

**Program Endorsement Brief: 0607.00/Technical Communication**

**Copy Editor/Editorial Assistant**

Los Angeles/Orange County Center of Excellence, October 2021

**Summary Analysis**

<b>Program Endorsement:</b>	<b>Endorsed: All Criteria Met</b> <input type="checkbox"/>	<b>Endorsed: Some Criteria Met</b> <input type="checkbox"/>	<b>Not Endorsed</b> <input checked="" type="checkbox"/>
<b>Program Endorsement Criteria</b>			
<b>Supply Gap:</b>	Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>
<b>Living Wage: (Entry-Level, 25<sup>th</sup>)</b>	Yes <input type="checkbox"/>		No <input checked="" 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 Los Angeles/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: *proofreaders and copy markers* (43-9081). Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree, while above middle-skill occupations require a bachelor’s degree or more education.<sup>1</sup> 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 does not appear to be a supply gap for *proofreaders and copy markers* in the region. While this program does not meet the traditional supply/demand endorsement criteria, there may be demand for these workers from local employers that is not reflected in traditional labor market data. For this reason, real-time labor market data is included in this report as well – to provide a more nuanced view of the regional job market for *proofreaders and copy markers*. Furthermore, 63 out of the 64 awards (98%) included in the supply/demand analysis were issued by proprietary institutions. With community colleges only issuing 1 related award, there may be an opportunity to attract a larger portion of prospective students to the community colleges if program offerings are expanded or created.

While real-time labor market data may point to more numerous job openings for *proofreaders and copy markers* in the region, typical entry-level education for these job openings is a bachelor’s degree and entry-level wages do not meet the self-sufficiency standard wage in either Los Angeles or Orange County. **Therefore, due to none of the criteria being met, the COE does not endorse this proposed program.** Detailed reasons include:

<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.

### Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **40 jobs available annually** in the region due to retirements and workers leaving the field, **which is less than the 64 awards conferred annually** by educational institutions in the region.
  - **However**, over the past 12 months, there were **119 online job postings related to proofreaders and copy markers**. The highest number of job postings were for proofreaders, content coordinators, creative content coordinators, and legal proofreaders. Despite this, 84% of these job ads are seeking candidates with a bachelor's degree.
- **Living Wage Criteria** – Within Los Angeles County, **typical entry-level hourly wages for proofreaders and copy markers are \$16.28, which is lower than the self-sufficiency standard** hourly wage (living wage) for one adult in the region (\$18.10 in Los Angeles County).<sup>2</sup>
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a **bachelor's degree as the typical entry-level education for proofreaders and copy markers**.
  - While the national-level educational attainment data indicates 19.1% of workers in the field have completed some college or an associate degree, a similar number of workers in the field (18.5%) have earned a high school diploma or less education.
  - However, the **majority of workers in the field (62.4%) have earned a bachelor's degree or higher level of education**.

### Supply:

- There are **2 community colleges** in the LA/OC region that issue awards related to professional communication, conferring an average of **1 award annually** between 2017 and 2020.
- Between 2016 and 2019, there was an average of **63 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 *proofreaders and copy markers*. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 2% through 2025. However, there will be 40 job openings per year through 2025 due to retirements and workers leaving the field.

*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 full impact of COVID-19 on projections of industry and*

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<sup>2</sup> Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 10/12/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

occupational employment. Therefore, the projections included in this report do not take the full impacts of COVID-19 into account.

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

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	244	238	(6)	(2%)	30
Orange	83	82	(0)	(0%)	11
<b>Total</b>	<b>327</b>	<b>321</b>	<b>(6)</b>	<b>(2%)</b>	<b>40</b>

### Wages

The labor market endorsement in this report considers the entry-level hourly wages for *proofreaders and copy markers* in Los Angeles County as they relate to the county’s self-sufficiency standard wage. Orange 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.

**Los Angeles County**— The typical entry-level hourly wages for *proofreaders and copy markers* are \$16.28, which is below the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County).<sup>4</sup> Experienced workers can expect to earn wages of \$30.95, which is higher than the self-sufficiency standard.

**Orange County**— The typical entry-level hourly wages for *proofreaders and copy markers* are \$16.46, which is below the self-sufficiency standard wage for one adult (\$20.63 in Orange County).<sup>5</sup> Experienced workers can expect to earn wages of \$30.02, which is higher than the self-sufficiency standard.

### Job Postings

There were 119 online job postings related to *proofreaders and copy markers* listed in the past 12 months. The highest number of job postings were for proofreaders, content coordinators, creative content coordinators, and legal proofreaders. The top skills were: proofreading, Adobe Acrobat, Adobe Photoshop, scheduling, and content management. The top three employers, by number of job postings, in the region were: Disney, 100 Thieves, and Calance.

*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 full 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 *proofreaders and copy markers*. While the national-level educational attainment data indicates

<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.

<sup>4</sup> Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 10/12/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

<sup>5</sup> Ibid.

19.1% of workers in the field have completed some college or an associate degree, a similar number of workers in the field (18.5%) have earned a high school diploma or less education. However, the majority of workers in the field (62.4%) have earned a bachelor’s degree or more education. Of the 56% of proofreaders and copy markers listing a minimum education requirement in Los Angeles/Orange County, 84% (56) requested a bachelor’s degree, 13% (9) requested a high school diploma, and 3% (2) 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 codes: Technical Communication (0607.00), and Mass Communications (0610.00). The only colleges in the LA/OC region with completions are: Glendale and Orange Coast. Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

**Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020**

TOP Code	Program	College	2017-2018 Awards	2018-2019 Awards	2019-2020 Awards	3-Year Award Average
0607.00	Technical Communication	Orange Coast	-	-	1	0
		<b>LA Subtotal</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>0</b>
0610.00	Mass Communications	Glendale	1	2	-	1
		<b>OC Subtotal</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>1</b>
<b>Supply Subtotal/Average</b>			<b>1</b>	<b>2</b>	<b>-</b>	<b>1</b>
<b>Supply Total/Average</b>			<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>

**Non-Community College Supply**—For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for proofreaders and copy markers. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: Mass Communication/Media Studies (09.0102), and Professional, Technical, Business, and Scientific Writing (23.1303). Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, four-year colleges in the region conferred an average of 63 awards annually in related training programs.

**Exhibit 3: Regional non-community college awards, 2016-2019**

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
09.0102	Mass Communication/Media Studies	Brandman University	-	2	5	2
		Claremont McKenna College	5	5	7	6
		Pitzer College	28	15	16	20
		Pomona College	14	20	16	17
		Scripps College	15	17	18	17

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		Vanguard University of Southern California	1	-	-	0
23.1303	Professional, Technical, Business, and Scientific Writing	CSU-Long Beach	-	4	-	1
		Woodbury University	-	1	-	0
<b>Supply Total/Average</b>			<b>63</b>	<b>64</b>	<b>62</b>	<b>63</b>

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

**Exhibit 4. Los Angeles County**

Occupation (SOC)	2020 Jobs	2025 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)
Proofreaders and Copy Markers (43-9081)	244	238	(6)	(2%)	30	\$16.28	\$23.48	\$30.95

**Exhibit 5. Orange County**

Occupation (SOC)	2020 Jobs	2025 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)
Proofreaders and Copy Markers (43-9081)	83	82	(0)	(0%)	11	\$16.46	\$23.10	\$30.02

**Exhibit 6. Los Angeles and Orange Counties**

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Proofreaders and Copy Markers (43-9081)	327	321	(6)	(2%)	40	Bachelor's degree

## 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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