** Writers and** **Authors**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

February 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Writers and Authors compared to the demand for this occupation in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties). There is a projected annual gap of about 640 students in the Bay region and 205 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0612.20 - Film Production 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 City College of San Francisco and in the region.

# Introduction

This report profiles Writers and Authors in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new Scriptwriting Certificate at City College of San Francisco.

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| --- |
| * **Writers and Authors (SOC 27-3043):** Originate and prepare written material, such as scripts, stories, advertisements, and other material. Excludes "Public Relations Specialists" (27-3031) and "Technical Writers" (27-3042).
 |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: Long-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 13%* |

# Occupational Demand

**Table 1. Employment Outlook for Writers and Authors in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Writers and Authors | 6,322 | 6,815 | 493  | 8% | 3,286 | 657 | $15.79  | $19.70  |

*Source: EMSI 2019.1*

**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 Writers and Authors in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Writers and Authors | 2,110 | 2,272 | 162  | 8% | 1,096 | 219 | $16.22  | $21.86  |

*Source: EMSI 2019.1*

**Mid-Peninsula Sub-Region** includes San Francisco and 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 (Feb 2018 - Jan 2019)**

| Occupation | Bay Region | Mid-Peninsula |
| --- | --- | --- |
|  Copy Writers (27-3043.04) | 2,553 | 1,439 |
|  Poets, Lyricists and Creative Writers (27-3043.05) | 79 | 48 |
| **Total** | **2,632** | **1,487** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Writers and Authors for latest 12 months (Feb 2018 - Jan 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | Mid-Peninsula | Common Title | Bay | Mid-Peninsula |
| Copywriter | 1,191 | 811 | Grocery Order Writer | 14 | 2 |
| Writer | 150 | 90 | Writer/Agent | 14 | 0 |
| Content Writer | 140 | 71 | Contract Writer | 13 | 8 |
| Ux Writer | 109 | 42 | Web Content Writer | 12 | 6 |
| Marketing Writer | 47 | 22 | Grant Writer | 11 | 3 |
| Creative Writer | 32 | 5 | Communications Writer | 10 | 3 |
| Senior Writer | 29 | 18 | General Writer | 10 | 0 |
| Senior Ux Writer | 28 | 12 | Order Writer | 10 | 2 |
| Advertising Specialist | 23 | 18 | Freelance Writer | 9 | 4 |
| Content Marketing Writer | 18 | 7 | Product Content Writer | 9 | 4 |
| Digital Content Writer | 17 | 11 | Product Writer | 8 | 8 |
| Marketing Content Writer | 16 | 5 | Dairy Order Writer | 7 | 1 |
| Entry Writer | 15 | 14 | Digital Advertising Specialist | 7 | 7 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Writers and Authors in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2017) | Jobs in Industry (2022) | % Change (2017-22) | % in Industry (2017) |
| Independent Artists, Writers, and Performers (711510) | 2,363 | 2,364 | 1% | 36.9% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 728 | 778 | 40% | 12.1% |
| Other Spectator Sports (711219) | 228 | 236 | 12% | 3.7% |
| Periodical Publishers (511120) | 172 | 166 |  (11%) | 2.6% |
| Administrative Management and General Management Consulting Services (541611) | 141 | 149 | 23% | 2.3% |
| Advertising Agencies (541810) | 142 | 141 |  (2%) | 2.2% |
| Book Publishers (511130) | 137 | 136 |  (2%) | 2.1% |
| Custom Computer Programming Services (541511) | 131 | 134 | 14% | 2.1% |
| Musical Groups and Artists (711130) | 120 | 126 | 18% | 2.0% |
| Promoters of Performing Arts, Sports, and Similar Events without Facilities (711320) | 89 | 91 | 7% | 1.4% |
| Marketing Consulting Services (541613) | 83 | 88 | 24% | 1.4% |
| Other Scientific and Technical Consulting Services (541690) | 88 | 86 |  (5%) | 1.3% |
| Motion Picture and Video Production (512110) | 85 | 85 | 6% | 1.3% |
| Public Relations Agencies (541820) | 82 | 81 |  (1%) | 1.3% |
| Newspaper Publishers (511110) | 83 | 79 |  (29%) | 1.2% |
| Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures (711410) | 77 | 75 |  (9%) | 1.2% |
| Computer Systems Design Services (541512) | 73 | 73 | 10% | 1.1% |
| Theater Companies and Dinner Theaters (711110) | 61 | 64 | 18% | 1.0% |

*Source: EMSI 2019.1*

**Table 6. Top Employers Posting Jobs for Writers and Authors in Bay Region and Mid-Peninsula Sub-Region (Feb 2018 - Jan 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Whole Foods Market, Inc. | 51 | Cisco Systems Incorporated | 10 | The Realreal | 20 |
| Menlo Technologies | 41 | Nerdwallet | 9 | Gap Inc. | 19 |
| Apple Inc. | 33 | Salesforce | 9 | Facebook | 13 |
| The Realreal | 20 | Stanford University | 9 | Williams-Sonoma | 13 |
| Gap Inc. | 19 | Swirl Incorporated | 9 | Fast Forward Accelerate Good | 12 |
| Google Inc. | 19 | Uber | 9 | Shs Incorporated | 12 |
| Intellipro Incorporated | 16 | Yusen Logistics | 9 | Pinterest | 11 |
| Lululemon | 15 | Fisher Investments | 8 | Safeguard Scientifics Incorporated | 10 |
| Facebook | 13 | IBM | 8 | Nerdwallet | 9 |
| Fast Forward Accelerate Good | 13 | Steyer Content | 8 | Salesforce | 9 |
| Safeguard Scientifics Incorporated | 13 | Trilyon, Inc | 8 | Swirl Incorporated | 9 |
| Williams-Sonoma | 13 | Wunderland | 8 | Uber | 9 |
| Shs Incorporated | 12 | 10X Genomics | 7 | Yusen Logistics | 9 |
| Pinterest | 11 | Curology | 7 | Curology | 7 |

*Source: Burning Glass*

# Educational Supply

There are four community colleges in the Bay Region issuing 17 awards on average annually (last 3 years) on TOP 0612.20 - Film Production. There are two colleges in the Mid-Peninsula Sub-Region issuing 14 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 0612.20 - Film Production in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| Canada | Mid-Peninsula | 24 |  |  |  |
| Chabot | East Bay | 32 |  |  |  |
| City College of San Francisco | Mid-Peninsula | 99 |  | 7 | 7 |
| Diablo Valley | East Bay | 92 |  |  |  |
| Foothill | Silicon Valley | 11 | 2 |  | 2 |
| Monterey Peninsula | Santa Cruz & Monterey | 12 | 1 |  | 1 |
| San Jose City | Silicon Valley | 14 |  |  |  |
| Skyline | Mid-Peninsula | 195 | 1 | 6 | 7 |
| **Total Bay Region** | **479** | **4** | **13** | **17** |
| **Total Mid-Peninsula Sub-Region** | **318** | **1** | **13** | **14** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 657 annual openings for Writers and Authors and 17 annual (3-year average) awards for an annual undersupply of 640 students. In the Mid-Peninsula Sub-Region, there is also a gap with 219 annual openings and 14 annual (3-year average) awards for an annual undersupply of 205.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0612.20 - Film Production**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | City College of San Francisco (All CTE Programs) | State (0612.20) | Bay (0612.20) | Mid-Peninsula (0612.20) | City College of San Francisco (0612.20) |
| % Employed Four Quarters After Exit | 74% | 73% | 68% | 63% | 67% | 67% |
| Median Quarterly Earnings Two Quarters After Exit | $23,396 | $10,170 | $9,555 | $6,796 | $8,139 | $5,975 |
| Median % Change in Earnings | 46% | 50% | 19% | 32% | 29% | 29% |
| % of Students Earning a Living Wage | 63% | 55% | 54% | 39% | 36% | 30% |

*Source: Launchboard Pipeline (version available on 2/13/19)*

# Skills and Education

**Table 9. Top Skills for Writers and Authors in Bay Region (Feb 2018 - Jan 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Copywriting | 1,373 | Product Marketing | 160 | Stakeholder Management | 94 |
| Journalism | 663 | Copy Editing | 141 | Product Management | 91 |
| Social Media | 535 | Facebook | 139 | Ad Campaigns | 89 |
| Proofreading | 310 | Contract Preparation | 137 | Adobe Acrobat | 89 |
| Content Management | 298 | Content Marketing | 133 | Budgeting | 89 |
| Technical Writing / Editing | 288 | Marketing Copy | 133 | Market Strategy | 86 |
| Creative Writing | 276 | Digital Marketing | 132 | Broadcast Industry Knowledge | 84 |
| Marketing | 272 | Marketing Materials | 119 | Packaging | 84 |
| Project Management | 272 | Content Management Systems (CMS) | 109 | Direct Mail | 82 |
| Content Development | 250 | Marketing Communications | 109 | Quality Assurance and Control | 78 |
| Blog Posts | 231 | Merchandising | 109 | Information Architecture | 75 |
| Business-to-Business | 222 | Adobe Photoshop | 105 | Digital Advertising | 73 |
| E-Commerce | 203 | Adobe Indesign | 104 | Scheduling | 73 |
| Retail Industry Knowledge | 193 | Concept Development | 103 | Thought Leadership | 73 |
| Customer Service | 162 | Newsletters | 94 | Email Campaigns | 72 |

*Source: Burning Glass*

**Table 10. Education Requirements for Writers and Authors in Bay Region**

Note: 50% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |
| --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings |
| High school or vocational training | 49 (4%) |
| Associate Degree | 11 (1%) |
| Bachelor’s Degree or Higher | 1,251 (95%) |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://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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