



Labor Market Analysis for Program Modification Funeral Services Education Occupations Canada College

Prepared by Bay Region Center of Excellence for Labor Market Research

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Recommendation

Based on all available data, there appears to be an “undersupply” of Funeral Services Education workers compared to the demand for this cluster of occupations in the Bay Region and in the Mid-Peninsula sub-region (San Francisco, San Mateo counties). There is a projected annual gap of about 114 students in the Bay Region and 23 students in the Mid-Peninsula sub-region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1255.00 - Mortuary Science programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Canada College and in the region.

This report profiles Funeral Services Education Occupations in the 12 county Bay region and in the East Bay sub-region for program modification at Canada College.

- **Funeral Home Managers (11-9171):** Plan, direct, or coordinate the services or resources of funeral homes. Includes activities such as determining prices for services or merchandise and managing the facilities of funeral homes.
Entry-Level Educational Requirement: Associate’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%
- **Embalmers (39-4011):** Prepare bodies for interment in conformity with legal requirements.
Entry-Level Educational Requirement: Associate’s degree
Training Requirement: Long-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 48%
- **Morticians, Undertakers, and Funeral Arrangers (39-4031):** Perform various tasks to arrange and direct individual funeral services, such as coordinating transportation of body to mortuary, interviewing family or other authorized person to arrange details, selecting pallbearers, aiding with the selection of officials for religious rites, and providing transportation for mourners.
Entry-Level Educational Requirement: Associate’s degree
Training Requirement: Long-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 58%

Occupational Demand

Table 1. Employment Outlook for Funeral Services Education Occupations in Bay Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Funeral Home Managers	120	135	15	13%	66	13	\$31	\$39
Embalmers	96	103	7	8%	79	16	\$29	\$35
Morticians, Undertakers, and Funeral Arrangers	587	642	54	9%	425	85	\$22	\$26
Total	803	880	77	10%	570	114	\$24	\$29

Source: Lightcast 2024.3

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Funeral Services Education Occupations in Mid-Peninsula Sub-Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Funeral Home Managers	40	41	1	3%	19	4	\$37	\$42
Embalmers	15	15	0	1%	12	2	\$30	\$37
Morticians, Undertakers, and Funeral Arrangers	131	131	1	0%	87	17	\$23	\$26
Total	186	187	1	1%	118	23	\$27	\$30

Source: Lightcast 2024.3

Mid-Peninsula Sub-Region includes: San Francisco, San Mateo Counties

Job Postings in Bay Region and Mid-Peninsula Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Oct. 2023 - Sep. 2024)

Occupation	Bay Region	Mid-Peninsula
Morticians, Undertakers, and Funeral Arrangers	62	14
Funeral Home Managers	41	4
Embalmers	10	3

Source: Lightcast

**Table 4a. Top Job Titles for Funeral Services Education Occupations for latest 12 months (Oct. 2023 - Sep. 2024)
Bay Region**

Title	Bay	Title	Bay
Funeral Arrangers	41	Family Service Advisors	2
Funeral Home Managers	18	Staff Associates	2
Funeral Directors	11	Funeral Director Apprentices	1
Embalmers	10	General Administrators	1

Title	Bay	Title	Bay
Funeral Directors/Embalmers	8	Support Supervisors	1
Managing Partners	5		
Cemetery Administrators	2		
Cemetery Managers	2		
Counselor Clerks	2		

Source: Lightcast

Table 4b. Top Job Titles for Funeral Services Education Occupations for latest 12 months (Oct. 2023 - Sep. 2024) Mid-Peninsula Sub-Region

Title	Mid-Peninsula
Funeral Arrangers	10
Embalmers	3
Funeral Home Managers	2
Cemetery Administrators	1
Funeral Directors/Embalmers	1
Staff Associates	1
Support Supervisors	1

Industry Concentration

Table 5. Industries hiring Funeral Services Education Workers in Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Funeral Homes and Funeral Services	412	454	10%	51%
Cemeteries and Crematories	363	399	10%	45%

Source: Lightcast 2024.3

Table 6. Top Employers Posting Funeral Services Education Occupations in Bay Region and Mid-Peninsula Sub-Region (Oct. 2023 - Sep. 2024)

Employer	Bay	Employer	Mid-Peninsula
Carriage Services	19	Northstar Memorial Group	9
Service Corporation International	18	Service Corporation International	3
Northstar Memorial Group	15	Cypress Funeral Services	2
Catholic Funeral & Cemetery Services	8	GPAC	1
Foundation Partners	7	Gupton-Jones College Of Funeral Service	1

Employer	Bay	Employer	Mid-Peninsula
Neptune Society of Northern California	5	Merchant E-Solutions	1

Source: Lightcast

Educational Supply

There are no community colleges in the Bay Region issuing awards on average annually (last 3 years ending 2021-23) on TOP 1255.00 - Mortuary Science. In the Mid-Peninsula sub-region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code. There are also no other CTE educational institutions or four-year institutions in the Bay Region issuing awards on average annually (last 3 years ending 2020-22) on CIP 12.0301- Funeral Service and Mortuary Science, General.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 114 annual openings for the Funeral Services Education occupational cluster and no annual (3-year average) awards for an annual undersupply of 114 students. In the Mid-Peninsula Sub-Region, there is also a gap with 23 annual openings and no annual (3-year average) awards for an annual undersupply of 23 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1255.00 - Mortuary Science

Metric Outcomes	Bay All CTE Program	Canada College All CTE Program	State 1255.00	Bay 1255.00	East Bay 1255.00	Canada College 1255.00
Students with a Job Closely Related to Their Field of Study	74%	NA	91%	NA	NA	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	NA	\$40,120	NA	NA	NA
Median Change in Earnings for SWP Exiting Students	24%	NA	30%	NA	NA	NA
Exiting Students Who Attained the Living Wage	54%	NA	58%	NA	NA	NA

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills, Certifications and Education

Table 9. Job Postings Top Skills for Funeral Services Education Occupations in Bay Region (Oct. 2023 - Sep. 2024)

Skill	Posting	Skill	Posting
Embalming	36	Office Procedures	13
Market Share	36	Effective Communication	12
Funeral Services	31	Mortuary Science	12
Merchandising	18	Cremation	11
Funeral Arrangements	15	Invoicing	10
Marketing	15	Memorial Services	10

Skill	Posting	Skill	Posting
Financial Statement Analysis	14	Data Entry	9
Profit And Loss (P&L) Management	14	Event Planning	9
Sales Prospecting	14	Business Operations	8
Vendor Relationship Management	14	Disinfecting	7

Source: Lightcast

Table 10. Education Requirements for Funeral Services Education Occupations in Bay Region

Education Level	Job Postings	% of Total
High school or GED	40	63%
other	7	11%
Bachelor's degree & higher	16	25%

Source: Lightcast

Note: 55% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCC Data Mart and CTE Launchboard.

Sources

O*Net Online
 Lightcast
 CTE LaunchBoard www.calpassplus.org
 Launchboard
 Statewide CTE Outcomes Survey
 Employment Development Department Unemployment Insurance Dataset
 Living Insight Center for Community Economic Development
 Chancellor's Office MIS system

Contacts

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