Fashion Design

Inland Empire/Desert Region (Riverside and San Bernardino counties)

This workforce demand report uses state and federal job projection data 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.

Summary

- Community college fashion design programs provide the knowledge, skills, and abilities that lead to the fashion designers, bachelor's degree-level occupation.

- Employment is projected to increase by 8% through 2025; 18 annual job openings are expected over this period.

- This occupation's median hourly earnings are $33.05 per hour, above the regional $24.36 per hour self-sustainable earnings standard for a single adult with one child.

- One regional community college has issued nine awards annually in fashion design programs over the last three academic years.

- The Centers of Excellence cautiously recommends expanding fashion design programs. For more information, see the recommendation section.

Introduction

California Community College fashion design (TOP 1303.10) programs prepare students for employment as fashion designers through instruction related to the design and construction of garments (Taxonomy of Programs, 2012). The knowledge, skills, and abilities that lead to the fashion designers, bachelor's degree-level occupation.

Fashion Designers (27-1022)

Design clothing and accessories. Create original designs or adapt fashion trends.

Sample job titles: Apparel Fashion Designer, Clothing Designer, Costume Designer, Dance Costume Designer, Designer, Fashion Designer, Historic Clothing and Costume Maker, Product Developer

Entry-Level Educational Requirement: Bachelor's degree
Work Experience Required: None
Training Requirement: None
Incumbent workers with a Community College Award or Some Postsecondary Coursework: 26%

Job Counts and Projections

In 2020, there were 175 fashion designer jobs in the Inland Empire/Desert Region. Employment is projected to increase by 8% through 2025; 18 annual job openings are expected over this period. Exhibit 1 displays the job counts, five-year projected job growth, job openings, and the share of incumbent workers age 55 years and greater in the region.

Exhibit 1: Five-year projections, 2020-2025

2020 Jobs	2025 Jobs	5-Yr % Change (New Jobs)	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
175	189	8%	92	18	19%

Source: Emsi 2021.3

A search of online job advertisements over the last 12 months for fashion designer jobs was conducted to reveal the details about the employers seeking these workers, including the time it takes to fill positions, earnings information, and in-demand skills. Over the previous 12 months, three job advertisements for fashion designers were posted in the region. This job advertisement search was expanded to include the entire state of California to ensure reliable job advertisement information. Over the last 12 months, there were 407 job advertisements for fashion designers in the state.

Exhibit 2 shows the number of job ads posted during the last 12 months in the state and the average time to fill this job. On average, employers in the state fill online job advertisements for fashion designers within 46 days.

Exhibit 2: Job ads and time to fill

| Job Ads	Statewide Average Time to Fill (Days)
407	46

Source: Burning Glass – Labor Insights

Earnings and Benefits

Community colleges should ensure their training programs lead to employment opportunities that provide self-sustainable income. The University of Washington estimates that a self-sufficient hourly rate for a single adult with one school-age child is $24.36 per hour or $51,452 annually in Riverside County; $23.73 per hour or $50,119 annually in San Bernardino County (Pearce, 2021). For this study, the higher hourly earnings requirement in Riverside County is adopted as the self-sufficiency standard for the two-county region.

The 50ᵗʰ percentile hourly earnings for fashion designers surpasses the self-sustainability rate, indicating that only the top 50% of workers earn a self-sustainable wage. Exhibit 3 displays the hourly earnings for fashion designers.

Exhibit 3: Hourly earnings by percentile
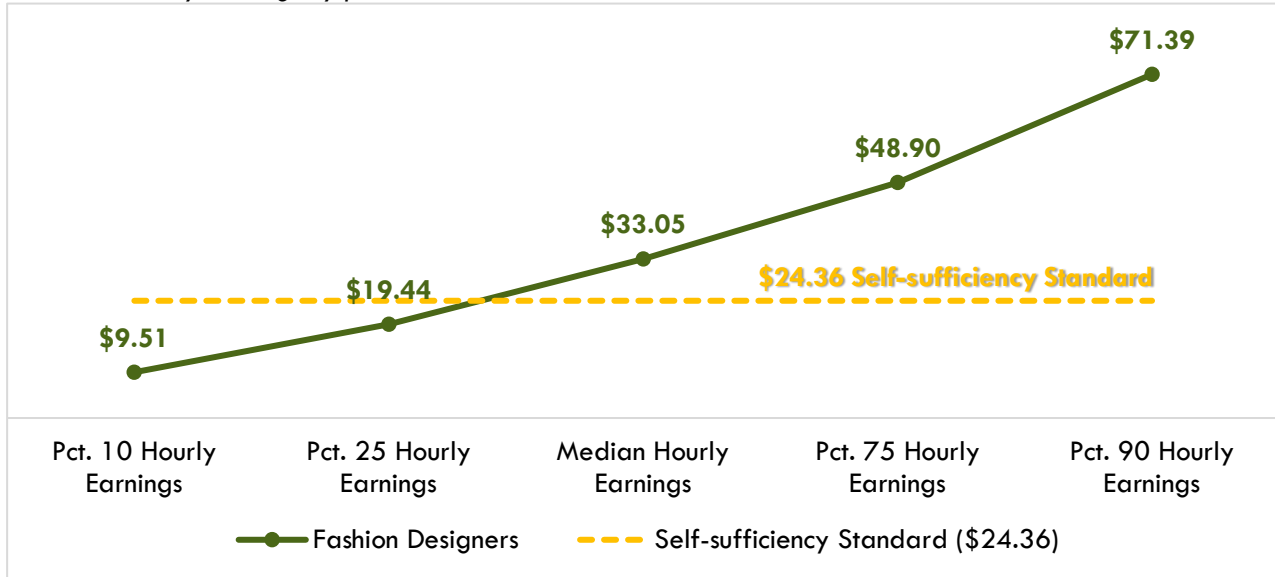
Source: Emsi 2021.3

According to the occupational guides developed by the California Labor Market Information Division, benefits for fashion designers are often negotiated by the designers. Some firms provide vacation and health insurance programs, while self-employed fashion designers must provide their own benefits (Detailed Occupational Guides, 2021).

Advertised Salary from Online Job Ads

Exhibit 4 displays online job ad salary data for fashion designers over the last 12 months. Online job ad salary information reveals that employers are willing to pay fashion designers a median annual salary of $52,000, above the region's $51,452 annual ($24.36 hourly) self-sufficiency standard. Consider the salary information with caution since only 55% (223 out of 407) of online job advertisements for this occupation provided salary information. The salary figures are prorated to reflect full-time, annual earnings status.

Exhibit 4: Advertised salary information

	Real-Time Salary Information				
Number of job ads	Less than $35,000	$35,000 to $49,999	$50,000 to $74,999	More than $75,000	Median Annual Salary
223	9%	33%	48%	10%	$52,000

Source: Burning Glass – Labor Insights

Employers, Skills, Education, and Work Experience

Exhibit 5 displays the employers that posted ten or more job ads for fashion designers in California over the last 12 months. Showing employer names provides some insight into where students may find employment after completing a program. Gap Inc. posted the most job advertisements for fashion designers over the last 12 months.

Exhibit 5: Employers posting the most job ads for fashion designers

Top Employers	Job Ads
Gap Inc.	25
Old Navy	15
Style Melody Inc.	12
Levi Strauss	12
Adidas	12
All other employers	*331*
Total	**407**

Source: Burning Glass – Labor Insights

Exhibit 6 lists a sample of specialized, employability, software and programming skills employers' seek when looking for workers to fill fashion designer positions. Specialized skills are occupation-specific skills that employers request for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is often referred to as "soft skills." The skills requested in job ads may be utilized to guide curriculum development.

Exhibit 6: Sample of in-demand skills from employer job ads

Specialized skills *(n=393)*	Employability skills	Software and Programming Skills
• Sketching • Product Development • Market Trends • Market Research • Merchandising	• Creativity • Communication Skills • Research • Organizational Skills • Teamwork/Collaboration	• Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Microsoft Office

Source: Burning Glass – Labor Insights

According to the Bureau of Labor Statistics, approximately 26% of incumbent workers in this field hold a community college-level of educational attainment; "some college, no degree" and an "associate degree." The majority (77%) of the job advertisements for fashion designers sought candidates with a bachelor's degree or higher. Exhibit 7 displays the typical entry-level education, educational attainment, and minimum advertised education requirements for fashion designers.

Exhibit 7: Typical entry-level education, educational attainment, and minimum advertised education requirements

Typical Entry-Level Education Requirement	CC-Level Educational Attainment*	Real-Time Minimum Advertised Education Requirement			
		Number of Job Ads	High school or vocational training	Associate degree	Bachelor's degree or higher
Bachelor's degree	26%	*274*	8%	15%	77%

Source: Emsi 2021.3, Burning Glass – Labor Insights
*Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework

Exhibit 8 displays the work experience typically required and the real-time work experience requirements from employer job ads for fashion designers. Most employers were seeking workers with three or more years of work experience.

Exhibit 8: Work experience required and real-time work experience requirements

Work Experience Typically Required	Real-Time Work Experience			
	Number of job ads	0 – 2 years	3 – 5 years	6+ years
None	*269*	36%	48%	16%

Source: Emsi 2021.3, Burning Glass – Labor Insights

Student Completions and Programs Outcomes

Exhibit 9 displays completion data for regional fashion design programs in the region. Over the last three academic years, from 2017 to 2020, Chaffey College has issued nine awards annually in its fashion design program. The student completion and outcome methodology are available on page 10.

Exhibit 9: 2017-20, Annual average community college awards for fashion design programs in the Inland Empire/Desert Region

TOP 1230.10 – Fashion Design	Associate Degree	Certificate requiring 30 to < 60-semester units	Certificate requiring 18 to < 30-semester units	Certificate requiring 16 to < 30-semester units	Total CC Annual Average Awards, Academic Years 2017-20
Chaffey (Fashion Design, Patternmaking for Apparel)	3	1	4	1	9
Total	**3**	**1**	**4**	**1**	**9**

Source: MIS Data Mart

California program outcome data may provide a useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 10. About 80% of students exiting manufacturing and industrial technology programs

reported working in their field of study. The median annual earnings from all exiters was $27,428, and 50% attained a living wage. The outcome methodology is available in the appendix section of this report.

Exhibit 10: 1303.10 – Fashion design strong workforce program outcomes

Strong Workforce Program Metrics: 1303.10 – Fashion Design Academic Year 2018-19, unless noted otherwise	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2019-20)	247	4,089
Completed 9+ career education units in one year (2019-20)	19%	26%
Perkins Economically disadvantaged students	73%	63%
Students who attained a noncredit workforce milestone in a year (2019-20)	51%	75%
Students who earned a degree, certificate, or attained apprenticeship (2019-20)	-	206
Transferred to a four-year institution (transfers)	-	120
Job closely related to the field of study (2017-18)	80%	73%
Median annual earnings (all exiters)	$27,428	$32,192
Median change in earnings (all exiters)	43%	15%
Attained a living wage (completers and skills-builders)	50%	39%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Recommendation

Community college fashion design programs provide the knowledge, skills, and abilities that lead to the bachelor's degree-level fashion designers occupation. Employment is projected to increase by 8% through 2025; 18 annual job openings are expected over this period. This occupation's median hourly earnings are $33.05 per hour, above the regional $24.36 per hour ($51,452 annual) self-sustainable earnings standard for a single adult with one child.

One regional community college issued nine awards annually in fashion design (TOP 1303.10) programs over the last three academic years. About 80% of students exiting manufacturing and industrial technology programs reported working in their field of study. The median annual earnings from all exiters was $27,428, and 50% attained a living wage.

The Centers of Excellence recommends caution expanding fashion design programs as there is limited demand for fashion designers in the region. According to federal typical entry-level education data and online employer job ad results, community college program completers will likely need to transfer to a four-year educational institution to obtain a bachelor's degree before entering employment. Colleges considering this

program should partner with four-year educational institutions and local employers to ensure their training provides the skills needed to transfer to a four-year educational institution and obtain a job in this field.

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Appendix: Methodology

Exhibit 9 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2017 and 2020 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total of associate degrees and certificates issued during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variations that might be present in a single year.

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from records provided by California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included in each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2021a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS), administered by Santa Rosa Junior College (LaunchBoard, 2021a).

Job advertisement data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014). Online job advertisements often do not reveal the hiring intentions of employers; it is unknown if employers plan to hire one or multiple workers from a single online job ad or if they are collecting resumes for future hiring needs. A closed job ad may not be the result of a hired worker.

Table 1. 2020 to 2025 job growth, wages, entry-level education, training, and work experience required for fashion designers in the Inland Empire/Desert Region (Riverside and San Bernardino counties combined)

Occupation (SOC)	2020 Jobs	5-Year Change (New Jobs)	5-Year % Change (New Jobs)	Annual Openings (New + Replacement Jobs)	Entry-Experienced Hourly Wage (10th to 90th percentile)	Median Hourly Wage (50th percentile)	Average Annual Earnings	Entry-Level Education & On-The-Job-Training	Work Experience Required
Fashion Designers (27-1022)	175	14	8%	18	$9.51 to $48.90	$33.05	$80,400	Bachelor's degree & None	None

Source: Emsi 2021.3