,949	38.7%
Hispanic or Latino	45,574	33.3%
Asian	18,240	13.3%
Black or African American	15,668	11.5%
Two or More Races	3,605	2.6%
American Indian or Alaska Native	400	0.3%
Native Hawaiian or Other Pacific Islander	376	0.3%

**Data for Job Postings Summary are from internet-sourced data.**

**The total number of unique postings represent the de-duplicated number of postings (e.g., when an employer posts a job, they will often post in multiple platforms). The Posting Intensity is the ratio of total to unique postings; the 4:1 ratio indicates that for every one job opening, it is posted in four different places. A high posting intensity indicates that employers are posting in multiple locations to reach a larger population, suggesting that employers are urgently trying to hire or are having difficulty filling a position,**

**Median Posting Duration indicates how long the job postings are typically staying up.**

## Job Postings Summary

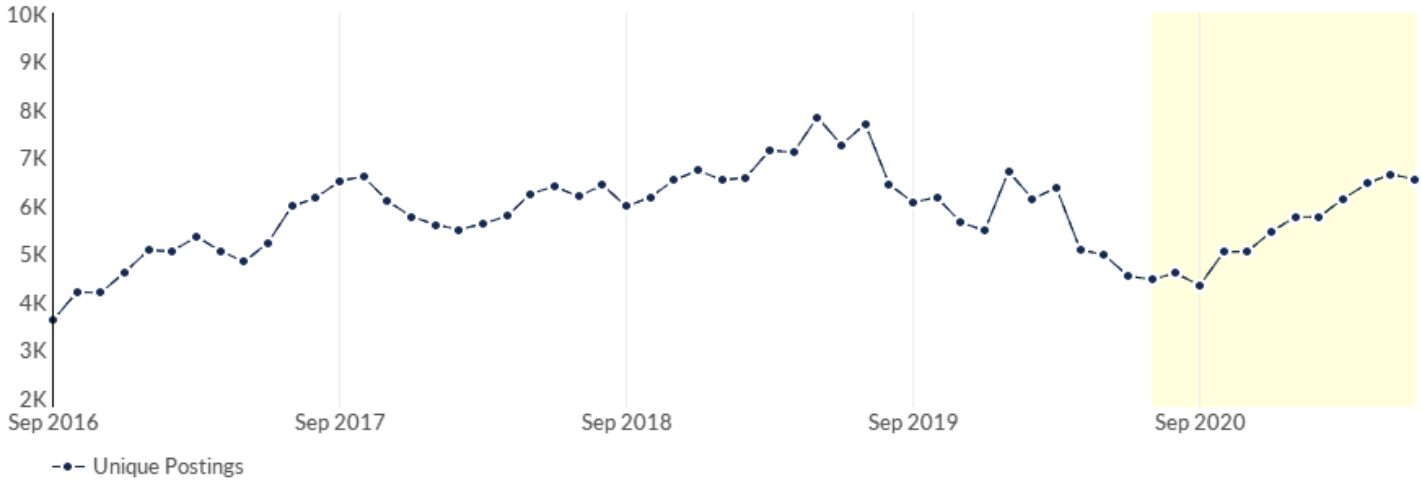


There were **106,854** total job postings for your selection from July 2020 to June 2021, of which **25,903** were unique. These numbers give us a Posting Intensity of **4-to-1**, meaning that for every 4 postings there is 1 unique job posting.

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.

### Unique Postings Trend

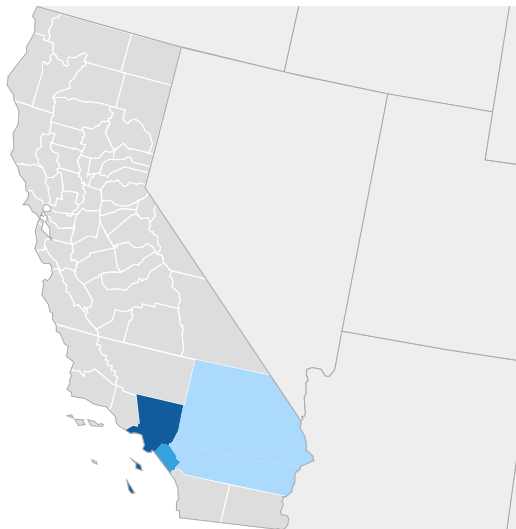
*The graph (and table) below shows trends in total unique postings and posting intensity. The yellow highlights the last calendar year trend.*



Month	Unique Postings	Posting Intensity
Jun 2021	6,549	5 : 1
May 2021	6,661	5 : 1
Apr 2021	6,459	5 : 1
Mar 2021	6,145	5 : 1
Feb 2021	5,770	5 : 1
Jan 2021	5,768	5 : 1
Dec 2020	5,460	5 : 1
Nov 2020	5,054	5 : 1
Oct 2020	5,035	5 : 1
Sep 2020	4,343	5 : 1
Aug 2020	4,600	6 : 1
Jul 2020	4,469	6 : 1

*The next sections (pp. 12-15) report the total number of unique postings by region, followed by company, city, occupation (by government-reported SOC code), and job title (or names of job positions that employers use in the job postings). Each company, city, occupation and job title also includes posting intensity and median posting duration in addition to unique to total job postings.*

## Job Postings Regional Breakdown



County	Unique Postings (Jul 2020 - Jun 2021)
Los Angeles County, CA	16,088
Orange County, CA	5,437
San Bernardino County, CA	2,317
Riverside County, CA	2,061

## Top Companies Posting

Company	Total/Unique (Jul 2020 - Jun 2021)	Posting Intensity	Median Posting Duration
Anthem, Inc.	2,056 / 761	3 : 1	31 days
Kaiser Permanente	2,586 / 367	7 : 1	54 days
University of California	1,792 / 320	6 : 1	41 days
Telecare Corporation	836 / 283	3 : 1	47 days
Procure Therapy , Inc.	381 / 272	1 : 1	30 days
UCLA Health	4,240 / 252	17 : 1	48 days
Thriveworks	762 / 229	3 : 1	23 days
Oracle Corporation	945 / 227	4 : 1	41 days
Soliant Health, Inc	291 / 205	1 : 1	33 days
Stars Behavioral Health Group, Inc.	388 / 178	2 : 1	17 days

## Top Cities Posting

City	Total/Unique (Jul 2020 - Jun 2021)	Posting Intensity	Median Posting Duration
Los Angeles, CA	33,060 / 7,203	5 : 1	34 days
Irvine, CA	7,076 / 1,510	5 : 1	35 days
Long Beach, CA	3,527 / 794	4 : 1	33 days
Riverside, CA	2,614 / 688	4 : 1	36 days
Anaheim, CA	2,289 / 564	4 : 1	33 days
Santa Monica, CA	2,761 / 521	5 : 1	33 days
Santa Ana, CA	1,815 / 503	4 : 1	34 days
Pasadena, CA	1,972 / 493	4 : 1	34 days
San Bernardino, CA	1,763 / 463	4 : 1	36 days
Torrance, CA	1,888 / 444	4 : 1	29 days

## Top Posted Occupations

Occupation (SOC)	Total/Unique (Jul 2020 - Jun 2021)	Posting Intensity	Median Posting Duration
Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	50,192 / 11,356	4 : 1 	33 days
Mental Health and Substance Abuse Social Workers	18,283 / 4,286	4 : 1 	33 days
Substance Abuse, Behavioral Disorder, and Mental Health Counselors	12,223 / 2,950	4 : 1 	31 days
Clinical, Counseling, and School Psychologists	5,062 / 1,717	3 : 1 	30 days
Educational, Guidance, and Career Counselors and Advisors	5,853 / 1,672	4 : 1 	32 days
Psychiatrists	4,307 / 1,160	4 : 1 	38 days
Healthcare Social Workers	5,671 / 1,153	5 : 1 	35 days
Child, Family, and School Social Workers	3,390 / 912	4 : 1 	34 days
Marriage and Family Therapists	1,439 / 591	2 : 1 	13 days
Rehabilitation Counselors	204 / 79	3 : 1 	22 days



## Top Posted Job Titles

Job Title	Total/Unique (Jul 2020 - Jun 2021)	Posting Intensity	Median Posting Duration
Project Managers	4,956 / 1,192	4 : 1	31 days
School Psychologists	1,421 / 705	2 : 1	30 days
Licensed Clinical Social Workers	3,242 / 690	5 : 1	32 days
Program Managers	2,015 / 415	5 : 1	40 days
Medical Social Workers	1,477 / 347	4 : 1	32 days
Social Workers	1,403 / 324	4 : 1	39 days
Supply Chain Managers	1,864 / 324	6 : 1	33 days
Mental Health Therapists	2,186 / 321	7 : 1	37 days
Psychiatrists	952 / 304	3 : 1	40 days
Psychologists	1,415 / 260	5 : 1	35 days

## Rank as a Talent Provider

*This gauges our institution as a local talent provider (based on institutions listed in workforce profiles).*

Emsi's workforce profile data shows California State University-Fullerton has 7,341 alumni working regionally in the 13 occupations selected. These 7,341 alumni represent 2.16% of regional profiles working in these occupations, which ranks your institution 4th among regional talent providers.

<p>7,341</p> <p>Your Alumni in Region Working in Target Occupations</p>	<p>2.16%</p> <p>Percent of Regional Profiles Working in Target Occupations</p>	<p>4</p> <p>Your Rank as a Regional Talent Provider</p>
---	--	---

## Top Talent Providers

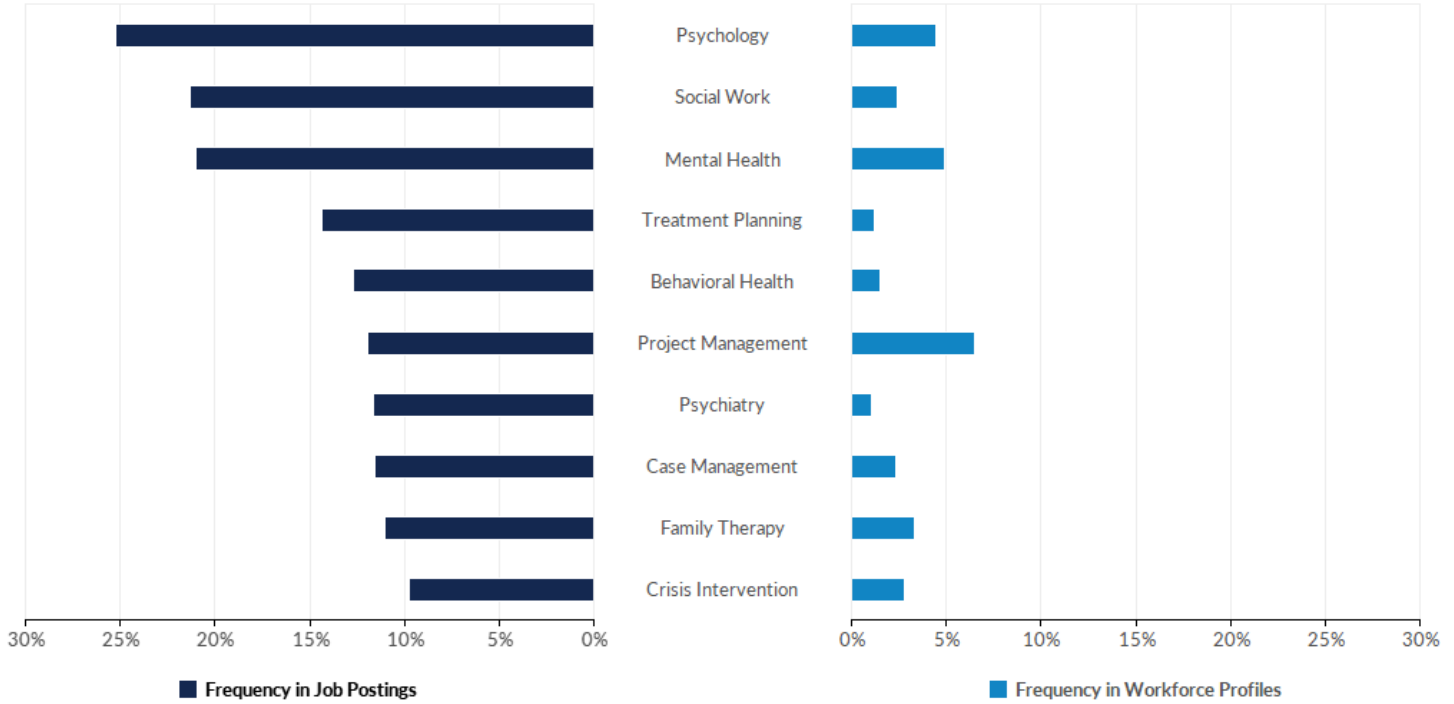
The top regional institutions supplying the labor market with workers employed in the target occupations listed above, based on Emsi's workforce profile data.

School	Profiles	Percent
University of California-Los Angeles	10,735	3.15%
University of Southern California	9,755	2.87%
California State University-Long Beach	7,779	2.29%
California State University-Fullerton	7,341	2.16%
California State University-Northridge	6,623	1.95%
University of California-Irvine	5,261	1.55%
California State University-Los Angeles	4,264	1.25%
California State Polytechnic University-Pomona	4,073	1.20%
University of Phoenix-Arizona	3,936	1.16%
Pepperdine University	3,000	0.88%

# Relevant Skills

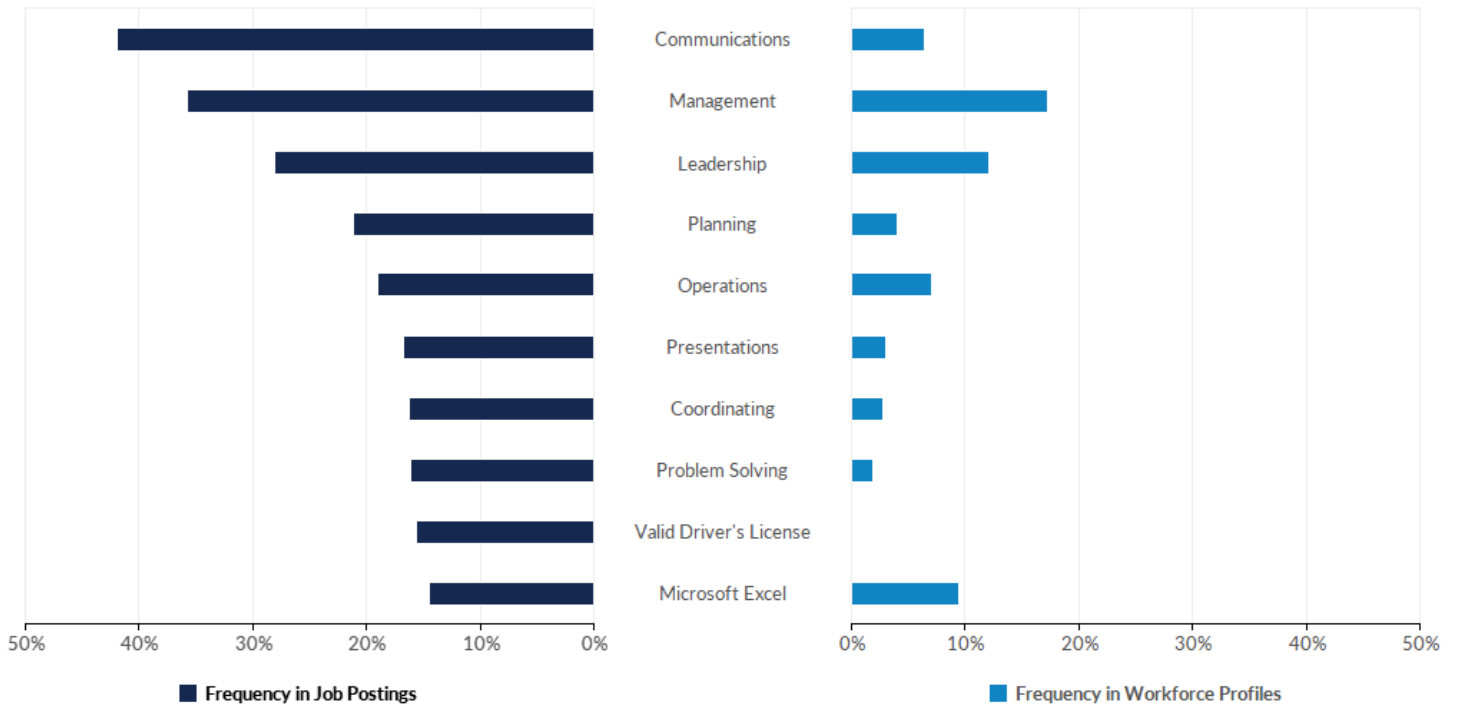
*Data for this section come from online job postings and workforce profiles. Navy blue bar shows frequency with which these skills are included in job postings, whereas the light blue bar shows how often the same skills are listed in workforce profiles. The difference in frequencies does not necessarily indicate that students lack in these skills; they may be skills that students do not consider including in their resumes/profiles. The top skills and competencies can help inform what skills students need to be trained for, and/or skills that students can be advised to include in their resumes/profiles.*

## Top Hard Skills



Skill	Frequency in Postings	Postings with Skill / Total Postings (Jul 2020 - Jun 2021)	Frequency in Profiles	Profiles with Skill / Total Profiles (2019 - 2021)
Psychology	25%	6,546 / 25,903	4%	14,249 / 318,120
Social Work	21%	5,525 / 25,903	2%	7,798 / 318,120
Mental Health	21%	5,438 / 25,903	5%	15,641 / 318,120
Treatment Planning	14%	3,722 / 25,903	1%	3,774 / 318,120
Behavioral Health	13%	3,284 / 25,903	2%	4,830 / 318,120
Project Management	12%	3,090 / 25,903	6%	20,618 / 318,120
Psychiatry	12%	3,005 / 25,903	1%	3,441 / 318,120
Case Management	12%	2,986 / 25,903	2%	7,355 / 318,120
Family Therapy	11%	2,853 / 25,903	3%	10,483 / 318,120
Crisis Intervention	10%	2,531 / 25,903	3%	8,954 / 318,120

## Top Common Skills



Skill	Frequency in Postings	Postings with Skill / Total Postings (Jul 2020 - Jun 2021)	Frequency in Profiles	Profiles with Skill / Total Profiles (2019 - 2021)
Communications	42%	10,862 / 25,903	6%	20,425 / 318,120
Management	36%	9,252 / 25,903	17%	54,813 / 318,120
Leadership	28%	7,279 / 25,903	12%	38,340 / 318,120
Planning	21%	5,491 / 25,903	4%	12,713 / 318,120
Operations	19%	4,925 / 25,903	7%	22,483 / 318,120
Presentations	17%	4,325 / 25,903	3%	9,514 / 318,120
Coordinating	16%	4,215 / 25,903	3%	8,995 / 318,120
Problem Solving	16%	4,170 / 25,903	2%	5,857 / 318,120
Valid Driver's License	16%	4,030 / 25,903	0%	21 / 318,120
Microsoft Excel	14%	3,741 / 25,903	9%	30,188 / 318,120

## Top Qualifications

Qualification	Postings with Qualification
Licensed Clinical Social Worker (LCSW)	4,135
Licensed Marriage And Family Therapist (LMFT)	2,580
Project Management Professional Certification	1,268
Master Of Business Administration (MBA)	1,208
Licensed Professional Clinical Counselor	1,039
Licensed Professional Counselor (LPC)	773
Licensed Master Social Worker	504
Bachelor of Science in Business	482
Certified Social Workers Credential	452
CDL Class C License	298

***This Appendix lists occupations relevant to the academic program, based on Emsi's CIP-to-SOC crosswalk. Please contact [gipark@fullerton.edu](mailto:gipark@fullerton.edu) if you would like to include additional occupations or remove occupations you do not believe are relevant to the academic program.***

## Appendix A (Occupations)

Code	Description	Code	Description
11-9198	Personal Service Managers, All Other; Entertainment and Recreation Managers, Except Gambling; and Managers, All Other	21-1018	Substance Abuse, Behavioral Disorder, and Mental Health Counselors
19-3031	Clinical, Counseling, and School Psychologists	21-1021	Child, Family, and School Social Workers
19-3032	Industrial-Organizational Psychologists	21-1022	Healthcare Social Workers
19-3039	Psychologists, All Other	21-1023	Mental Health and Substance Abuse Social Workers
21-1012	Educational, Guidance, and Career Counselors and Advisors	29-1223	Psychiatrists
21-1013	Marriage and Family Therapists	31-1133	Psychiatric Aides
21-1015	Rehabilitation Counselors		