

**Program Endorsement Brief: 0699.00/Other Media and Communications**  
**Multimedia Communications Certificate**  
 Orange County Center of Excellence, February 2021

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**Summary Analysis**

<b>Program Endorsement:</b>	<b>Endorsed: All Criteria Met</b> <input type="checkbox"/>	<b>Endorsed: Some Criteria Met</b> <input checked="" type="checkbox"/>	<b>Not Endorsed</b> <input type="checkbox"/>
<b>Program Endorsement Criteria</b>			
<b>Supply Gap:</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
<b>Living Wage: (Entry-Level, 25<sup>th</sup>)</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
<b>Education:</b>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
<b>Emerging Occupation(s)</b>			
	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	

The Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to one above middle-skill occupation: *public relations specialists* (27-3031). Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree.<sup>1</sup> While this occupation is considered above middle-skill and typically requires a bachelor’s degree, it is the standard occupational classification (SOC) code that is most closely related to the knowledge, skills, and abilities that will be taught in this proposed program. These skills include video capturing and editing, audio editing, social media management and metrics, basic coding and web design, data visualization, basic digital graphic design, and basic 360 video/virtual reality production. These skills will prepare students for jobs that utilize social media and content management in a variety of both traditional and emerging fields. However, it is important to note that students who complete this program will likely need additional training or experience in order to obtain employment as *public relations specialists*.

Additionally, the skills taught in this proposed program will benefit working professionals in public relations, social media, communications, journalism, advertising, and digital marketing positions by providing additional training and professional development. In order to better understand the demand for multimedia communications skills in these areas, this report analyzes online job postings that require or request these multimedia skills. 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 *public relations specialists* in the region and typical entry-level wages are above the living wage in both Los Angeles and

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<sup>1</sup> 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.

Orange counties. However, the Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry level education for *public relations specialists*. **Therefore, due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

**Demand:**

- **Supply Gap Criteria** – Over the next five years, there is projected to be **1,231 jobs available annually** in the region due to new job growth and replacements, **which is more than the 52 awards conferred annually** by educational institutions in the region.
  - **There were 106,472 online job postings** listed in the past 12 months that mention one or more of the **target skills that will be taught in the multimedia communications program**. These skills include: video capturing and editing, audio editing, social media management and metrics, basic coding and web design, data visualization, basic digital graphic design, and basic 360 video/virtual reality production.
- **Living Wage Criteria** – Within Orange County, **typical entry-level hourly wages** for *public relations specialists* are **\$20.92, which is higher than the California Family Needs Calculator** hourly wage (living wage) for one adult in the region (\$17.36/hour).<sup>2</sup>
- **Educational Criteria** –The Bureau of Labor Statistics (BLS) lists a **bachelor's degree as the typical entry-level education** for *public relations specialists*.
  - Furthermore, the national-level educational attainment data indicates **14% of workers in the field have completed some college or an associate degree**, while 82.5% of *public relations specialists* hold a bachelor's degree or higher level of education.
  - Although this occupation is considered above middle-skill and typically requires a bachelor's degree, this proposed program is designed to provide students with training in various multimedia and communications skills that will make them more marketable in the workforce.

**Supply:**

- There are **3 community colleges** in the LA/OC region that issue awards related to public relations, conferring an average of **3 awards annually** between 2016 and 2019.
- Between 2014 and 2017, there was an average of **49 awards conferred annually** in related training programs by non-community college institutions throughout the region.

**Occupational Demand**

Exhibit 1 shows the five-year occupational demand projections for *public relations specialists*. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 6% through 2024. There will be more than 1,200 job openings per year through 2024 due to job growth and replacements.

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<sup>2</sup> Living wage data was pulled from California Family Needs Calculator on 2/8/2021. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

This report includes employment projection data by Emsi which uses EDD information. Emsi's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>3</sup>**

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	8,077	8,595	518	6%	962
Orange	2,411	2,491	80	3%	269
<b>Total</b>	<b>10,488</b>	<b>11,086</b>	<b>598</b>	<b>6%</b>	<b>1,231</b>

### Wages

The labor market endorsement in this report considers the entry-level hourly wages for *public relations specialists* 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. Detailed wage information, by county, is included in Appendix A.

**Orange County**— The typical entry-level hourly wages for *public relations specialists* are \$20.92, which is above the living wage for one adult (\$17.36 in Orange County). Experienced workers can expect to earn \$39.55, which is higher than the living wage estimate. Orange County's average wages are below the average statewide wage of \$37.25 for these occupations.

**Los Angeles County**— The typical entry-level hourly wages for *public relations specialists* are \$22.26, which is above the living wage for one adult (\$15.04 in Los Angeles County). Experienced workers can expect to earn wages of \$42.06, which is higher than the living wage estimate. Los Angeles County's average wages are below the average statewide wage of \$37.25 for these occupations.

### Job Postings

**By Occupation**— There were 3,631 online job postings for *public relations specialists* listed in the past 12 months. While this occupation is most closely related to the skills that will be taught in this proposed program, students would likely need additional training and experience in order to become public relations specialists. For this reason, the number of public relations job postings directly related to this proposed program is overstated in this section.

The highest number of job postings were for communications specialists, media planners, media buyers, content strategists, and customer success specialists. The top skills were: social media,

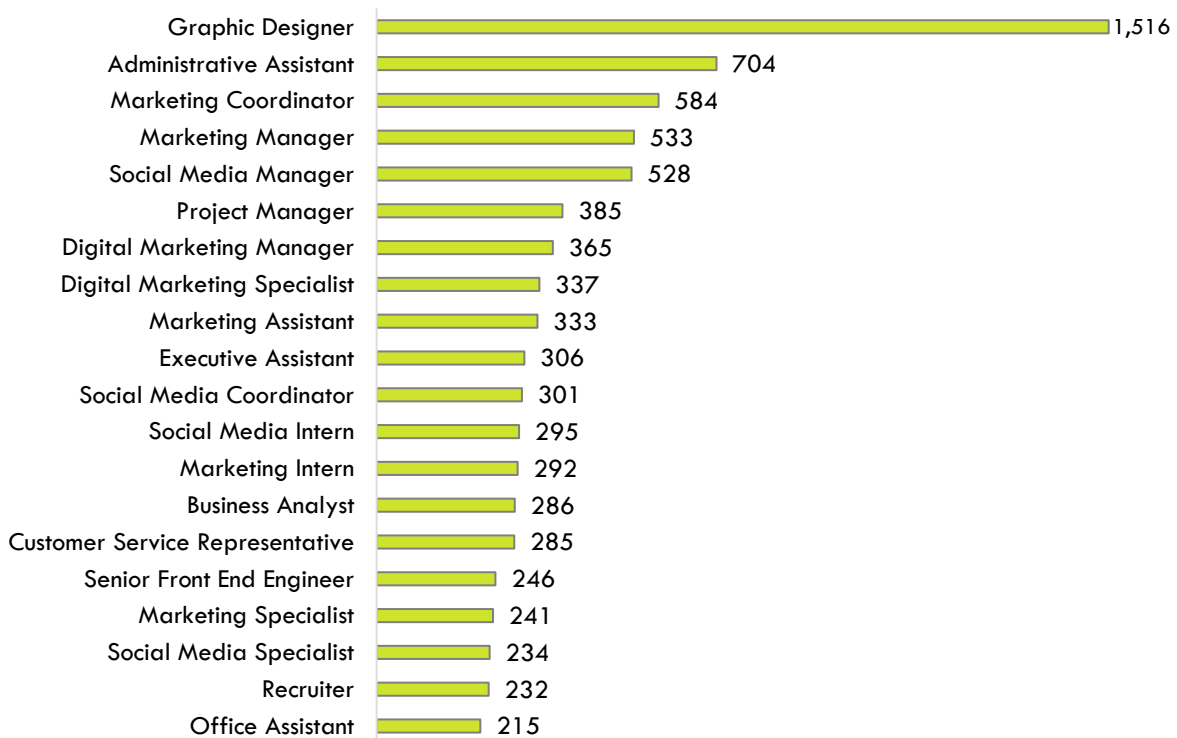
<sup>3</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

budgeting, project management, public relations and marketing. The top three employers, by number of job postings, in the region were: The Boeing Company, Anthem Blue Cross, and UCLA.

**By Skill—** To better understand the demand for the multimedia skills that will be taught in this proposed program, this section analyzes online job postings that required or requested the skills that will be taught in this multimedia communications program. These skills include: video capturing and editing, audio editing, social media management and metrics, basic coding and web design, data visualization, basic digital graphic design, and basic 360 video/virtual reality production.

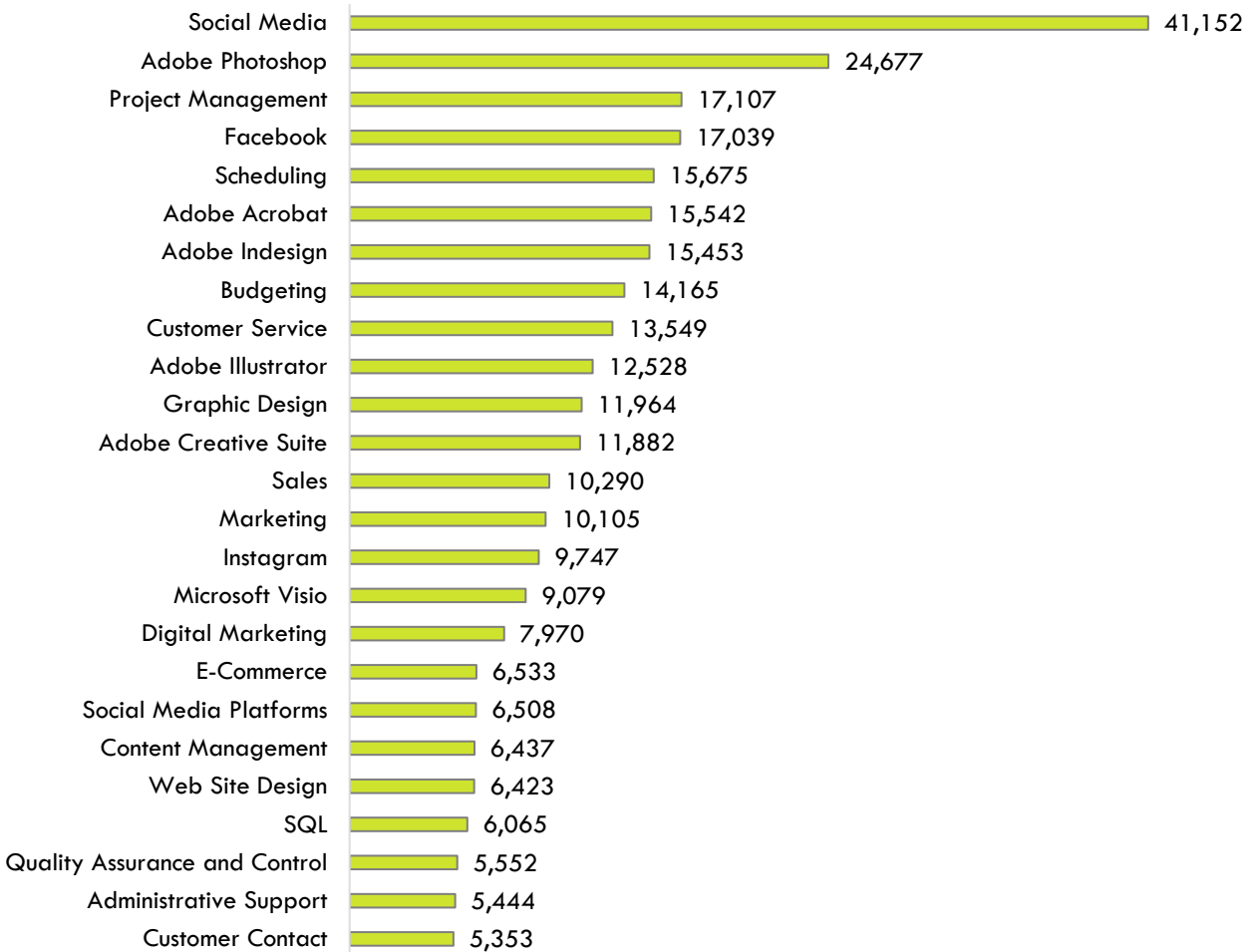
There were 106,472 online job postings listed in the past 12 months that mention one or more of these target skills. These skills were listed most often on job postings for *market research analysts and marketing specialists, marketing manager, graphic designers, web developers, and software developers, applications*. Top titles for these job postings included graphic designers, administrative assistants, marketing coordinators, marketing managers, and social media managers. The top 20 job titles are shown in Exhibit 2.

**Exhibit 2: Top job titles in online job postings (n=106,472)**



The top three employers, by number of job postings, in the region were: Disney, Deloitte, and Marriott. Of the skillsets listed (above), the most in-demand skills listed on job postings were: social media, Adobe Photoshop, project management, Facebook, and Adobe Acrobat. The top 25 skills requested in online job postings are listed in Exhibit 3. Each of these skills were requested in at least 5,000 job postings, demonstrating the significant demand for multimedia skills in the region.

**Exhibit 3: Top skills requested in online job postings (n=106,472)**



*It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.*

**Educational Attainment**

The Bureau of Labor Statistics (BLS) lists a bachelor’s degree as the typical entry-level education for *public relations specialists*. Furthermore, the national-level educational attainment data indicates 14% of workers in the field have completed some college or an associate degree, while 82.5% of *public relations specialists* hold a bachelor’s degree or higher level of education. Of the 59% of *public relations specialists* job postings listing a minimum education requirement in Los Angeles/Orange County, 96% (2,054) requested a bachelor’s degree, and 4% (93) requested an associate degree.

**Educational Supply**

**Community College Supply**—Exhibit 2 shows the three-year average number of awards conferred by community colleges in the related TOP code: Public Relations (0606.00). Over the past 12 months, there were no other related program recommendation requests from regional

community colleges. Between 2016 and 2019, there were no program completions under the Other Media and Communications TOP code (0699.00).

**Exhibit 4: Regional community college awards (certificates and degrees), 2016-2019**

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
0606.00	Public Relations	LA Pierce	-	2	3	2
		Long Beach	-	1		0
		<b>LA Subtotal</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>2</b>
		Fullerton	-	2	-	1
		<b>OC Subtotal</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>1</b>
<b>Supply Total/Average</b>			<b>0</b>	<b>5</b>	<b>3</b>	<b>3</b>

**Non-Community College Supply**—Since this occupation typically requires a bachelor’s degree, it is important to consider the supply from four-year institutions in the region that provide training programs for public relations. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Code: Public Relations, Advertising, and Applied Communication (09.0900). Due to different data collection periods, the most recent three-year period of available data is from 2014 to 2017. Between 2014 and 2017, four-year colleges in the region conferred an average of 49 awards annually in related training programs.

**Exhibit 5: Regional non-community college awards, 2014-2017**

CIP Code	Program	College	2014-2015 Awards	2015-2016 Awards	2016-2017 Awards	3-Year Award Average
09.0900	Public Relations, Advertising, and Applied Communication	Biola University	9	15	27	17
		Pepperdine University	30	35	31	32
<b>Supply Total/Average</b>			<b>39</b>	<b>50</b>	<b>58</b>	<b>49</b>

**Appendix A: Occupational demand and wage data by county**

**Exhibit 4. Orange County**

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Public Relations Specialists (27-3031)	2,411	2,491	80	3%	269	\$20.92	\$27.89	\$39.55

### Exhibit 5. Los Angeles County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Public Relations Specialists (27-3031)	8,077	8,595	518	6%	962	\$22.26	\$29.67	\$42.06

### Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings
Public Relations Specialists (27-3031)	10,488	11,086	598	6%	1,231

#### Appendix B: Sources

- O\*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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