C·O·E   CENTERS OF EXCELLENCE
FOR LABOR MARKET RESEARCH

Labor Market Analysis: 0614.00/Digital Media
Social Media (Associate of Science (A.S.) degree; Associate of Arts (A.A.) degree;
Certificate requiring 16 to fewer than 30 semester units)
Los Angeles Center of Excellence, January 2023

Summary

Program Endorsement:	Endorsed: All Criteria Met	☒	Endorsed: Some Criteria Met	☐	Not Endorsed	☐
Program Endorsement Criteria						
Supply Gap:	Yes ☑				No ☐	
Living Wage: (Entry-Level, 25th)	Yes ☑				No ☐	
Education:	Yes ☑				No ☐	
Emerging Occupation(s)						
Yes ☐					*No* ☑	

The Los Angeles Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to five middle-skill occupations:

- ***Web and Digital Interface Designers* (15-1255)** Design digital user interfaces or websites. Develop and test layouts, interfaces, functionality, and navigation menus to ensure compatibility and usability across browsers or devices. May use web framework applications as well as client-side code and processes. May evaluate web design following web and accessibility standards, and may analyze web use metrics and optimize websites for marketability and search engine ranking. May design and test interfaces that facilitate the human-computer interaction and maximize the usability of digital devices, websites, and software with a focus on aesthetics and design. May create graphics used in websites and manage website content and links.[1]

- ***Special Effects Artists and Animators* (27-1014)** Create special effects or animations using film, video, computers, or other electronic tools and media for use in products, such as computer games, movies, music videos, and commercials.[2]

- ***Graphic Designers* (27-1024)** Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.[3]

- ***Film and Video Editors* (27-4032)** Edit moving images on film, video, or other media. May work with a producer or director to organize images for final production. May edit or synchronize soundtracks with images.[4]

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[1] Web Developers and Digital Designers : Occupational Outlook Handbook: : U.S. Bureau of Labor Statistics (bls.gov)
[2] Special Effects Artists and Animators : Occupational Outlook Handbook: : U.S. Bureau of Labor Statistics (bls.gov)
[3] Graphic Designers : Occupational Outlook Handbook: : U.S. Bureau of Labor Statistics (bls.gov)
[4] Film and Video Editors (bls.gov)

- ***Advertising Sales Agents (41-3011)*** Sell or solicit advertising space, time, or media in publications, signage, TV, radio, or Internet establishments or public spaces.[5]

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.[6] Although some of the occupations in this report typically require a bachelor's degree, they are considered middle-skill because approximately one-third of workers in the field have completed some college or an associate degree and/or community colleges have historically trained for these occupations. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data, there appears to be a supply gap for these digital media occupations related to social media in the region. Furthermore, entry-level wages exceed the self-sufficiency standard wage in Los Angeles County, and approximately one-third of current workers in the field have completed some college/associate degree or less education. **Therefore, due to some of the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

Demand:
- ***Supply Gap Criteria –*** Over the next five years, **7,346 jobs are projected to be available annually** in the region due to new job growth and replacements, **which is more than the three-year average of 1,817 awards conferred** by educational institutions in the region.
  - However, the digital media occupations included in this report do not necessary require social media as a preferred skill. Since there is not an SOC code that solely represents social media occupations, **the number of annual job openings is likely overstated when considering social media-related occupations.**
  - Over the past 12 months, there were **1,479 online job postings for the digital media occupations in this report that also listed** so*cial media* **as a preferred skill in the job ad.** The highest number of job postings were for graphic designers, advertising assistants, content creators, video editors, and partner graphic designers.
- ***Living Wage Criteria –*** Within Los Angeles County, all five occupations have entry-level wages **above** the self-sufficiency standard hourly wage ($18.10/hour).[7]

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[5] <u>Advertising Sales Agents : Occupational Outlook Handbook: : U.S. Bureau of Labor Statistics (bls.gov)</u>
[6] The COE classifies middle-skill jobs as the following:
- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.
[7] Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <u>http://selfsufficiencystandard.org/california</u>.

- *Educational Criteria –* Within the greater LA/OC region, **89% of the annual job openings** for occupations related to digital media **typically require a bachelor's degree.**
  - However, the national-level educational attainment data indicates **between 30% and 41% of workers in the field have completed some college/associate degree or less education.**

Supply:

- There are **27 community colleges** in the greater LA/OC region that issue awards related to digital media, conferring an average of **787 awards annually** between 2018 and 2021.
- Between 2017 and 2020, there was an average of **1,030 awards conferred annually** in related training programs by non-community college institutions throughout the greater LA/OC region.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these digital media occupations related to social media. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 11% through 2026. There will be more than 7,300 job openings per year through 2026 due to job growth and replacements. It is important to note that *social media* is a specialized skill that is preferred for employment in certain occupations, rather than its own occupation or SOC code. Therefore, the data in Exhibit 1 may be overstated for social media-related job openings, since these job openings may or may not require a proficiency in social media.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties[8]

Geography	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change	Annual Openings
Los Angeles	51,669	57,862	6,193	12%	6,595
Orange	6,758	7,158	400	6%	751
Total	**58,427**	**65,020**	**6,593**	**11%**	**7,346**

Wages

The labor market endorsement in this report considers the entry-level hourly wages for these digital media occupations related to social media in Los Angeles County as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater LA/OC region. Detailed wage information, by county, is included in Appendix A.

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[8] Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Los Angeles County—All five occupations in this report have entry-level wages <u>above</u> the self-sufficiency standard wage for one adult ($18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between $18.30 and $21.88. Experienced workers can expect to earn wages between $40.32 and $52.52, which are higher than the self-sufficiency standard.

Exhibit 2: Hourly Earnings for Occupations in LA County

Occupation	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Web and Digital Interface Designers (15-1255)	$21.10	$33.58	$52.52
Special Effects Artists and Animators (27-1014)	$20.30	$34.14	$47.50
Graphic Designers (27-1024)	$18.30	$27.79	$40.32
Film and Video Editors (27-4032)	$21.53	$30.29	$50.36
Advertising Sales Agents (41-3011)	$21.88	$29.89	$47.52

Orange County—The majority (71%) of annual openings for the occupations in this report have entry-level wages <u>above</u> the self-sufficiency standard wage for one adult ($20.63 in Orange County). Typical entry-level hourly wages are in a range between $19.09 and $22.34. Two occupations in this report have entry-level wages above the county's living wage: *web and digital interface designers* ($22.33) and *graphic designers* ($22.34). Experienced workers can expect to earn wages between $37.93 and $51.84, which are higher than the self-sufficiency standard.

Exhibit 3: Hourly Earnings for Occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Web and Digital Interface Designers (15-1255)	$22.33	$34.54	$51.84
Special Effects Artists and Animators (27-1014)	$19.09	$31.88	$43.89
Graphic Designers (27-1024)	$22.34	$29.03	$37.93
Film and Video Editors (27-4032)	$20.00	$28.04	$46.92
Advertising Sales Agents (41-3011)	$20.56	$28.09	$44.94

On average, the entry-level earnings for the occupations in this report are $20.68; this is above the living wage for one single adult in Los Angeles County ($18.10). Exhibit 4 shows the average wage for the occupations in this report, from entry-level to experienced workers.

Exhibit 4: Average Hourly Earnings for the Occupations in this Report in LA/OC
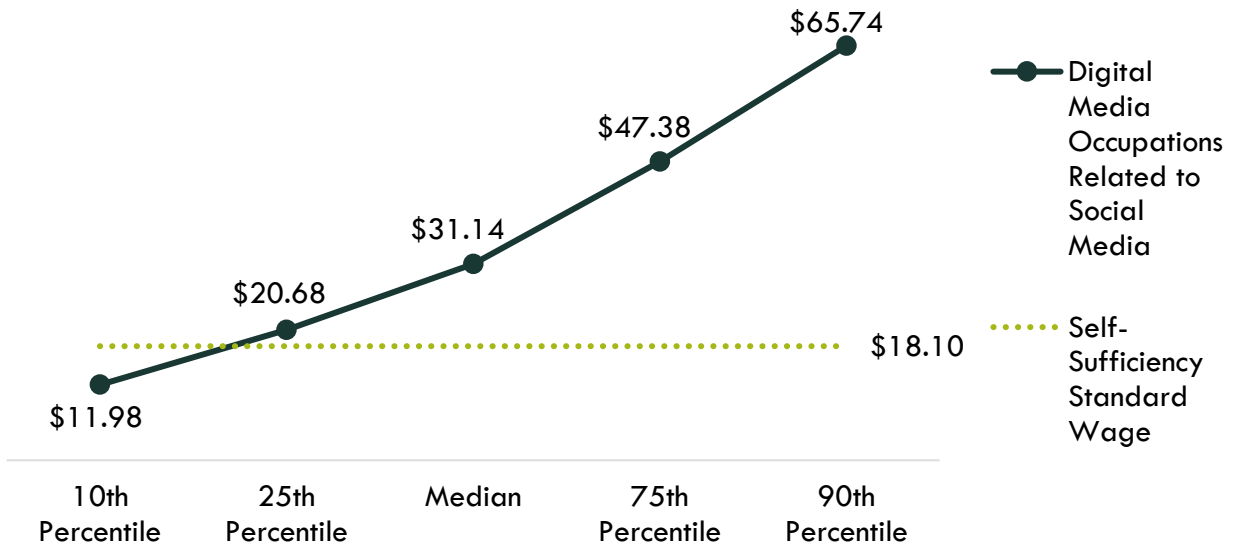
Job Postings

Over the past 12 months, there were 9,400 online job postings related to the digital media occupations in this report and **1,479 of these job postings listed "social media" as a preferred skill (16%).** Of these 1,479 social media-related job postings, the majority of job ads (57%) were for *graphic designers*, followed by *advertising sales agents* (16%) and *web and digital interface designers* (13%). Exhibit 5 displays the number of job postings by occupation. The highest number of job postings were for graphic designers, advertising assistants, content creators, video editors, and partner graphic designers. In addition to social media, the top skills were marketing, Adobe Photoshop, graphic design, Adobe Illustrator, and Adobe InDesign. The top three employers, by number of job postings, in the region were Creative Circle (staffing company), Robert Half (staffing company), and Disney.

Exhibit 5: Job postings by occupation (last 12 months)
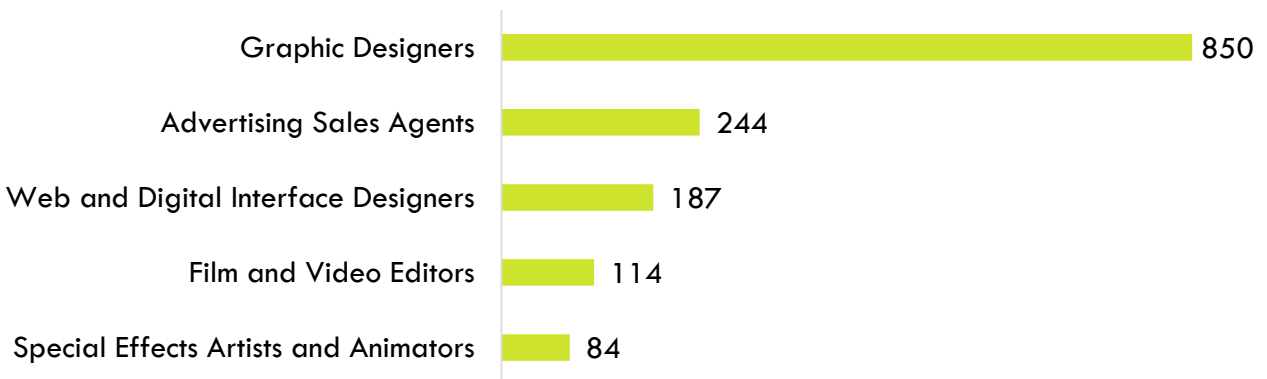
Educational Attainment

The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupations in this report:

- **Bachelor's degree:** *Web and digital interface designers; special effects artists and animators; graphic designers; film and video editors*
- **High school diploma or equivalent:** *Advertising sales agents*

In the greater LA/OC region, the majority of annual job openings (89%) typically require a bachelor's degree. However, the national-level educational attainment data indicates between 30% and 41% of workers in the field have completed some college/associate degree or less education. Of the 45% of social media-related job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 9% (63 job ads) requested high school or vocational training, 9% (60 job ads) requested an associate degree, and 82% (543 jobs ads) requested a bachelor's degree.

Educational Supply

Community College Supply—Exhibit 6 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are: Santa Monica, Orange Coast, and LA City.

Exhibit 6: Regional community college awards (certificates and degrees), 2018-2021

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
0509.10	Advertising	Santa Monica	8	15	17	13
		LA Subtotal	**8**	**15**	**17**	**13**
		Orange Coast	1	3	2	2
		Santiago Canyon	-	1	2	1
		OC Subtotal	**1**	**4**	**4**	**3**
	Supply Subtotal/Average		**9**	**19**	**21**	**16**
0509.40	Sales and Salesmanship	Glendale	-	-	9	3
		Santa Monica	13	19	25	19
		LA Subtotal	**13**	**19**	**34**	**22**
		Orange Coast	3	5	6	5
		OC Subtotal	**3**	**5**	**6**	**5**
	Supply Subtotal/Average		**16**	**24**	**40**	**27**

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
0612.20	Film Production	Cerritos	10	8	11	10
		LA City	61	62	45	56
		LA Valley	42	31	35	36
		Long Beach	3	-	-	1
		Santa Monica	40	59	41	47
		West LA	33	7	28	23
		LA Subtotal	**189**	**167**	**160**	**172**
		Orange Coast	49	48	26	41
		Saddleback	7	3	-	3
		OC Subtotal	**56**	**51**	**26**	**44**
	Supply Subtotal/Average		**245**	**218**	**186**	**216**
0614.00	Digital Media	Glendale	-	1	-	0
		LA Mission	1	4	5	3
		LA Trade-Tech	19	11	18	16
		Pasadena	-	-	3	1
		Rio Hondo	-	2	1	1
		LA Subtotal	**20**	**18**	**27**	**22**
		Coastline	3	-	3	2
		Cypress	-	-	2	1
		Golden West	10	10	7	9
		Irvine	9	1	6	5
		Saddleback	-	-	1	0
		Santa Ana	-	1	6	2
		OC Subtotal	**22**	**12**	**25**	**20**
	Supply Subtotal/Average		**42**	**30**	**52**	**41**
0614.10	Multimedia	East LA	-	2	-	1
		LA Mission	21	18	23	21
		Pasadena	6	1	-	2
		Santa Monica	5	5	9	6
		LA Subtotal	**32**	**26**	**32**	**30**
		Cypress	-	1	1	1
		Orange Coast	1	2	4	2
		Santiago Canyon	9	3	4	5
		OC Subtotal	**10**	**6**	**9**	**8**
	Supply Subtotal/Average		**42**	**32**	**41**	**38**

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
0614.30	Website Design and Development	LA Pierce	3	2	4	3
		Mt San Antonio	9	7	6	7
		Pasadena	-	1	1	1
		Santa Monica	-	2	3	2
		LA Subtotal	**12**	**12**	**14**	**13**
		Coastline	1	1	1	1
		Fullerton	3	-	1	1
		Irvine	3	-	5	3
		Orange Coast	-	9	7	5
		Saddleback	7	2	7	5
		Santa Ana	-	2	1	1
		Santiago Canyon	24	3	6	11
		OC Subtotal	**38**	**17**	**28**	**28**
	Supply Subtotal/Average		**50**	**29**	**42**	**40**
0614.60	Computer Graphics and Digital Imagery	Citrus	13	12	26	17
		East LA	16	1	2	6
		Mt San Antonio	-	-	1	0
		LA Subtotal	**29**	**13**	**29**	**24**
		Coastline	5	1	-	2
		Cypress	7	5	-	4
		Fullerton	2	1	3	2
		N. Orange Adult	9	3	-	4
		Orange Coast	38	21	31	30
		Saddleback	4	4	2	3
		Santa Ana	-	11	3	5
		OC Subtotal	**65**	**46**	**39**	**50**
	Supply Subtotal/Average		**94**	**59**	**68**	**74**
0702.10	Software Applications	Cerritos	9	6	2	6
		LA City	-	1	1	1
		LA Mission	2	-	3	2
		LA Southwest	1	-	-	0
		Long Beach	-	7	-	2
		Mt San Antonio	1	2	-	1
		Santa Monica	18	13	6	12
		LA Subtotal	**31**	**29**	**12**	**24**

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
		Coastline	9	8	8	8
		Irvine	39	48	50	46
		Saddleback	2	7	11	7
		OC Subtotal	**50**	**63**	**69**	**61**
	Supply Subtotal/Average		**81**	**92**	**81**	**85**
0709.10	E-Commerce (Technology emphasis)	East LA	1	1	1	1
		LA Subtotal	**1**	**1**	**1**	**1**
		Saddleback	6	1	-	2
		OC Subtotal	**6**	**1**	**-**	**2**
	Supply Subtotal/Average		**7**	**2**	**1**	**3**
1030.00	Graphic Art and Design	Cerritos	11	11	14	12
		East LA	18	3	8	10
		El Camino	-	1	-	0
		Glendale	6	4	9	6
		LA City	6	22	8	12
		LA Pierce	22	15	13	17
		LA Valley	2	5	1	3
		Long Beach	1	2	8	4
		Mt San Antonio	15	11	20	15
		Pasadena	9	7	15	10
		Rio Hondo	30	20	28	26
		Santa Monica	31	50	43	41
		LA Subtotal	**151**	**151**	**167**	**156**
		Cypress	-	-	4	1
		Fullerton	12	12	14	13
		Golden West	57	32	20	36
		Irvine	5	16	21	14
		Saddleback	23	15	19	19
		Santa Ana	4	3	3	3
		Santiago Canyon	5	1	4	3
		OC Subtotal	**106**	**79**	**85**	**90**
	Supply Subtotal/Average		**257**	**230**	**252**	**246**
	Supply Total/Average		**843**	**735**	**784**	**787**

Non-Community College Supply—For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for digital and/or social media-related occupations. Exhibit 7 shows the annual and three-year average number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2017 to 2020. Between 2017 and 2020, non-community college institutions in the region conferred an average of 1,030 awards.

**Exhibit 7: Regional non-community college awards, 2017-2020**

CIP	Program	Institution	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
09.0702	Digital Communication and Media/ Multimedia	CSU-Dominguez Hills	41	58	41	47
		Fremont College	1	1	1	1
		Marymount California University	-	3	10	4
		Vanguard University of Southern California	7	8	2	6
09.0903	Advertising	Pepperdine University	43	34	34	37
10.0301	Graphic Communications, General	CSU-Los Angeles	5	10	9	8
10.0304	Animation, Interactive Technology, Video Graphics, and Special Effects	Art Center College of Design	9	18	36	21
		California Institute of the Arts	-	-	39	13
		Chapman University	-	-	20	7
		Gnomon	36	40	66	47
		Laguna College of Art and Design	11	37	33	27
		Los Angeles Film School	44	51	47	47
		Loyola Marymount University	20	15	21	19
		New York Film Academy	14	19	24	19
11.0803	Computer Graphics	ABC Adult School	5	4	4	4
		Los Angeles Pacific College	-	33	-	11
11.0899	Computer Software and Media Applications, Other	Art Center College of Design	8	12	20	13
		California Institute of the Arts	-	7	8	5
		Learnet Academy	14	-	10	8

CIP	Program	Institution	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
50.0102	Digital Arts	Los Angeles Academy of Figurative Art	-	3	4	2
		Los Angeles Pacific College	-	-	4	1
		Marymount California University	17	15	3	12
		Otis College of Art and Design	92	69	48	70
		USC	16	14	15	15
		Woodbury University	4	1	2	2
50.0401	Design and Visual Communications, General	Biola University	2	5	3	3
		Fashion Institute of Design & Merch.-LA	155	142	90	129
		Gnomon	37	48	19	35
		Los Angeles Pacific College	-	-	13	4
		Otis College of Art and Design	43	34	36	38
		Platt College-LA	5	-	-	2
		USC	-	-	5	2
50.0409	Graphic Design	Art Center College of Design	50	73	67	63
		California Institute of the Arts	11	9	12	11
		CA State Polytechnic University-Pomona	128	92	89	103
		Chapman University	19	17	27	21
		Concordia Univ.-Irvine	9	7	10	9
		Fashion Institute of Design & Merch.-LA	36	38	38	37
		Laguna College of Art and Design	21	24	25	23
		Los Angeles Film School	-	3	28	10
		Los Angeles Pacific College	-	1	8	3
		New York Film Academy	3	3	-	2
		Otis College of Art and Design	-	1	-	0

CIP	Program	Institution	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
		Platt College-LA	3	-	-	1
50.0699	Film/Video and Photographic Arts, Other	California Institute of the Arts	45	41	-	29
		Los Angeles Film School	30	34	49	38
		Woodbury University	18	24	10	17
52.0208	E-Commerce/ Electronic Commerce	University of La Verne	2	3	4	3
		Supply Total/Average	**1,004**	**1,051**	**1,034**	**1,030**

Exhibit 8 shows the proportion of community college awards conferred in LA/OC compared to the number of non-community college awards for the programs in this report. Nearly half of the awards conferred in these programs are awarded by community colleges in the LA/OC region.

Exhibit 8: Community College Awards Compared to Non-Community College Awards in LA/OC Region, 3-Year Average

Non-Community College Awards 57%

Community College Awards 43%
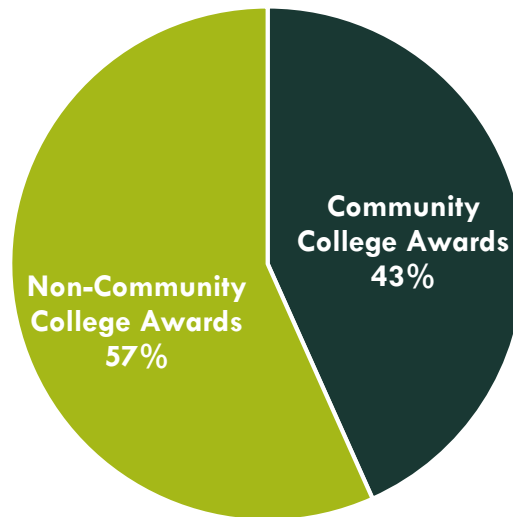
Appendix A: Occupational demand and wage data by county

Exhibit 9. Los Angeles County

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Web and Digital Interface Designers (15-1255)	4,822	5,792	969	20%	634	$21.10	$33.58	$52.52
Special Effects Artists and Animators (27-1014)	7,148	8,329	1,181	17%	1,059	$20.30	$34.14	$47.50
Graphic Designers (27-1024)	21,158	22,393	1,235	6%	2,217	$18.30	$27.79	$40.32
Film and Video Editors (27-4032)	13,244	15,979	2,736	21%	1,989	$21.53	$30.29	$50.36
Advertising Sales Agents (41-3011)	5,297	5,369	72	1%	697	$21.88	$29.89	$47.52
Total	**51,669**	**57,862**	**6,193**	**12%**	**6,595**	**-**	**-**	**-**

Exhibit 10. Orange County

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Web and Digital Interface Designers (15-1255)	1,375	1,598	223	16%	167	$22.33	$34.54	$51.84
Special Effects Artists and Animators (27-1014)	539	559	21	4%	62	$19.09	$31.88	$43.89
Graphic Designers (27-1024)	3,658	3,801	144	4%	367	$22.34	$29.03	$37.93
Film and Video Editors (27-4032)	284	320	36	13%	36	$20.00	$28.04	$46.92
Advertising Sales Agents (41-3011)	903	879	(23)	(3%)	119	$20.56	$28.09	$44.94
Total	**6,758**	**7,158**	**400**	**6%**	**751**	**-**	**-**	**-**

Exhibit 11. Los Angeles and Orange Counties

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Web and Digital Interface Designers (15-1255)	6,197	7,390	1,192	19%	801	Bachelor's degree
Special Effects Artists and Animators (27-1014)	7,687	8,888	1,202	16%	1,121	Bachelor's degree
Graphic Designers (27-1024)	24,816	26,194	1,378	6%	2,584	Bachelor's degree
Film and Video Editors (27-4032)	13,528	16,299	2,772	20%	2,025	Bachelor's degree
Advertising Sales Agents (41-3011)	6,200	6,249	49	1%	816	High school diploma or equivalent
Total	**58,427**	**65,020**	**6,593**	**11%**	**7,346**	**-**

Appendix B: Sources

- O*NET Online
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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