








Fashion

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 LEVEL OF EDUCATION
 Do Not Proceed with New Program	 	 	<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	
The COE defers to the region	<div style="text-align: center;"> <div style="background-color: #4a7c9c; color: white; padding: 2px; width: 40px; margin: 0 auto;">LOW</div>  </div>	<div style="text-align: center;"> <div style="background-color: #4a7c9c; color: white; padding: 2px; width: 40px; margin: 0 auto;">LOW</div>  </div>	

This report provides labor market information for an occupation selected by San Diego College of Continuing Education for its *Fashion* program. The training provided by this program is likely to lead to employment as *Fashion Designers*. According to available labor market information, *Fashion Designers* in San Diego County have a labor market demand of 26 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings). On average, no institution supplies for-credit awards and one institution supplies 45 noncredit awards in San Diego County for this occupation. In short, the region supplies 45 for-credit and noncredit awards for 26 annual job openings, suggesting that there is an oversupply in the labor market. Entry-level wages and median wages for this occupation are above the living wage. This brief recommends not proceeding with a new program and defers to the region for a program modification because 1) there is an oversupply in the region; and 2) there is a low number of annual job openings. The college should also 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 an occupation related to the six-digit Taxonomy of Programs (TOP)¹ code, Fashion (TOP 1303.00). 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 one occupation from the Standard Occupational Classification (SOC)² system for *Fashion*, which will be the focus of this report:

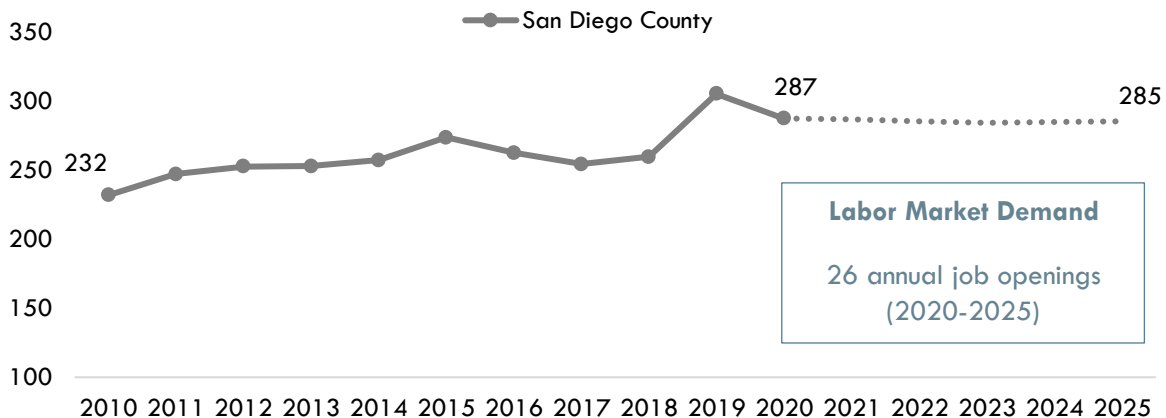
Fashion Designers (SOC 27-1022): Design clothing and accessories. Create original designs or adapt fashion trends. Sample reported job titles include:

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

Projected Occupational Demand

Between 2020 and 2025, *Fashion Designers* are projected to decrease by **two** net jobs or **one** percent (Exhibit 1). Employers in San Diego County will need to hire **26** 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 (2010-2025)³



¹ 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.

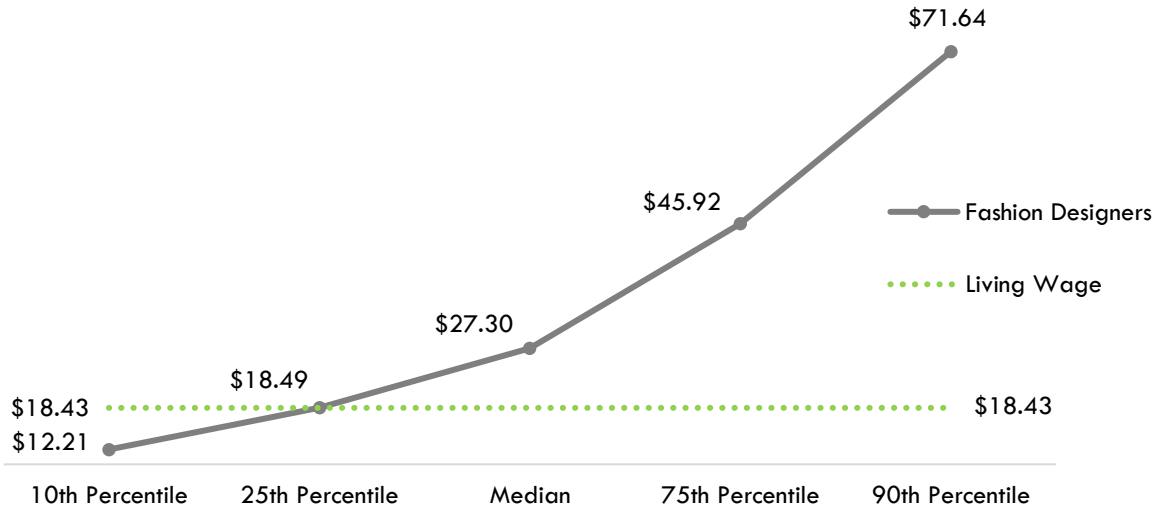
² The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

³ EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

Earnings

Fashion Designers receive entry-level hourly earnings of \$18.49; this is more than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2).⁴

Exhibit 2: Hourly Earnings⁵ for *Fashion Designers* in San Diego County⁶



⁴ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator/.

⁵ 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.

⁶ 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.⁷ According to TOP and CIP⁸ data, no community college reported supplying the region with for-credit awards for Fashion (TOP 1303.00) (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
Total		0	0	0	0

In terms of noncredit awards, only San Diego College of Continuing Education provides noncredit awards for Fashion (TOP 1303.00), with a three-year average of 45 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
Clothing Construction	Noncredit	49	33	29	37
Sewn Product Business	Noncredit	5	9	9	8
Total		54	42	38	45

⁷ 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).

⁸ There are three CIP codes related to Fashion (TOP 1303.00): Apparel and Textiles, General (CIP 19.0901), Fashion and Fabric Consultant (CIP 19.0906), and Costume Design (CIP 50.0510).

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁹ suggests that there is an **oversupply** in San Diego County, with 26 annual openings and 45 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	
Fashion (TOP 1303.00)	26	45	0	19

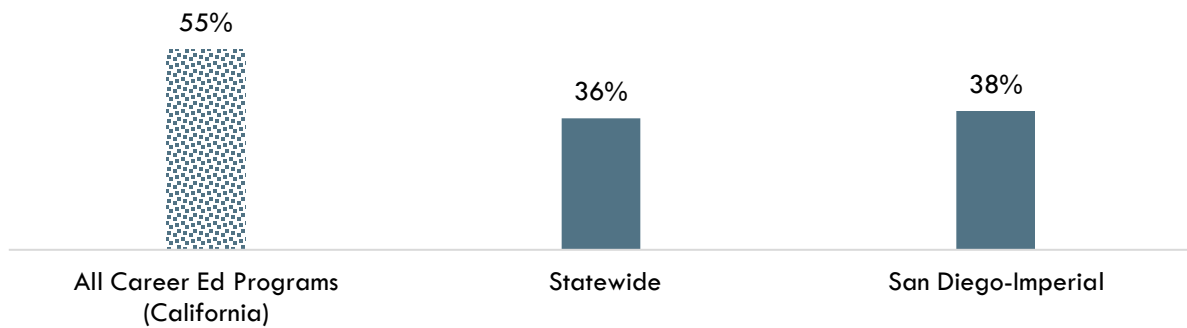
Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers;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

⁹ 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

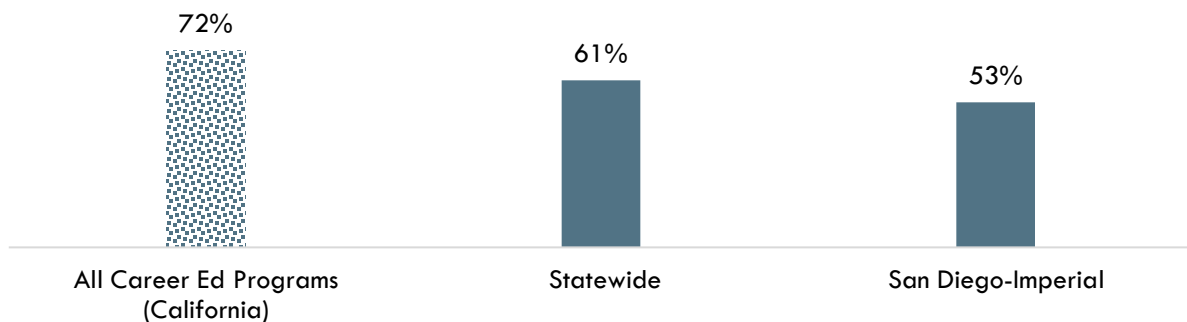
According to the California Community Colleges LaunchBoard, 38 percent of students in the San Diego-Imperial region earned a living wage after completing a Fashion (TOP 1303.00) program, compared to 36 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).¹⁰

**Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program
(Fashion, PY 2017-18)¹¹**



According to the California Community Colleges LaunchBoard, 53 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a Fashion (TOP 1303.00) program, compared to 61 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹²

**Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program
(Fashion, PY 2016-17)¹³**



¹⁰ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

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

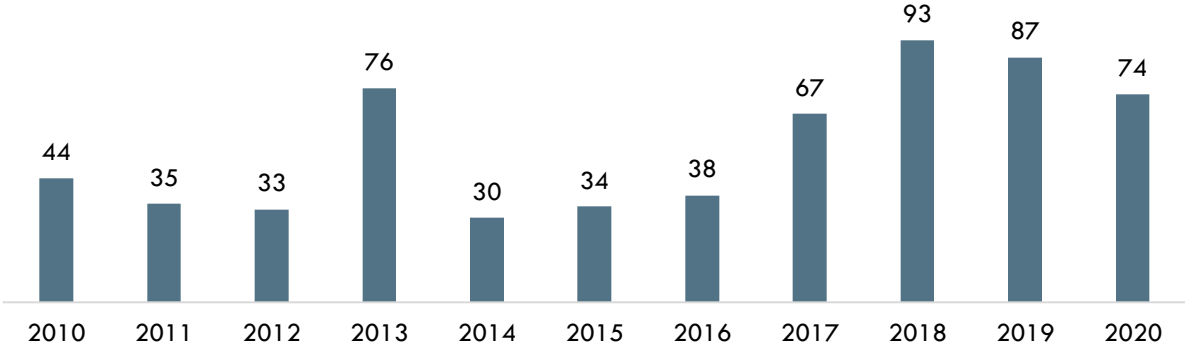
¹² "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹³ 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 56 online job postings per year for *Fashion Designers* 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 1). 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 *Fashion Designers* in San Diego County (2010-2020)¹⁴



¹⁴ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for this occupation were *Justice*, *Macy's*, *Ascena Retail Group*, *Ann Taylor*, and *Neiman Marcus* based on online job postings (Exhibit 8).

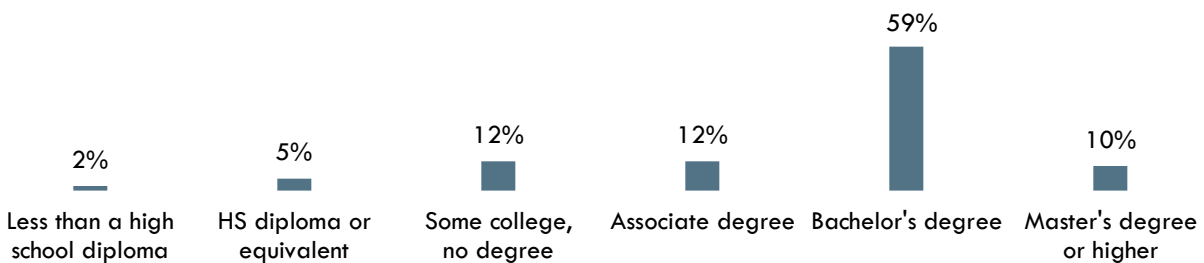
Exhibit 8: Top Employers for Fashion Designers in San Diego County¹⁵

Top Employers	
<ul style="list-style-type: none"> Justice Macy's Ascena Retail Group Ann Taylor Neiman Marcus 	<ul style="list-style-type: none"> Bloomingdale's Columbia Sportswear Company Matti Maurice's, Inc. Sivana

Education, Skills, and Certifications

Exhibit 9 indicates the educational attainment for this occupation found currently in the national labor force. The typical entry-level education is a *bachelor's degree*.¹⁶

Exhibit 9: National Educational Attainment of Fashion Designers¹⁷



*may not total 100 percent due to rounding

¹⁵ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

¹⁶ EMSI 2021.2; QCEW, Non-QCEW, Self-Employed.

¹⁷ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 4, 2021. 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 *Fashion Designers* in San Diego County¹⁸

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Sales • Customer Contact • Retail Industry Knowledge • Cash Register Operation • Product Knowledge • Description and Demonstration of Products • Scheduling • Customer Service • Business Acumen • Calculation • Product Location • Budgeting • Calculator • Merchandising • Basic Mathematics 	<ul style="list-style-type: none"> • Communication Skills • Creativity • Teamwork / Collaboration • Detail-Oriented • Organizational Skills • Building Effective Relationships • Physical Abilities • Self-Starter • Initiative • Research • Positive Disposition • Problem Solving • Presentation Skills • Written Communication • Leadership 	<ul style="list-style-type: none"> • Adobe Photoshop • SAS • Adobe Illustrator • Microsoft Excel • Adobe InDesign • Microsoft PowerPoint • Adobe Acrobat • Adobe Creative Suite • Visual Design • Microsoft Word • Computer Aided Drafting/Design • 3D Studio Max • AutoCAD • Design Software • Facebook

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 *Fashion Designers* in San Diego County¹⁹

Top Certifications in Online Job Postings
<ol style="list-style-type: none"> 1. Project Management Certification 2. Project Management Professional (PMP) 3. Real Estate Certification

¹⁸ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

¹⁹ 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.