US Behavior Analyst Workforce:

Understanding the National Demand for Behavior Analysts

Produced by Burning Glass Technologies on behalf of the Behavior Analyst Certification Board.

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INTRODUCTION

Burning Glass conducted an analysis of demand in the United States (US) for credentialed behavior analysts, including individuals holding the Board Certified Behavior Analyst-Doctoral™ (BCBA-D™), Board Certified Behavior Analyst® (BCBA®), Board Certified Assistant Behavior Analyst® (BCaBA®), and Licensed Behavior Analyst credentials. This report provides an analysis of the demand for these credentials from 2012 through 2014, including specialized skills, a breakdown of the roles by industry type, and the titles and occupations of these jobs. This report also includes demand for the certification in US where there exist licensure laws for behavior analysts.

KEY FINDINGS

- **Demand for credentialed behavior analysts is increasing:** Demand for behavior analyst positions more than doubled between 2012 (1,414 postings) and 2014 (3,083 postings). This is a national trend, as demand increased in almost every state.
- **Demand is highest in three states**: Despite national growth, nearly half of all job postings for behavior analysts were in one of three states: California, Massachusetts, or New Jersey. However, 18 states had 40 or more job postings in 2014 – more than double the number of states as 2012.
- **The number of newly credentialed behavior analysts tracks closely with demand**: New certifications awarded increased from 1,817 in 2012 to 3,184 in 2014**.**
- **The BCBA credential has the largest increase in demand:** In addition to an increasing demand for BACB credentials in general, demand is skewing more heavily toward the BCBA credential.
- **The credentials are required in a range of occupations and titles**: The existing O*Net Standard Occupational Classification (SOC) system does not neatly categorize the role of "Behavior Analyst." Occupations that included the credential in job postings include Counselors, All Other; Clinical, Counseling, and School Psychologists; Special Education Teachers; and Teacher Assistants; among others. Clear opportunities exist to create a unified occupation and to identify the skills required for these roles.
- **Skill demand varies by industry**: 85% of job postings fall into Health Care, Educational Services, or Social Assistance industries. While job postings consistently call for experience working with autism and developmental disabilities in addition to behavior-analytic experience, each industry asks for a different mix of skills:
  - *Health Care*: These roles call for treatment planning, therapy, and case management skills. This is reflected also in the titles for these positions, such as therapist and clinician.
  - *Educational Services*: These positions are primarily located within schools and call for skills in data collection and school psychology. School Psychologist is the most common title in this industry.
  - *Social Assistance*: The skills are more varied here, including therapy skills, employee training, and treatment planning. Many of the positions in this industry have titles such as behavior analyst, clinical manager, and clinical supervisor.

ABOUT BURNING GLASS

Burning Glass's tools and data are playing a growing role in informing the global conversation on education and the workforce by providing researchers, policy makers, educators, and employers with detailed real-time awareness into skill gaps and labor market demand. Burning Glass's job seeker applications power several government workforce systems and have been shown to have a substantive impact on reemployment outcomes and on labor market literacy.

Burning Glass is proud to serve a client base that spans six continents and includes education institutions, government workforce agencies, academic research centers, global recruitment and staffing agencies, major employers, and leading job boards.

ABOUT THE DATA: DEFINITIONS

Job market data in this analysis is drawn from Burning Glass's database of online job postings, collected from over 40,000 sources. Using advanced text analytics, over 70 data fields are extracted from each posting, including job title, occupation, employer, industry, required skills, credentials, and salary. Postings are then de-duplicated and placed in a database for further analysis.

- **Occupational Demand:** Burning Glass identified occupations, as defined by the Bureau of Labor Statistics. Demand figures include the total number of job postings for behavior analysts, annually 2012-2014.
- **Occupations:** Occupations are defined by the Bureau of Labor Statistics' Standard Occupational Classification (see http://www.bls.gov/soc/).
- **Job Title:** Job titles reflect employer naming conventions for positions. Titles are more varied than occupations.
- **Geography:** Demand data is provided at a national level.
- **Skills:** The skills and other occupational characteristics most commonly requested by employers in job postings are presented for each occupation.
- **Employers:** The employers with the highest number of job postings annually.

Burning Glass Technologies partnered with the BACB to answer the following questions:

- What is the demand for credentialed behavior analysts in the United States?
- What industries are most frequently employing credentialed behavior analysts in the United States between 2012 and 2014?
- What specialized skills are most frequently requested in conjunction with BACB credentials?
- What is the demand by level of credential both "required" and "preferred" by employers?

Note: In this demand analysis, *online job postings* served as the source of data for all analyses.

CAPTURING THE BEHAVIOR ANALYST LANDSCAPE

To define behavior analyst roles, primary (i.e., titles and credentials) and secondary (i.e., skills, employers, locations) fields were captured from real-time job market data.

Primary fields:
- **Titles:** Searched for titles: "Behavior Analyst", "Board Certified Behavior Analyst", "Board Certified Assistant Behavior Analyst", "Behavior Specialist", and "Licensed Behavior Analyst".
- **Credentials**: Searched for credentials: BCaBA, BCBA, and BCBA-D.

Secondary fields:
- **Skills:** Specialized skills within the job postings (e.g., "working with individuals with autism," "data collection and analysis").
- **Locations**: Location of job position (i.e., where the employee will work, rather than the headquarters of the company hiring).

RESEARCH SUMMARY

- Time frame: Calendar years 2012, 2013, and 2014
- There were 7,254 job postings for behavior analyst credentials that form the basis of this analysis. These jobs fell into a range of industries, but were most concentrated in:
    - Health Care: 46%
    - Educational Services: 28%
    - Social Assistance: 11%
- The majority of job postings were primarily located in a few states, especially California, Massachusetts, and New Jersey.

- In 2014, there were more than 3,000 individual postings for behavior analysts nationwide.
- There has been an increase in demand for credentialed behavior analysts. Total postings have doubled since 2012, from 1,414 to 3,083.
- There are currently 24 states that have passed laws to regulate behavior analysts through licensure or certification (19 of those since 2012).
- In 2014, a total of 45% of demand is concentrated in three states: California, Massachusetts, and New Jersey. Of these, only Massachusetts has enacted regulation of behavior-analytic practice through licensure.

In this part of the analysis, we will provide an overview of demand for behavior analysts between the years 2012 to 2014, including the following information:

- Overall demand for certified behavior analysts, including demand by credential type (i.e., BCBA-D, BCBA, BCaBA)
- Behavior analyst credential demand by state
- Industries most frequently recruiting behavior analysts
- Employers most frequently recruiting behavior analysts
- Occupations most frequently recruiting behavior analysts (based on the Department of Labor Occupational Classifications)
- Most frequently used titles for behavior analysts
- Most commonly requested specialized skills for behavior analysts

OVERALL DEMAND FOR BEHAVIOR ANALYST CREDENTIALS

The table below illustrates the frequency of job postings requesting BACB credentials, by credential type, for 2012, 2013, and 2014. The last column indicates the percentage growth from 2012 to 2014.

Posting Type		2012	2013	2014	Growth
All with BCBA		**1,342**	**2,638**	**2,903**	**116%**
	Required	716	1,448	1,812	153%
	Preferred	477	930	808	69%
All with BCBA-D		**84**	**124**	**117**	**39%**
	Required	63	78	57	-9%
	Preferred	21	46	60	186%
All with BCaBA					
	Required	54	78	95	76%
Total Behavior Analyst Demand		**1,414**	**2,757**	**3,083**	**118%**

In addition, the graph below illustrates the frequency of job postings requiring or requesting the BCBA credential in relation to the number of newly credentialed BCBA certificants, by year.

BCBA Demand & Production Each Year
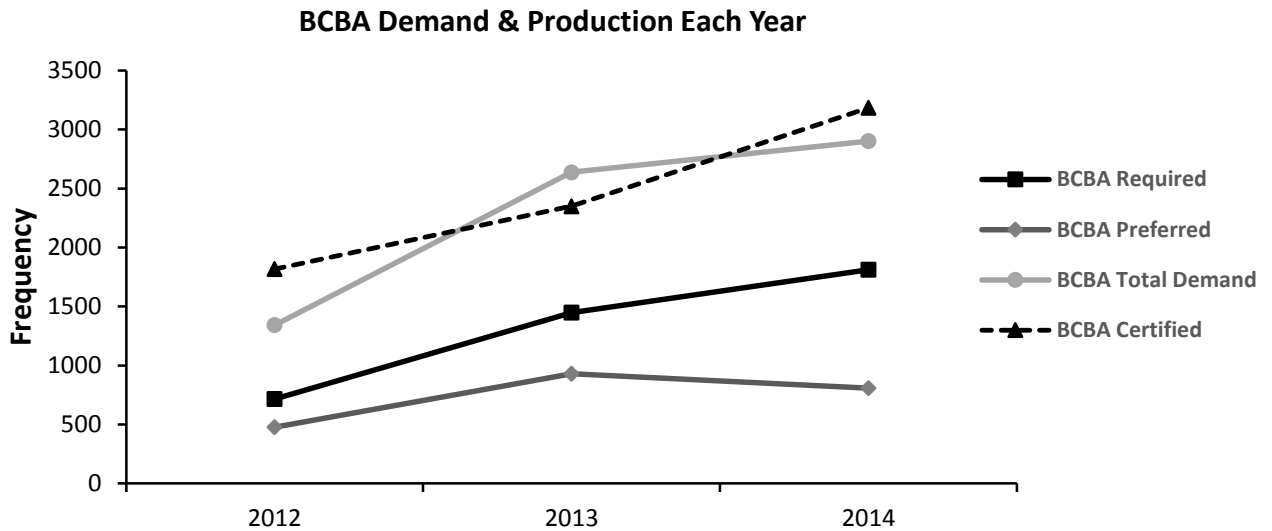
Overall Demand Trends:
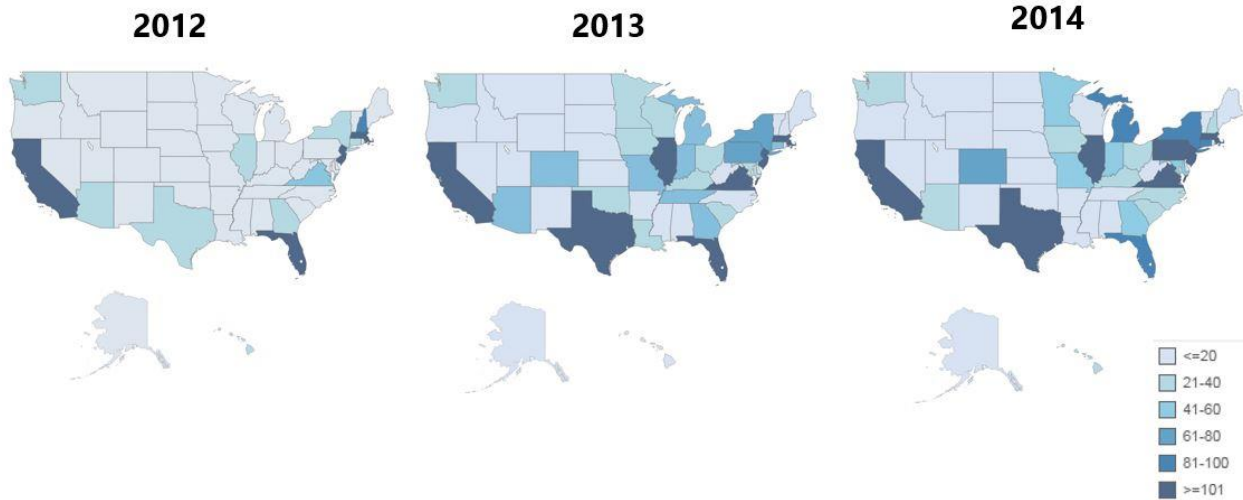- While demand for the BCBA and BCBA-D credentials are increasing overall, the relative growth of the BCBA credential as a requirement for a job, rather than a preference, is increasing more quickly.
- BCaBA (not represented in above graph) credential demand, as expected, is quite low, and plateaued in 2013. Total postings requesting BCaBA as a minimum credential decreased from 2013 to 2014.

The figure below shows the geographic distribution of demand (i.e., job postings in each state) as well as an adjacent list of states that have passed licensure law, by year, to regulate the practice of behavior analysis.

States with Licensure Requirements, as of 2012	Additional States, 2013	Additional States, 2014
Arizona (2009)	Massachusetts	Alabama
Kentucky (2010)	Ohio	Alaska
Missouri (2010)	Oregon	Arkansas
Nevada (2010)		Kansas
North Dakota (2011)		Maryland
Oklahoma (2009)		New York
Rhode Island (2012)		Tennessee
Virginia (2012)		
Wisconsin (2010)		

Geography Trends:
- Behavior analyst positions are increasing in frequency nationwide.
- Distinct areas of concentration for the positions exist in California, New Jersey, and Massachusetts; 45% of all job postings in 2014 were in one of these three states.

TOP INDUSTRIES

The table below lists the percentage of behavior analyst postings by industry, each year. Industries follow the North American Industry Classification System (NAICS).

Industry*	2012	2013	2014
Health Care	37%	43%	46%
Educational Services	41%	28%	28%
Social Assistance	9%	14%	11%
Insurance Carriers and Related Activities	2%	4%	5%
Other Services (except Public Administration)*	4%	4%	5%
Public Administration	2%	3%	3%
Professional, Scientific, and Technical Services	1%	2%	1%
Other Industries	4%	3%	2%

* Industries ranked by 2014 figures.

Industry Trends:
- The most frequent industries for behavior analysts are: Health Care, Educational Services, and Social Assistance.
- Additional industries with demand are insurance agencies and local governments.

TOP OCCUPATIONS

The table below lists the most frequent occupation in which each 2014 job posting was classified, based on the Bureau of Labor Statistics (BLS) Standard Occupational Classification (SOC) codes. For each of these occupations, the table illustrates the job postings by occupation ("Behavior Analyst Demand") in each year 2012-2014.

Occupation	Behavior Analyst Demand		
	2012	2013	2014
Counselors, All Other	337	833	844
Clinical, Counseling, and School Psychologists	146	317	425
Medical and Health Services Managers	104	189	259
Special Education Teachers	57	153	204
Teacher Assistants	79	108	169
Other Licensed Professionals	60	153	148
Educational, Guidance, School, and Vocational Counselors	58	67	58
Education Administrators	32	49	56
First-Line Supervisors of Office & Administrative Support Workers	11	45	47
All Occupations Total	**1,414**	**2,757**	**3,083**

* Occupations ranked by 2014 demand.

Occupation Trends:
- Behavior analysts do not fall neatly into a single BLS-defined occupation and are assigned to a wide variety of occupations, which is not surprising because behavior analysis is a relatively young profession without its own occupational classification.
- Behavior analysts comprise approximately 20% of the "Counselors, All Other" job postings and less than 5% of all other occupations.

The table below lists the top job titles that required behavior analyst credentials from 2012-2014, ranked by frequency. Titles reflect employer language for positions.

	2012	2013	2014
1	Behavior/Behavioral Analyst	Behavior/Behavioral Analyst	Board Certified Behavior/Behavioral Analyst (BCBA)
2	Board Certified Behavior Analyst (BCBA)	Board Certified Behavior/Behavioral Analyst (BCBA)	Behavior/Behavioral Analyst
3	School Psychologist	Board Certified Behavior Analyst & Autism Tutor	ABA/Behavioral Assistant
4	Psychologist	BCBA	Psychologist
5	ABA/Behavioral Assistant	Psychologist	School Psychologist
6	BCBA	ABA Instructor/Therapist	Behavior Interventionist
7	Speech Language Pathologist	Clinical Supervisor/Director	(BCBA) Clinical Supervisor/Manager
8	Clinical Supervisor	ABA Behavioral Assistant/Assistant Analyst	Behavior Clinician
9	(ABA) Behavior Specialist/Instructor	School Psychologist	Behaviorist
10	Clinical Manager/Director	Behavior/Behavioral Consultant	(BCBA) Behavior/Behavioral Consultant
11	Professor of Education	Speech Language Pathologist	Behavior Specialist
12	Board Certified Behavior Analyst and/or Associate	(BCBA) Clinical Manager/Supervisor	Speech Language Pathologist
13	Master's Level Case Manager	Early Education Therapist	Program Analyst
14	Guidance Counselor	Professor of Education	(BCBA) Program Supervisor
15	Behaviorist	ABA Supervisor	BCBA/BCaBA
16	Lead Behavior Analyst	Behavior Specialist/ Interventionist/Therapist	Clinical Psychologist
17	Professor of Psychology	BCBA Case Manager	Instructional Assistant
18	Behavior Consultant	Educational Consultant	ABA Therapist
19	Assistant Professor of Psychology	Behaviorist	Behavioral Healthcare Manager: Autism Spectrum Disorder
20	Program Supervisor: Behavioral Health Therapy	Professor of Psychology	Board Certified Assistant Behavior Analyst
21	Psychology Manager	Program Director/Manager	Licensed Behavior Analyst

The table below lists top skills demanded by employers 2012-2014, ranked based on demand in 2014. These are specialized skills (and other occupational characteristics), requiring training and occupational knowledge, specifically mentioned by employers in job postings each year.

Top Skills	2012	2013	2014
Experience with Autism	43%	57%	53%
Psychology	47%	52%	47%
Treatment Planning	13%	19%	22%
Experience working with Developmental Disabilities	23%	32%	21%
Therapy	14%	23%	15%
Data Collection	10%	15%	15%
Case Management	7%	9%	9%
Mental Health	4%	7%	9%
Collaboration	3%	6%	7%
Employee Training	7%	6%	7%
Human Development	5%	5%	6%
Crisis Intervention	5%	2%	6%
Behavioral Health	4%	6%	6%
Social Services	3%	6%	5%
Experience working with Special Needs Children	5%	6%	5%
Program Development	7%	4%	4%
School Psychology	10%	3%	4%

* Top Skills ranked by 2014 demand.

Skills Trends:
- The most commonly requested skills and requirements for behavior analysts are experience with autism, psychology, treatment planning, experience working with developmental disabilities and therapy.
- Experience with autism and treatment planning are increasingly identified within job postings as being necessary.

SECTION III: INDUSTRY BREAKDOWN

In this part of analysis, we provide the most commonly requested occupations, titles, and skills of behavior analysts in the top three major industries, based on 2014 job postings.

- Health Care Industry
- Educational Services Industry
- Social Assistance Industry

HEALTH CARE INDUSTRIES

The table below lists the employers, occupations, titles, and skills in demand within the Health Care industries: Ambulatory Health Care Services, Hospitals, and Nursing and Residential Care Facilities.

Top Occupations	Top Titles	Top Skills
Counselors, All Other	Applied Behavior Analysis Therapist	**Experience with Autism**
Clinical, Counseling, and School Psychologists	ABA/Behavioral Assistant	**Psychology**
Medical and Health Services Managers	Board Certified Behavior Analyst	**Treatment Planning**
Other Licensed Professionals	Behavior Clinician	**Experience working with Developmental Disabilities**
Teacher Assistants	Clinical Supervisor	**Therapy**
Special Education Teachers, Preschool	Behavior Analyst	Data Collection/Analysis
First-Line Supervisors of Office and Administrative Support Workers	Psychologist	**Case Management**
Educational, Guidance, School, and Vocational Counselors	BCBA	**Human Development**
Mental Health Counselors	Clinical Psychologist	Mental Health
Speech-Language Pathologists	Behavioral Consultant	Experience with Special Needs Children

Health Care Industry Trends:
- The Health Care Industry had 1,404 job openings in 2014.
- In addition to core behavior analysis skills, health care roles more frequently called for treatment planning, therapy, case management, and human development skills than postings in other industries (represented in **bold**).

The table below lists the employers, occupations, titles, and skills in demand within the Educational Services industry, which consists primarily of schools and educational support services organizations.

Top Occupations	Top Titles	Top Skills
Counselors, All Other	School Psychologist	Experience with Autism
Clinical, Counseling, and School Psychologists	BCBA	Psychology
Teacher Assistants	Board Certified Behavior Analyst	**Data Collection/Analysis**
Teachers and Instructors, All Other, Except Substitute Teachers	Behavior Analyst	**School Psychology**
Postsecondary Teachers, All Other	Instructional Assistant	Experience working with Developmental Disabilities
Special Education Teachers, Preschool	Program Analyst	Special Education
Special Education Teachers, All Other	Behaviorist	Mental Health
Psychology Teachers, Postsecondary	BCBA Consultant	Therapy
Education Administrators, Elementary and Secondary School	Professor of Education	Crisis Intervention
Education Administrators, Postsecondary		Case Management

Educational Service Industry Trends:
- There were 863 job postings in the Educational Services Industry in 2014.
- These roles frequently fell into teaching roles via special education or teacher assistant roles.
- Placement in educational facilities and schools led to more frequent calls for data collection and school psychology skills than behavior analysts generally (represented in **bold**).

SOCIAL ASSISTANCE INDUSTRY

The table below lists the employers, occupations, titles, and skills in demand within the Social Assistance industry, which includes family service organizations, and child care organizations.

Top Occupations	Top Titles	Top Skills
Counselors, All Other	Behavior Analyst	**Psychology**
Clinical, Counseling, and School Psychologists	Clinical Manager	Experience with Autism
Medical and Health Services Managers	Board Certified Behavior Analyst	**Treatment Planning**
Managers, All Other	Licensed Behavior Analyst – BCBA	**Experience working with Developmental Disabilities**
First-Line Supervisors of Office and Administrative Support Workers	Psychologist	**Therapy**
Teacher Assistants	BCBA Clinical Supervisor	**Employee Training**
General and Operations Managers	Program Manager Autism Services	Data Collection/ Analysis
Special Education Teachers, Preschool	Behavior Specialist	Mental Health
Special Education Teachers, Middle School		Social Services
Educational, Guidance, School, and Vocational Counselors		Crisis Management

Social Assistance Trends:
- The Social Assistance Industry had 340 job postings in 2014.
- Skills in higher demand than average included psychology, treatment planning, therapy, and employee training skills (represented in **bold**).
- Managerial titles and occupations are higher in demand in this industry compared to others.