










## Other Media and Communications

### Labor Market Analysis for San Diego College of Continuing Education

September 2021

#### Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 <b>Proceed with Caution</b>	 	 	<input checked="" type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	<div style="background-color: #4a7c9c; color: white; padding: 2px; font-weight: bold;">LOW</div> 	<div style="background-color: #4a7c9c; color: white; padding: 2px; font-weight: bold;">MEDIUM</div> 	

This report provides labor market information for occupations selected by San Diego College of Continuing Education for its *Other Media and Communications* program. These occupations include “Editors” and “Writers and Authors.” According to available labor market information, *Other Media and Communications Occupations* in San Diego County have a labor market demand of 251 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings). No institution supplies for-credit awards and one institution supplies 71 noncredit awards in San Diego County for these occupations. In short, the region supplies 71 for-credit and noncredit awards for 251 annual job openings, suggesting that there is a supply gap in the labor market. Entry-level wages are below the living wage and median wages for these occupation are above the living wage. This brief recommends proceeding with caution when developing a new program but supports a program modification because entry-level wages are below the living wage while 1) a medium number of annual job openings exist and 2) a supply gap exists for these occupations. The college should note that **the typical entry-level education for this occupation is a bachelor’s degree.**

## Introduction

This report provides labor market information in San Diego County for occupations related to the six-digit Taxonomy of Programs (TOP)<sup>1</sup> code, Other Media and Communications (TOP 0699.00). The purpose of this brief is to assist noncredit program providers in the region, such as San Diego College of Continuing Education (SDCCE), with program development and review. SDCCE identified the following occupational codes from the Standard Occupational Classification (SOC)<sup>2</sup> system for *Other Media and Communications*, which will be the focus of this report:

- **Editors** (SOC 27-3041): Plan, coordinate, revise, or edit written material. May review proposals and drafts for possible publication.
- **Writers and Authors** (SOC 27-3043): Originate and prepare written material, such as scripts, stories, advertisements, and other material.

For the purpose of this report, these occupations are referred to as *Other Media and Communications Occupations*.

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<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.

<sup>2</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).

## Projected Occupational Demand

Between 2020 and 2025, *Other Media and Communications Occupations* are projected to decrease by 140 net jobs or five percent (Exhibit 1a). Employers in San Diego County will need to hire 251 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

**Exhibit 1a: Number of Jobs for *Other Media and Communications Occupations* (2010-2025)<sup>3</sup>**

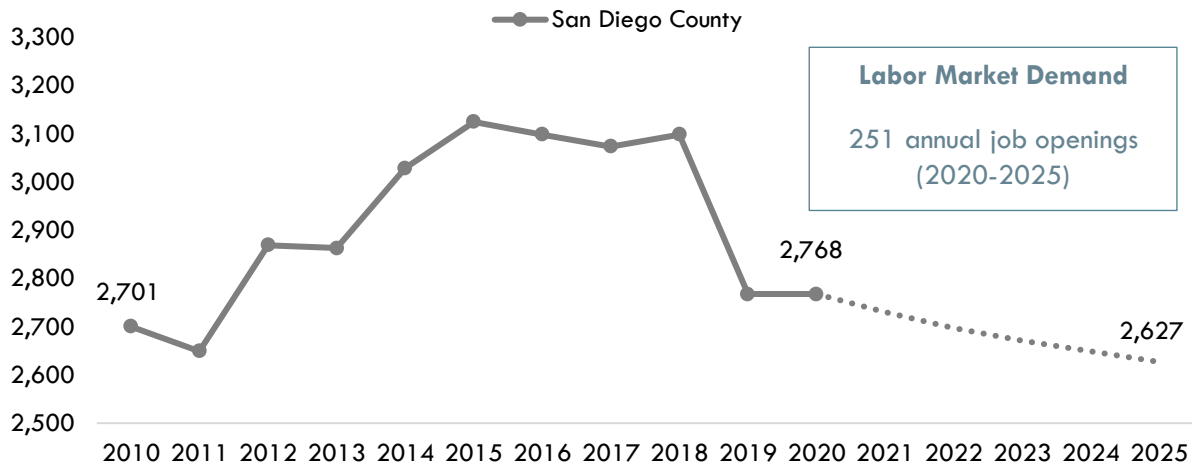


Exhibit 1b disaggregates the projected number of jobs change by occupation. “Writers and Authors” are projected to have the most labor market demand between 2020 and 2025, with 155 annual job openings.

**Exhibit 1b: Number of Jobs for *Other Media and Communications Occupations* in San Diego County (2020-2025)<sup>4</sup>**

Occupational Title	2020 Jobs	2025 Jobs	2020 - 2025 Net Jobs Change	2020-2025 % Net Jobs Change	Annual Job Openings (Demand)
Writers and Authors	1,689	1,676	-13	-1%	155
Editors	1,078	951	-127	-12%	96
<b>Total</b>	<b>2,768</b>	<b>2,627</b>	<b>-140</b>	<b>-5%</b>	<b>251</b>

<sup>3</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

<sup>4</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

## Earnings

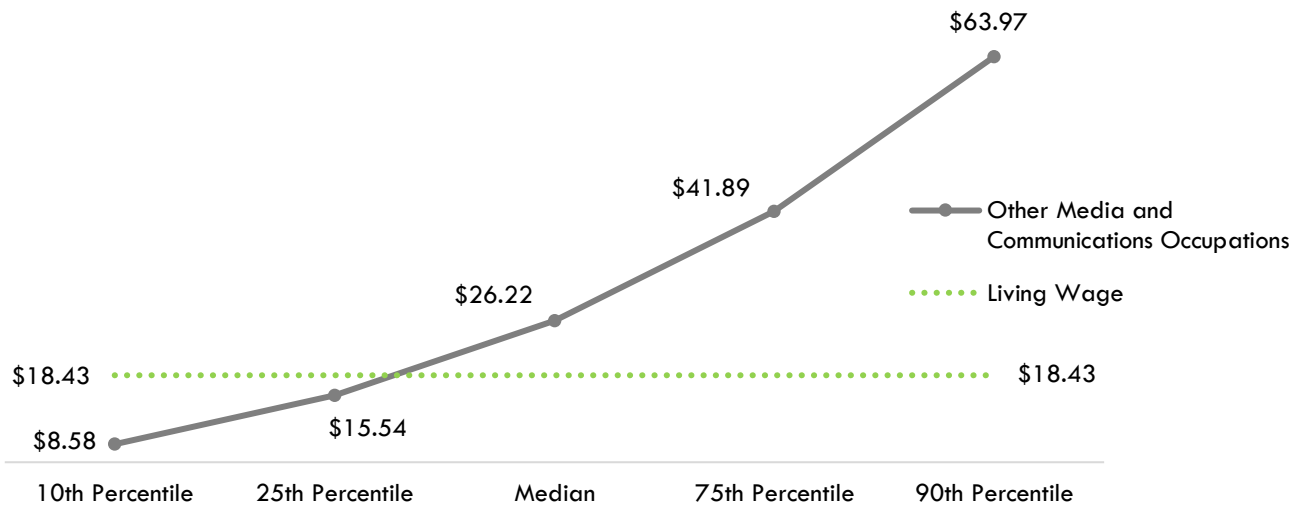
Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Other Media and Communications Occupations* range from \$13.09 to \$17.98.

**Exhibit 2a: Hourly Earnings for *Other Media and Communications Occupations* in San Diego County<sup>5</sup>**

Occupational Title	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Editors	\$17.98	\$26.13	\$37.96
Writers and Authors	\$13.09	\$26.30	\$45.83

On average, the entry-level hourly earnings for *Other Media and Communications Occupations* are \$15.54; this is less than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2b).<sup>6</sup>

**Exhibit 2b: Average Hourly Earnings<sup>7</sup> for *Other Media and Communications Occupations* in San Diego County<sup>8</sup>**



<sup>5</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

<sup>6</sup> "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. [insightccd.org/family-needs-calculator/](https://insightccd.org/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 2021.2; QCEW, Non-QCEW, Self-Employed.

## Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards 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 Other Media and Communications (TOP 0699.00) (Exhibit 3).

**Exhibit 3: Number of For-Credit Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Years 2017-18 through 2019-20)**

College	Award Type	PY 17-18	PY 18-19	PY 19-20	3-Yr Total Average
N/A	N/A	0	0	0	0

*Note: The numbers may not add up exactly due to rounding.*

In terms of noncredit awards, only San Diego College of Continuing Education provides noncredit awards for Other Media and Communications (TOP 0699.00), with a three-year average of 71 noncredit awards (program years 2017-18 through 2019-20) (Exhibit 4).

**Exhibit 4: Number of Noncredit Awards Conferred by SDCCE (Program Years 2017-18 through 2019-20)**

Program Title	Award Type	PY 17-18	PY 18-19	PY 19-20	3-Yr Total Average
Interactive Media Certificate	Noncredit	100	74	40	71

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

<sup>10</sup> There is one CIP code related to Other Media and Communications (TOP 0699.00): Communication, Journalism, and Related Programs, Other (CIP 09.9999).

## Demand vs. Supply

Comparing labor demand (annual openings) with labor supply<sup>11</sup> suggests that there is a **supply gap** in San Diego County, with **251** annual openings and **71** for-credit and noncredit awards supplied by the region (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	
Other Media and Communications (TOP 0699.00)	251	71	0	<b>180</b>

**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.

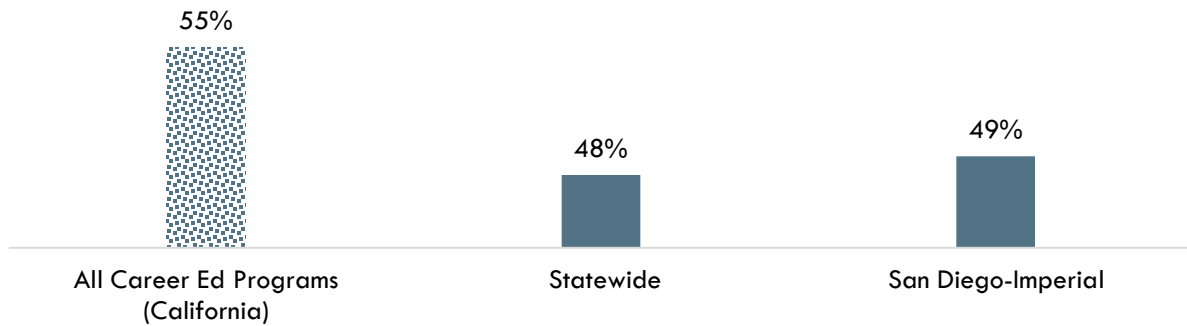
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<sup>11</sup> Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

## Student Outcomes and Regional Comparisons

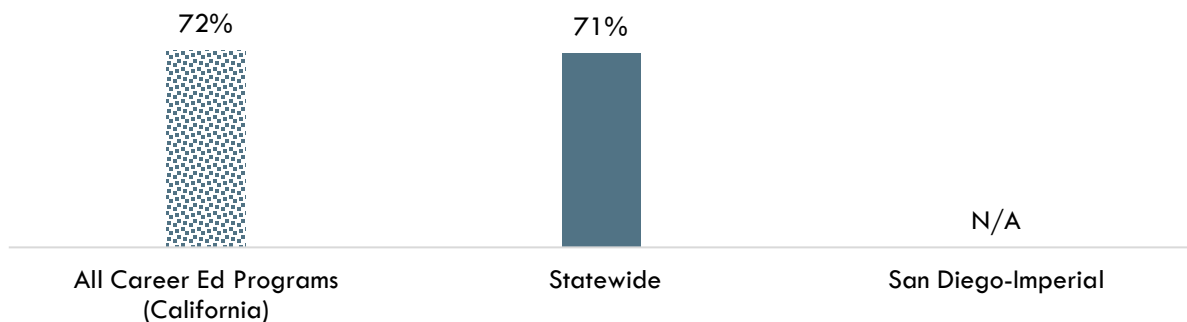
According to the California Community Colleges LaunchBoard, 49 percent of students in the San Diego-Imperial region earned a living wage after completing an Other Media and Communications (0699.00) program, compared to 48 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).<sup>12</sup>

**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program  
(Other Media and Communications, PY 2017-18)<sup>13</sup>**



According to the California Community Colleges LaunchBoard, 71 percent of students statewide obtained a job closely related to their field of study after completing an Other Media and Communications (0699.00) program, compared to 72 percent of students in Career Education programs in general across the state (Exhibit 6b).<sup>14</sup>

**Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program  
(Other Media and Communications, PY 2016-17)<sup>15</sup>**



"N/A" indicates insufficient data

<sup>12</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>13</sup> Among completers and skills builders who exited, the proportion of students who attained a living wage.

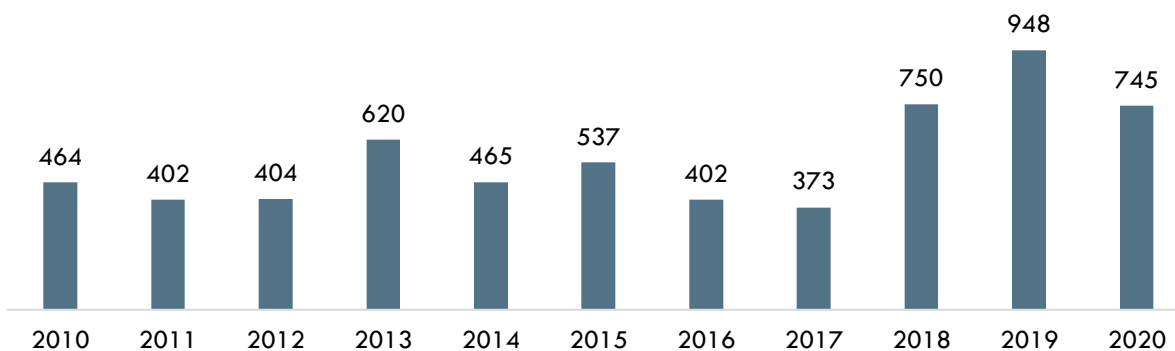
<sup>14</sup> "California Community Colleges Strong Workforce Program," California Community Colleges, [calpassplus.org/LaunchBoard/SWP.aspx](http://calpassplus.org/LaunchBoard/SWP.aspx).

<sup>15</sup> Most recent year with available data is Program Year 2016-17. 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.

## 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 that are not captured by historical data. Between 2010 and 2020, there was an average of 555 online job postings per year for *Other Media and Communications Occupations* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1b). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

**Exhibit 7: Number of Online Job Postings for *Other Media and Communications Occupations* in San Diego County (2010-2020)<sup>16</sup>**



## Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for *Other Media and Communications Occupations* were [University of California San Diego](#), [KALO](#), [SM](#), [Whova](#), and [SHS Incorporated](#) based on online job postings (Exhibit 8).

**Exhibit 8: Top Employers for *Other Media and Communications Occupations* in San Diego County<sup>17</sup>**

Top Employers	
<ul style="list-style-type: none"><li>• University of California San Diego</li><li>• KALO</li><li>• SM</li><li>• Whova, Inc.</li><li>• SHS Incorporated</li></ul>	<ul style="list-style-type: none"><li>• Cognella, Inc.</li><li>• Northrop Grumman</li><li>• Upswing</li><li>• Tribune Company</li><li>• Rescue Agency</li></ul>

<sup>16</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

<sup>17</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.



## Education, Skills, and Certifications

*Other Media and Communications Occupations* have a national educational attainment of a **bachelor's degree** (Exhibit 9a).

**Exhibit 9a: National Educational Attainment for *Other Media and Communications Occupations*<sup>18</sup>**

Occupational Title	Typical Entry-Level Education
Editors	Bachelor's degree
Writers and Authors	Bachelor's degree

Based on online job postings between January 1, 2018 and December 31, 2020 in San Diego County, employers posted a **bachelor's degree** as the educational requirement for *Other Media and Communications Occupations* (Exhibit 9b).<sup>19</sup>

**Exhibit 9b: Educational Requirements for *Other Media and Communications Occupations* in San Diego County<sup>20</sup>**



\*may not total 100 percent due to rounding

<sup>18</sup> EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

<sup>19</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

<sup>20</sup> "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. [bls.gov/emp/tables/educational-attainment.htm](https://bls.gov/emp/tables/educational-attainment.htm).

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 10: Top Skills for *Other Media and Communications Occupations* in San Diego County<sup>21</sup>**

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> <li>• Copywriting</li> <li>• Journalism</li> <li>• Social Media</li> <li>• Proofreading</li> <li>• Project Management</li> <li>• Technical Writing / Editing</li> <li>• Copy Editing</li> <li>• Budgeting</li> <li>• Content Management</li> <li>• Newsletters</li> <li>• Content Development</li> <li>• Digital Marketing</li> <li>• Customer Service</li> <li>• Broadcast Industry Knowledge</li> <li>• Scheduling</li> </ul>	<ul style="list-style-type: none"> <li>• Writing</li> <li>• Editing</li> <li>• Creativity</li> <li>• Communication Skills</li> <li>• Research</li> <li>• Detail-Oriented</li> <li>• Teamwork / Collaboration</li> <li>• Organizational Skills</li> <li>• Meeting Deadlines</li> <li>• English</li> <li>• Time Management</li> <li>• Problem Solving</li> <li>• Multi-Tasking</li> <li>• Verbal / Oral Communication</li> <li>• Computer Literacy</li> </ul>	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> <li>• Microsoft Word</li> <li>• Microsoft PowerPoint</li> <li>• Adobe Photoshop</li> <li>• Adobe Acrobat</li> <li>• Adobe InDesign</li> <li>• Adobe Creative Suite</li> <li>• Adobe Illustrator</li> <li>• Facebook</li> <li>• Extensible Markup Language</li> <li>• SGML</li> <li>• S1000D</li> <li>• Youtube</li> <li>• Google Docs</li> <li>• Social Media Platforms</li> </ul>

<sup>21</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2018 and December 31, 2020.

**Exhibit 11: Top Certifications for *Other Media and Communications Occupations* in San Diego County<sup>22</sup>**

Top Certifications in Online Job Postings

1. Security Clearance
  2. Microsoft Office Specialist (MOS): Word
  3. Google AdWords Training
  4. Project Management Certification
  5. CompTIA Security+
  6. Certified Occupational Therapy Assistant (COTA)
  7. Adjuster License
  8. Leadership In Energy And Environmental Design (LEED) Certified
  9. Certified Satellite Installer (CSI)
  10. Certified Coding Specialist
  11. Licensed Attorney
  12. Investment Advisor
  13. IT Infrastructure Library (ITIL) Certification
  14. I-Car
  15. California Bar
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<sup>22</sup> Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

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### 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.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.