

Labor Market Analysis for Program Recommendation:  
 0604.20/Television (including combined  
 TV/film/video)  
 (Agency Film Production) (Broadcast Journalism)  
 (Screenwriting)



Orange County Center of Excellence, October 2023

## Summary

Program LMI Endorsement	Endorsed: All LMI Criteria Met <input checked="" type="checkbox"/>	Endorsed: Some LMI Criteria Met <input type="checkbox"/>	Not LMI Endorsed <input type="checkbox"/>
-------------------------	--	--	---

### Program LMI Endorsement Criteria

	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Supply Gap:	<i>Comments:</i> There is projected to be <b>1,805 annual job openings</b> throughout Los Angeles and Orange counties for these middle-skill TV occupations, which is <b>more than the 423 awards conferred by educational institutions.</b>	
Living Wage: (Entry-Level, 25 <sup>th</sup> )	<i>Comments:</i> <b>All annual job openings for these middle-skill TV occupations have entry-level hourly wages above the OC living wage of \$20.63.</b>	
Education:	<i>Comments:</i> All annual job openings for these middle-skill TV occupations typically require either <b>a postsecondary nondegree award or an associate degree.</b> Additionally, <b>more than one-third of workers in these middle-skill occupations have completed some college or an associate degree as their highest level of education.</b>	

### Emerging Occupation(s)

Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
<i>Comments:</i> N/A	

The Orange County Center of Excellence for Labor Market Research (OC COE) prepared this report to determine whether there is a supply gap in the Los Angeles/Orange County regional labor market related to six TV-related occupations:

- Middle-Skill
  - Audio and Video Technicians (27-4011)
  - Broadcast Technicians (27-4012)
- Above Middle-Skill – denoted with an asterisk (\*) throughout this report.
  - Producers and Directors (27-2012)\*
  - News Analysts, Reporters, and Journalists (27-3023)\*
  - Camera Operators, Television, Video, and Film (27-4031)\*
  - Film and Video Editors (27-4032)\*

Middle-skill occupations typically require a community college education while above middle-skill occupations typically require at least a bachelor's degree.

Based on the available data, there appears to be a supply gap for these middle-skill TV occupations in the region. Additionally, typical entry-level wages for these middle-skill TV occupations are above the living wage and typical education requirements align with a community college education. **Therefore, due to all of the regional labor market criteria being met, the COE endorses this proposed program.**

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for the occupations included in this report.

### Exhibit 1: Labor Market Endorsement Summary

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Typical Entry-Level Education	Community College Educational Attainment
Audio and Video Technicians (27-4011)	LA: 674	LA: 310	OC: \$21.24	Postsecondary nondegree award	38%
	OC: 77	OC: 113			
	TTL: 751	TTL: 423			
Broadcast Technicians (27-4012)	LA: 977	Accounted for below	OC: \$34.05	Associate degree	38%
	OC: 77				
	TTL: 1,054				
<b>Middle-Skill Total</b>	<b>1,805</b>	<b>423</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
Producers and Directors (27-2012)*	LA: 4,933	LA: 1,981	OC: \$31.17	Bachelor's degree	19%
	OC: 237	OC: 631			
	TTL: 5,170	TTL: 2,612			
News Analysts, Reporters, and Journalists (27-3023)*	LA: 355	LA: 582	OC: \$18.19	Bachelor's degree	12%
	OC: 36	OC: 88			
	TTL: 391	TTL: 670			
Camera Operators, Television, Video, and Film (27-4031)*	LA: 714	Accounted for above	OC: \$18.16	Bachelor's degree	26%
	OC: 37				
	TTL: 751				
Film and Video Editors (27-4032)*	LA: 1,464	LA: 19	OC: \$20.71	Bachelor's degree	26%
	OC: 49	OC: 1			
	TTL: 1,513	TTL: 20			
<b>Above Middle-Skill Total</b>	<b>7,825</b>	<b>3,302</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
<b>Total</b>	<b>9,630</b>	<b>3,725</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>

\*Denotes an above middle-skill occupation

## Demand:

- The number of jobs related to these middle-skill TV occupations is projected to increase 11% through 2027. There is projected to be 1,805 annual job openings.
- Hourly entry-level wages for these middle-skill TV occupations range from \$21.24 to \$34.05 in Orange County, which is above the living wage of \$20.63.
- There were 1,232 online job postings for these middle-skill TV occupations over the past 12 months. The highest number of postings were for audio-visual technicians, studio coordinators, video technicians, and production assistants.
- The typical entry-level education for these middle-skill TV occupations ranges from a postsecondary nondegree award to an associate degree.
- More than one-third of workers in these middle-skill occupations (38%) have completed some college or an associate degree as their highest level of educational attainment.

## Supply:

- There was an average of 1,466 awards conferred by 24 community colleges in Los Angeles and Orange Counties from 2019 to 2022. Of those, 23% (337) were for the middle-skill occupations.
- Non-community college institutions conferred an average of 2,259 awards from 2019 to 2021. Of those, 4% (86) were for the middle-skill occupations.
- Orange County community college students that exited television (including combined TV/film/video) programs in the 2020-21 academic year had a median annual wage of \$29,292 after exiting the program and 19% attained the regional living wage.
- There was insufficient data to determine the percentage of television (including combined TV/film/video) students that exited and reported that they are working in a job closely related to their field of study.

## Demand

### Occupational Projections:

Exhibit 2 shows the annual percent change in jobs for all six of the TV occupations researched in this report from 2017 through 2027. Employment in these TV occupations declined 11% from 2019 to 2020 in Orange County, which is more than the 7% decline across all occupations due to the COVID-19 pandemic. Employment in these TV occupations is projected to grow at a similar rate when compared to all occupations through 2027.

Exhibit 2: Annual Percent Change in Jobs for TV Occupations, 2017-2027

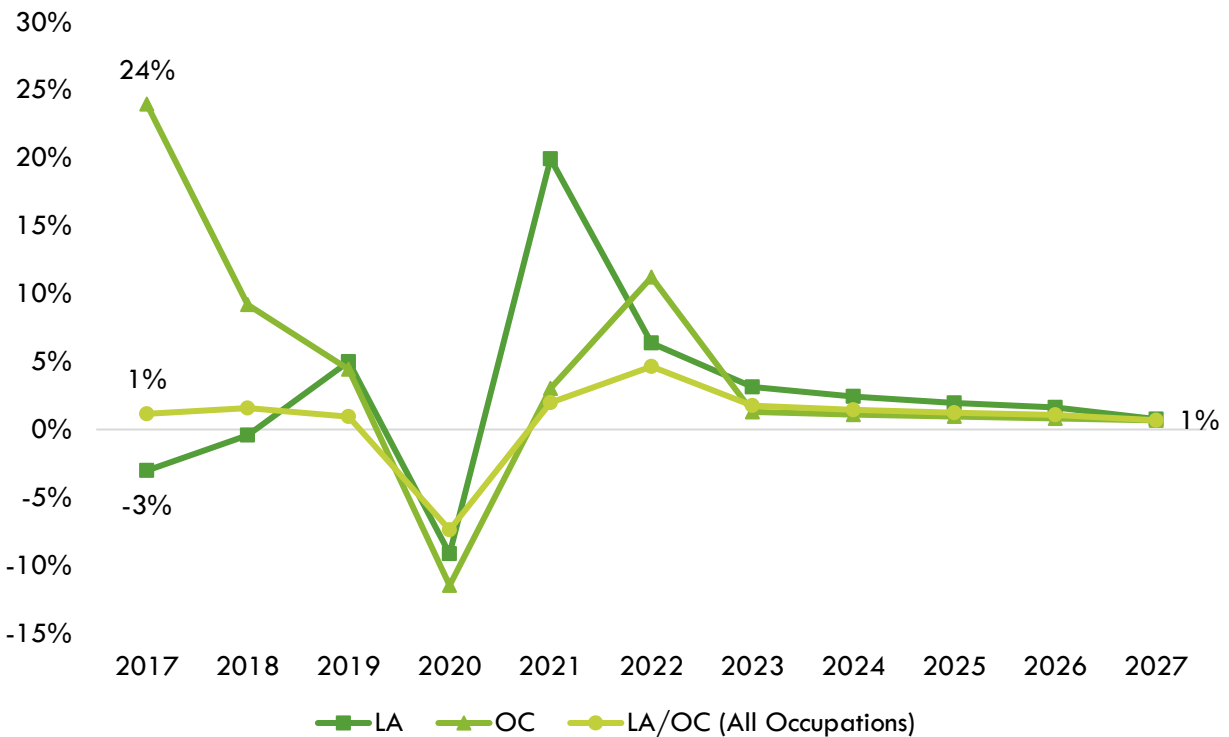


Exhibit 3 shows the five-year occupational demand projections for the two middle-skill TV occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 11% through 2027. There is projected to be 1,805 jobs available annually. Of those, 91% (1,651) are projected to be in Los Angeles County.

Exhibit 3: Middle-Skill Occupational Demand in Los Angeles and Orange Counties<sup>1</sup>

Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	13,422	14,905	1,483	11%	1,651
Orange	1,304	1,425	121	9%	154
<b>Total</b>	<b>14,726</b>	<b>16,330</b>	<b>1,604</b>	<b>11%</b>	<b>1,805</b>

<sup>1</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.

Exhibit 4 shows the five-year occupational demand projections for these four above middle-skill TV occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 10% through 2027. There is projected to be 7,825 jobs available annually. Of those, 95% (7,466) are projected to be in Los Angeles County.

**Exhibit 4: Above Middle-Skill Occupational Demand in Los Angeles and Orange Counties**

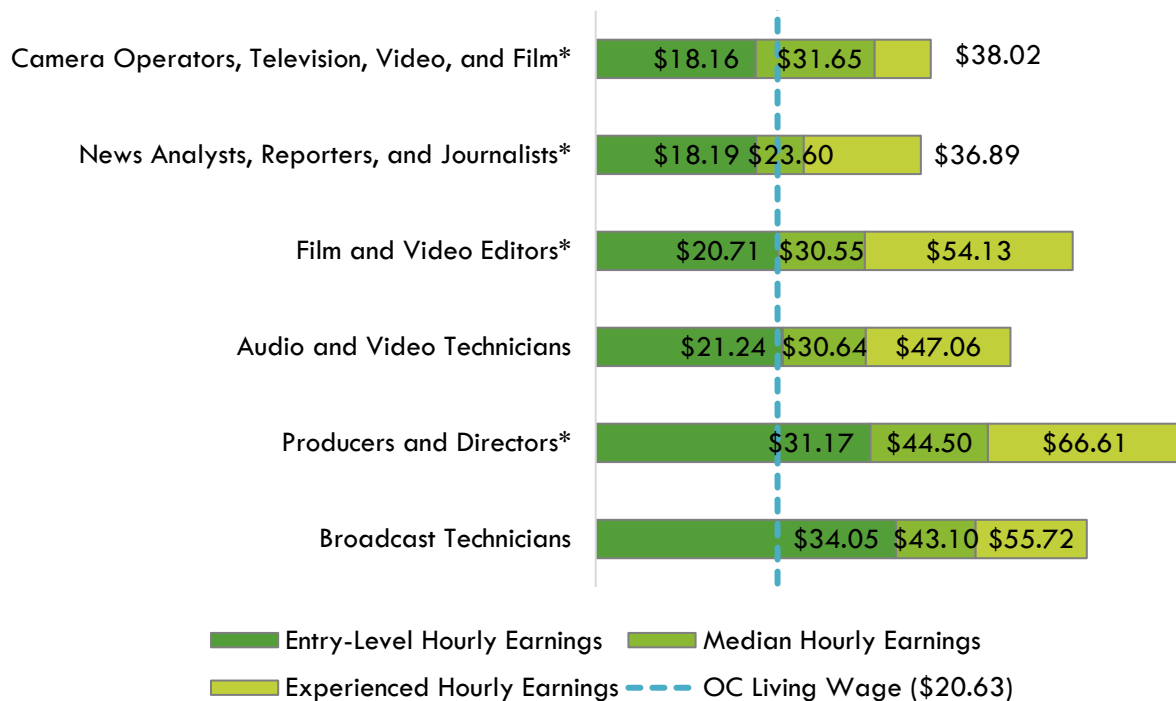
Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	61,535	67,760	6,226	10%	7,466
Orange	3,355	3,463	108	3%	359
<b>Total</b>	<b>64,890</b>	<b>71,223</b>	<b>6,333</b>	<b>10%</b>	<b>7,825</b>

### Wages:

The labor market endorsement in this report considers the entry-level hourly wages for these middle-skill TV occupations in Orange County as they relate to the county's living wage. Los Angeles County wages are included below in order to provide a complete analysis of the LA/OC region.

All annual openings for these middle-skill TV occupations have entry-level wages above the living wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages for these middle-skill TV occupations range between \$21.24 and \$34.05. When analyzing the middle-skill occupations, Orange County's average wages (\$43.21) are above the average statewide wage of \$39.21. Exhibit 5 shows the wage range for each of these TV occupations in Orange County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

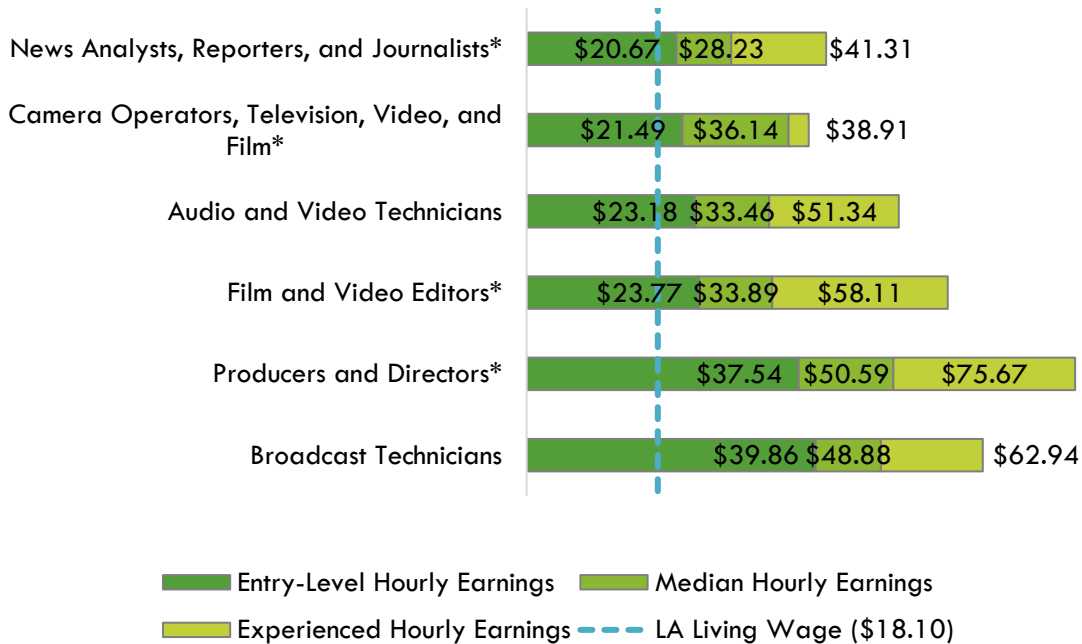
**Exhibit 5: Wages by Occupation in Orange County**



\*Denotes an above middle-skill occupation

All annual openings for these middle-skill TV occupations have entry-level wages above the living wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages for these middle-skill occupations are in a range between \$23.18 and \$39.86. When analyzing the middle-skill occupations, Los Angeles County's average wages (\$48.90) are above the average statewide wage of \$39.21. Exhibit 6 shows the wage range for each of these TV occupations in Los Angeles County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

### Exhibit 6: Wages by Occupation in Los Angeles County



\*Denotes an above middle-skill occupation

# Job Postings:

**Important Online Job Postings Data Note:** Online job postings data is sourced from Lightcast, a labor market analytics firm that scrapes, collects, and organizes data from online job boards such as LinkedIn, Indeed, Glassdoor, Monster, GovernmentJobs.com, and thousands more. Lightcast uses natural language processing (NLP) to determine the related company, industry, occupation, and other information for each job posting. However, NLP has limitations that include understanding contextual words of phrases; determining differences in words that can be used as nouns, verbs, and/or adjectives; and misspellings or grammatical errors.<sup>2</sup> For these reasons, job postings could be assigned to the wrong employer, industry, or occupation within Lightcast’s database.

Additionally, there are several limitations when analyzing job postings. A single job posting may not represent a single job opening, as employers may be creating a pool of candidates for future openings or hiring for multiple positions with a single posting. Additionally, not all jobs are posted online, and jobs may be filled through other methods such as internal promotion, word-of-mouth advertising, physical job boards, or a variety of other channels.

There were 4,371 online job postings related to these TV occupations listed in the past 12 months. Of those, 28% (1,232) were for middle-skill TV occupations. Exhibit 7 shows the number of job postings by occupation.

**Exhibit 7: Number of Job Postings by Occupation (n=4,371)**

Occupation	Job Postings	Percentage of Job Postings
Producers and Directors*	1,797	41%
Audio and Video Technicians	832	19%
Camera Operators, Television, Video, and Film*	503	12%
News Analysts, Reporters, and Journalists*	474	11%
Broadcast Technicians	400	9%
Film and Video Editors*	365	8%
<b>Total Postings</b>	<b>4,371</b>	<b>100%</b>

\*Denotes an above middle-skill occupation

<sup>2</sup> K. R. Chowdhary, Fundamentals of Artificial Intelligence (Basingstoke: Springer Nature, 2020), <https://link.springer.com/book/10.1007/978-81-322-3972-7>.

The top employers for the two middle-skill TV occupations in the region, by number of job postings, are shown in Exhibit 8.

**Exhibit 8: Top Middle-Skill Employers by Number of Job Postings (n=1,232)**

Employer	Job Postings	Percentage of Job Postings
Encore Global	72	6%
Five Star Audio Visual	23	2%
Disney	23	2%
Encore	19	2%
Resideo Technologies	16	1%
iHeartMedia	16	1%
California State University	15	1%
Pixelogic Media Partners	14	1%
Fox News Network	13	1%
University of Southern California	12	1%

The top employers for the four above middle-skill occupations in the region, by number of job postings, are shown in Exhibit 9.

**Exhibit 9: Top Above Middle-Skill Employers by Number of Job Postings (n=3,139)**

Employer	Job Postings	Percentage of Job Postings
Spectrum	56	2%
Disney	55	2%
NBC	44	1%
iHeartMedia	43	1%
CBS Broadcasting	42	1%
Riot Games	40	1%
Fox News Network	31	1%
Canteen Vending	31	1%
Apple	22	1%
Penske Media Corporation	20	1%



The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown for these middle-skill occupations in Exhibit 10.

### Exhibit 10: Top Skills for Middle-Skill Occupations by Number of Job Postings (n=1,232)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Audiovisual Equipment (124)	Communications (635)	Microsoft Office (154)
Project Management (123)	Troubleshooting (442)	Microsoft Excel (114)
Workflow Management (118)	Operations (378)	Microsoft PowerPoint (85)
Crestron (A/V Systems) (109)	Customer Service (363)	Microsoft Outlook (74)
Electrical Wiring (108)	Detail Oriented (268)	Zoom (73)
Video Production (103)	Professionalism (215)	Adobe Premiere Pro (60)
Post-Production (103)	Management (210)	Adobe Photoshop (53)
Operations Management (95)	Problem Solving (209)	Microsoft Word (48)
Electronic Components (94)	Lifting Ability (173)	Pro Tools (44)
Invoicing (93)	Multitasking (152)	Adobe After Effects (39)

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown for these four above middle-skill occupations in Exhibit 11.

### Exhibit 11: Top Skills for Above Middle-Skill Occupations by Number of Job Postings (n=3,139)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Marketing (657)	Communications (1,338)	Adobe Premiere Pro (445)
Post-Production (539)	Editing (902)	Adobe Photoshop (417)
Project Management (525)	Detail Oriented (723)	Adobe After Effects (395)
Social Media (516)	Writing (623)	Microsoft Office (228)
Adobe Premiere Pro (445)	Management (502)	TikTok (212)
Workflow Management (443)	Multitasking (460)	Microsoft Excel (177)
Adobe Photoshop (417)	Self-Motivation (417)	Adobe Creative Suite (169)
Adobe After Effects (395)	Research (407)	Instagram (160)
Video Production (342)	Planning (393)	JIRA (147)
Journalism (306)	Problem Solving (388)	Microsoft PowerPoint (133)

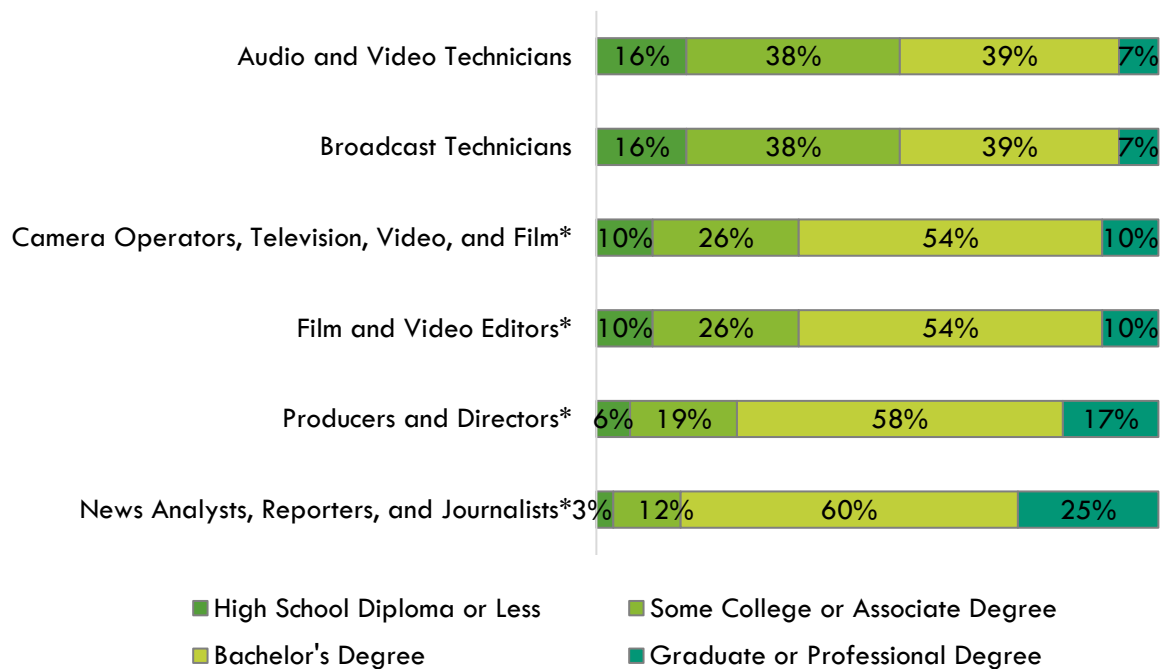
## Educational Attainment:

The Bureau of Labor Statistics (BLS) lists a postsecondary nondegree award as the typical entry-level education for *audio and video technicians*; an associate degree for *broadcast technicians*; and a bachelor's degree for *producers and directors, news analysts, reporters, and journalists, camera operators, television, video, and film, and film and video editors*. The national-level educational attainment data indicates that 38% of workers in the two middle-skill TV occupations have completed some college or an associate degree as their highest level of education. Approximately 12% of *news analysts, reporters, and journalists* have completed some college or an associate degree. Exhibit 12 shows the educational attainment for each occupation, sorted by highest community college educational attainment to lowest.

Of the 51% of the cumulative job postings for these middle-skill TV occupations that listed a minimum education requirement in Los Angeles/Orange County, 66% (413) requested a high school diploma or an associate degree and 34% (212) requested a bachelor's degree.

Conversely, of the 39% of the postings for these above middle-skill TV occupations that listed a minimum education requirement, 82% (995) requested a bachelor's degree and 17% (213) requested a high school diploma or an associate degree.

**Exhibit 12: National-level Educational Attainment for Occupations**



\*Denotes an above middle-skill occupation

## Educational Supply

### Community College Supply:

Exhibit 13 shows the three-year average number of awards conferred by community colleges in the related TOP codes:

- Journalism (0602.00)
- Radio and Television (0604.00)
- Radio (0604.10)
- Television (including combined TV/Film/Video) (0604.20)
- Broadcast Journalism (0604.30)
- Film Production (0612.20)
- Commercial Music (1005.00)
- Technical Theater (1006.00)
- Applied Photography (1012.00)

The colleges with the most completions in the region are Saddleback, LA City, and Santa Monica. Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

### Exhibit 13: Regional Community College Awards (Certificates and Degrees), 2019-2022

TOP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
0602.00	Journalism	Cerritos	12	13	13	13
		Citrus	10	3	6	6
		East LA	16	13	8	12
		El Camino	20	11	10	14
		Glendale	7	10	5	7
		LA City	3	5	3	4
		LA Harbor	3	4	8	5
		LA Pierce	12	8	12	11
		LA Southwest	-	-	1	0
		LA Valley	7	12	6	8
		Long Beach	18	10	17	15
		Mt San Antonio	30	17	19	22
		Pasadena	19	15	4	13
		Rio Hondo	12	11	17	13
		Santa Monica	31	24	11	22
		<b>LA Subtotal</b>	<b>200</b>	<b>156</b>	<b>140</b>	<b>165</b>
		Cypress	2	5	6	4
		Fullerton	20	36	16	24
Orange Coast	13	6	9	9		

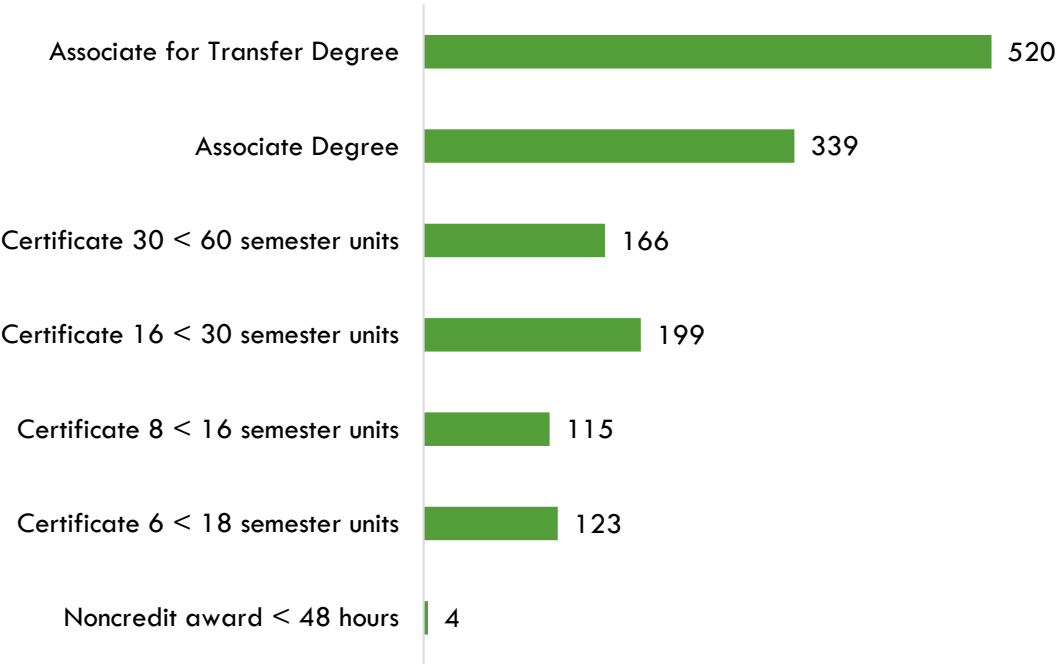
TOP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		Saddleback	11	17	14	14
		Santa Ana	5	8	3	5
		<b>OC Subtotal</b>	<b>51</b>	<b>72</b>	<b>48</b>	<b>57</b>
		<b>Supply Subtotal/Average</b>	<b>251</b>	<b>228</b>	<b>188</b>	<b>222</b>
0604.00	Radio and Television	LA Valley	17	12	9	13
		Long Beach	2	2	7	4
		Santa Monica	29	16	8	18
		<b>LA Subtotal</b>	<b>48</b>	<b>30</b>	<b>24</b>	<b>34</b>
		Fullerton	-	2	1	1
		Saddleback	136	98	144	126
		<b>OC Subtotal</b>	<b>136</b>	<b>100</b>	<b>145</b>	<b>127</b>
		<b>Supply Subtotal/Average</b>	<b>184</b>	<b>130</b>	<b>169</b>	<b>161</b>
0604.10	Radio	LA Valley	5	3	4	4
		Mt San Antonio	9	-	-	3
		Pasadena	3	1	1	2
		<b>LA Subtotal</b>	<b>17</b>	<b>4</b>	<b>5</b>	<b>9</b>
		Fullerton	4	5	-	3
		<b>OC Subtotal</b>	<b>4</b>	<b>5</b>	<b>-</b>	<b>3</b>
		<b>Supply Subtotal/Average</b>	<b>21</b>	<b>9</b>	<b>5</b>	<b>12</b>
0604.20	Television (including combined TV/film/video)	Cerritos	-	5	13	6
		El Camino	22	27	32	27
		Glendale	14	17	25	19
		LA City	34	45	35	38
		LA Pierce	26	29	31	29
		LA Valley	31	42	48	40
		Long Beach	35	42	49	42
		Mt San Antonio	54	34	50	46
		Pasadena	45	65	51	54
		<b>LA Subtotal</b>	<b>261</b>	<b>306</b>	<b>334</b>	<b>300</b>
		Cypress	15	16	20	17
		Fullerton	48	52	55	52
		Orange Coast	40	22	46	36
		Saddleback	2	-	15	6
		Santa Ana	17	6	13	12
		<b>OC Subtotal</b>	<b>122</b>	<b>96</b>	<b>149</b>	<b>122</b>
		<b>Supply Subtotal/Average</b>	<b>383</b>	<b>402</b>	<b>483</b>	<b>423</b>
0604.30		Long Beach	2	1	6	3

TOP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
	Broadcast Journalism	Pasadena	-	-	1	0
		<b>LA Subtotal</b>	<b>2</b>	<b>1</b>	<b>7</b>	<b>3</b>
		Santa Ana	1	-	-	0
		<b>OC Subtotal</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>0</b>
	<b>Supply Subtotal/Average</b>		<b>3</b>	<b>1</b>	<b>7</b>	<b>4</b>
0612.20	Film Production	Cerritos	8	11	22	14
		LA City	62	45	116	74
		LA Valley	31	35	54	40
		Santa Monica	59	41	45	48
		West LA	7	28	10	15
		<b>LA Subtotal</b>	<b>167</b>	<b>160</b>	<b>247</b>	<b>191</b>
		Orange Coast	48	26	32	35
		<b>OC Subtotal</b>	<b>51</b>	<b>26</b>	<b>32</b>	<b>36</b>
	<b>Supply Subtotal/Average</b>		<b>218</b>	<b>186</b>	<b>279</b>	<b>228</b>
1005.00	Commercial Music	Cerritos	5	8	13	9
		Citrus	51	51	26	43
		Compton	1	1	-	1
		East LA	-	2	-	1
		Glendale	-	2	-	1
		LA City	129	12	25	55
		LA Harbor	4	-	7	4
		LA Valley	10	6	18	11
		Long Beach	-	1	-	0
		Pasadena	-	2	-	1
		Rio Hondo	-	-	1	0
		<b>LA Subtotal</b>	<b>200</b>	<b>85</b>	<b>90</b>	<b>125</b>
		Cypress	17	10	12	13
		Fullerton	10	8	7	8
		Irvine	1	-	-	0
		Orange Coast	8	1	1	3
		Saddleback	9	61	95	55
Santa Ana	4	7	7	6		
<b>OC Subtotal</b>	<b>49</b>	<b>87</b>	<b>122</b>	<b>86</b>		
	<b>Supply Subtotal/Average</b>		<b>249</b>	<b>172</b>	<b>212</b>	<b>211</b>
1006.00	Technical Theater	Citrus	8	7	5	7
		East LA	15	6	32	18

TOP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		Glendale	1	-	2	1
		LA City	1	2	4	2
		LA Pierce	13	7	3	8
		LA Valley	2	1	1	1
		Pasadena	2	2	1	2
		Santa Monica	17	6	16	13
		<b>LA Subtotal</b>	<b>59</b>	<b>31</b>	<b>64</b>	<b>51</b>
		Cypress	3	7	6	5
		Fullerton	4	33	-	12
		Golden West	1	-	-	0
		Irvine	3	4	3	3
		Saddleback	2	4	3	3
		Santa Ana	3	6	2	4
		<b>OC Subtotal</b>	<b>16</b>	<b>54</b>	<b>14</b>	<b>28</b>
		<b>Supply Subtotal/Average</b>			<b>75</b>	<b>85</b>
1012.00	Applied Photography	East LA	5	1	-	2
		El Camino	10	7	10	9
		Glendale	6	5	6	6
		LA City	38	5	8	17
		LA Pierce	2	3	2	2
		LA Valley	-	-	3	1
		Mt San Antonio	31	10	32	24
		Pasadena	5	1	10	5
		Santa Monica	37	33	31	34
		<b>LA Subtotal</b>	<b>134</b>	<b>65</b>	<b>102</b>	<b>100</b>
		Cypress	5	2	2	3
		Fullerton	11	4	5	7
		Orange Coast	18	21	10	16
		<b>OC Subtotal</b>	<b>34</b>	<b>27</b>	<b>17</b>	<b>26</b>
		<b>Supply Subtotal/Average</b>			<b>168</b>	<b>92</b>
<b>Supply Total/Average</b>			<b>1,552</b>	<b>1,305</b>	<b>1,540</b>	<b>1,466</b>

Exhibit 14 shows the annual average community college awards by type from 2019-20 through 2021-22. The plurality of the awards are associate for transfer degrees, followed by associate degrees, and certificates of 16 to less than 30 semester units.

Exhibit 14: Annual Average Community College Awards by Type, 2019-2022



## Community College Student Outcomes:

Exhibit 15 shows the Strong Workforce Program (SWP) metrics for television (including combined TV/film/video) programs in Rancho Santiago Community College District (RSCCD), the Orange County Region, and California. Of the 802 television (including combined TV/film/video) students in Orange County, 14% (112) attended a RSCCD college.

Orange County students that exited television (including combined TV/film/video) programs in the 2020-21 academic year had a 56% median change in earnings, which is similar to students throughout California. However, these percentages are below the median change in earnings of RSCCD students (78%). Median annual earnings for RSCCD students (\$37,370) that exited television (including combined TV/film/video) programs were higher than Orange County Region (\$29,292) and statewide (\$28,220). There was insufficient data to determine the percentage of Orange County students that are employed in their field of study.

### Exhibit 15: Television (including combined TV/film/video) (0604.20) Strong Workforce Program Metrics, 2020-21<sup>3</sup>

SWP Metric	RSCCD	OC Region	California
SWP Students	112	802	5,607
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	18%	30%	32%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Insufficient Data	Insufficient Data	56%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	Insufficient Data	89	708
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2019-20)	Insufficient Data	68	494
SWP Students with a Job Closely Related to Their Field of Study (2019-20)	Insufficient Data	Insufficient Data	40%
Median Annual Earnings for SWP Exiting Students	\$37,370 (\$17.96)	\$29,292 (\$14.08)	\$28,220 (\$13.56)
Median Change in Earnings for SWP Exiting Students	78%	56%	57%
SWP Exiting Students Who Attained the Living Wage	Insufficient Data	19%	37%

<sup>3</sup> All SWP metrics are for 2020-21 unless otherwise noted.



## 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 these TV occupations. Exhibit 16 shows the annual and two-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes:

- Journalism (09.0401)
- Broadcast Journalism (09.0402)
- Radio and Television (09.0701)
- Photographic and Film/Video Technology/Technician (10.0201)
- Radio and Television Broadcasting Technology/Technician (10.0202)
- Recording Arts Technology/Technician (10.0203)
- Directing and Theatrical Production (50.0507)
- Cinematography and Film/Video Production (50.0602).

Due to different data collection periods, the most recent two-year period of available data is from 2019 to 2021. Between 2019 and 2021, non-community colleges in the region conferred an average of 2,259 awards annually in related training programs.

**Exhibit 16: Regional Non-Community College Awards, 2019-2021**

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2-Year Award Average
09.0401	Journalism	Biola University	27	16	22
		California State University-Dominguez Hills	17	21	19
		California State University-Long Beach	101	109	105
		California State University-Los Angeles	-	10	5
		California State University-Northridge	134	161	148
		Loyola Marymount University	7	29	18
		Mount Saint Mary's University	6	5	6
		Pepperdine University	10	9	10
		The Master's University and Seminary	-	-	-
		University of California-Irvine	-	-	-
		University of La Verne	4	2	3
		University of Southern California	77	77	77
<b>Supply Subtotal/Average</b>			<b>383</b>	<b>439</b>	<b>411</b>
09.0402	Broadcast Journalism	Chapman University	33	30	32
		New York Film Academy	6	3	5
		University of La Verne	-	-	-
		University of Southern California	1	2	2
<b>Supply Subtotal/Average</b>			<b>40</b>	<b>35</b>	<b>38</b>

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2-Year Award Average
09.0701	Radio and Television	California State University-Fullerton	189	185	187
		California State University-Long Beach	-	-	-
		California State University-Los Angeles	154	147	151
		California State University-Northridge	396	427	412
		Loyola Marymount University	-	1	1
		Pepperdine University	20	11	16
		University of La Verne	7	11	9
<b>Supply Subtotal/Average</b>			<b>766</b>	<b>782</b>	<b>774</b>
10.0201	Photographic and Film/Video Technology/Technician	Chapman University	-	1	1
<b>Supply Subtotal/Average</b>			<b>-</b>	<b>1</b>	<b>1</b>
10.0202	Radio and Television Broadcasting Technology/Technician	Hollywood Cultural College	20	12	16
<b>Supply Subtotal/Average</b>			<b>20</b>	<b>12</b>	<b>16</b>
10.0203	Recording Arts Technology/Technician	California State University-Dominguez Hills	-	2	1
		Columbia College Hollywood	-	21	11
		Loyola Marymount University	13	12	13
		Mount Saint Mary's University	-	-	-
		Musicians Institute	73	48	61
<b>Supply Subtotal/Average</b>			<b>86</b>	<b>83</b>	<b>85</b>
50.0507	Directing and Theatrical Production	Pepperdine University	-	1	1
		Vanguard University of Southern California	3	4	4
<b>Supply Subtotal/Average</b>			<b>3</b>	<b>5</b>	<b>4</b>
50.0602	Cinematography and Film/Video Production	Art Center College of Design	18	24	21
		Biola University	56	56	56
		California Institute of the Arts	14	11	13
		Chapman University	146	101	124
		Columbia College Hollywood	-	105	53
		FIDM-Fashion Institute of Design & Merchandising-Los Angeles	12	10	11
		Los Angeles Film School	245	255	250
		Loyola Marymount University	79	64	72
		Mount Saint Mary's University	14	14	14
		New York Film Academy	215	181	198
		University of La Verne	-	-	-

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2-Year Award Average
		University of Southern California	114	96	105
		Woodbury University	15	17	16
<b>Supply Subtotal/Average</b>			<b>928</b>	<b>934</b>	<b>931</b>
<b>Supply Total/Average</b>			<b>2,226</b>	<b>2,291</b>	<b>2,259</b>

## Regional Demographics

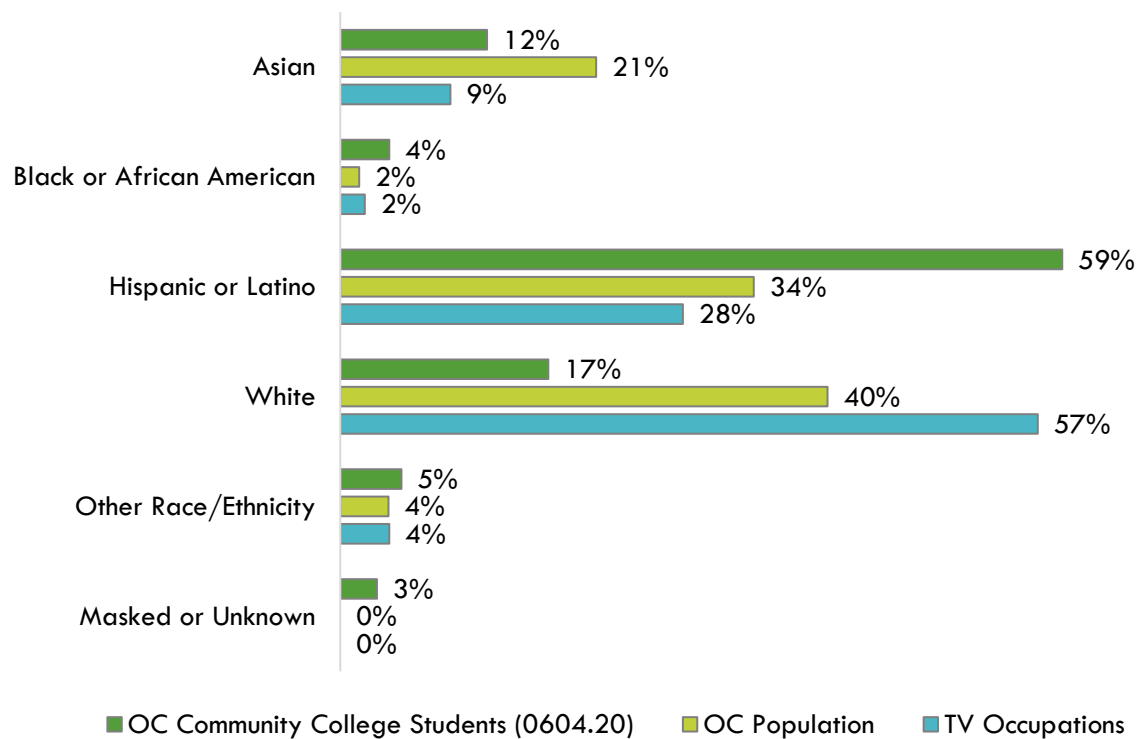
This section analyzes demographic data for Orange County community college students enrolled in television (including combined TV/film/video) programs compared to the OC population, as well as occupational data, for the purpose of identifying potential diversity and equity issues that can be addressed by community college programs.

### Ethnicity:

Exhibit 17 shows the ethnicity of Orange County community college students enrolled in television (including combined TV/film/video) programs compared to the overall Orange County population, as well as the six TV occupations included in this report. Notably, 57% of workers employed in these TV occupations are white, which is higher than the population (40%) and community college television (including combined TV/film/video) students (17%). Conversely, 59% of community college television (including combined TV/film/video) students are Hispanic or Latino, which is higher than the Orange County population (34%) and significantly higher than workers in these TV occupations (28%).

Examining disaggregated data for each occupation (not shown), the occupations with the highest percentage of Hispanic or Latino workers are *camera operators, television, video, and film*, and *film and video editors* (above middle-skill).

Exhibit 17: Program and County Demographics by Ethnicity

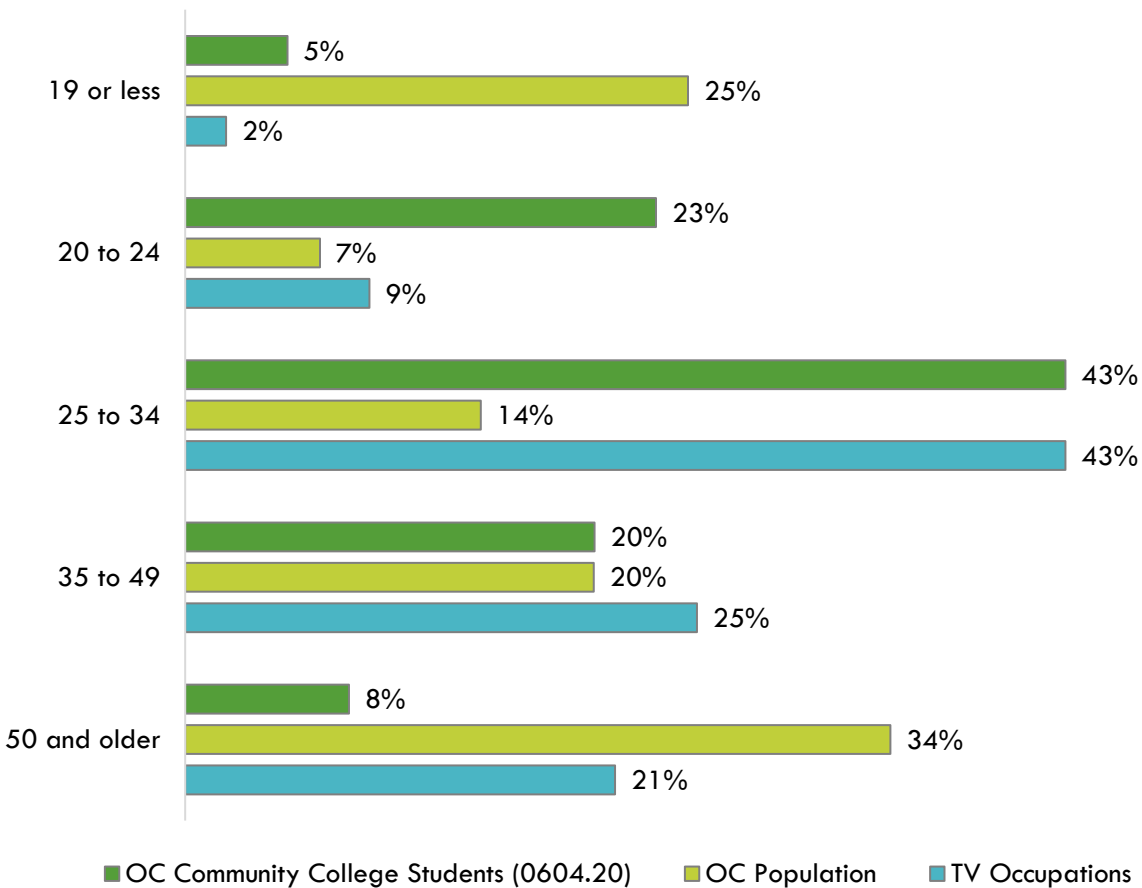


## Age:

Exhibit 18 shows the age of Orange County community college students enrolled in television (including combined TV/film/video) programs compared to the overall Orange County population, as well as the six TV occupations included in this report. The plurality of workers in these TV occupations are age 25 to 34 (43%) which is identical to community college television (including combined TV/film/video) students (43%) but significantly higher than the population (14%). Only 11% of workers in these occupations are 24 or less, which is lower than the population (32%), and community college television (including combined TV/film/video) students (28%).

Examining disaggregated data for each occupation (not shown), 50 and older is the largest age group for four occupations: *producers and directors* (28%), *news analysts, reporters, and journalists* (44%), *audio and video technicians* (26%), and *broadcast technicians* (26%).

Exhibit 18: Program and County Demographics by Age



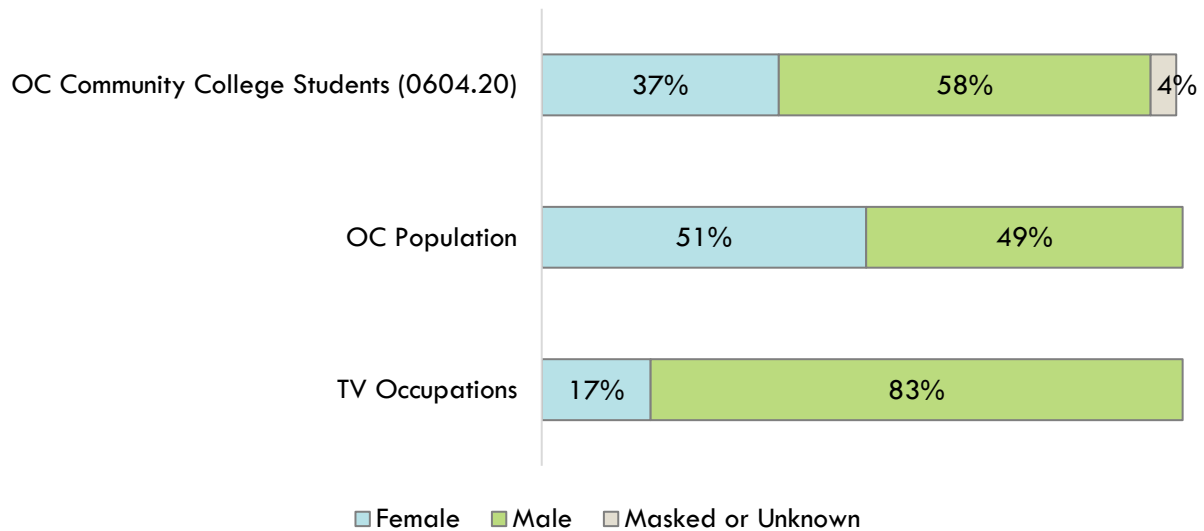
## Sex:

Exhibit 19 shows the sex of Orange County community college students enrolled in television (including combined TV/film/video) programs compared to the overall Orange County population as well as the six TV occupations included in this report.

Though the Orange County population is split nearly evenly between men and women, 83% of workers in these TV occupations are men. Additionally, 58% of community college television (including combined TV/film/video) students are men.

Examining disaggregated data for each occupation (not shown), *audio and video technicians* and *broadcast technicians* have the highest percentage of men (92%) and lowest percentage of women (8%).

**Exhibit 19: Program and County Demographics by Sex**



## Appendix A: Methodology

The OC COE prepared this report by analyzing data from occupations and education programs. Occupational data is derived from Lightcast, a labor market analytics firm that consolidates data from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS) and other government agencies. Program supply data is drawn from two systems: Taxonomy of Programs (TOP) and Classification of Instructional Programs (CIP).

Using a TOP-SOC crosswalk, the OC COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- 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.

The OC COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. The COE developed a "supply table" with this information, which is the source of the program supply data for this report. TOP code data comes from the California Community Colleges Chancellor's Office MIS Data Mart ([datamart.cccco.edu](http://datamart.cccco.edu)) and CIP code data comes from the Integrated Postsecondary Education Data System ([nces.ed.gov/ipeds/use-the-data](http://nces.ed.gov/ipeds/use-the-data)), also known as IPEDS. TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education in the United States and Canada. Institutions outside of the California Community College system do not use TOP codes in their reporting systems.

Data included in this analysis represent the labor market demand for relevant positions most closely related to the proposed program as expressed by the requesting college in consultation with the OC COE. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study which can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.

All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; 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 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.

## Appendix B: Data Sources

Data Type	Source
Occupational Projections, Wages, and Job Postings	<p>Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics and the American Community Survey. For more information, see <a href="https://lightcast.io/">https://lightcast.io/</a></p>
Living Wage	<p>The living wage is derived from the Insight Center’s California Family Needs Calculator, which measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, child care, health care, transportation, and taxes. For more information, see: <a href="https://insightccd.org/family-needs-calculator/">https://insightccd.org/family-needs-calculator/</a></p> <p>The living wage for one adult in Orange County is \$20.63 per hour (\$42,910.40 annually). This figure is used by the CCCCCO to calculate the percentage of students that attained the regional living wage.</p>
Typical Education and Training Requirements, and Educational Attainment	<p>The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. BLS uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data. For more information, see <a href="https://www.bls.gov/emp/documentation/education/tech.htm">https://www.bls.gov/emp/documentation/education/tech.htm</a></p>
Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences	<p>The O*NET database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations. For more information, see <a href="https://www.onetonline.org/help/online/">https://www.onetonline.org/help/online/</a></p>
Educational Supply	<p>The CCCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: <a href="https://datamart.cccco.edu">https://datamart.cccco.edu</a></p> <p>The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see <a href="https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions">https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</a></p>
Student Metrics and Demographics	<p>LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. For more information, see: <a href="https://www.calpassplus.org/LaunchBoard/Home.aspx">https://www.calpassplus.org/LaunchBoard/Home.aspx</a></p>



Data Type	Source
Population and Occupation Demographics	<p>The Census Bureau's American Community Survey (ACS) is the premier source for detailed population and housing information. For more information, see: <a href="https://www.census.gov/programs-surveys/acs">https://www.census.gov/programs-surveys/acs</a></p> <p>Data is sourced from IPUMS USA, a database providing access to ACS and other Census Bureau data products. For more information, see: <a href="https://usa.ipums.org/usa/about.shtml">https://usa.ipums.org/usa/about.shtml</a></p>

For more information, please contact the Orange County Center of Excellence:

**Jesse Crete, Ed. D., Director**  
 crete\_jesse@rscdd.edu

**Jacob Poore, Assistant Director**  
 poore\_jacob@rscdd.edu

October 2023

