

Labor Market Analysis for Program Exploration: 0509.00/Marketing and Distribution (Digital Marketing)

Orange County Center of Excellence, December 2023



Summary

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

Program LMI Endorsement Criteria

| | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
|---|---|-----------------------------|
| Supply Gap: | <i>Comments:</i> The OC COE predicates endorsement only for middle-skill occupations. Since this proposed new program includes above middle-skill occupations only, we are unable to evaluate the labor market information endorsement criteria. | |
| Living Wage: (Entry-Level, 25 th) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| | <i>Comments:</i> See comment above. | |
| Education: | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| | <i>Comments:</i> See comment above. | |

Emerging Occupation(s)

| | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
|--|---|-----------------------------|
| | <i>Comments:</i> The proposed Digital Marketing program is closely related to social media and content specialists. According to the Bureau of Labor Statistics, “Social media specialists communicate with the public through platforms that allow users to create and share content online. They run their employers’ social media accounts, working to build a brand’s reputation.” ¹ Social media jobs are currently grouped with other public relations and marketing occupations and there are currently no singular occupations solely related to social media. | |

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 three middle-skill occupations that are most closely related to digital marketing and social media.

- Marketing Managers (11-2021)
- Market Research Analysts and Marketing Specialists (13-1161)
- Public Relations Specialists (27-3031)

Currently, there is no Standard Occupational Classification (SOC) code that is solely for digital marketing and social media jobs. However, these three occupations utilize digital marketing and social media platforms such as Instagram, Twitter, TikTok, Facebook, and numerous others to engage with the public and build brand awareness. It is important to note that there are currently no middle-skill occupations that are directly related to digital marketing and social media and typical education requirements for these jobs are high.

¹ "Career Outlook: Social Media Specialist" Bureau of Labor Statistics, accessed October 19, 2023, <https://www.bls.gov/careeroutlook/2016/youre-a-what/social-media-specialist.htm>

Though digital marketing and social media jobs typically require at least a bachelor’s degree, community colleges throughout the country have developed social media programs. There is no singular source that includes data on all these programs. However, the OC COE was able to identify programs in numerous states including California, Colorado, New York, Pennsylvania, North Carolina, and Utah. According to Indeed’s Career Guide, a bachelor’s degree is a common requirement for digital marketing and social media positions. Alternative paths to these jobs including building a personal online brand to demonstrate proficiency with social media tools and online engagement.²

This report analyzes traditional labor market information for the three occupations that are most closely related to digital marketing and social media jobs: *marketing managers, market research analysts and marketing specialists*, and *public relations specialists*, all of which are above middle-skill. An analysis of online job postings for roles within these occupations that request social media skills is also included. Additionally, a broader online job postings analysis for all jobs – not only marketing and public relations roles – that request social media skills is included to better understand the real-time demand for this emerging area.

The OC COE predicates endorsement only for middle-skill occupations. **Since this proposed program includes all above middle-skill occupations, we are unable to evaluate the labor market information endorsement criteria.**

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 Summary

| Occupation (SOC) | Demand (Annual Openings) | Supply (CC and Non-CC) | Entry-Level Hourly Earnings (25 th Percentile) | Typical Entry-Level Education | Community College Educational Attainment |
|--|--------------------------------------|---------------------------------------|---|-------------------------------|--|
| Marketing Managers (11-2021) | LA: 1,494 OC: 588 TTL: 2,082 | Accounted for Below | OC: \$53.78 | Bachelor's degree | 14% |
| Market Research Analysts and Marketing Specialists (13-1161) | LA: 3,851 OC: 1,476 TTL: 5,327 | LA: 6,927 OC: 3,163 TTL: 10,090 | OC: \$26.39 | Bachelor's degree | 15% |
| Public Relations Specialists (27-3031) | LA: 1,046 OC: 281 TTL: 1,327 | Accounted for Above | OC: \$25.27 | Bachelor's degree | 13% |
| Total | 8,737 | 10,090 | N/A | N/A | N/A |

² <https://www.indeed.com/career-advice/finding-a-job/how-to-become-social-media-manager-no-experience>

Demand:

- The number of jobs related to these digital marketing and social media occupations are projected to increase 8% through 2026, equating to 8,737 annual job openings.
- Hourly entry-level wages for these digital marketing and social media occupations range from \$25.27 to \$53.78 in Orange County; all annual job openings have entry-level wages above the living wage.
- There were 30,381 online job postings related to these occupations over the past 12 months. Of those, 25% (7,451) requested digital marketing and social media skills. The top titles for these postings were social media managers, marketing managers, and marketing coordinators.
- The typical entry-level education for these digital marketing and social media occupations is a bachelor's degree.
- Between 13% and 15% of workers in the field have completed some college or an associate degree as their highest level of educational attainment.

Supply:

- There was an average of 9,417 awards conferred by all 28 community colleges, plus one noncredit center, in Los Angeles and Orange Counties from 2019 to 2022.
 - Though these community college programs are most closely related to the digital marketing and social media occupations in this report, it is important to note that they train for a variety of occupations, including middle-skill occupations. However, these digital marketing and social media-related occupations have high education requirements and employers typically require more than a community college education for these occupations. Therefore, community college programs do not align with the education requirements requested by employers and community college supply does not directly correspond to these above middle-skill occupations. However, the COE includes community college supply so regional community colleges can address potential pathways for advancement to these above middle-skill occupations.
- Non-community college institutions conferred an average of 673 awards from 2019 to 2021.
- Orange County community college students that exited marketing and distribution programs in the 2020-21 academic year had a median annual wage of \$34,828 after exiting the program and 36% of students attained the living wage.
- Throughout Orange County, 56% of marketing and distribution students that exited their program in 2019-20 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 these digital marketing and social media occupations from 2017 through 2027. Though there was a 7% decline across all occupations from 2019 to 2020 due to the COVID-19 pandemic, employment in these digital marketing and social media occupations remained flat in Orange County during the same period. These digital marketing and social media occupations are projected to grow at a slightly higher rate compared to all occupations through 2027.

Exhibit 2: Annual Percent Change in Jobs for Digital Marketing and Social Media Occupations, 2017-2027

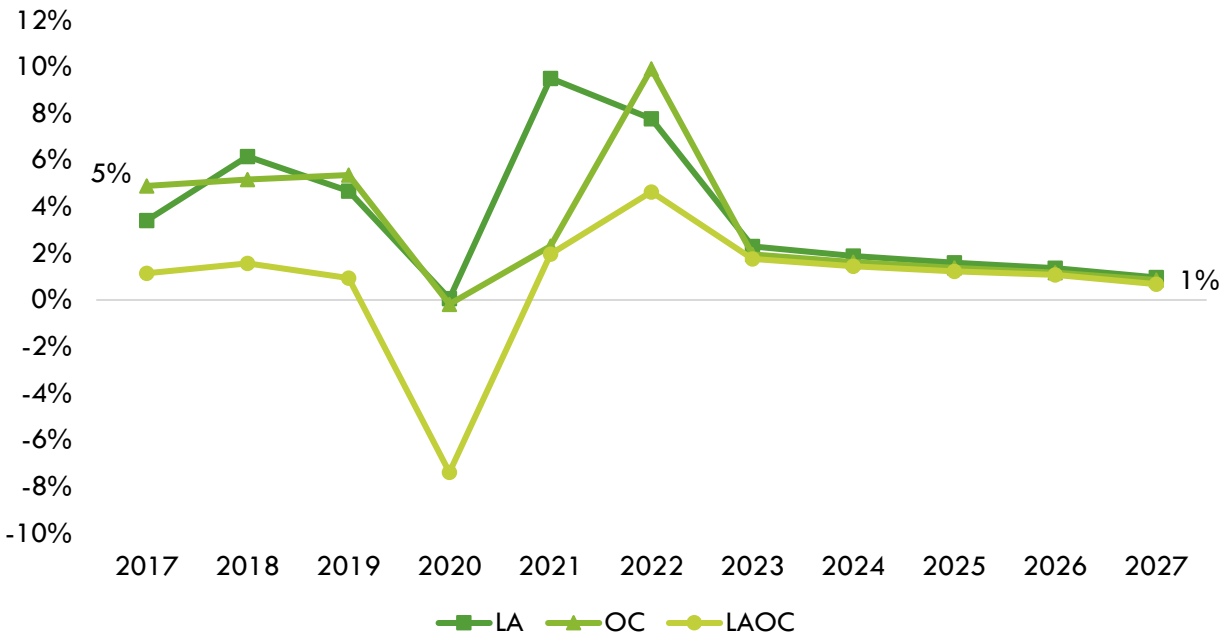


Exhibit 3 shows the five-year occupational demand projections for these digital marketing and social media occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 8% through 2027. There is projected to be 8,737 jobs available annually.

Exhibit 3: Occupational Demand in Los Angeles and Orange Counties³

| Geography | 2022 Jobs | 2027 Jobs | 2022-2027 Change | 2022-2027 % Change | Annual Openings |
|--------------|---------------|---------------|------------------|--------------------|-----------------|
| Los Angeles | 56,288 | 61,001 | 4,713 | 8% | 6,392 |
| Orange | 21,148 | 22,667 | 1,518 | 7% | 2,345 |
| Total | 77,437 | 83,668 | 6,231 | 8% | 8,737 |

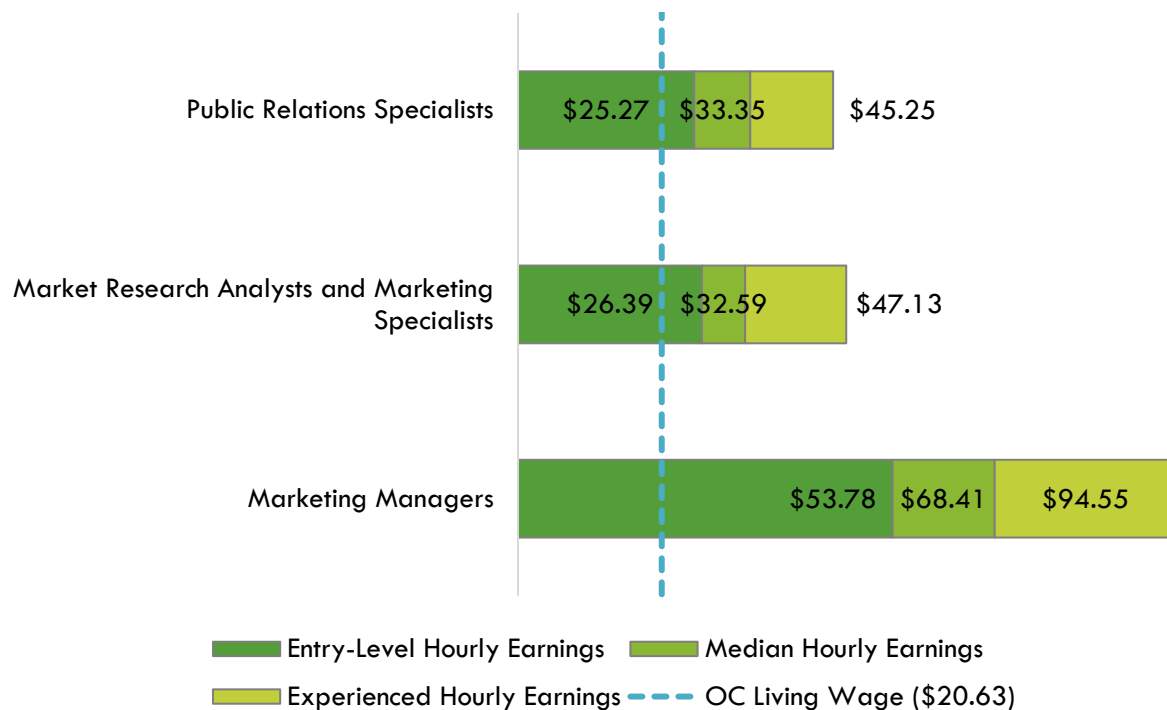
³ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages:

The labor market analysis in this report considers the entry-level hourly wages for these digital marketing and social media 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 digital marketing and social media occupations have entry-level wages above the living wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages range between \$25.27 and \$53.78. Orange County's average wages are below the average statewide wage of \$56.06 for these occupations. Exhibit 4 shows the wage range for each of these digital marketing and social media occupations in Orange County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

Exhibit 4: Wages by Occupation in Orange County



All annual openings for these digital marketing and social media occupations have entry-level wages above the living wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages range between \$26.59 and \$54.66. Los Angeles County's average wages are below the average statewide wage of \$56.06 for these occupations. Exhibit 5 shows the wage range for each of these digital marketing and social media occupations in Los Angeles County how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

Exhibit 5: Wages by Occupation in Los Angeles County



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.⁴ 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.

This section includes two analyses of online job postings. The first analysis examines online job postings for these digital marketing and social media occupations that specifically requested social media skills. To better understand how digital marketing and social media skills can be applied to other occupations, the second analysis examines all online job postings that requested digital marketing and social media skills and not only those that are specifically for marketing and public relations roles.

Occupation Job Postings

Over the past 12 months, there were 30,381 online job postings for these digital marketing and social media occupations. Of those, 25% (7,451) specifically requested digital marketing and social media skills.

⁴ K. R. Chowdhary, *Fundamentals of Artificial Intelligence* (Basingstoke: Springer Nature, 2020), <https://link.springer.com/book/10.1007/978-81-322-3972-7>.

Exhibit 6 shows the number of online job postings for these occupations, as well as the number that requested digital marketing and social media skills, over the past 12 months.

Notably, though *marketing managers* had the highest number of total postings, *market research analysts and marketing specialists* had the highest number of digital marketing and social media postings. Additionally, 37% of postings for *market research analysts and marketing specialists* requested digital marketing and social media skills, which is nearly double *public relations specialists* and triple *marketing managers*. The remainder of this section focuses on the job postings for these occupations that requested digital marketing and social media skills.

Exhibit 6: Number of Job Postings by Occupation

| Occupation | Digital Marketing and Social Media Postings | Total Postings | Digital Marketing and Social Media as % of Total |
|--|---|----------------|--|
| Market Research Analysts and Marketing Specialists | 4,468 | 12,046 | 37% |
| Marketing Managers | 2,132 | 14,254 | 15% |
| Public Relations Specialists | 851 | 4,081 | 21% |
| Total Postings | 7,451 | 30,381 | 25% |

There were 7,451 online job postings for these occupations that requested digital marketing and social media skills listed in the past 12 months. Exhibit 7 shows the number of job postings by job title. The top job title was data scientists, followed by software engineers, machine learning engineers, and data engineers.

Exhibit 7: Number of Job Postings by Title (n=7,451)

| Occupation | Job Postings | Percentage of Job Postings |
|-------------------------------|--------------|----------------------------|
| Social Media Managers | 486 | 7% |
| Marketing Managers | 389 | 5% |
| Marketing Coordinators | 356 | 5% |
| Social Media Coordinators | 298 | 4% |
| Social Media Specialists | 259 | 3% |
| Marketing Specialists | 222 | 3% |
| Digital Marketing Specialists | 179 | 2% |
| Digital Marketing Managers | 176 | 2% |
| Social Media Content Creators | 153 | 2% |
| Marketing Assistants | 150 | 2% |

The top employers that requested digital marketing and social media skills for these occupations in the region, by number of job postings, are shown in Exhibit 8.

Exhibit 8: Top Employers by Number of Job Postings (n=7,451)

| Employer | Job Postings | Percentage of Job Postings |
|-----------------------------|--------------|----------------------------|
| Amazon | 175 | 2% |
| Coalition Technologies | 35 | 0.5% |
| Disney | 35 | 0.5% |
| Iherb | 35 | 0.5% |
| University of California | 33 | 0.4% |
| Robert Half | 27 | 0.4% |
| Live Nation | 25 | 0.3% |
| 24 Seven | 24 | 0.3% |
| California State University | 24 | 0.3% |
| Aquent | 22 | 0.3% |

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 9.

Exhibit 9: Top Skills by Number of Job Postings (n=13,176)

| Top Specialized Skills | Top Soft Skills | Top Computer Skills |
|------------------------------------|-------------------------------------|----------------------------|
| Social Media (7,451) | Communications (4,530) | Instagram (2,956) |
| Marketing (5,908) | Detail Oriented (2,456) | TikTok (2,012) |
| Instagram (2,956) | Sales (2,351) | Adobe Photoshop (1,152) |
| Digital Marketing (2,567) | Writing (2,314) | Microsoft Office (1,104) |
| Content Creation (2,111) | Management (2,203) | Google Analytics (1,011) |
| TikTok (2,012) | Planning (1,872) | Microsoft Excel (978) |
| Search Engine Optimization (1,703) | Research (1,714) | Microsoft PowerPoint (923) |
| Project Management (1,669) | Self-Motivation (1,460) | Pinterest (823) |
| Marketing Strategies (1,548) | Verbal Communication Skills (1,375) | Facebook (793) |
| Analytics (1,516) | Customer Service (1,353) | Canva (Software) (632) |

Digital Marketing and Social Media Job Postings

Over the past 12 months, there were 17,983 online job postings that requested digital marketing and social media skills. Exhibit 10 shows the top 10 occupations for which employers requested digital marketing and social media skills.

The top four occupations are specifically related to market occupations. However, other business occupations are also listed in the top 10, including two sales occupations. Additionally, *graphic designers* ranked seventh among these occupations – these postings are largely related to digital content creation. Similarly, *writers and authors* is ranked eighth due to its relation to copywriting and editing for social media posts and content. Finally, *human resources specialists* ranked tenth. Postings for *human resources specialists* are primarily related to utilizing LinkedIn or other job advertising social media networks to advertise job opportunities and recruit potential candidates.

Exhibit 10: Top Digital Marketing and Social Media Occupations (n=17,983)

| Occupation | Total Postings | % of Postings |
|--|----------------|---------------|
| Market Research Analysts and Marketing Specialists | 4,468 | 25% |
| Marketing Managers | 2,157 | 12% |
| Public Relations Specialists | 851 | 5% |
| Public Relations Managers | 792 | 4% |
| Managers, All Other | 501 | 3% |
| Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products | 414 | 2% |
| Graphic Designers | 413 | 2% |
| Writers and Authors | 320 | 2% |
| Sales Managers | 295 | 2% |
| Human Resources Specialists | 293 | 2% |

Exhibit 11 shows the number of job postings by job title. Graphic Designers is the only job title that was not also a top job title for job postings related to the occupations in this report.

Exhibit 11: Number of Digital Marketing and Social Media Job Postings by Title (n=17,983)

| Occupation | Job Postings | Percentage of Job Postings |
|-------------------------------|--------------|----------------------------|
| Social Media Managers | 496 | 3% |
| Marketing Managers | 392 | 2% |
| Marketing Coordinators | 356 | 2% |
| Social Media Coordinators | 299 | 2% |
| Social Media Specialists | 263 | 1% |
| Graphic Designers | 234 | 1% |
| Marketing Specialists | 221 | 1% |
| Digital Marketing Specialists | 184 | 1% |
| Digital Marketing Managers | 181 | 1% |
| Social Media Content Creators | 162 | 1% |

The top employers that requested digital marketing and social media skills across all occupations by number of job postings, are shown in Exhibit 12.

Exhibit 12: Top Employers by Number of Job Postings (n=7,451)

| Employer | Job Postings | Percentage of Job Postings |
|-----------------------------------|--------------|----------------------------|
| Bausch & Lomb | 236 | 1% |
| Füd | 222 | 1% |
| University of California | 207 | 1% |
| Robert Half | 186 | 1% |
| Amazon | 184 | 1% |
| University of Southern California | 111 | 1% |
| Bausch Health | 110 | 1% |
| Disney | 87 | 0.5% |
| NBC | 76 | 0.4% |
| California State University | 74 | 0.4% |

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 13.

Exhibit 13: Top Skills by Number of Job Postings (n=7,451)

| Top Specialized Skills | Top Soft Skills | Top Computer Skills |
|------------------------------------|--------------------------|------------------------------|
| Social Media (17,983) | Communications (11,055) | Instagram (4,819) |
| Marketing (11,158) | Detail Oriented (5,807) | TikTok (3,474) |
| Instagram (4,819) | Writing (5,712) | Microsoft Office (3,201) |
| Digital Marketing (3,956) | Management (5,382) | Microsoft Excel (2,915) |
| Content Creation (3,713) | Sales (5,271) | Adobe Photoshop (2,532) |
| Project Management (3,583) | Research (4,095) | Microsoft PowerPoint (2,397) |
| TikTok (3,474) | Planning (3,930) | Google Analytics (1,445) |
| Search Engine Optimization (2,745) | Customer Service (3,895) | Adobe Illustrator (1,427) |
| Adobe Photoshop (2,532) | Self-Motivation (3,419) | Microsoft Outlook (1,411) |
| Analytics (2,332) | Leadership (3,293) | Adobe Creative Suite (1,315) |

Educational Attainment:

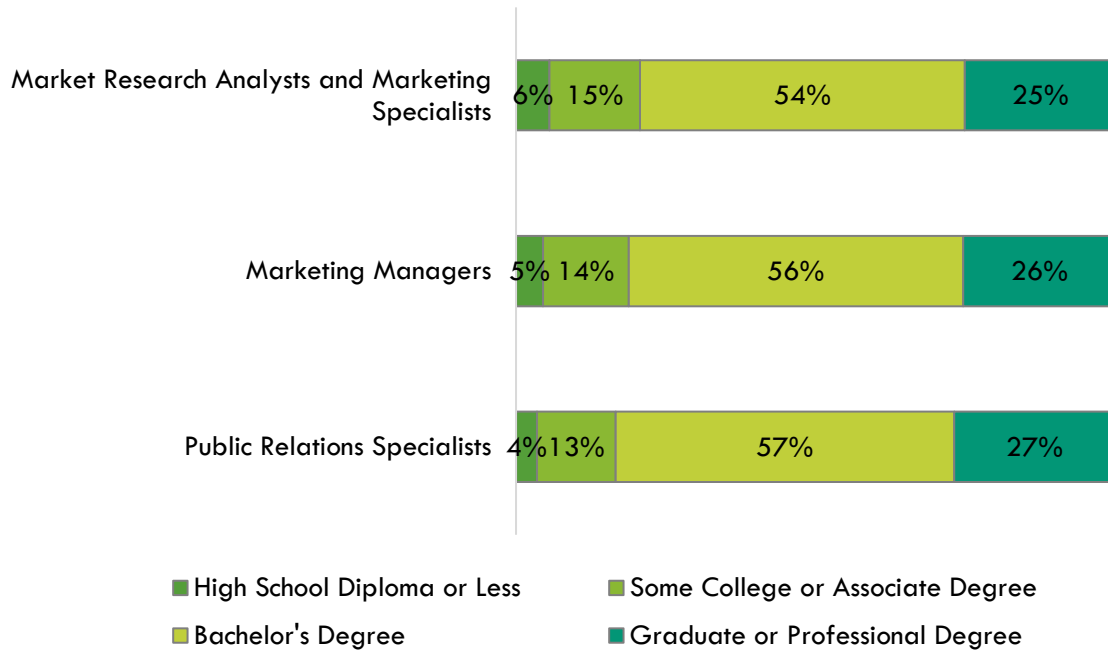
The Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry-level education for these digital marketing and social media occupations. Additionally, the national-level educational attainment data indicates between 13% and 15% of workers in the field have completed some college or an associate degree as their highest level of education. Over 80% of workers in these occupations have completed a bachelor's, master's, or doctoral degree as their highest level of education. Exhibit 14 shows the educational attainment for each occupation, sorted by highest community college educational attainment to lowest.

Of the 58% of the cumulative job postings for these occupations that requested digital marketing and social media skills and that listed a minimum education requirement in Los Angeles/Orange County, 89%

(3,856) requested a bachelor's, master's, or doctoral degree and 11% (489) requested a high school diploma, vocational training, or an associate degree.

Of the 56% of the cumulative job postings for digital marketing and social media skills across all occupations that listed a minimum education requirement in Los Angeles/Orange County, 83% (8,439) requested a bachelor's, master's, or doctoral degree and 17% (1,718) requested a high school diploma, vocational training, or an associate degree.

Exhibit 14: National-level Educational Attainment for Occupations



Educational Supply

Community College Supply:

Exhibit 15 shows the three-year average number of awards conferred by community colleges in the related TOP codes: Business and Commerce, General (0501.00), Business Administration (0505.00), Business Management (0506.00), Marketing and Distribution (0509.00), and E-Commerce (Business Emphasis) (0509.70).

The colleges with the most completions are Pasadena, Mt. San Antonio, and Long Beach. Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

Though these programs are most closely related to the digital marketing and social media occupations in this report, it is important to note that they train for a variety of occupations, including middle-skill occupations. However, the digital marketing and social media-related occupations in this report have high education requirements and employers typically require more than a community college education for these occupations. Therefore, community college programs do not align with the education requirements requested by employers and community college supply does not directly correspond to these above middle-skill occupations. However, the COE includes community college supply so regional community colleges can address potential pathways for advancement to these above middle-skill occupations.

Exhibit 15: 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 |
|--------------------------------|--------------------------------|--------------------|------------------|------------------|------------------|----------------------|
| 0501.00 | Business and Commerce, General | Cerritos | 5 | 4 | 1 | 3 |
| | | Glendale | 46 | 61 | 73 | 60 |
| | | LA City | 116 | 50 | 60 | 75 |
| | | LA Harbor | 10 | 12 | 12 | 11 |
| | | LA Mission | 0 | 0 | 1 | 0 |
| | | LA Pierce | 17 | 13 | 24 | 18 |
| | | LA Southwest | 29 | 29 | 24 | 27 |
| | | Long Beach | 237 | 189 | 195 | 207 |
| | | Mt San Antonio | 117 | 117 | 136 | 123 |
| | | Santa Monica | 5 | 12 | 14 | 10 |
| | | West LA | 44 | 67 | 83 | 65 |
| | | LA Subtotal | 626 | 554 | 623 | 599 |
| | | Coastline | 6 | 5 | 4 | 5 |
| | | Saddleback | 19 | 39 | 73 | 43 |
| | | OC Subtotal | 25 | 44 | 77 | 48 |
| Supply Subtotal/Average | | | 651 | 598 | 700 | 647 |
| 0505.00 | Business Administration | Cerritos | 250 | 222 | 299 | 256 |
| | | Citrus | 399 | 416 | 386 | 400 |
| | | Compton | 29 | 31 | 22 | 27 |
| | | East LA | 247 | 391 | 309 | 316 |

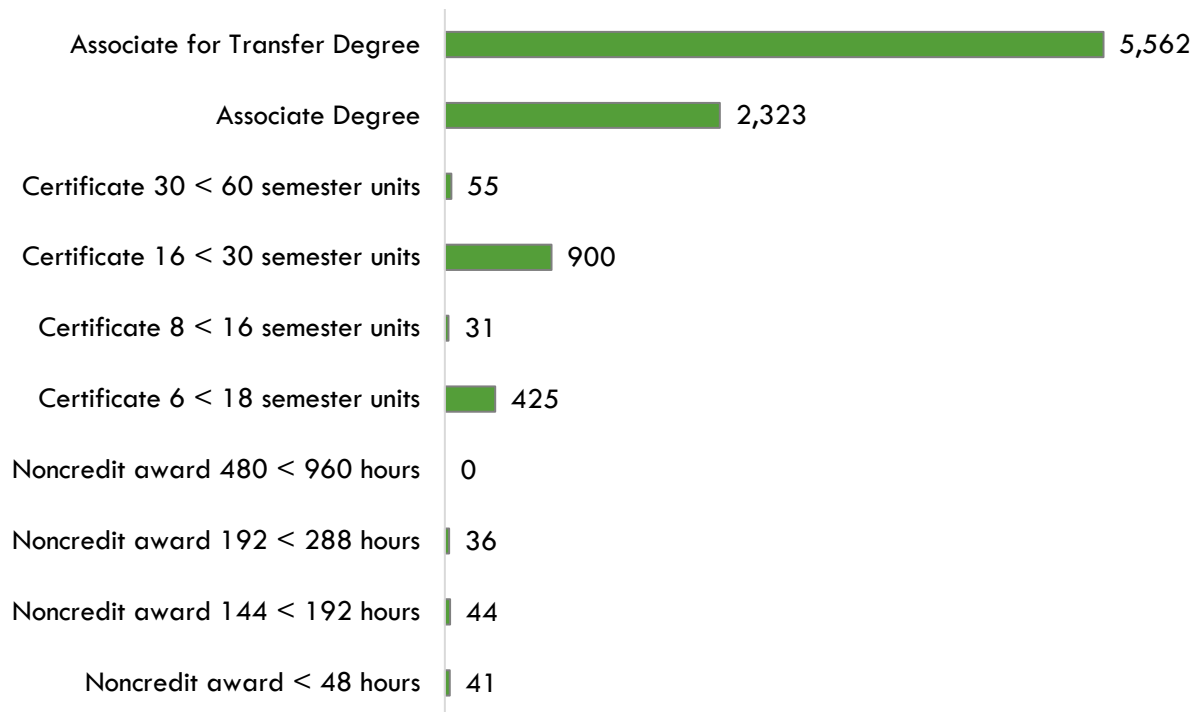
| TOP Code | Program | College | 2019-2020 Awards | 2020-2021 Awards | 2021-2022 Awards | 3-Year Award Average |
|----------|---------------------|--------------------------------|------------------|------------------|------------------|----------------------|
| | | El Camino | 306 | 342 | 325 | 324 |
| | | Glendale | 241 | 217 | 221 | 226 |
| | | LA City | 91 | 151 | 112 | 118 |
| | | LA Harbor | 83 | 87 | 68 | 79 |
| | | LA Mission | 88 | 89 | 89 | 88 |
| | | LA Pierce | 208 | 255 | 266 | 243 |
| | | LA Southwest | 56 | 45 | 38 | 46 |
| | | LA Trade | 7 | 28 | 32 | 22 |
| | | LA Valley | 147 | 172 | 197 | 172 |
| | | Long Beach | 293 | 319 | 296 | 303 |
| | | Mt San Antonio | 269 | 337 | 281 | 296 |
| | | Pasadena | 1191 | 1240 | 859 | 1097 |
| | | Rio Hondo | 276 | 246 | 254 | 259 |
| | | Santa Monica | 334 | 337 | 370 | 347 |
| | | West LA | 156 | 134 | 127 | 139 |
| | | LA Subtotal | 4,671 | 5,059 | 4,551 | 4,758 |
| | | Coastline | 592 | 432 | 410 | 477 |
| | | Cypress | 244 | 232 | 206 | 227 |
| | | Fullerton | 373 | 319 | 367 | 353 |
| | | Golden West | 166 | 194 | 186 | 182 |
| | | Irvine | 349 | 299 | 383 | 343 |
| | | Orange Coast | 443 | 368 | 412 | 408 |
| | | Saddleback | 382 | 315 | 327 | 341 |
| | | Santa Ana | 220 | 198 | 187 | 201 |
| | | Santiago Canyon | 157 | 153 | 143 | 151 |
| | | OC Subtotal | 2,926 | 2,510 | 2,621 | 2,683 |
| | | Supply Subtotal/Average | 7,597 | 7,569 | 7,172 | 7,441 |
| 0506.00 | Business Management | Cerritos | 516 | 387 | 276 | 393 |
| | | East LA | 18 | 17 | 18 | 18 |
| | | El Camino | 33 | 49 | 22 | 35 |
| | | Glendale | 13 | 15 | 28 | 18 |
| | | LA City | 39 | 18 | 16 | 25 |
| | | LA Mission | 1 | 4 | 6 | 4 |
| | | LA Pierce | 2 | 7 | 14 | 8 |
| | | LA Valley | 36 | 30 | 39 | 35 |
| | | Long Beach | 29 | 44 | 28 | 34 |
| | | Mt San Antonio | 145 | 150 | 188 | 160 |

| TOP Code | Program | College | 2019-2020 Awards | 2020-2021 Awards | 2021-2022 Awards | 3-Year Award Average |
|----------|----------------------------|--------------------------------|------------------|------------------|------------------|----------------------|
| | | Cerritos | 516 | 387 | 276 | 393 |
| | | East LA | 18 | 17 | 18 | 18 |
| | | El Camino | 33 | 49 | 22 | 35 |
| | | LA Subtotal | 832 | 721 | 635 | 730 |
| | | Coastline | 72 | 307 | 33 | 138 |
| | | Cypress | 3 | 7 | 1 | 3 |
| | | Fullerton | 12 | 11 | 19 | 13 |
| | | Golden West | 8 | 11 | 13 | 10 |
| | | Irvine | 14 | 5 | 23 | 14 |
| | | North Orange Adult | 36 | 19 | 32 | 29 |
| | | Orange Coast | 16 | 19 | 16 | 18 |
| | | Santa Ana | 71 | 40 | 39 | 50 |
| | | Santiago Canyon | 24 | 55 | 25 | 34 |
| | | OC Subtotal | 256 | 474 | 201 | 309 |
| | | Supply Subtotal/Average | 1,088 | 1,195 | 836 | 1,039 |
| 0509.00 | Marketing and Distribution | Cerritos | 18 | 14 | 26 | 19 |
| | | Compton | 0 | 0 | 1 | 0 |
| | | East LA | 5 | 8 | 6 | 6 |
| | | El Camino | 6 | 9 | 6 | 6 |
| | | Glendale | 1 | 3 | 4 | 2 |
| | | LA City | 15 | 15 | 13 | 14 |
| | | LA Harbor | 0 | 0 | 1 | 0 |
| | | LA Pierce | 8 | 8 | 10 | 9 |
| | | LA Trade | 3 | 7 | 4 | 5 |
| | | LA Valley | 19 | 24 | 27 | 24 |
| | | Long Beach | 5 | 15 | 18 | 12 |
| | | Mt San Antonio | 5 | 12 | 9 | 9 |
| | | Pasadena | 6 | 3 | 17 | 9 |
| | | Rio Hondo | 9 | 11 | 7 | 9 |
| | | Santa Monica | 28 | 54 | 61 | 48 |
| | | West LA | 1 | 1 | 4 | 2 |
| | | LA Subtotal | 129 | 184 | 214 | 174 |
| | | Cypress | 5 | 4 | 0 | 3 |
| | | Fullerton | 4 | 8 | 4 | 5 |
| | | Golden West | 6 | 4 | 6 | 5 |
| | | Orange Coast | 69 | 48 | 20 | 46 |

| TOP Code | Program | College | 2019-2020 Awards | 2020-2021 Awards | 2021-2022 Awards | 3-Year Award Average |
|--------------------------------|--------------------------------|--------------------|------------------|------------------|------------------|----------------------|
| | | Saddleback | 27 | 15 | 19 | 20 |
| | | Santa Ana | 0 | 2 | 1 | 1 |
| | | Santiago Canyon | 18 | 57 | 17 | 31 |
| | | OC Subtotal | 129 | 138 | 67 | 111 |
| Supply Subtotal/Average | | | 258 | 322 | 281 | 285 |
| 0509.70 | E-Commerce (Business Emphasis) | Long Beach | 4 | 7 | 5 | 5 |
| | | LA Subtotal | 4 | 7 | 5 | 5 |
| | | - | - | - | - | - |
| | | OC Subtotal | - | - | - | - |
| Supply Subtotal/Average | | | 4 | 7 | 5 | 5 |
| Supply Total/Average | | | 9,598 | 9,691 | 8,994 | 9,417 |

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

Exhibit 16: Annual Average Community College Awards by Type, 2018-2021



Community College Student Outcomes:

Exhibit 17 shows the Strong Workforce Program (SWP) metrics for marketing and distribution programs in North Orange County Community College District (NOCCCD), the Orange County Region, and California. Of the 2,834 marketing and distribution students in the 2020-21 academic year, 32% (910) attended a NOCCCD college.

NOCCCD students that exited marketing and distribution programs in the 2020-21 academic year had nearly identical median annual earnings (\$38,440) compared to marketing and distribution students throughout Orange County (\$38,500) and the state (\$39,052). A similar percentage of NOCCCD marketing and distribution students attained the living wage (42%) compared to marketing and distribution students throughout Orange County (43%). Both figures are below students throughout the state (51%).

Exhibit 17: Marketing and Distribution (0509.00) Strong Workforce Program Metrics, 2020-21⁵

| SWP Metric | NOCCCD | OC Region | California |
|---|-----------------------|-----------------------|-----------------------|
| SWP Students | 910 | 2,834 | 16,035 |
| SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year | 27% | 31% | 41% |
| SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course | Insufficient Data | 82% | 81% |
| SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status | 11 | 81 | 430 |
| SWP Students Who Transferred to a Four-Year Postsecondary Institution | 39 | 149 | 1,035 |
| SWP Students with a Job Closely Related to Their Field of Study (2019-20) | Insufficient Data | 70% | 67% |
| Median Annual Earnings for SWP Exiting Students | \$38,440 (\$18.48) | \$38,500 (\$18.51) | \$39,052 (\$18.78) |
| Median Change in Earnings for SWP Exiting Students | 34% | 34% | 24% |
| SWP Exiting Students Who Attained the Living Wage | 42% | 43% | 51% |

⁵ 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 digital marketing and social media occupations. Exhibit 18 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: Apparel and Textile Marketing Management (19.0905), Marketing/Marketing Management, General (52.1401), and Apparel and Accessories Marketing Operations (52.1904).

Currently, only two years of data are currently available due to changes in the CIP Taxonomy. Between 2019 and 2021, non-community colleges in the region conferred an average of 673 awards annually in related training programs.

Exhibit 18: Regional Non-Community College Awards, 2017-2020

| CIP Code | Program | College | 2019-2020 Awards | 2020-2021 Awards | 2-Year Award Average |
|--------------------------------|--|--|------------------|------------------|----------------------|
| 19.0905 | Apparel and Textile Marketing Management | FIDM-Fashion Institute of Design & Merchandising-Los Angeles | 66 | 43 | 54 |
| Supply Subtotal/Average | | | 66 | 43 | 54 |
| 52.1401 | Marketing/Marketing Management, General | California State University-Northridge | 384 | 406 | 395 |
| | | FIDM-Fashion Institute of Design & Merchandising-Los Angeles | 27 | 28 | 28 |
| | | Fremont College | 4 | 1 | 2 |
| | | Loyola Marymount University | 154 | 149 | 152 |
| | | Mount Saint Mary's University | 9 | 3 | 6 |
| | | Vanguard University of Southern California | 8 | 12 | 10 |
| | | Westcliff University | 3 | 0 | 2 |
| | | Woodbury University | 19 | 9 | 14 |
| Supply Subtotal/Average | | | 608 | 608 | 609 |
| 52.1904 | Apparel and Accessories Marketing Operations | Woodbury University | 10 | 10 | 10 |
| Supply Subtotal/Average | | | 10 | 10 | 10 |
| Supply Total/Average | | | 684 | 661 | 673 |

Regional Demographics

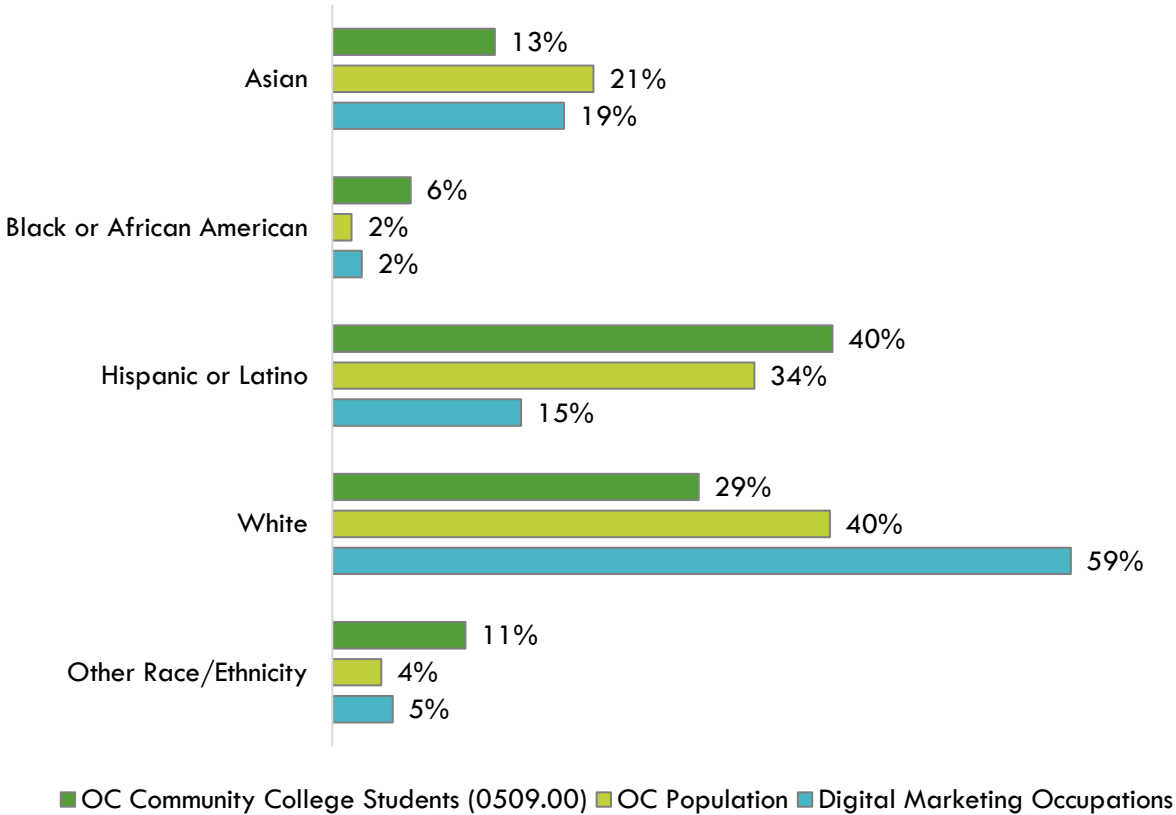
This section analyzes demographic data for Orange County community college students enrolled in marketing and distribution programs compared to the OC population, as well occupational data, for the purpose of identifying potential diversity and equity issues that can be addressed by community college programs.

Ethnicity:

Exhibit 19 shows the ethnicity of Orange County community college students enrolled in marketing and distribution programs compared to the overall Orange County population, as well as the three digital marketing and social media occupations included in this report. Notably, 59% of workers employed in these digital marketing and social media occupations are white, which is significantly higher than the population (40%) and community college marketing and distribution students (29%). Conversely, 40% of community college marketing and distribution students are Hispanic or Latino, which is higher than the population (34%) and nearly triple these digital marketing and social media occupations (15%).

There are no significant differences between the three digital marketing and social media occupations when examining disaggregated data (not shown).

Exhibit 19: Program and County Demographics by Ethnicity

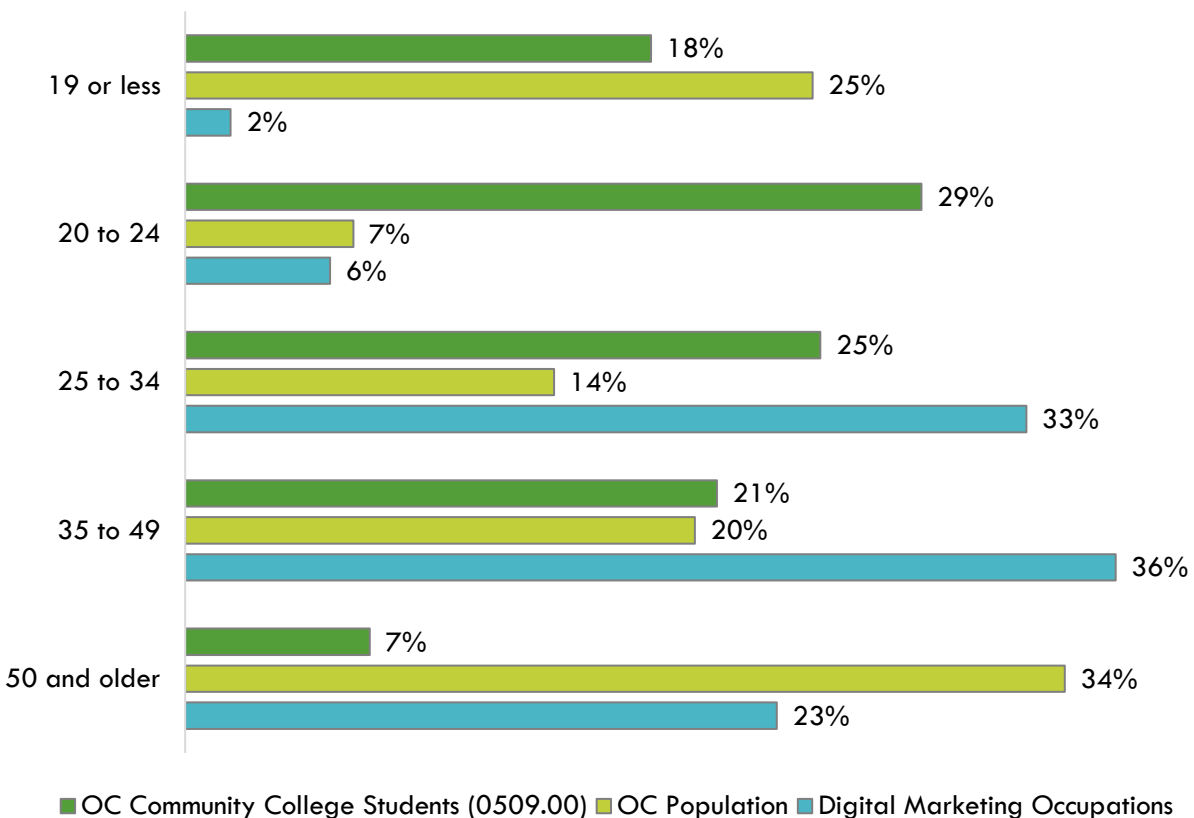


Age:

Exhibit 20 shows the age of Orange County community college students enrolled in marketing and distribution programs compared to the overall Orange County population, as well as the three digital marketing and social media occupations included in this report. Over two-thirds (69%) of workers in these digital marketing and social media occupations are 25 to 49, which is more than double the population (34%) and community college marketing and distribution students. Conversely, 47% of community college marketing and distribution students are 24 or less, which is significantly higher than the population (32%). Only 8% of workers in these digital marketing and social media occupations are 24 or less.

There are no significant differences between the three digital marketing and social media occupations when examining disaggregated data (not shown).

Exhibit 20: Program and County Demographics by Age

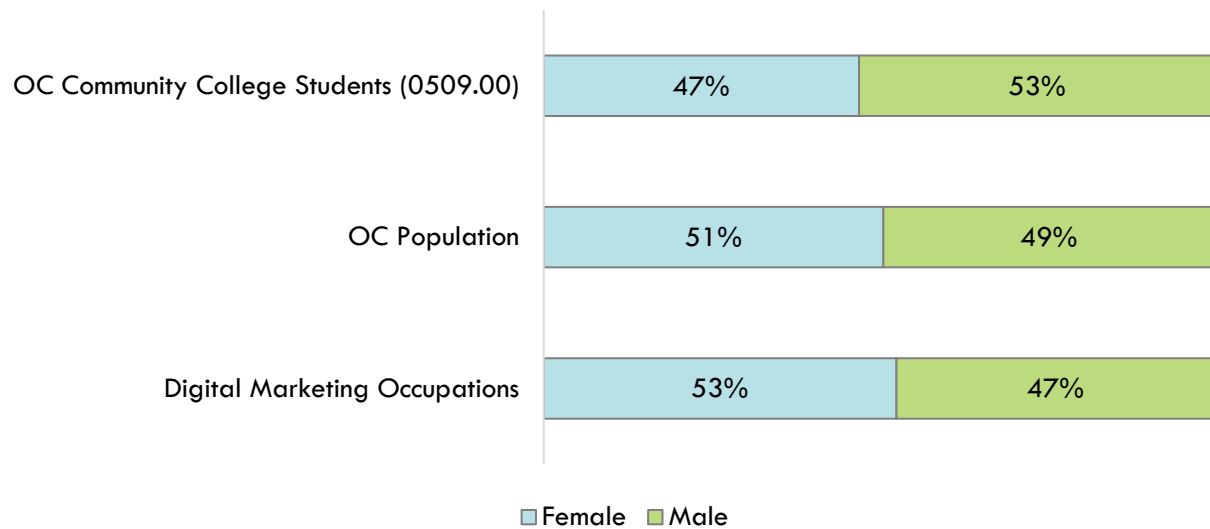


Sex:

Exhibit 21 shows the sex of Orange County community college students enrolled in marketing and distribution programs compared to the overall Orange County population, as well as the three digital marketing and social media occupations included in this report. All three groups are split nearly evenly between women and men.

Examining disaggregated data by occupation (not shown), the majority of *public relations specialists* (65%) and *market research analysts and marketing specialists* (55%) are women. The slight majority of *marketing managers* (51%) are men.

Exhibit 15: 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) and CIP code data comes from the Integrated Postsecondary Education Data System (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 https://lightcast.io/</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: https://insightccd.org/family-needs-calculator/</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 https://www.bls.gov/emp/documentation/education/tech.htm</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 https://www.onetonline.org/help/online/</p> |
| Educational Supply | <p>The CCCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: https://datamart.cccco.edu</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 https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</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: https://www.calpassplus.org/LaunchBoard/Home.aspx</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: https://www.census.gov/programs-surveys/acs</p> <p>Data is sourced from IPUMS USA, a database providing access to ACS and other Census Bureau data products. For more information, see: https://usa.ipums.org/usa/about.shtml</p> |

This labor market analysis was supported by Strong Workforce Program funds through the Orange County Regional Consortium.

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

December 2023

