

Labor Market Analysis for Program Modification: 1013.00/Commercial Art (Public & Community Art-Mural Painting)

Orange County Center of Excellence, October 2024



Summary

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

	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Supply Gap:	<p><i>Comments:</i> there is projected to be 186 annual job openings throughout Los Angeles and Orange counties for <i>artists and related workers, all other*</i>, which is less than the 1,169 awards conferred by educational institutions. However, these educational programs also prepare students for 19 other related occupations, which account for 13,852 additional annual job openings. Additionally, only Santa Ana College offers a program specifically related to mural painting. <i>For these reasons, there is most likely an undersupply of labor for artists and related workers, all other*</i>.</p>	
Self-Sufficiency Standard Living Wage ¹ :	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<p><i>Comments:</i> entry-level hourly wages for <i>artists and related workers, all other*</i> are \$5.48, which is significantly below the OC living wage of \$27.13. Additionally, it is not possible to determine wages specifically for mural artists and mural painters. Employment for these positions is typically obtained on a contract basis, with budgets for these contracts varying throughout the region.</p>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	<p><i>Comments:</i> The typical entry-level education for <i>artists and related workers, all other*</i> is no formal educational credential and approximately 27% of workers in the field have completed some college or an associate degree as their highest level of education.</p>	

Additional Considerations

Emerging Occupation(s):	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments:</i> N/A	
OC Resilient Job(s):	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments:</i> See Resilient Jobs and US News & World Report Best Jobs	
U.S. News & World Report 2024 Best Jobs List ² :	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments:</i> See Resilient Jobs and US News & World Report Best Jobs	

¹ At the direction of the California Community College Chancellor's Office, the living wage endorsement criteria in this report uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard, which the COE refers to as a living wage, to determine Orange County's living wage of \$27.13, last updated in March 2024.

² "100 Best Jobs of 2024," U.S. News & World Report, accessed May 7, 2024, <https://money.usnews.com/careers/best-jobs/rankings/the-100-best-jobs>.

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 one below middle-skill occupation, denoted with an asterisk (*) throughout this report:

- *Artists and Related Workers, All Other (27-1019)**

Middle-skill occupations typically require a community college education while below middle-skill occupations usually request up to a high school diploma or equivalent. Though OC COE labor market analysis reports typically focus on middle-skill occupations, the below middle-skill occupation included in is the sole occupation that most closely aligns with the program objectives. Additionally, students can obtain employment in these below middle-skill occupations with a community college education. Therefore, the endorsement of this report considers data for the below middle-skill occupation.

The work involved in creating and engaging with public and community art falls within the occupational scope of *artists and related workers, all other**. The contributions these workers make in public spaces can be felt and seen across the region. Public art provides a broad range of benefits across public spaces, including ways to commemorate an event/place, to foster social unity, and advance cultural and visual awareness, amongst other contributions.³

Public and community art is woven into the cultural fabric of communities and cities across the LA/OC region. In Southern California, Santa Ana hosts one of the largest collections of murals, dating back to the 1960s' Chicano movement.⁴ Long Beach also has an array of public art to enjoy, with local entities, such as the Arts Council for Long Beach, supporting related endeavors in the city and providing a comprehensive map to locate pieces of art.⁵ Other organizations, such as Arts Orange County, provide a platform in which artists may find opportunities or scholarships to create or engage as well.⁶

Additionally, it is important to note that 74% of *artists and related workers, all other** in the Los Angeles/Orange County region are considered self-employed. Self-employed workers have different earnings dynamics than wage and salaried workers, making direct comparisons difficult and leading to low reported wages for self-employed workers. Public art and public murals are often funded by cities and counties, with specific budgets depending on the scope of work. For example, An April 2023 call for mural proposals from the City of Santa Ana had a maximum budget of \$20,000 to be awarded to one artist/team of artists.⁷ Similarly, the City of Laguna Beach Innovation Grants for Artists range from \$5,000 to \$30,000.⁸ Larger municipalities such as the City of Los Angeles create a "Roster of Pre-Qualified Muralists," with project budgets ranging from \$5,000 to \$150,000.⁹ Considering this information, it is likely that muralists and mural painters will have to obtain multiple contracts to sustain themselves.

Based on the available data, there appears to be a supply gap for *artists and related workers, all other**. Though the number of awards for this occupation exceeds demand, supply is overstated because the related educational programs train for an additional 19 occupations and because only one community college in the region – Santa Ana – offers a program specifically related to mural painting. For these reasons, there is most likely an undersupply of labor for *artists and related workers, all other**. Though typical entry-level wages are significantly below the Self-Sufficiency Standard living wage, typical

³ "Public Art," Department of Local Government, Sport and Cultural Industries, last modified September 3, 2024, <https://www.dlgsc.wa.gov.au/culture-and-the-arts/public-art>.

⁴ Travel Santa Ana, "Public Art Guide | Santa Ana, California," Travel Santa Ana, accessed October 28, 2024, <https://www.travelsantaana.com/things-to-do/public-art/>.

⁵ "Search the Long Beach Public Art Map," Arts Council for Long Beach, accessed October 28, 2024, <https://artslb.org/public-art-map/>.

⁶ "Classified," SparkOC.com, accessed October 28, 2024, <https://www.sparkoc.com/classified/>.

⁷ "Call for Mural Proposals - Santa Ana Navigation Center - City of Santa Ana," City of Santa Ana, last modified June 22, 2023, <https://www.santa-ana.org/call-for-mural-proposals-santa-ana-navigation-center/>.

⁸ "City of Laguna Beach," City of Laguna Beach - SlideRoom, accessed October 30, 2024, <https://lagunabeachcity.slideroom.com/#/login/program/81396>.

⁹ "Muralist Roster 2024 Request for Qualifications," Department of Cultural Affairs, last modified January 16, 2024, <https://culture.lacity.gov/calls/muralist-roster-2024-request-for-qualifications/>.

education requirements for this occupation can be obtained through community college education. **Therefore, due to some regional labor market criteria being met, the COE endorses this proposed program but notes that muralists and mural painters will likely have to obtain multiple contracts through competitive processes for employment; budgets for these contracts vary.**

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 th Percentile)	Typical Entry-Level Education	Community College Educational Attainment
Artists and Related Workers, All Other (27-1019)*	LA: 154 OC: 32	LA: 923 OC: 246	OC: \$5.48	No formal educational credential	27%
Total	186	1,169	N/A	N/A	N/A

Demand:

- The number of jobs related to *artists and related workers, all other** is projected to increase 6% through 2028, equating to 186 annual job openings.
- Hourly entry-level wages for *artists and related workers, all other** are \$5.48 in Orange County, which is significantly below the Self-Sufficiency Standard living wage.
 - Approximately 74% of *artists and related workers, all other** in the Los Angeles/Orange County region are considered self-employed, which makes wages appear low.
 - Muralists and mural painters are often hired on a contract basis by public agencies; budgets for these contracts vary greatly throughout the region.
- There were 370 online job postings for *artists and related workers, all other** over the past 12 months. The highest number of postings were for mixed media artists, airbrush artists, and sculptors. Of the 370 postings, 0.5% (2) were for specifically for mural-related positions.
- No formal educational credential is typically required for *artists and related workers, all other**.
 - Muralists and mural painters are often hired based on their experience and portfolio of previous work, rather than education requirements,
- Approximately 27% 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 460 awards conferred by 24 community colleges in Los Angeles and Orange Counties from 2020 to 2023.
 - However, Santa Ana College is the only community college in the region that confers awards specifically related to mural painting.
- Non-community college institutions conferred an average of 709 awards from 2019 to 2022. None of these programs have a specific emphasis on mural painting.
- Orange County community college students that exited commercial art programs in the 2020-21 academic year had a median annual wage of \$26,718 (\$12.85 per hour) after exiting the program and 19% attained the regional living wage.
- Throughout Orange County, 64% of commercial art 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 *artists and related workers, all other** from 2018 through 2028. Though there was a 7% decline across all occupations in Los Angeles and Orange counties from 2019 to 2020 due to the COVID-19 pandemic, employment in this occupation in Orange County increased 9% during the same period but declined each following year through 2023.

In the two years preceding the pandemic, employment for this occupation increased in Orange County. After a decrease in employment from 2021 to 2023, employment for this occupation in Orange County is projected to remain flat through 2028, experiencing a lower rate relative to all occupations in Los Angeles and Orange counties.

Exhibit 2: Annual Percent Change in Jobs for Artists and Related Workers, All Other*, 2018-2028

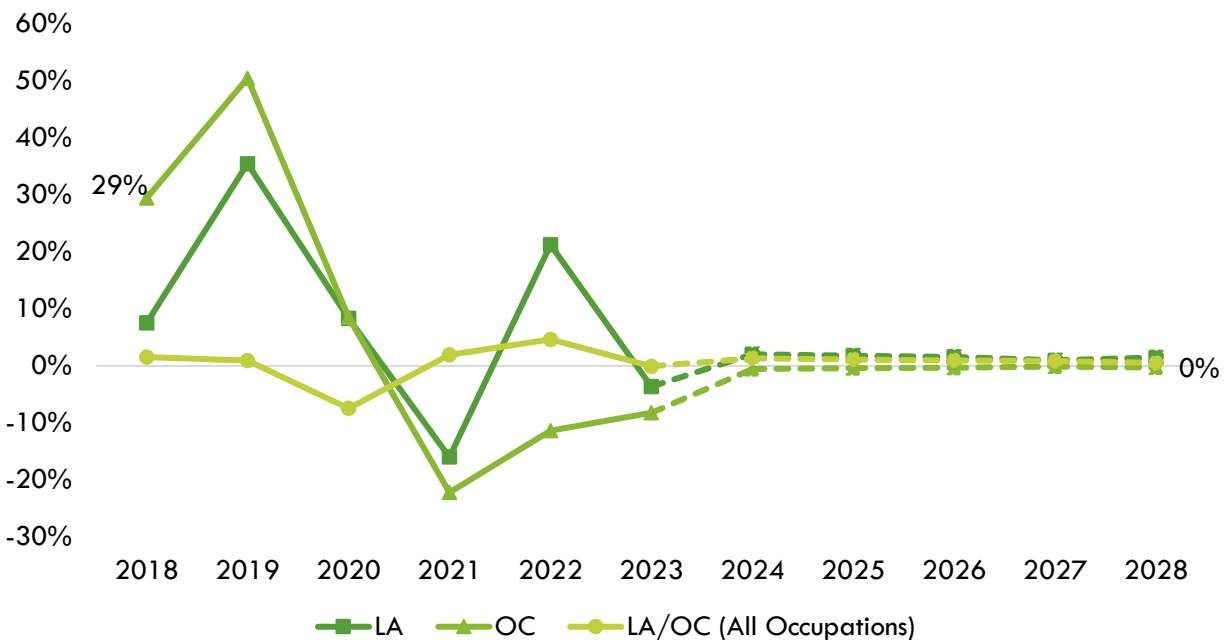


Exhibit 3 shows the five-year occupational demand projections for *artists and related workers, all other**. In Los Angeles/Orange County, the number of jobs related to this occupation is projected to increase by 6% through 2028. There is projected to be 186 jobs available annually.

Exhibit 3: Occupational Demand in Los Angeles and Orange Counties¹⁰

Geography	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	Annual Openings
Los Angeles	1,369	1,481	111	8%	154
Orange	333	328	(5)	(2%)	32
Total	1,703	1,808	106	6%	186

¹⁰ 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:

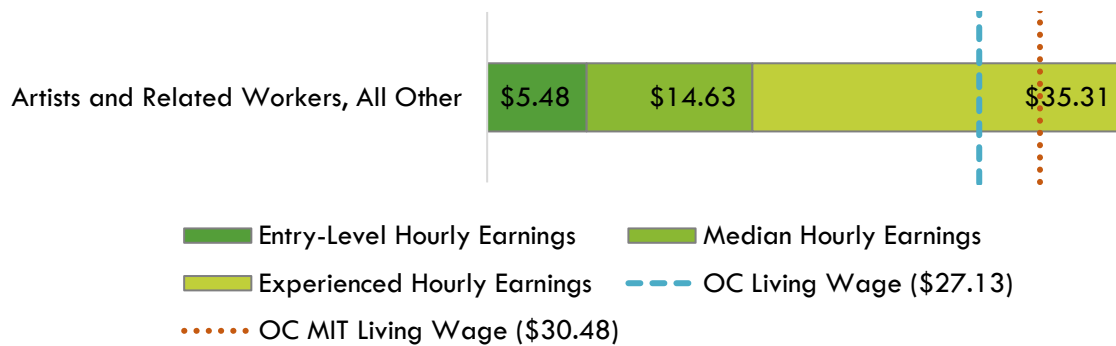
The labor market endorsement in this report considers the entry-level hourly wages for *artists and related workers, all other** in Orange County as they relate to the county's living wage. Los Angeles County wages are included below to provide a complete analysis of the LA/OC region.

At the direction of the California Community College Chancellor's Office, the living wage endorsement criteria in this report uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard, which the COE refers to as a living wage, to determine Orange County's living wage of \$27.13, last updated in March 2024. Additionally, data for the MIT Living Wage, updated on February 14, 2024, is provided as a reference. Currently, the MIT Living Wage in Orange County is \$30.48. Both figures, which account for geographic-specific costs of necessities such as housing, food, health care, and transportation to assess the cost of living, are notated in the exhibits below.

It is important to note that 74% of *artists and related workers, all other** in the Los Angeles/Orange County region are considered self-employed. Self-employed workers have different earnings dynamics than wage and salaried workers, making direct comparisons difficult. Examples include deciphering what is a return to labor versus a return to capital, as well as showing possible negative earnings if expenses or investments exceed gross receipts.¹¹ For these reasons, wage data appears to be significantly lower than both the living wage and minimum wage.

The typical entry-level wage for *artists and related workers, all other** is \$5.48 and the median wage is \$14.63, both of which are significantly below the Self-Sufficiency Standard living wage for one adult (\$27.13 in Orange County). However, experienced-level wages of \$35.31 are significantly above the Self-Sufficiency Standard living wage. Orange County's average wages of \$25.66 are lower than the average statewide wage of \$27.15 for this occupation. Exhibit 4 shows the wage range for *artists and related workers, all other** in Orange County and how it compares to the regional living wage.

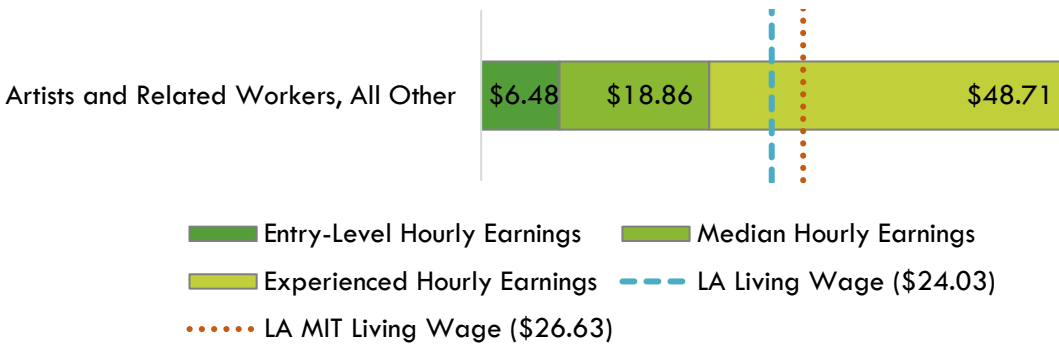
Exhibit 4: Wages by Occupation in Orange County



The entry-level wage for *artists and related workers, all other** is \$6.48 and the median wage is \$18.86, both of which are significantly below the Self-Sufficiency Standard living wage for one adult (\$24.03 in Los Angeles County). However, experienced-level wages of \$48.71 are significantly above the Self-Sufficiency Standard living wage. Los Angeles County's average wages of \$30.28 are significantly above the average statewide wage of \$27.15 for this occupation. Exhibit 5 shows the wage range for *artists and related workers, all other** in Los Angeles County and how it compares to the regional living wage.

¹¹ https://www.brookings.edu/wp-content/uploads/2019/11/201911_Brookings-Metro_low-wage-workforce_Ross-Bateman.pdf

Exhibit 5: Wages by Occupation in Los Angeles County



Resilient Jobs and U.S. News & World Report Best Jobs:

Exhibit 6 shows if *artists and related workers, all other** is considered an Orange County Great Recession-Resilient, COVID-19 Pandemic Recession-Resilient Job, or a 2024 U.S. News & World Report (USN&WR) Best Job. This occupation did not meet the criteria to be considered any of the three designations.

Exhibit 6: Resilient Jobs and USN&WR Best Jobs Designations

Occupation	Great Recession-Resilient Job	COVID-19 Pandemic Recession-Resilient Job	2024 USN&WR Best Job
Artists and Related Workers, All Other*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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.¹² 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 370 online job postings related to *artists and related workers, all other** listed in the past 12 months. Of those, only 0.5% (2) were for specifically for mural-related positions. Exhibit 7 shows the number of job postings by occupation.

¹² K. R. Chowdhary, *Fundamentals of Artificial Intelligence* (Basingstoke: Springer Nature, 2020), <https://link.springer.com/book/10.1007/978-81-322-3972-7>.

Exhibit 7: Number of Job Postings by Occupation (n=370)

Occupation	Job Postings	Percentage of Job Postings
Artists and Related Workers, All Other*	370	100%
Total Postings	370	100%

The top employers in the region, by number of job postings, are shown in Exhibit 8.

Exhibit 8: Top Employers by Number of Job Postings (n=370)

Employer	Job Postings	Percentage of Job Postings
UFC Gym	29	8%
Sugared + Bronzed	21	6%
Lucky Brand	17	5%
Disney	11	3%
Sun Spa Tanning	9	2%
Sony Pictures Entertainment	7	2%
NBC	6	2%
Sony Interactive Entertainment	6	2%
The Tan Spa	6	2%
Aeropostale	5	1%

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

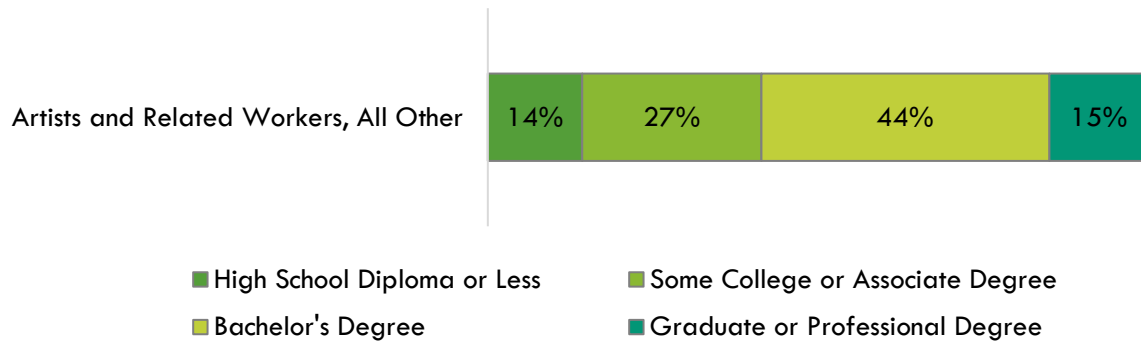
Exhibit 9: Top Skills by Number of Job Postings (n=370)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Adobe Photoshop (53)	Sales (95)	Adobe Photoshop (53)
Animations (50)	Communication (92)	Autodesk Maya (39)
Autodesk Maya (39)	Customer Service (81)	Adobe Illustrator (38)
Selling Techniques (39)	Management (56)	Adobe InDesign (18)
Adobe Illustrator (38)	Writing (55)	Microsoft Excel (13)
Painting (37)	Organizational Skills (45)	ZBrush (11)
Purchasing (34)	Professionalism (43)	Adobe After Effects (8)
Product Knowledge (32)	Detail Oriented (42)	Microsoft Office (8)
Merchandising (31)	Operations (41)	Unreal Engine (8)
Brand Loyalty (30)	Enthusiasm (40)	Adobe Creative Suite (7)

Educational Attainment:

The Bureau of Labor Statistics (BLS) lists no formal educational credential as the typical entry-level education for *artists and related workers, all other**. However, the national-level educational attainment data indicates between 27% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 10 shows the educational attainment for *artists and related workers, all other**.

Exhibit 10: National-level Educational Attainment for Occupations



Of the 29% of the cumulative job postings for *artists and related workers, all other** that listed a minimum education requirement in Los Angeles/Orange County, 43% (47) requested a high school diploma or an associate degree and 43% (47) requested a bachelor's degree.

Educational Supply

Community College Supply:

Exhibit 11 shows the three-year average number of awards conferred by community colleges in the related TOP codes: Digital Media (0614.00), Commercial Art (1013.00), Graphic Art and Design (1030.00), and Other Fine and Applied Arts (1099.00). No awards were conferred under the following related TOP code: Technical Illustration (0953.60). It is important to note that only Santa Ana College offers a program specifically for mural painting. At least one other college (Fullerton) offers courses specifically for mural painting.¹³

The colleges with the most completions in the region are Santa Monica, LA Trade, and Santa Ana. Over the past 12 months, there was one related program recommendation requests from regional community colleges.

Exhibit 11: Regional Community College Awards (Certificates and Degrees), 2020-2023

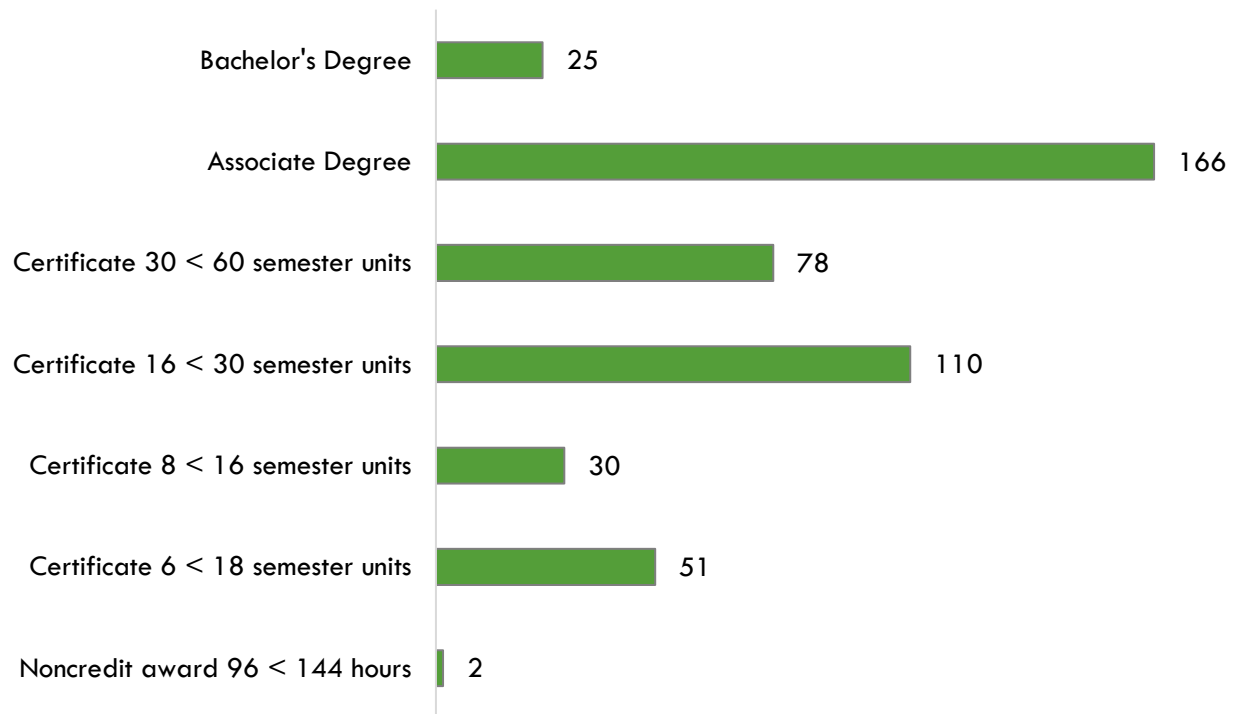
TOP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
0614.00	Digital Media	LA Mission	5	5	1	4
		LA Trade	18	12	14	15
		Mt San Antonio	0	0	2	1
		Pasadena	3	15	9	9
		Rio Hondo	1	1	0	1
		Santa Monica	0	19	6	8
		LA Subtotal	27	52	32	37
		Coastline	3	3	28	11
		Cypress	2	7	4	4
		Golden West	7	0	0	2
		Irvine	6	3	1	3
		Saddleback	1	1	2	1
		Santa Ana	6	34	71	37
		OC Subtotal	25	48	106	60
		Supply Subtotal/Average			52	100
1013.00	Commercial Art	El Camino	0	1	0	0
		LA Trade	22	33	21	25
		LA Valley	14	8	7	10
		Pasadena	2	6	0	3
		LA Subtotal	38	48	28	38
		Fullerton	5	5	0	3
		Orange Coast	1	9	8	6
		Santa Ana	3	1	1	2

¹³ <https://catalog.nocccd.edu/fullerton-college/course-descriptions/art/>.

TOP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
		OC Subtotal	9	15	9	11
		Supply Subtotal/Average	47	63	37	49
1030.00	Graphic Art and Design	Cerritos	14	13	18	15
		East LA	8	6	9	8
		El Camino	0	0	1	0
		Glendale	9	10	8	9
		LA City	8	19	14	14
		LA Harbor	0	0	1	0
		LA Pierce	13	22	12	16
		LA Valley	1	5	1	2
		Long Beach	8	7	5	7
		Mt San Antonio	20	21	25	22
		Pasadena	15	12	11	13
		Rio Hondo	28	23	54	35
		Santa Monica	43	51	68	54
		LA Subtotal	167	189	227	194
		Cypress	4	6	18	9
		Fullerton	14	15	18	16
		Golden West	20	16	13	16
		Irvine	21	27	17	22
		Saddleback	19	22	22	21
		Santa Ana	3	0	0	1
		Santiago Canyon	4	5	5	5
OC Subtotal	85	91	93	90		
		Supply Subtotal/Average	252	280	320	284
1099.00	Other Fine and Applied Arts	East LA	0	2	2	1
		El Camino	4	2	6	4
		Long Beach	0	0	2	1
		Santa Monica	26	21	27	25
		LA Subtotal	30	25	37	31
		-	-	-	-	-
		OC Subtotal	-	-	-	-
		Supply Subtotal/Average	30	25	37	31
		Supply Total/Average	381	468	532	460

Exhibit 12 shows the annual average community college awards by type from 2020-21 to 2022-23. The plurality of the awards are for associate degrees, followed by certificates between 16 and less than 30 and certificates between 30 and less than 60 semester units.

Exhibit 12: Annual Average Community College Awards by Type, 2020-2023



Community College Student Outcomes:

Exhibit 13 shows the Strong Workforce Program (SWP) metrics for commercial art programs in Rancho Santiago Community College District (RSCCD), the Orange County Region, and California. Of the 453 Orange County commercial art students in the 2020-21 academic year, 22% (100) attended a RSCCD college.

Additionally, RSCCD students that exited commercial art programs in the 2021-22 academic year had higher median annual earnings (\$35,776 or \$17.20 per hour) compared to all commercial art students in Orange County (\$26,718 or \$12.85 per hour). Approximately 19% of commercial art students in Orange County attained the Insight living wage. This metric, along with others, is not available at the district-level due to a low number of students.

Exhibit 13: Commercial Art (1013.00) Strong Workforce Program Metrics, 2021-22¹⁴

SWP Metric	RSCCD	OC Region	California
SWP Students	100	453	2,734
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	17%	37%	32%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Insufficient Data	Insufficient Data	46%

¹⁴ All SWP metrics are for 2021-22 unless otherwise noted.

SWP Metric	RSCCD	OC Region	California
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	Insufficient Data	11	57
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2019-20)	Insufficient Data	37	288
SWP Students with a Job Closely Related to Their Field of Study (2019-20)	Insufficient Data	64%	62%
Median Annual Earnings for SWP Exiting Students (2020-21)	\$35,776 (\$17.20)	\$26,718 (\$12.85)	\$32,540 (\$15.64)
Median Change in Earnings for SWP Exiting Students (2020-21)	Insufficient Data	23%	33%
SWP Exiting Students Who Attained the Living Wage (2020-21)	Insufficient Data	19%	38%

Non-Community College Supply:

To comprehensively analyze the regional supply, it is crucial to include data from other institutions offering public and community art training programs. Exhibit 14 displays the annual and three-year average awards granted by these institutions under the related Classification of Instructional Programs (CIP) codes: Digital Arts (50.0102), Illustration (50.0410), Commercial and Advertising Art (50.0402), and Graphic Design (50.0409). No awards were conferred under the following related TOP code: Community/Environmental/Socially-Engaged Art (50.1101). The available data covers 2019 to 2022. During this period, non-community college institutions in the region conferred an average of 709 awards annually in related programs.

Exhibit 14: Regional Non-Community College Awards, 2019-2022

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
50.0102	Digital Arts	Columbia College Hollywood	0	15	15	10
		Gnomon	0	31	29	20
		Los Angeles Academy of Figurative Art	4	0	5	3
		Los Angeles Pacific College	4	2	0	2
		Marymount California University	3	2	2	2
		Otis College of Art and Design	48	52	90	63
		University of Southern California	30	47	50	42
		Woodbury University	2	0	0	1
Supply Subtotal/Average			91	149	191	144
50.0402	Commercial and Advertising Art	Art Center College of Design	16	7	9	11
		Mount Saint Mary's University	1	0	0	0

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		Woodbury University	10	13	10	11
Supply Subtotal/Average			27	20	19	22
50.0409	Graphic Design	Art Center College of Design	96	99	106	100
		California Institute of the Arts	12	12	15	13
		California State Polytechnic University-Pomona	89	113	105	102
		California State University-Dominguez Hills	0	0	0	0
		Chapman University	27	24	29	27
		Columbia College Hollywood	0	9	4	4
		Concordia University-Irvine	10	7	9	9
		FIDM-Fashion Institute of Design & Merchandising	38	25	12	25
		Laguna College of Art and Design	25	26	24	25
		Los Angeles Film School	28	47	52	42
		Los Angeles Pacific College	8	2	7	6
		New York Film Academy	0	0	0	0
		Otis College of Art and Design	11	15	9	12
		University of La Verne	0	0	0	0
		Supply Subtotal/Average			344	379
50.0410	Illustration	Art Center College of Design	140	170	149	153
		Laguna College of Art and Design	16	24	35	25
Supply Subtotal/Average			156	194	184	178
Supply Total/Average			618	742	766	709

Regional Demographics

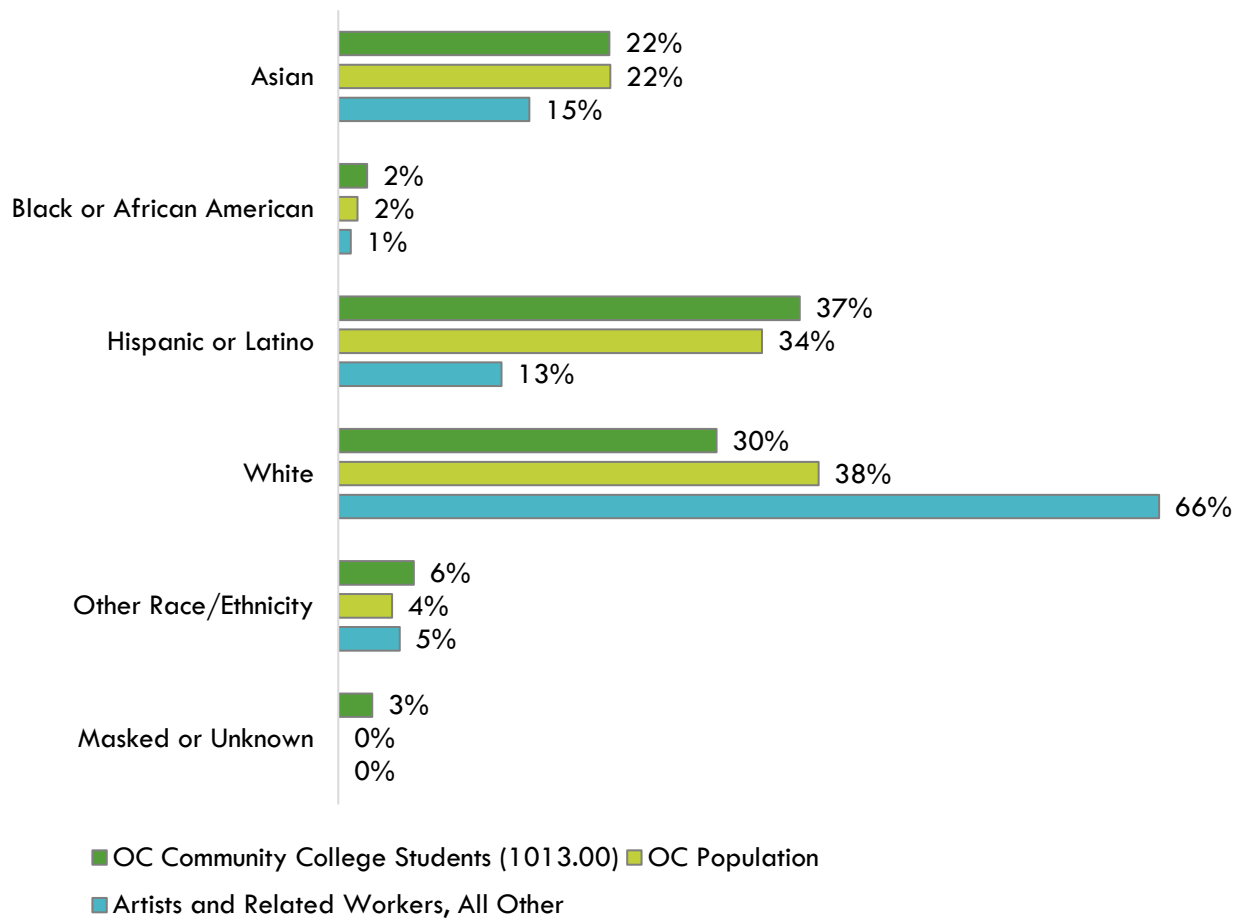
This section examines demographic data for Orange County community college students in commercial art programs compared to the OC population, along with occupational data, to identify potential diversity and equity issues addressable by community college programs.

Ethnicity:

Exhibit 15 compares the ethnicity of Orange County community college students enrolled in commercial art programs, the overall Orange County population, and occupation-specific data for *artists and related workers, all other*.*

Notably, the majority of workers in the field are white (66%), which is much higher than the population (38%) and more than double community college commercial art students (30%). Conversely, the plurality of community college commercial art students is Hispanic or Latino (37%), which is higher than the population (34%) and significantly higher than workers in the field (13%).

Exhibit 15: Program and County Demographics by Ethnicity

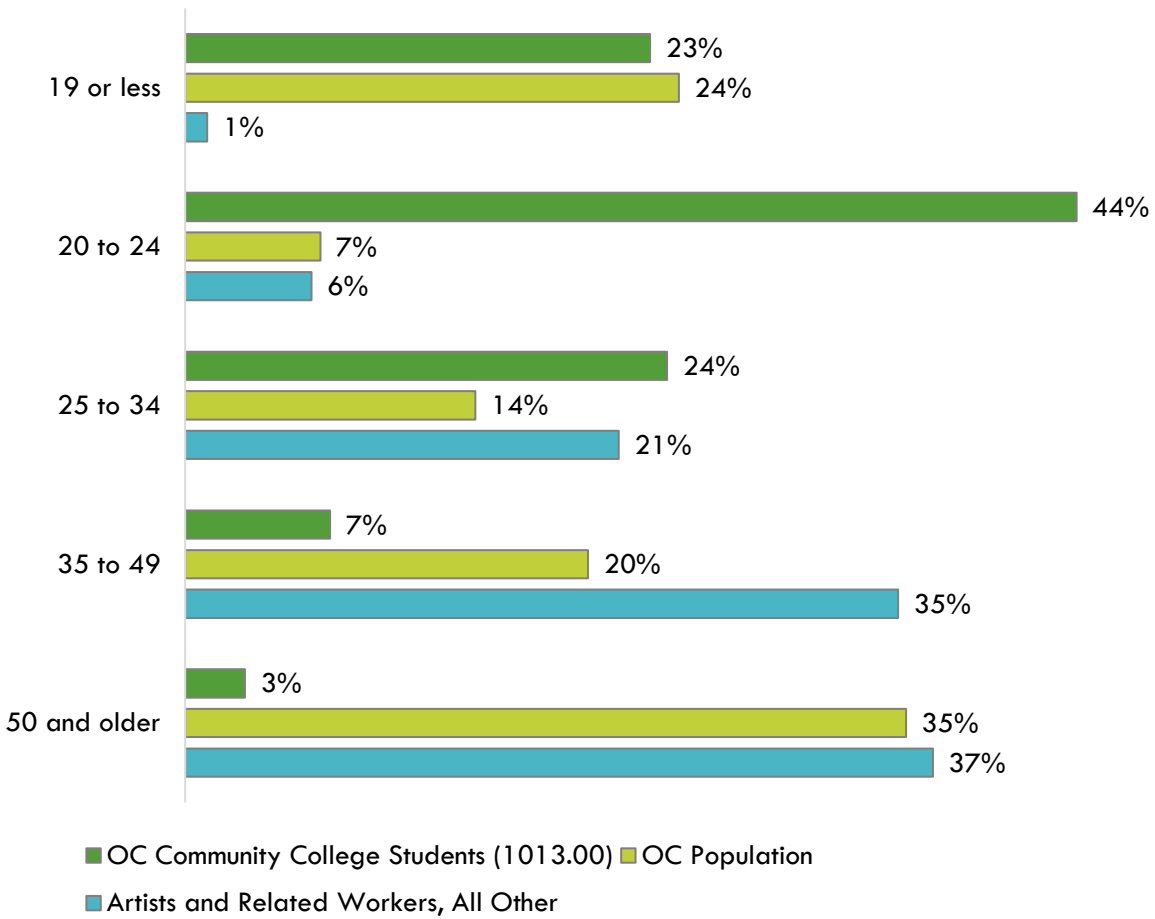


Age:

Exhibit 16 compares the age of Orange County community college students enrolled in commercial art programs, the overall Orange County population, and occupation-specific data for *artists and related workers, all other*.*

The majority of workers in the field (72%) and the population (55%) are 35 and older, both of which are significantly higher than community college commercial art students (10%). Conversely, a large majority of community college commercial art students are 34 or less (90%), which is higher than the population (45%) and significantly higher than workers in the field (28%).

Exhibit 16: Program and County Demographics by Age

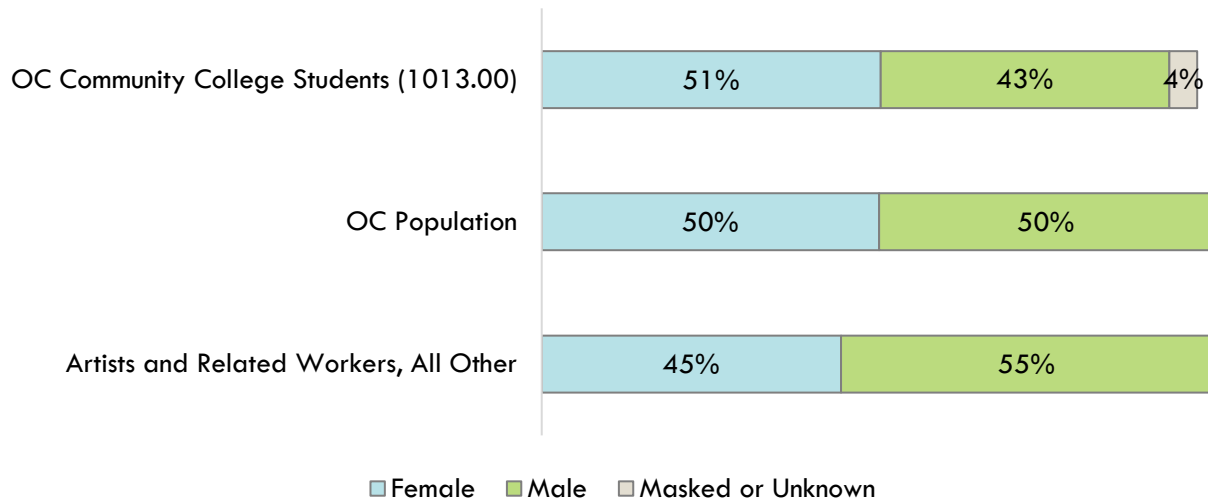


Sex:

Exhibit 17 compares the sex of Orange County community college students enrolled in commercial art programs, the overall Orange County population, and occupation-specific data for *artists and related workers, all other**.

Though the population is split evenly between women and men, the majority of workers in the field are men (55%) and a slight majority of community college commercial art students are women (51%).

Exhibit 17: 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>“Living Wage” measures the income necessary for an individual or family to afford basic expenses by assessing the costs such as housing, food, child care, health care, transportation, and taxes.</p> <p>Per the CCCCCO’s this report’s endorsement criteria uses the University of Washington’s Center for Women’s Welfare Self-Sufficiency Standard last updated in March 2024, which is \$27.13 per hour (\$56,451 annually) in Orange County. For more information, see: http://www.selfsufficiencystandard.org/California</p> <p>The MIT Living Wage, updated on February 14, 2024, is a nationally recognized living wage metric and is provided for reference. The current MIT Living Wage in Orange County is \$30.48. For more information, see: https://livingwage.mit.edu/counties/06059</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>

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