

## ABOUT THE CENTER FOR A COMPETITIVE WORKFORCE

The Center for a Competitive Workforce was established in 2017 as a Strong Workforce Program regional project, a collaboration among the 19 Los **Angeles County community** colleges of the Los Angeles/ **Orange County Regional** Consortium, the Los Angeles/ **Orange County Center of Excellence for Labor Market** Research, Los Angeles County **Economic Development** Corporation (LAEDC) and Los Angeles Area Chamber of Commerce. The center's mission is to produce regional economic intelligence reports to better align labor market supply and demand data, support industry-driven career education and workforce development programs, and strengthen industry engagement across the L.A. Basin. The goal is a wellinformed regional workforce development system positioned to train, educate and upskill residents with the knowledge, skills and abilities to be competitive for 21st century jobs and careers in the knowledge-intensive industries that drive the regional economy and will come to dominate our economic future. The center's work addresses the talent gaps employers face and compares the supply of middle-skill graduates with the projected demand of local firms, a balance which helps job-seekers and employers.

# Entertainment Disrupted

## A Digital Media Transformation

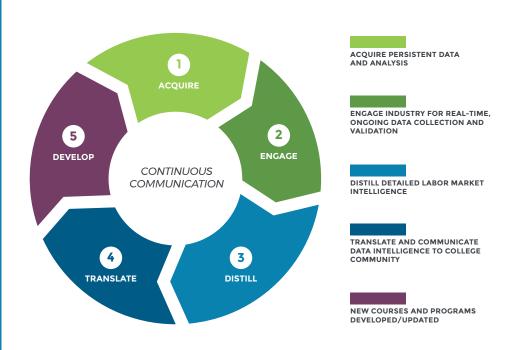
The entertainment industry is one of the most prominent and iconic industries in the Los Angeles Basin (Los Angeles and Orange counties) and provides significant economic benefits in terms of wealth generation and middle-skill job growth. However, rapid advances in digital media are transforming how entertainment content is created, distributed and consumed. As a result, the Center for a Competitive Workforce set out to analyze the major shifts that are occurring in the industry and identify the jobs that have the brightest future in the region.

#### Highlights:

- Over the next five years, the Los Angeles Basin can expect more than 4,000 annual job openings for middle-skill digital media and entertainment occupations.
- Community colleges in the region conferred approximately 2,500 awards in the 2015-16 academic year. However, the number of completions does not appear to be enough to meet future workforce needs.

To view the full report, please visit our website www.ccworkforce.org

#### **HOW CCW WORKS**



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## Jobs on the Rise

#### Top Occupations in Entertainment and Digital Media

Out of 650 distinct occupations in the entertainment industry, 11 were selected that show promise in the region. All occupations are middle skill, meaning they require some college education, but less than a bachelor's degree.



## PRODUCERS AND DIRECTORS

What they do: Produce entertainment productions and are responsible for creative decisions



#### AUDIO AND VIDEO EQUIPMENT TECHNICIANS

What they do: Set up or operate audio and visual equipment for sports events and live performances



## FILM AND VIDEO EDITORS

What they do: Manipulate film, video or other media with software



## PRODUCTION, PLANNING, AND EXPEDITING CLERKS

What they do: Compile records for purchase orders—occupations include schedulers, planners and production assistants



## FASHION DESIGNERS

**What they do:** Create original designs or adapt fashion trends



#### CAMERA OPERATORS, TELEVISION, VIDEO, AND MOTION PICTURE

What they do: Use video equipment to record images



#### MAKEUP ARTISTS, THEATRICAL AND PERFORMACE

What they do: Apply makeup to performers to reflect the period, setting and situation of their role



#### MULTIMEDIA ARTISTS AND ANIMATORS

What they do: Create special effects, animation or visual images using video or other electronic tools



#### **PHOTOGRAPHERS**

What they do: Use cameras and computer software to produce a wide range of images



## SOUND ENGINEERING TECHNICIANS

What they do: Operate equipment to record, synchronize, mix or reproduce music, voices or sound effects



#### HAIRDRESSERS, HAIRSTYLISTS, AND COSMETOLOGISTS

What they do: Provide hair styling, makeup and skin care services

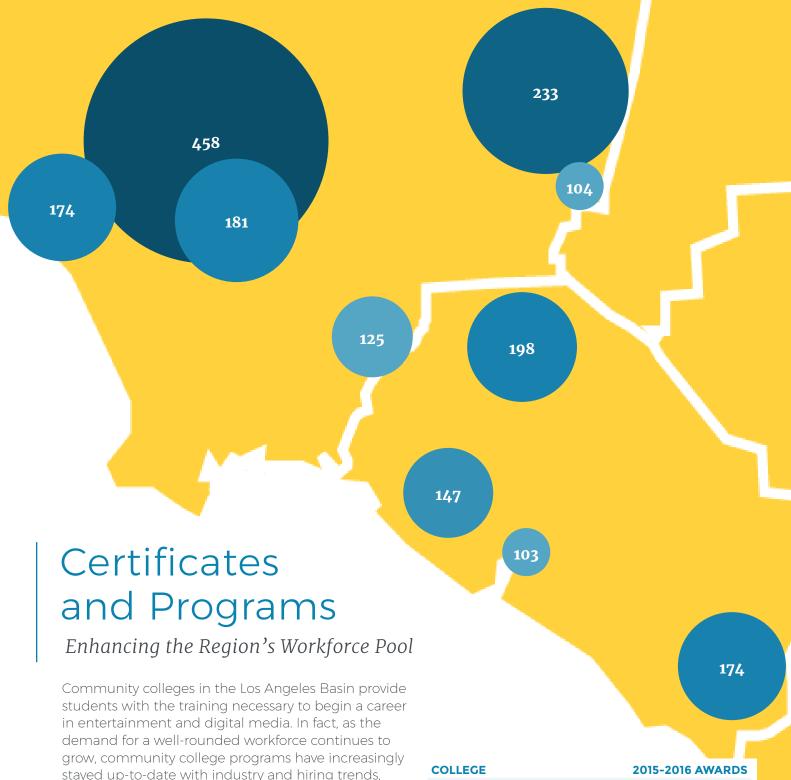
**COMPANIES WHO EMPLOY THESE OCCUPATIONS:** 











stayed up-to-date with industry and hiring trends, teaching methods, and media technology.

In 2015-16, there were nearly 2,500 awards conferred in the region. This section provides the top 10 community colleges, by number of awards conferred. At the very top of this list is LA City College with 458 awards, followed by Citrus (233), and Fullerton (198). Some of the most popular program offerings include animation, digital media, film production, graphic design, and television. For a detailed list of completions, refer to www.ccworkforce.org.

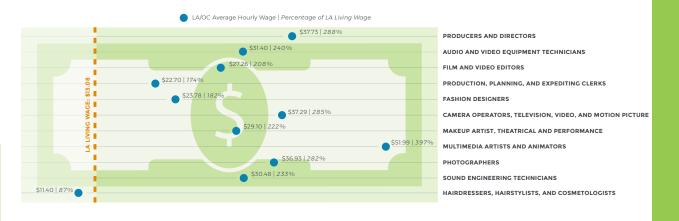
COLLEGE	2015-2016 AWARDS
Los Angeles City College	458
Citrus College	233
Fullerton College	198
Los Angeles Trade-Tech College	181
Saddleback College	174
Santa Monica College	174
Golden West College	147
Cerritos College	125
Mt. San Antonio College	104
Orange Coast College	103

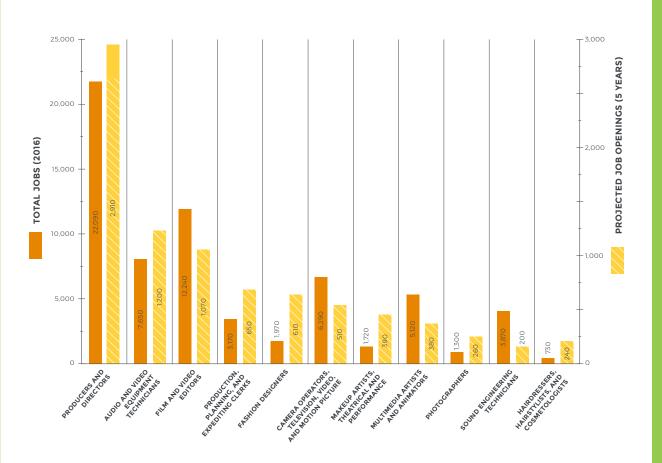


## Where the Jobs Are

## Current Employment, Job Openings and Wages

The region's top entertainment and digital media jobs are shown below. These jobs are expected to be in demand and pay solid wages over the next five years. Employment is shown for the Los Angeles Basin and earnings for each occupation represent the regional median hourly wage.





#### INDUSTRY TAKEAWAYS

In 2015, the entertainment industry spent



in the region

Between 2015 and 2016, jobs in enterainment

GREW

AS FAST

as the regional economy

The entertainment industry employed

220,840

workers in 2016
in the region,
accounting for
more than 75% of
all entertainment
employment
in California.

