

# Labor Market Analysis for Program Recommendation: 0610.00/Mass Communications (Social Media AS)

Orange County Center of Excellence, October 2023



## Summary

Program LMI Endorsement	Endorsed: All LMI Criteria Met <input type="checkbox"/>	Endorsed: Some LMI Criteria Met <input type="checkbox"/>	Not LMI Endorsed <input type="checkbox"/>
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### Program LMI Endorsement Criteria

	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Supply Gap:	<i>Comments:</i> The OC COE predicates endorsement only for middle-skill occupations. <b>Since this proposed new program includes above middle-skill occupations only, we are unable to evaluate the labor market information endorsement criteria.</b>	
Living Wage: (Entry-Level, 25 <sup>th</sup> )	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	<i>Comments:</i> See comment above.	
Education:	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	<i>Comments:</i> See comment above.	

### Emerging Occupation(s)

	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	<i>Comments:</i> According to the Bureau of Labor Statistics, “Social media specialists communicate with the public through platforms that allow users to create and share content online. They run their employers’ social media accounts, working to build a brand’s reputation.” <sup>1</sup> Social media jobs are currently grouped with other public relations and marketing occupations and there are currently no singular occupations solely related to social media.	

The Orange County Center of Excellence for Labor Market Research (OC COE) prepared this report to determine whether there is a supply gap in the Los Angeles/Orange County regional labor market related to two three middle-skill occupations that are most closely related to social media.

- Marketing Managers (11-2021)
- Market Research Analysts and Marketing Specialists (13-1161)
- Public Relations Specialists (27-3031)

Currently, there is no Standard Occupational Classification (SOC) code that is solely for social media jobs. However, these three occupations utilize social media platforms such as Instagram, Twitter, TikTok, Facebook, and numerous others to engage with the public and build brand awareness. It is important to note that there are currently no middle-skill occupations that are directly related to social media and typical education requirements for social media jobs are high.

Though social media programming jobs typically require at least a bachelor’s degree, community colleges throughout the country have developed social media programs. There is no singular source that includes

<sup>1</sup> "Career Outlook: Social Media Specialist" Bureau of Labor Statistics, accessed October 19, 2023, <https://www.bls.gov/careeroutlook/2016/youre-a-what/social-media-specialist.htm>

data on all these programs. However, the OC COE was able to identify programs in numerous states including California, Colorado, New York, Pennsylvania, North Carolina, and Utah. According to Indeed's Career Guide, a bachelor's degree is a common requirement for social media positions. Alternative paths to social media jobs including building a personal online brand to demonstrate proficiency with social media tools and online engagement.<sup>2</sup>

The remainder of this report analyzes traditional labor market information for *marketing managers*, *market research analysts and marketing specialists*, and *public relations specialists*, the three occupations that are most closely related to social media jobs. An analysis of online job postings for roles within these occupations that request social media skills is also included. Additionally, a broader online job postings analysis for all jobs – not only marketing and public relations roles – that request social media skills is included to better understand the real-time demand for this emerging area.

The OC COE predicates endorsement only for middle-skill occupations. **Since this proposed new program includes above middle-skill occupations only, we are unable to evaluate the labor market information endorsement criteria.**

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for the occupations included in this report.

**Exhibit 1: Labor Market Endorsement Summary**

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Typical Entry-Level Education	Community College Educational Attainment
Marketing Managers (11-2021)	LA: 1,494 OC: 588 TTL: 2,082	Accounted for Below	OC: \$53.78	Bachelor's degree	14%
Market Research Analysts and Marketing Specialists (13-1161)	LA: 3,851 OC: 1,476 TTL: 5,327	LA: 6,927 OC: 3,163 TTL: 10,090	OC: \$26.39	Bachelor's degree	15%
Public Relations Specialists (27-3031)	LA: 1,046 OC: 281 TTL: 1,327	Accounted for Above	OC: \$25.27	Bachelor's degree	13%
<b>Total</b>	<b>8,737</b>	<b>10,090</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

### Demand:

- The number of jobs related to these social media occupations are projected to increase 8% through 2026, equating to 8,737 annual job openings.
- Hourly entry-level wages for these social media occupations range from \$25.27 to \$53.78 in Orange County; all annual job openings have entry-level wages above the living wage.
- There were 30,381 online job postings related to these occupations over the past 12 months. Of those, 25% (7,451) requested social media skills. The top titles for these postings were social media managers, marketing managers, and marketing coordinators.
- The typical entry-level education for these social media occupations is a bachelor's degree.

<sup>2</sup> <https://www.indeed.com/career-advice/finding-a-job/how-to-become-social-media-manager-no-experience>

- Between 13% and 15% of workers in the field have completed some college or an associate degree as their highest level of educational attainment.

## Supply:

- There was an average of 9,417 awards conferred by all 28 community colleges, plus one noncredit center, in Los Angeles and Orange Counties from 2019 to 2022.
  - Though these community college programs are most closely related to the social media occupations in this report, it is important to note that they train for a variety of occupations, including middle-skill occupations. However, these social media-related occupations have high education requirements and employers typically require more than a community college education for these occupations. For these reasons, community college supply is overstated.
- Non-community college institutions conferred an average of 673 awards from 2019 to 2021.
- Orange County community college students that exited mass communications programs in the 2020-21 academic year had a median annual wage of \$34,828 after exiting the program and 36% of students attained the living wage.
- Throughout Orange County, 56% of mass communications students that exited their program in 2019-20 reported that they are working in a job closely related to their field of study.

## Demand

### Occupational Projections:

Exhibit 2 shows the annual percent change in jobs for these social media occupations from 2017 through 2027. Though there was a 7% decline across all occupations from 2019 to 2020 due to the COVID-19 pandemic, employment in these social media occupations remained flat in Orange County during the same period. These social media occupations are projected to grow at a slightly higher rate compared to all occupations through 2027.

**Exhibit 2: Annual Percent Change in Jobs for Social Media Occupations, 2017-2027**

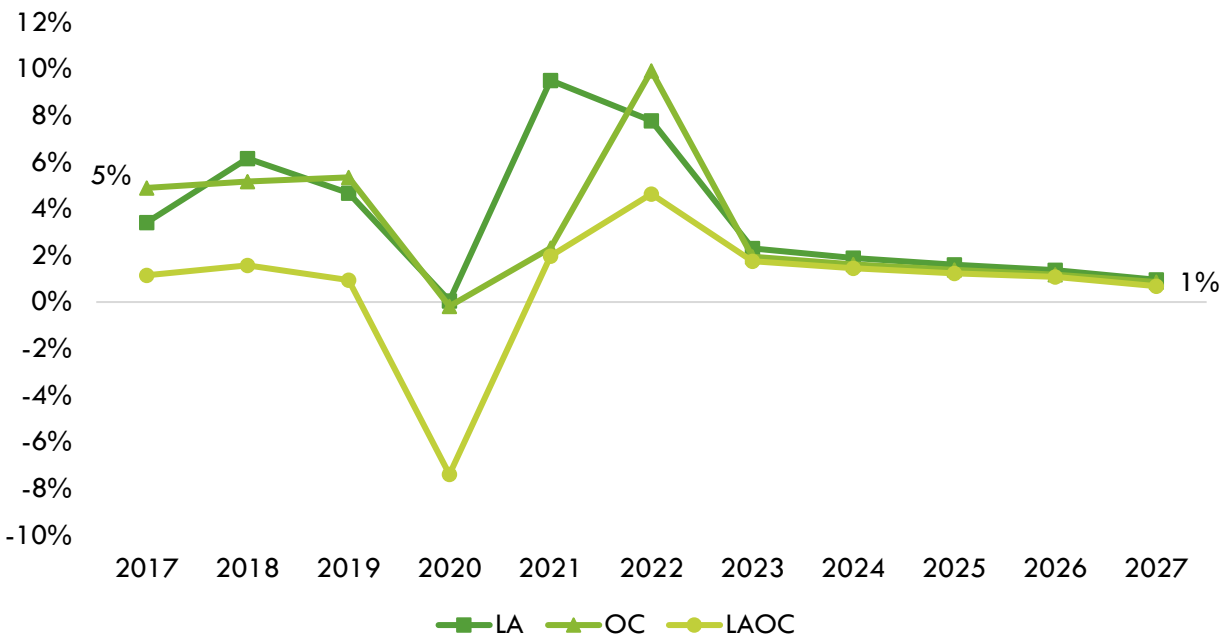


Exhibit 3 shows the five-year occupational demand projections for these social media occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 8% through 2027. There is projected to be 8,737 jobs available annually.

**Exhibit 3: Occupational Demand in Los Angeles and Orange Counties<sup>3</sup>**

Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	56,288	61,001	4,713	8%	6,392
Orange	21,148	22,667	1,518	7%	2,345
<b>Total</b>	<b>77,437</b>	<b>83,668</b>	<b>6,231</b>	<b>8%</b>	<b>8,737</b>

## Wages:

The labor market analysis in this report considers the entry-level hourly wages for these social media occupations in Orange County as they relate to the county’s living wage. Los Angeles County wages are included below in order to provide a complete analysis of the LA/OC region.

All annual openings for these social media occupations have entry-level wages above the living wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages range between \$25.27 and \$53.78. Orange County’s average wages are below the average statewide wage of \$56.06 for these occupations. Exhibit 4 shows the wage range for each of these social media occupations in Orange County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

**Exhibit 4: Wages by Occupation in Orange County**



<sup>3</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

All annual openings for these social media occupations have entry-level wages above the living wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages range between \$26.59 and \$54.66. Los Angeles County’s average wages are below the average statewide wage of \$56.06 for these occupations. Exhibit 5 shows the wage range for each of these social media occupations in Los Angeles County how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

**Exhibit 5: Wages by Occupation in Los Angeles County**



## Job Postings:

**Important Online Job Postings Data Note:** Online job postings data is sourced from Lightcast, a labor market analytics firm that scrapes, collects, and organizes data from online job boards such as LinkedIn, Indeed, Glassdoor, Monster, GovernmentJobs.com, and thousands more. Lightcast uses natural language processing (NLP) to determine the related company, industry, occupation, and other information for each job posting. However, NLP has limitations that include understanding contextual words or phrases; determining differences in words that can be used as nouns, verbs, and/or adjectives; and misspellings or grammatical errors.<sup>4</sup> For these reasons, job postings could be assigned to the wrong employer, industry, or occupation within Lightcast’s database.

Additionally, there are several limitations when analyzing job postings. A single job posting may not represent a single job opening, as employers may be creating a pool of candidates for future openings or hiring for multiple positions with a single posting. Additionally, not all jobs are posted online, and jobs may be filled through other methods such as internal promotion, word-of-mouth advertising, physical job boards, or a variety of other channels.

This section includes two analyses of online job postings. The first analysis examines online job postings for these social media occupations that specifically requested social media skills. To better understand how social media skills can be applied to other occupations, the second analysis examines all online job

<sup>4</sup> K. R. Chowdhary, *Fundamentals of Artificial Intelligence* (Basingstoke: Springer Nature, 2020), <https://link.springer.com/book/10.1007/978-81-322-3972-7>.

postings that requested social media skills and not only those that are specifically for marketing and public relations roles.

### Occupation Job Postings

Over the past 12 months, there were 30,381 online job postings for these social media occupations. Of those, 25% (7,451) specifically requested social media skills. Exhibit 6 shows the number of online job postings for these occupations, as well as the number that requested social media skills, over the past 12 months.

Notably, though *marketing managers* had the highest number of total postings, *market research analysts and marketing specialists* had the highest number of social media postings. Additionally, 37% of postings for *market research analysts and marketing specialists* requested social media skills, which is nearly double *public relations specialists* and triple *marketing managers*. The remainder of this section focuses on the job postings for these occupations that requested social media skills.

**Exhibit 6: Number of Job Postings by Occupation**

Occupation	Social Media Postings	Total Postings	Social Media as % of Total
Market Research Analysts and Marketing Specialists	4,468	12,046	37%
Marketing Managers	2,132	14,254	15%
Public Relations Specialists	851	4,081	21%
<b>Total Postings</b>	<b>7,451</b>	<b>30,381</b>	<b>25%</b>

There were 7,451 online job postings for these occupations that requested social media skills listed in the past 12 months. Exhibit 7 shows the number of job postings by job title. The top job title was data scientists, followed by software engineers, machine learning engineers, and data engineers.

**Exhibit 7: Number of Job Postings by Title (n=7,451)**

Occupation	Job Postings	Percentage of Job Postings
Social Media Managers	486	7%
Marketing Managers	389	5%
Marketing Coordinators	356	5%
Social Media Coordinators	298	4%
Social Media Specialists	259	3%
Marketing Specialists	222	3%
Digital Marketing Specialists	179	2%
Digital Marketing Managers	176	2%
Social Media Content Creators	153	2%
Marketing Assistants	150	2%

The top employers that requested social media skills for these occupations in the region, by number of job postings, are shown in Exhibit 8.

**Exhibit 8: Top Employers by Number of Job Postings (n=7,451)**

Employer	Job Postings	Percentage of Job Postings
Amazon	175	2%
Coalition Technologies	35	0.5%
Disney	35	0.5%
Iherb	35	0.5%
University of California	33	0.4%
Robert Half	27	0.4%
Live Nation	25	0.3%
24 Seven	24	0.3%
California State University	24	0.3%
Aquent	22	0.3%

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 9.

**Exhibit 9: Top Skills by Number of Job Postings (n=13,176)**

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Social Media (7,451)	Communications (4,530)	Instagram (2,956)
Marketing (5,908)	Detail Oriented (2,456)	TikTok (2,012)
Instagram (2,956)	Sales (2,351)	Adobe Photoshop (1,152)
Digital Marketing (2,567)	Writing (2,314)	Microsoft Office (1,104)
Content Creation (2,111)	Management (2,203)	Google Analytics (1,011)
TikTok (2,012)	Planning (1,872)	Microsoft Excel (978)
Search Engine Optimization (1,703)	Research (1,714)	Microsoft PowerPoint (923)
Project Management (1,669)	Self-Motivation (1,460)	Pinterest (823)
Marketing Strategies (1,548)	Verbal Communication Skills (1,375)	Facebook (793)
Analytics (1,516)	Customer Service (1,353)	Canva (Software) (632)

### Social Media Job Postings

Over the past 12 months, there were 17,983 online job postings that requested social media skills. Exhibit 10 shows the top 10 occupations for which employers requested social media skills.

The top four occupations are specifically related to market occupations. However, other business occupations are also listed in the top 10, including two sales occupations. Additionally, *graphic designers* ranked seventh among these occupations – these postings are largely related to digital content creation. Similarly, *writers and authors* is ranked eighth due to its relation to copywriting and editing for social media posts and content. Finally, *human resources specialists* ranked tenth. Postings for *human resources specialists* are primarily related to utilizing LinkedIn or other job advertising social media networks to advertise job opportunities and recruit potential candidates.

### Exhibit 10: Top Social Media Occupations (n=17,983)

Occupation	Total Postings	% of Postings
Market Research Analysts and Marketing Specialists	4,468	25%
Marketing Managers	2,157	12%
Public Relations Specialists	851	5%
Public Relations Managers	792	4%
Managers, All Other	501	3%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	414	2%
Graphic Designers	413	2%
Writers and Authors	320	2%
Sales Managers	295	2%
Human Resources Specialists	293	2%

Exhibit 11 shows the number of job postings by job title. Graphic Designers is the only job title that was not also a top job title for job postings related to the occupations in this report.

### Exhibit 11: Number of Social Media Job Postings by Title (n=17,983)

Occupation	Job Postings	Percentage of Job Postings
Social Media Managers	496	3%
Marketing Managers	392	2%
Marketing Coordinators	356	2%
Social Media Coordinators	299	2%
Social Media Specialists	263	1%
Graphic Designers	234	1%
Marketing Specialists	221	1%
Digital Marketing Specialists	184	1%
Digital Marketing Managers	181	1%
Social Media Content Creators	162	1%



The top employers that requested social media skills across all occupations by number of job postings, are shown in Exhibit 12.

**Exhibit 12: Top Employers by Number of Job Postings (n=7,451)**

Employer	Job Postings	Percentage of Job Postings
Bausch & Lomb	236	1%
Füd	222	1%
University of California	207	1%
Robert Half	186	1%
Amazon	184	1%
University of Southern California	111	1%
Bausch Health	110	1%
Disney	87	0.5%
NBC	76	0.4%
California State University	74	0.4%

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 13.

**Exhibit 13: Top Skills by Number of Job Postings (n=7,451)**

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Social Media (17,983)	Communications (11,055)	Instagram (4,819)
Marketing (11,158)	Detail Oriented (5,807)	TikTok (3,474)
Instagram (4,819)	Writing (5,712)	Microsoft Office (3,201)
Digital Marketing (3,956)	Management (5,382)	Microsoft Excel (2,915)
Content Creation (3,713)	Sales (5,271)	Adobe Photoshop (2,532)
Project Management (3,583)	Research (4,095)	Microsoft PowerPoint (2,397)
TikTok (3,474)	Planning (3,930)	Google Analytics (1,445)
Search Engine Optimization (2,745)	Customer Service (3,895)	Adobe Illustrator (1,427)
Adobe Photoshop (2,532)	Self-Motivation (3,419)	Microsoft Outlook (1,411)
Analytics (2,332)	Leadership (3,293)	Adobe Creative Suite (1,315)

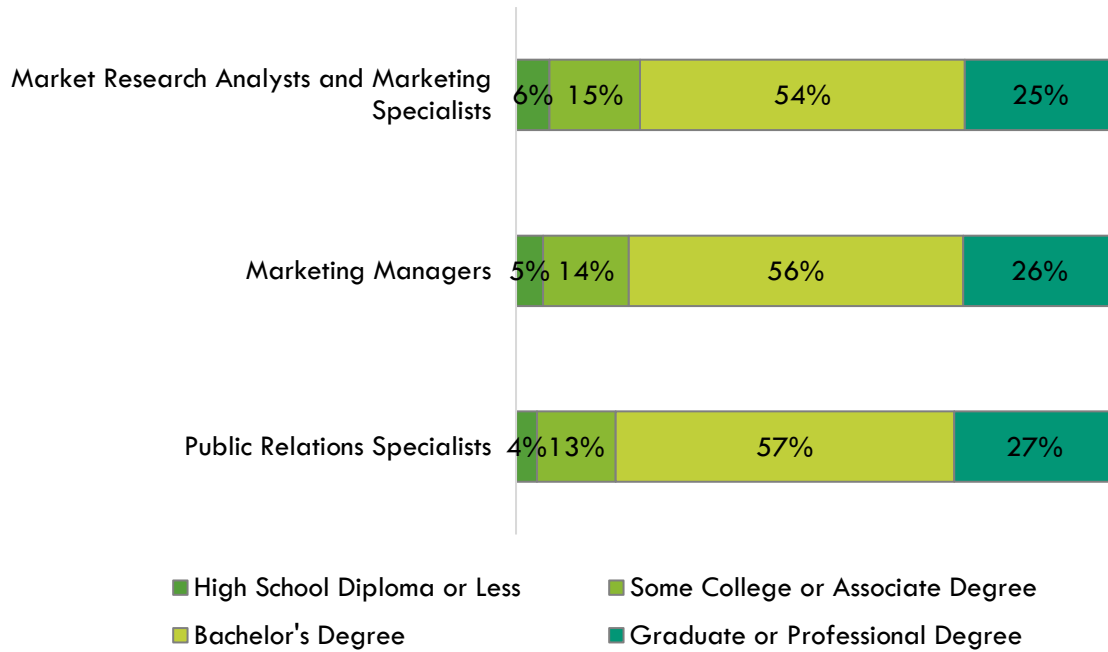
### Educational Attainment:

The Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry-level education for these social media occupations. Additionally, the national-level educational attainment data indicates between 13% and 15% of workers in the field have completed some college or an associate degree as their highest level of education. Over 80% of workers in these occupations have completed a bachelor's, master's, or doctoral degree as their highest level of education. Exhibit 14 shows the educational attainment for each occupation, sorted by highest community college educational attainment to lowest.

Of the 58% of the cumulative job postings for these occupations that requested social media skills and that listed a minimum education requirement in Los Angeles/Orange County, 89% (3,856) requested a bachelor's, master's, or doctoral degree and 11% (489) requested a high school diploma, vocational training, or an associate degree.

Of the 56% of the cumulative job postings for social media skills across all occupations that listed a minimum education requirement in Los Angeles/Orange County, 83% (8,439) requested a bachelor's, master's, or doctoral degree and 17% (1,718) requested a high school diploma, vocational training, or an associate degree.

### Exhibit 14: National-level Educational Attainment for Occupations



## Educational Supply

### Community College Supply:

Exhibit 15 shows the three-year average number of awards conferred by community colleges in the related TOP codes: Business and Commerce, General (0501.00), Business Administration (0505.00), Business Management (0506.00), Marketing and Distribution (0509.00), and E-Commerce (Business Emphasis) (0509.70). Notably, no awards were conferred for Mass Communications (0610.00) from 2019 to 2022. Therefore, data for this TOP code is not included in

The colleges with the most completions are Pasadena, Mt. San Antonio, and Long Beach. Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

Though these programs are most closely related to the social media occupations in this report, it is important to note that they train for a variety of occupations, including middle-skill occupations. However, the social media-related occupations in this report have high education requirements and employers typically require more than a community college education for these occupations. For these reasons, community college supply is overstated.

**Exhibit 15: Regional Community College Awards (Certificates and Degrees), 2019-2022**

TOP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
0501.00	Business and Commerce, General	Cerritos	5	4	1	3
		Glendale	46	61	73	60
		LA City	116	50	60	75
		LA Harbor	10	12	12	11
		LA Mission	0	0	1	0
		LA Pierce	17	13	24	18
		LA Southwest	29	29	24	27
		Long Beach	237	189	195	207
		Mt San Antonio	117	117	136	123
		Santa Monica	5	12	14	10
		West LA	44	67	83	65
		<b>LA Subtotal</b>	<b>626</b>	<b>554</b>	<b>623</b>	<b>599</b>
		Coastline	6	5	4	5
		Saddleback	19	39	73	43
		<b>OC Subtotal</b>	<b>25</b>	<b>44</b>	<b>77</b>	<b>48</b>
<b>Supply Subtotal/Average</b>			<b>651</b>	<b>598</b>	<b>700</b>	<b>647</b>
0505.00	Business Administration	Cerritos	250	222	299	256
		Citrus	399	416	386	400
		Compton	29	31	22	27
		East LA	247	391	309	316
		El Camino	306	342	325	324

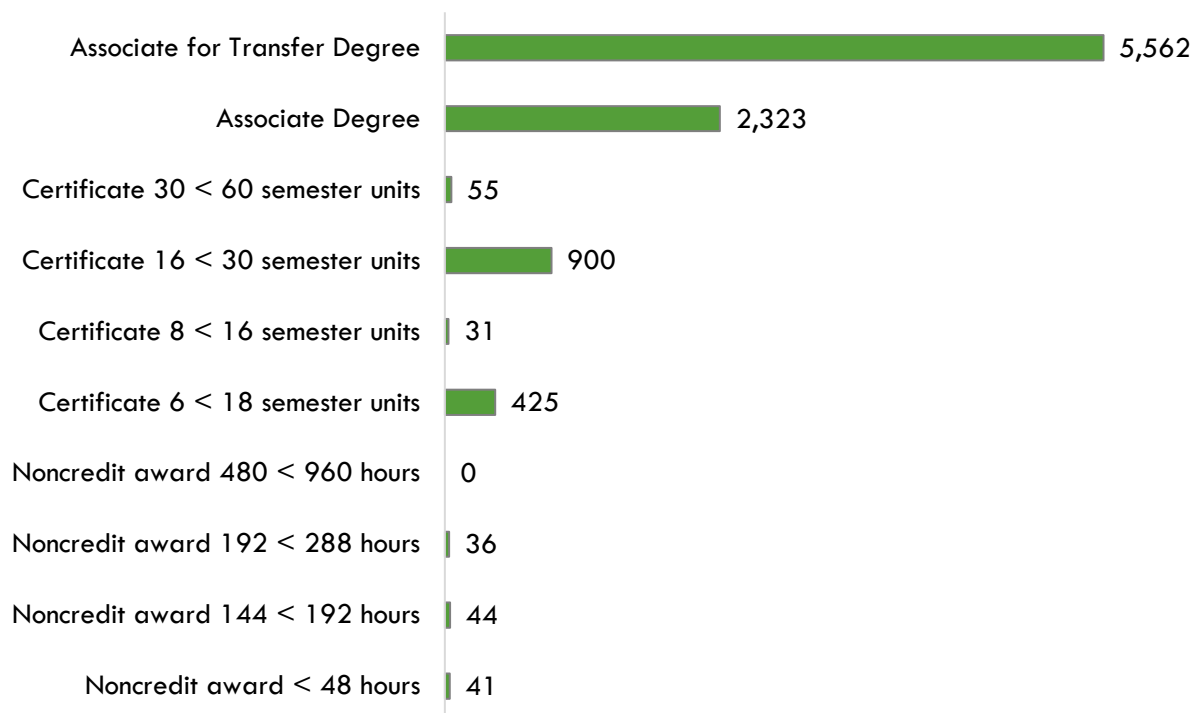
TOP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		Glendale	241	217	221	226
		LA City	91	151	112	118
		LA Harbor	83	87	68	79
		LA Mission	88	89	89	88
		LA Pierce	208	255	266	243
		LA Southwest	56	45	38	46
		LA Trade	7	28	32	22
		LA Valley	147	172	197	172
		Long Beach	293	319	296	303
		Mt San Antonio	269	337	281	296
		Pasadena	1191	1240	859	1097
		Rio Hondo	276	246	254	259
		Santa Monica	334	337	370	347
		West LA	156	134	127	139
		<b>LA Subtotal</b>	<b>4,671</b>	<b>5,059</b>	<b>4,551</b>	<b>4,758</b>
		Coastline	592	432	410	477
		Cypress	244	232	206	227
		Fullerton	373	319	367	353
		Golden West	166	194	186	182
		Irvine	349	299	383	343
		Orange Coast	443	368	412	408
		Saddleback	382	315	327	341
		Santa Ana	220	198	187	201
		Santiago Canyon	157	153	143	151
		<b>OC Subtotal</b>	<b>2,926</b>	<b>2,510</b>	<b>2,621</b>	<b>2,683</b>
		<b>Supply Subtotal/Average</b>	<b>7,597</b>	<b>7,569</b>	<b>7,172</b>	<b>7,441</b>
0506.00	Business Management	Cerritos	516	387	276	393
		East LA	18	17	18	18
		El Camino	33	49	22	35
		Glendale	13	15	28	18
		LA City	39	18	16	25
		LA Mission	1	4	6	4
		LA Pierce	2	7	14	8
		LA Valley	36	30	39	35
		Long Beach	29	44	28	34
		Mt San Antonio	145	150	188	160
		Cerritos	516	387	276	393

TOP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		East LA	18	17	18	18
		El Camino	33	49	22	35
		<b>LA Subtotal</b>	<b>832</b>	<b>721</b>	<b>635</b>	<b>730</b>
		Coastline	72	307	33	138
		Cypress	3	7	1	3
		Fullerton	12	11	19	13
		Golden West	8	11	13	10
		Irvine	14	5	23	14
		North Orange Adult	36	19	32	29
		Orange Coast	16	19	16	18
		Santa Ana	71	40	39	50
		Santiago Canyon	24	55	25	34
		<b>OC Subtotal</b>	<b>256</b>	<b>474</b>	<b>201</b>	<b>309</b>
		<b>Supply Subtotal/Average</b>	<b>1,088</b>	<b>1,195</b>	<b>836</b>	<b>1,039</b>
0509.00	Marketing and Distribution	Cerritos	18	14	26	19
		Compton	0	0	1	0
		East LA	5	8	6	6
		El Camino	6	9	6	6
		Glendale	1	3	4	2
		LA City	15	15	13	14
		LA Harbor	0	0	1	0
		LA Pierce	8	8	10	9
		LA Trade	3	7	4	5
		LA Valley	19	24	27	24
		Long Beach	5	15	18	12
		Mt San Antonio	5	12	9	9
		Pasadena	6	3	17	9
		Rio Hondo	9	11	7	9
		Santa Monica	28	54	61	48
		West LA	1	1	4	2
		<b>LA Subtotal</b>	<b>129</b>	<b>184</b>	<b>214</b>	<b>174</b>
		Cypress	5	4	0	3
		Fullerton	4	8	4	5
		Golden West	6	4	6	5
		Orange Coast	69	48	20	46
		Saddleback	27	15	19	20

TOP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		Santa Ana	0	2	1	1
		Santiago Canyon	18	57	17	31
		<b>OC Subtotal</b>	<b>129</b>	<b>138</b>	<b>67</b>	<b>111</b>
<b>Supply Subtotal/Average</b>			<b>258</b>	<b>322</b>	<b>281</b>	<b>285</b>
0509.70	E-Commerce (Business Emphasis)	Long Beach	4	7	5	5
		<b>LA Subtotal</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>5</b>
		-	-	-	-	-
		<b>OC Subtotal</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Supply Subtotal/Average</b>			<b>4</b>	<b>7</b>	<b>5</b>	<b>5</b>
<b>Supply Total/Average</b>			<b>9,598</b>	<b>9,691</b>	<b>8,994</b>	<b>9,417</b>

Exhibit 16 shows the annual average community college awards by type from 2019-20 through 2021-22. The majority of the awards are for associate for transfer degrees, followed by associate degrees, and certificates between 16 and less than 30 semester units.

### Exhibit 16: Annual Average Community College Awards by Type, 2018-2021



## Community College Student Outcomes:

Exhibit 17 shows the Strong Workforce Program (SWP) metrics for mass communications programs in Rancho Santiago Community College District (RSCCD), the Orange County Region, and California. Of the 743 mass communications students in the 2020-21 academic year, 21% (157) attended a RSCCD college.

RSCCD students that exited mass communications programs in the 2020-21 academic year had significantly higher median annual earnings (\$55,062) compared to mass communications students throughout Orange County (\$34,824) and the state (\$27,186). A significantly higher percentage of RSCCD mass communications students attained the living wage (64%) compared to mass communications throughout Orange County (36%) and the state (34%).

### Exhibit 17: Mass Communications (0610.00) Strong Workforce Program Metrics, 2020-21<sup>5</sup>

SWP Metric	RSCCD	OC Region	California
SWP Students	157	743	6,383
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	Insufficient Data	18%	22%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	87%	87%	86%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	Insufficient Data	Insufficient Data	Insufficient Data
SWP Students Who Transferred to a Four-Year Postsecondary Institution	Insufficient Data	117	861
SWP Students with a Job Closely Related to Their Field of Study (2019-20)	Insufficient Data	56%	54%
Median Annual Earnings for SWP Exiting Students	\$55,062 (\$26.47)	\$34,824 (\$16.74)	\$27,186 (\$13.07)
Median Change in Earnings for SWP Exiting Students	10%	17%	37%
SWP Exiting Students Who Attained the Living Wage	64%	36%	34%

<sup>5</sup> All SWP metrics are for 2020-21 unless otherwise noted.

## Non-Community College Supply:

For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for these social media occupations. Exhibit 18 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: Apparel and Textile Marketing Management (19.0905), Marketing/Marketing Management, General (52.1401), and Apparel and Accessories Marketing Operations (52.1904).

Currently, only two years of data are currently available due to changes in the CIP Taxonomy. Between 2019 and 2021, non-community colleges in the region conferred an average of 673 awards annually in related training programs.

**Exhibit 18: Regional Non-Community College Awards, 2017-2020**

CIP Code	Program	College	2019- 2020 Awards	2020- 2021 Awards	2-Year Award Average
19.0905	Apparel and Textile Marketing Management	FIDM-Fashion Institute of Design & Merchandising-Los Angeles	66	43	54
<b>Supply Subtotal/Average</b>			<b>66</b>	<b>43</b>	<b>54</b>
52.1401	Marketing/Marketing Management, General	California State University-Northridge	384	406	395
		FIDM-Fashion Institute of Design & Merchandising-Los Angeles	27	28	28
		Fremont College	4	1	2
		Loyola Marymount University	154	149	152
		Mount Saint Mary's University	9	3	6
		Vanguard University of Southern California	8	12	10
		Westcliff University	3	0	2
		Woodbury University	19	9	14
<b>Supply Subtotal/Average</b>			<b>608</b>	<b>608</b>	<b>609</b>
52.1904	Apparel and Accessories Marketing Operations	Woodbury University	10	10	10
<b>Supply Subtotal/Average</b>			<b>10</b>	<b>10</b>	<b>10</b>
<b>Supply Total/Average</b>			<b>684</b>	<b>661</b>	<b>673</b>



## Regional Demographics

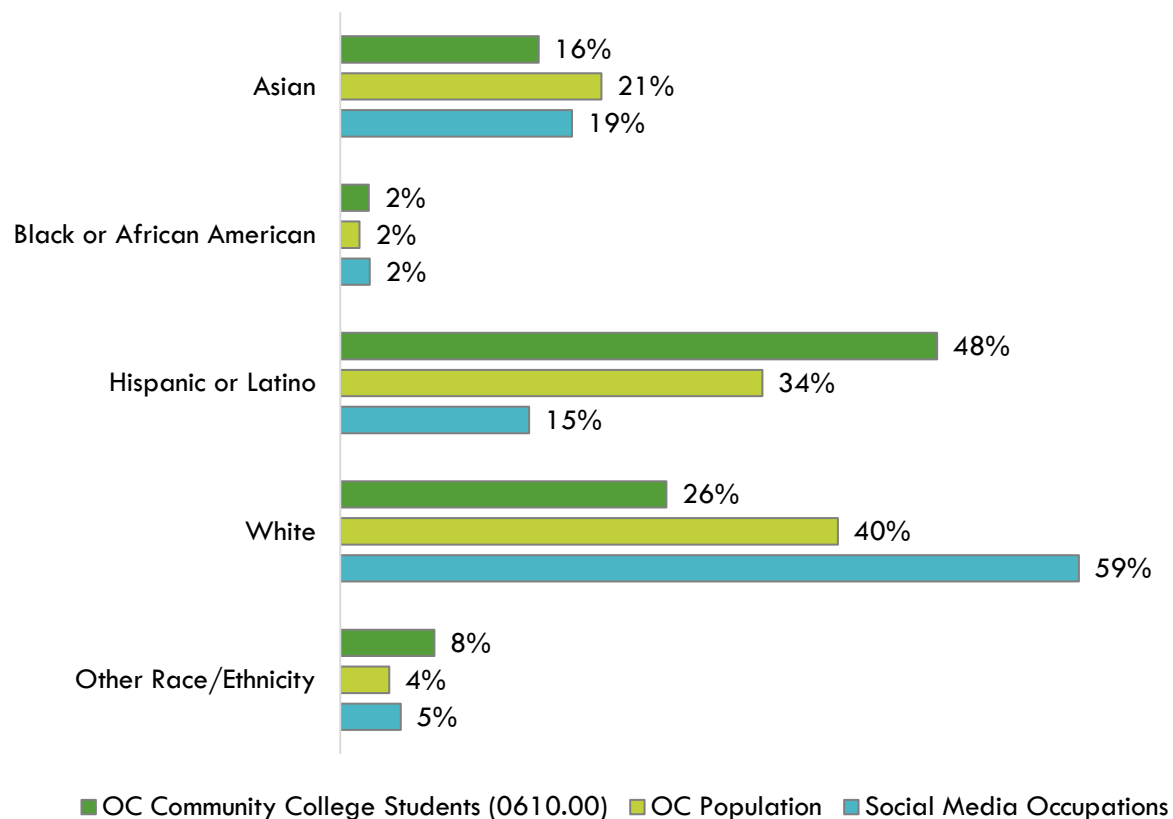
This section analyzes demographic data for Orange County community college students enrolled in mass communications programs compared to the OC population, as well occupational data, for the purpose of identifying potential diversity and equity issues that can be addressed by community college programs.

### Ethnicity:

Exhibit 19 shows the ethnicity of Orange County community college students enrolled in mass communications programs compared to the overall Orange County population, as well as the three social media occupations included in this report. Notably, 59% of workers employed in these social media occupations are white, which is significantly higher than the population (40%) and community college mass communications students (26%). Conversely, 48% of community college mass communications students are Hispanic or Latino, which is higher than the population (34%) and more than triple these social media occupations (15%).

There are no significant differences between the three social media occupations when examining disaggregated data (not shown).

Exhibit 19: Program and County Demographics by Ethnicity

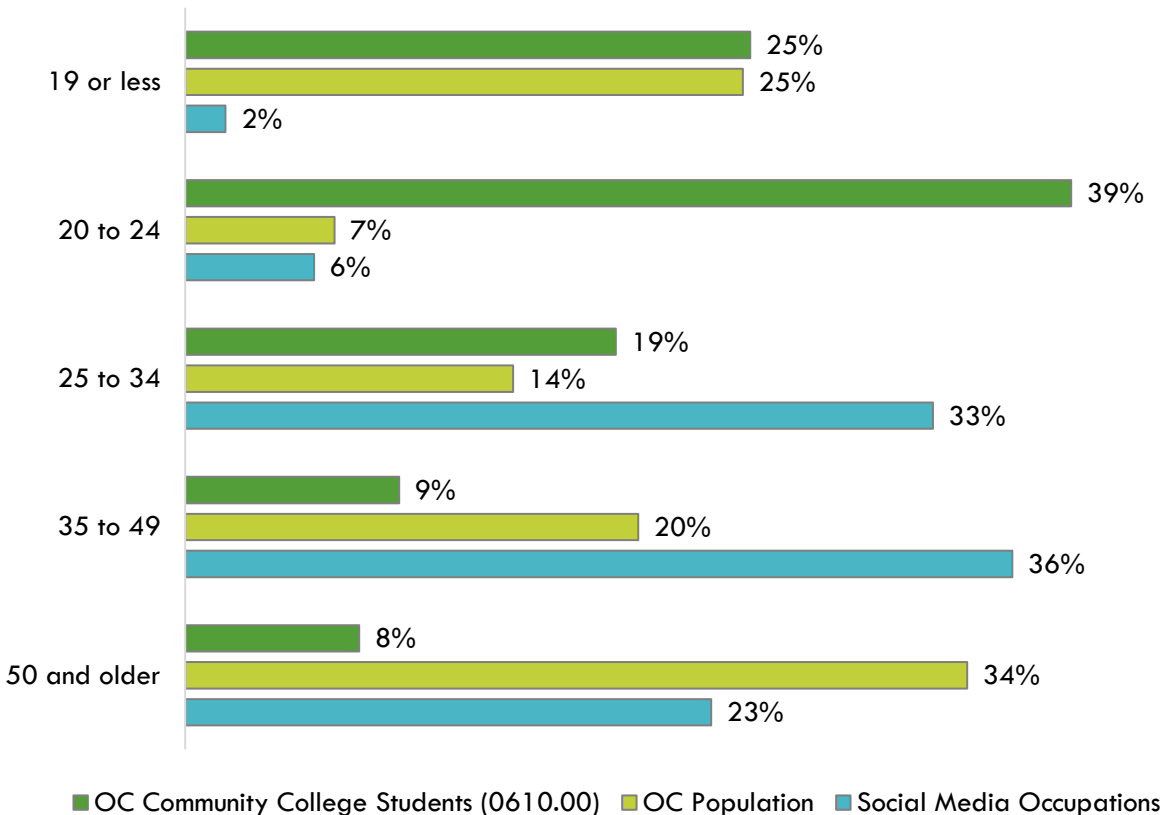


## Age:

Exhibit 20 shows the age of Orange County community college students enrolled in mass communications programs compared to the overall Orange County population, as well as the three social media occupations included in this report. Over two-thirds (69%) of workers in these social media occupations are 25 to 49, which is more than double the population (34%) and community college mass communications students. Conversely, 64% of community college mass communications students are 24 or less, which is double the population (32%). Only 8% of workers in these social media occupations are 24 or less.

There are no significant differences between the three social media occupations when examining disaggregated data (not shown).

Exhibit 20: Program and County Demographics by Age

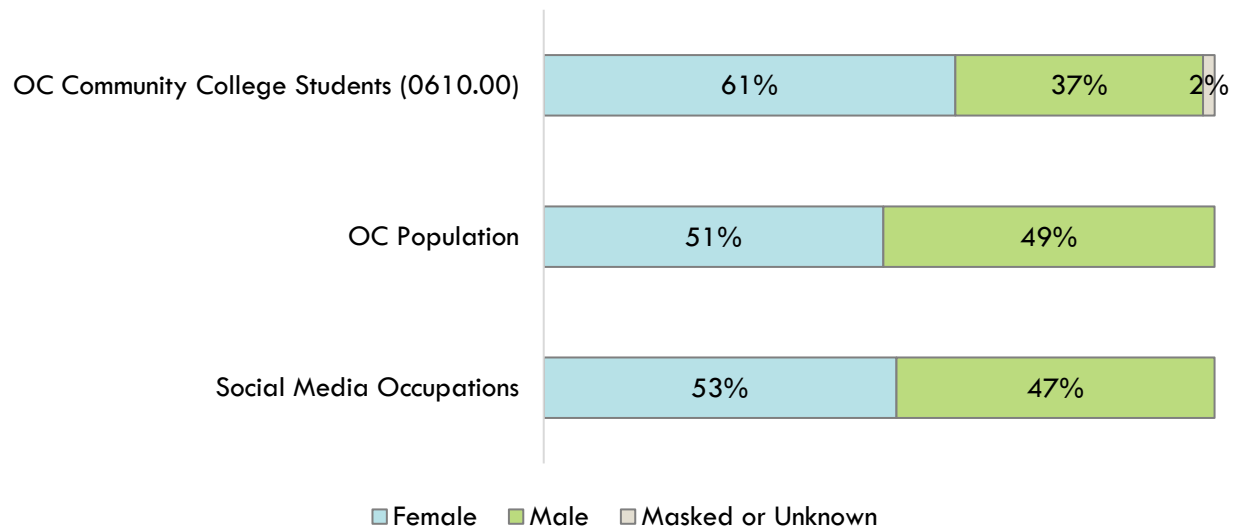


## Sex:

Exhibit 21 shows the sex of Orange County community college students enrolled in mass communications programs compared to the overall Orange County population, as well as the three social media occupations included in this report. Both the population and these social media occupations are split nearly evenly between women and men, while 61% of community college mass communications students are women.

Examining disaggregated data by occupation (not shown), the majority of *public relations specialists* (65%) and *market research analysts and marketing specialists* (55%) are women. The slight majority of *marketing managers* (51%) are men.

Exhibit 15: Program and County Demographics by Sex



## Appendix A: Methodology

The OC COE prepared this report by analyzing data from occupations and education programs. Occupational data is derived from Lightcast, a labor market analytics firm that consolidates data from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS) and other government agencies. Program supply data is drawn from two systems: Taxonomy of Programs (TOP) and Classification of Instructional Programs (CIP).

Using a TOP-SOC crosswalk, the OC COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- 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.

The OC COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. The COE developed a “supply table” with this information, which is the source of the program supply data for this report. TOP code data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](http://datamart.cccco.edu)) and CIP code data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](http://nces.ed.gov/ipeds/use-the-data)), also known as IPEDS. TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education in the United States and Canada. Institutions outside of the California Community College system do not use TOP codes in their reporting systems.

Data included in this analysis represent the labor market demand for relevant positions most closely related to the proposed program as expressed by the requesting college in consultation with the OC COE. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study which can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.

All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

## Appendix B: Data Sources

Data Type	Source
Occupational Projections, Wages, and Job Postings	<p>Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics and the American Community Survey. For more information, see <a href="https://lightcast.io/">https://lightcast.io/</a></p>
Living Wage	<p>The living wage is derived from the Insight Center’s California Family Needs Calculator, which measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, child care, health care, transportation, and taxes. For more information, see: <a href="https://insightccd.org/family-needs-calculator/">https://insightccd.org/family-needs-calculator/</a></p> <p>The living wage for one adult in Orange County is \$20.63 per hour (\$42,910.40 annually). This figure is used by the CCCCCO to calculate the percentage of students that attained the regional living wage.</p>
Typical Education and Training Requirements, and Educational Attainment	<p>The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. BLS uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data. For more information, see <a href="https://www.bls.gov/emp/documentation/education/tech.htm">https://www.bls.gov/emp/documentation/education/tech.htm</a></p>
Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences	<p>The O*NET database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations. For more information, see <a href="https://www.onetonline.org/help/online/">https://www.onetonline.org/help/online/</a></p>
Educational Supply	<p>The CCCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: <a href="https://datamart.cccco.edu">https://datamart.cccco.edu</a></p> <p>The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see <a href="https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions">https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</a></p>
Student Metrics and Demographics	<p>LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. For more information, see: <a href="https://www.calpassplus.org/LaunchBoard/Home.aspx">https://www.calpassplus.org/LaunchBoard/Home.aspx</a></p>

Data Type	Source
Population and Occupation Demographics	<p>The Census Bureau's American Community Survey (ACS) is the premier source for detailed population and housing information. For more information, see: <a href="https://www.census.gov/programs-surveys/acs">https://www.census.gov/programs-surveys/acs</a></p> <p>Data is sourced from IPUMS USA, a database providing access to ACS and other Census Bureau data products. For more information, see: <a href="https://usa.ipums.org/usa/about.shtml">https://usa.ipums.org/usa/about.shtml</a></p>

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For more information, please contact the Orange County Center of Excellence:

**Jesse Crete, Ed. D., Director**  
 crete\_jesse@rscdd.edu

**Jacob Poore, Assistant Director**  
 poore\_jacob@rscdd.edu

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