

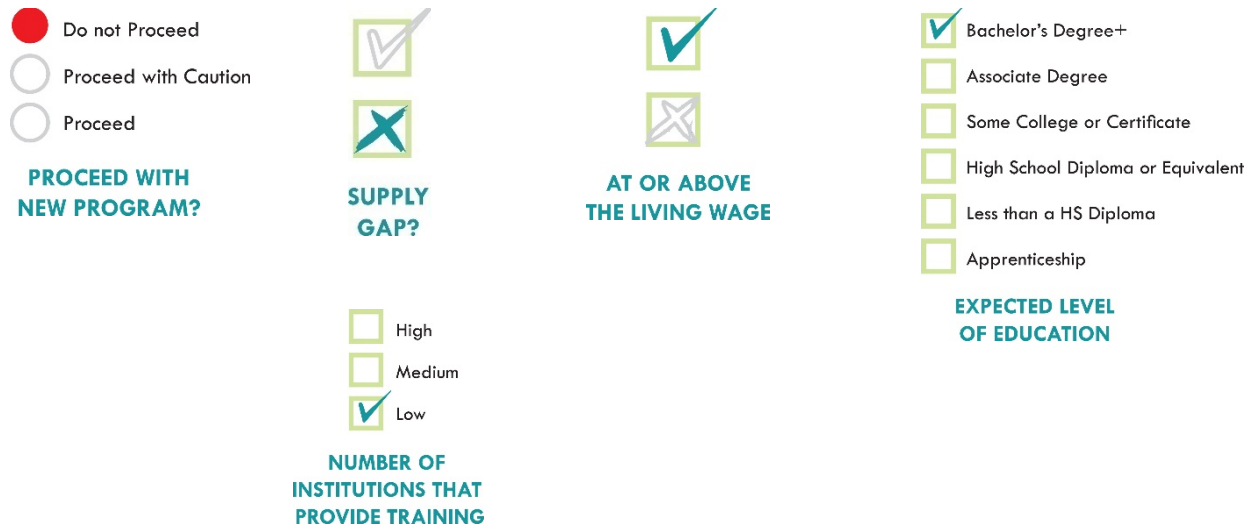
# Fashion

## Labor Market Analysis for San Diego Continuing Education

September 2019

---

### Summary



This report provides labor market information for occupation(s) selected by San Diego Continuing Education for its Fashion (TOP<sup>1</sup> 130300) program. The training provided by this program is likely to lead to employment as *Fashion Designers*. According to available labor market information, the occupation has a labor market demand of 25 annual job openings, while average demand for an occupation in San Diego County is 277 annual job openings. No community college reported supplying for-credit awards for Fashion (TOP 130300); however, San Diego Mesa College, and Palomar College offer Fashion Design (TOP 130310) programs that train for the same occupation. In terms of noncredit awards, only San Diego Continuing Education supplies awards—37 noncredit awards—for this occupation. This brief recommends to not proceed with a new program because: 1) There are few annual openings for the occupation; 2) the region supplies 37 noncredit awards for 25 annual job openings, suggesting that there is a labor market oversupply; and 3) the expected level of education for this occupation is a bachelor's degree. However, entry-level and median wages are above the living wage, suggesting that students who successfully complete a program and obtain employment in a related field may earn a living wage.

---

<sup>1</sup> Taxonomy of Programs (TOP) is a system of codes used by the California Community Colleges for the purpose of collecting, calculating, or disseminating data about similar training programs.

## Introduction

This report provides labor market information (LMI) in San Diego County for occupations related to the six-digit Taxonomy of Programs<sup>2</sup> (TOP) code, Fashion (TOP 130300). The purpose of this brief is to assist noncredit program providers in the region, such as San Diego Continuing Education (SDCE), with program development and review. SDCE identified one occupation from the Standard Occupational Classification (SOC)<sup>3</sup> system for *Fashion*, which will be the focus of this report:

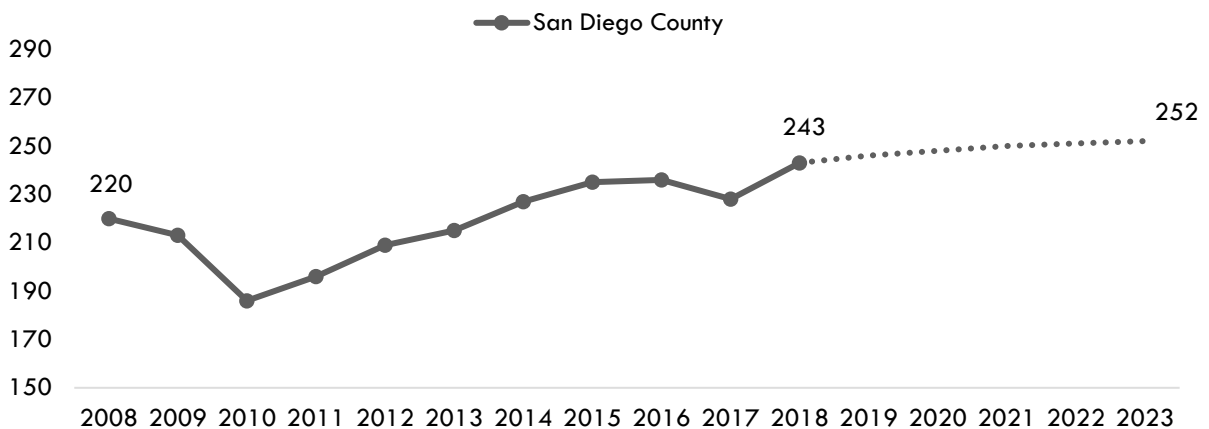
**Fashion Designers** (SOC 27-1022): Design Clothing and accessories. Create original designs or adapt fashion trends. Sample reported job titles include:

- Fashion Designer
- Sweater Designer
- Designer
- Clothing Designer
- Pattern Designer
- Costume Designer
- Shoe Designer
- Dance Costume Designer
- Product Developer
- Merchandising Director

## Projected Occupational Demand

Between 2018 and 2023, *Fashion Designers* are projected to increase by **nine** net jobs or **four** percent (Exhibit 1). Employers in San Diego County will need to hire **25** workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

**Exhibit 1: Number of Jobs for *Fashion Designers* (2008-2023)<sup>4</sup>**



<sup>2</sup> Taxonomy of Programs (TOP) is a system of codes used by the California Community Colleges for the purpose of collecting, calculating, or disseminating data about similar training programs.

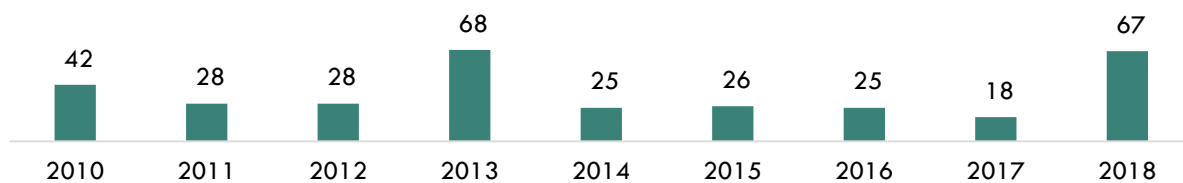
<sup>3</sup> The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

<sup>4</sup> Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

## Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market demand that are not captured by historical data. Between 2010 and 2018, there was an average of 36 online job postings per year for *Fashion Designers* in San Diego County (Exhibit 2).

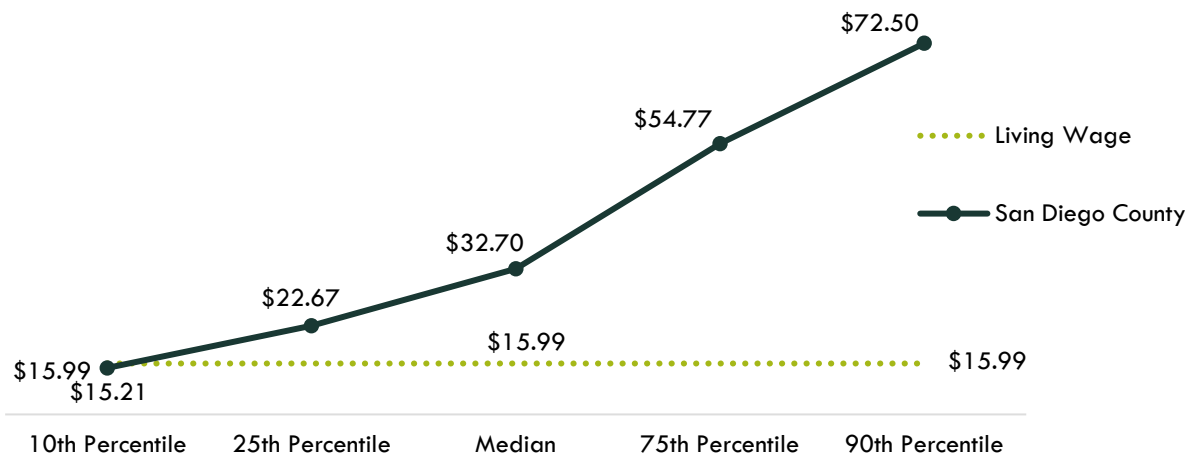
**Exhibit 2: Number of Online Job Postings for *Fashion Designers* in San Diego County (2010-2018)<sup>5</sup>**



## Earnings

*Fashion Designers* receive median hourly earnings of \$32.70; this is more than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3).<sup>6</sup>

**Exhibit 3: Hourly Earnings<sup>7</sup> for *Fashion Designers* in San Diego County<sup>8</sup>**



<sup>5</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2018.

<sup>6</sup> "California Family Needs Calculator." Insight Center for Community Economic Development, last updated 2018. [insightccd.org/2018-family-needs-calculator](https://insightccd.org/2018-family-needs-calculator).

<sup>7</sup> 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

<sup>8</sup> Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

## Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards conferred by a course or program in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.<sup>9</sup> According to TOP and CIP<sup>10</sup> data, no community college reported supplying the region with for-credit awards for Fashion (TOP130300); however, San Diego Mesa College, and Palomar College offer Fashion Design (TOP 130310) programs that train for the same occupation. In terms of noncredit awards, only San Diego Continuing Education provides noncredit awards for Fashion (TOP 130300), with an average of 37 noncredit awards between program years 2015-16 and 2017-18 (Exhibit 4).

**Exhibit 4: Number of Noncredit Awards (Certificates and Degrees) Conferred by SDCE (Program Years 2015-16 through 2017-18)**

Program Title	Award Type	PY 15-16	PY 16-17	PY 17-18	3-Year Avg
Clothing Construction Program; Sewn Product Business Program	Program Award	33	23	54	37

## Demand vs. Supply

In short, the region supplies 37 for-credit and noncredit awards for 25 annual job openings, suggesting that there is a labor market oversupply (Exhibit 5).

**Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)**

TOP6 Program	Demand (Annual Openings)	Supply (Total Annual Average Supply)		Supply Gap or Oversupply
		Noncredit	For-Credit	
Fashion (TOP 130300)	25	37	0	12

**Please note:** This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

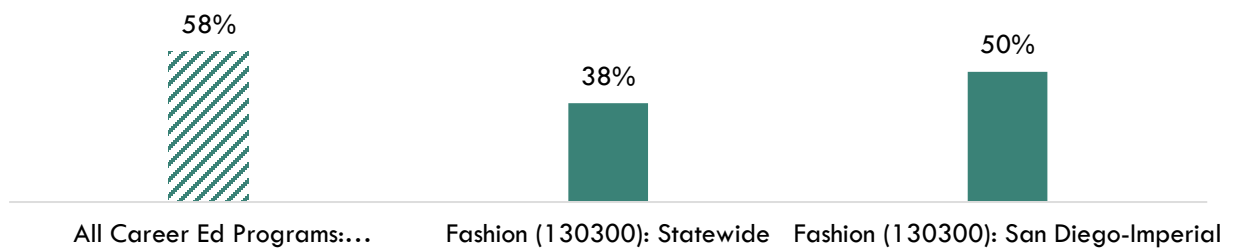
<sup>9</sup> TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data)

<sup>10</sup> There are three CIP codes related to Fashion (TOP 130300): Apparel and Textiles, General (CIP 190901), Fashion and Fabric Consultant (CIP 190906), and Costume Design (CIP 500510).

## Student Outcomes and Regional Comparisons

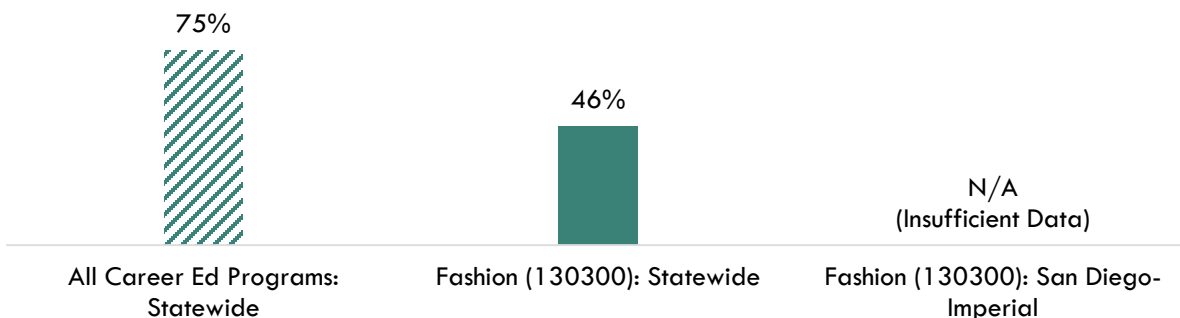
According to the California Community Colleges LaunchBoard, 50 percent of students in the San Diego-Imperial region earned a living wage after completing a Fashion (130300) program, compared to 38 percent statewide and 58 percent of students in Career Education programs in general across the state (Exhibit 6a).

**Exhibit 6a: Proportion of Students Who Earned a Living Wage, PY2015-16<sup>11</sup>**



According to the California Community Colleges LaunchBoard, N/A percent of students (due to insufficient data) in the San Diego-Imperial region obtained a job closely related to their field of study after completing a Fashion (130300) program, compared to 46 percent statewide and 75 percent of students in Career Education programs in general across the state (Exhibit 6b).

**Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study, PY2014-15<sup>12</sup>**



<sup>11</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage.

<sup>12</sup> Most recent year with available data is Program Year 2014-15. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

## Top Employers and Work Locations

Between January 1, 2016 and December 31, 2018, the top five employers in San Diego County for this occupation were [Justice](#), [Bloomingdales](#), [Ascena Retail Group](#), [Prana](#), and [Tween Brands](#) (Exhibit 7).

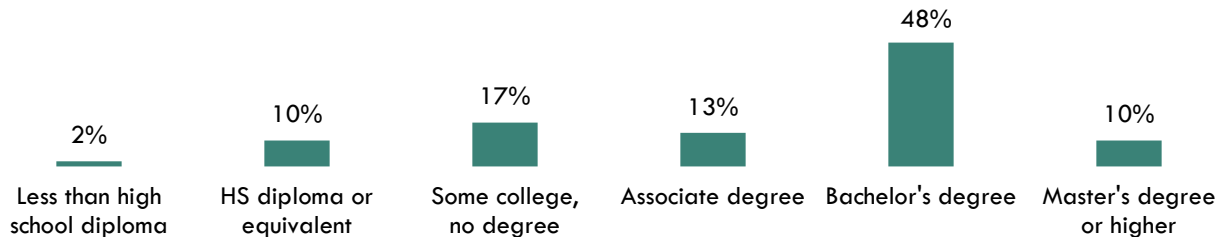
**Exhibit 7: Top Employers in San Diego County for Fashion Designers<sup>13</sup>**

Top Employers	
<ul style="list-style-type: none"> <li>Justice</li> <li>Bloomingdales</li> <li>Ascena Retail Group</li> <li>Prana</li> <li>Tween Brands</li> </ul>	<ul style="list-style-type: none"> <li>Macy's</li> <li>Petco</li> <li>Luxe Kurves Magazine</li> <li>Gemological Institute America</li> <li>Callaway Golf Company</li> </ul>

## Skills, Education, and Certifications

Exhibit 8a indicates the educational attainment for the occupation found currently in the national labor force. There is no typical on-the-job training for this occupation. The typical entry-level education is [bachelor's degree](#).<sup>14</sup>

**Exhibit 8a: National Educational Requirements for Fashion Designers<sup>15</sup>**



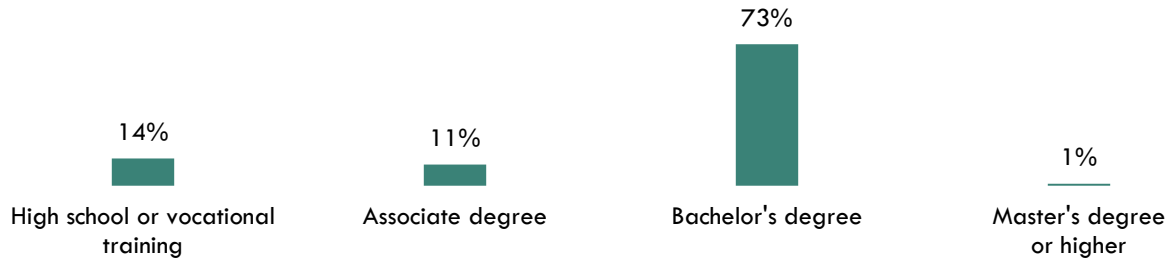
<sup>13</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

<sup>14</sup> Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

<sup>15</sup> Emsi 2019.03; QCEW, Non-QCEW, Self-Employed.

Based on online job postings between January 1, 2016 and December 31, 2018, the top listed educational requirement for *Fashion Designers* was also a **bachelor's degree** (Exhibit 8b).<sup>16</sup>

**Exhibit 8b: Educational Requirements for *Fashion Designers* in San Diego County in Online Job Postings<sup>17</sup>**



\*May not add to 100% due to rounding

Exhibit 9 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

**Exhibit 9: Top Skills for *Fashion Designers* in San Diego County<sup>18</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Sales</li> <li>• Customer Contact</li> <li>• Cash Register Operation</li> <li>• Retail Industry Knowledge</li> <li>• Merchandising</li> </ul>	<ul style="list-style-type: none"> <li>• Creativity</li> <li>• Communication Skills</li> <li>• Teamwork / Collaboration</li> <li>• Building Effective Relationships</li> <li>• Research</li> </ul>	<ul style="list-style-type: none"> <li>• Adobe Illustrator</li> <li>• Microsoft Excel</li> <li>• Adobe Photoshop</li> <li>• Adobe InDesign</li> <li>• Microsoft PowerPoint</li> </ul>

<sup>16</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

<sup>17</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified October 18, 2018. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).

<sup>18</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2016-2018.

Prepared by:

Tina Ngo Bartel, Director

John Edwards, Research Analyst

San Diego-Imperial Center of Excellence for Labor Market Research

[tngobartel@miracosta.edu](mailto:tngobartel@miracosta.edu)

[jedwards@miracosta.edu](mailto:jedwards@miracosta.edu)



### **Important Disclaimers**

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; 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 the report 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.