



Information and Communication Technologies (ICT)/ Digital Media



2026

Far North Career & Training Pathways Profile

Five-Year Outlook

5% sector growth

500+ annual job openings

1.7% of the Far North's jobs



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NORTH FAR NORTH

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Introduction

ICT/Digital Media is a broad field that encompasses technology associated with computers, electronics, and telecommunications.

Careers in the sector are varied. Some occupations rely on technical skills, such as computer programming and software development, while others rely on creative skills, such as graphic design and web design.

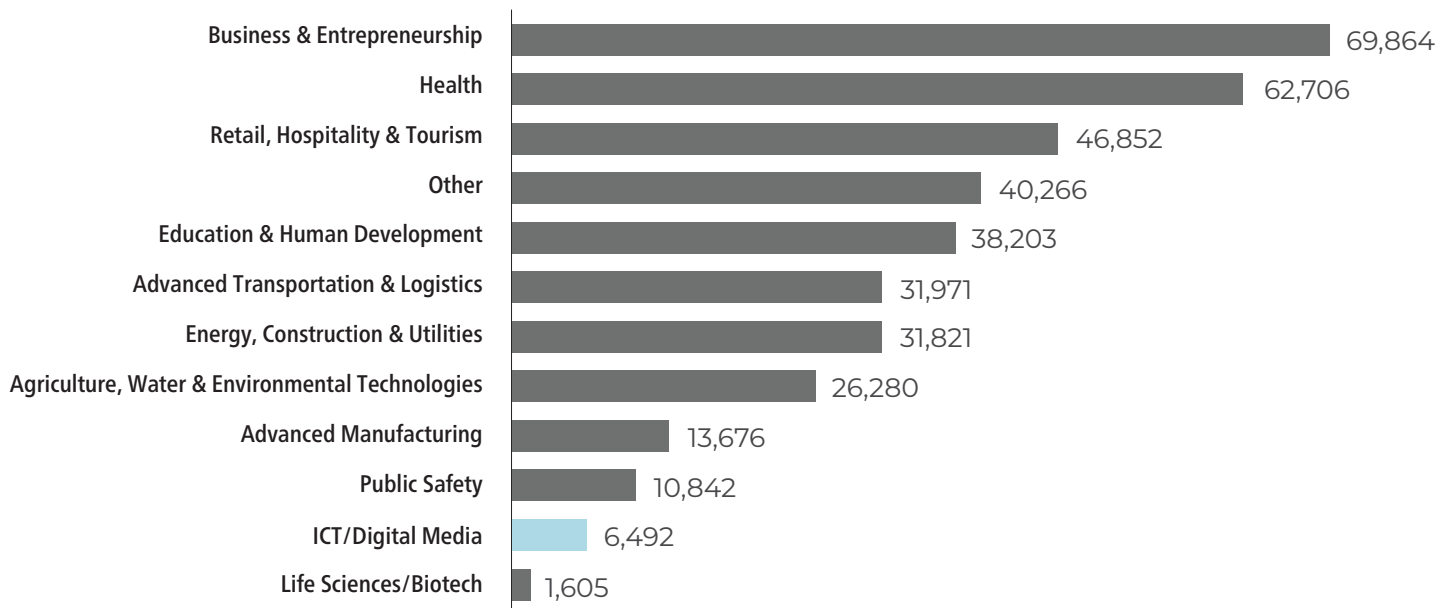
Areas of specialization include artificial intelligence (AI), big data and data analytics, and cybersecurity in response to looming local, state, national, and global threats.

Overall employment in the Far North subregion tends to be concentrated in local, state, and federal government agencies, but the Covid-19 pandemic spurred a rise in the adoption of ICT/Digital Media services, and nearly every industry today employs ICT/Digital Media occupations, from advanced manufacturing firms to health care.



Far North employers include Valeo Networks, headquartered in Eureka; Ferndale Tech in Ferndale; Apex Technology Management and Computer Logistics in Redding; and Darkgate Tech Solutions in Eureka.

2024 Sector Employment



Note: The Far North subregion encompasses 15 counties (Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity) and seven community colleges (Butte, Feather River, Lassen, Mendocino, Redwoods, Shasta, and Siskiyou). The North Far North region spans 22 counties and 15 community colleges, stretching from the Greater Sacramento area, north to California's border with Oregon, and east to Nevada.

Sector Highlights

6,492
Jobs in 2024

6,841
Projected Jobs in 2029

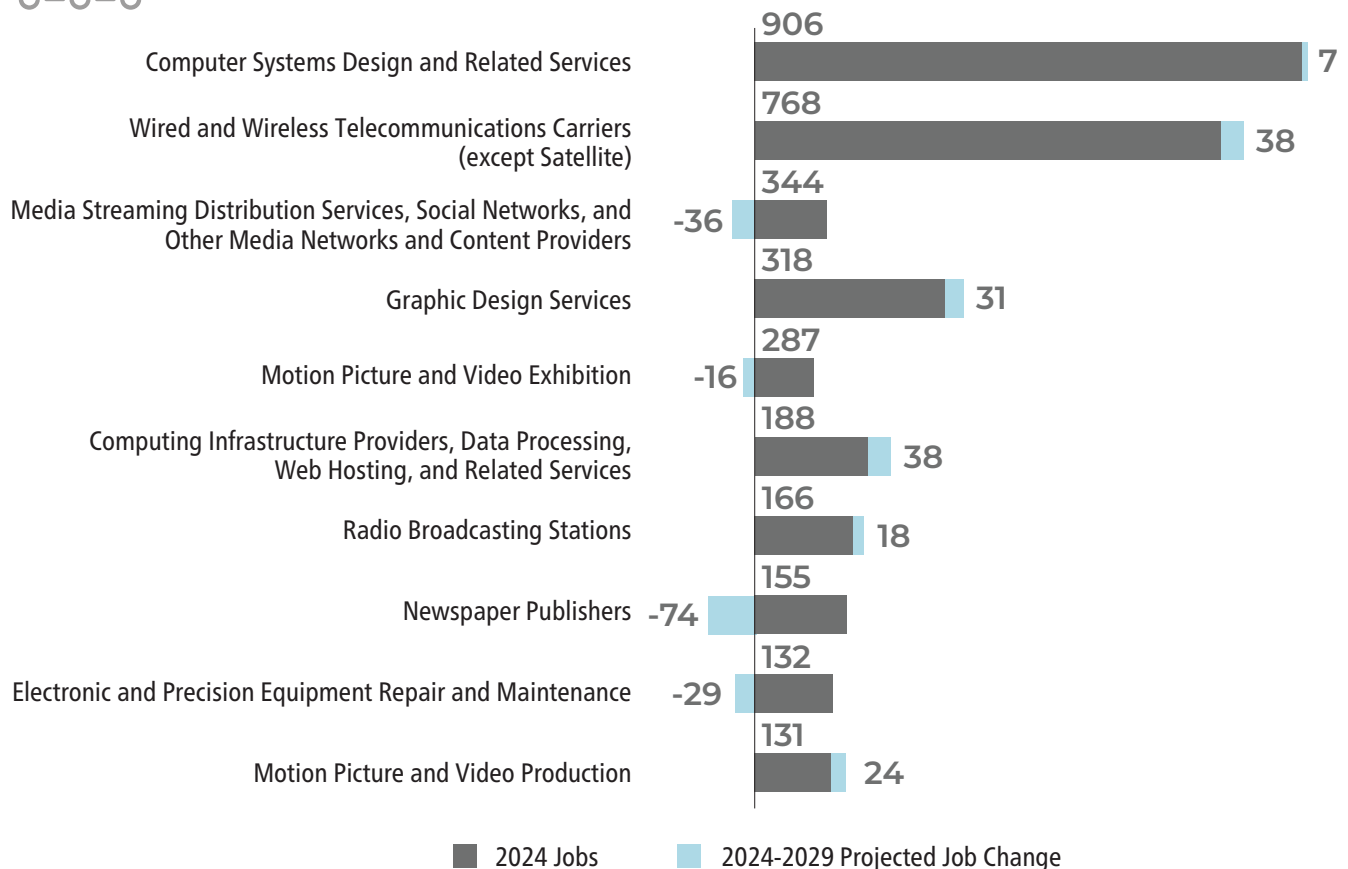
5%
Projected Job Growth,
2024-2029

349
New Jobs by 2029

521
Businesses

1.7%
% of Far North
Employment, 2024

Employment by Subsector



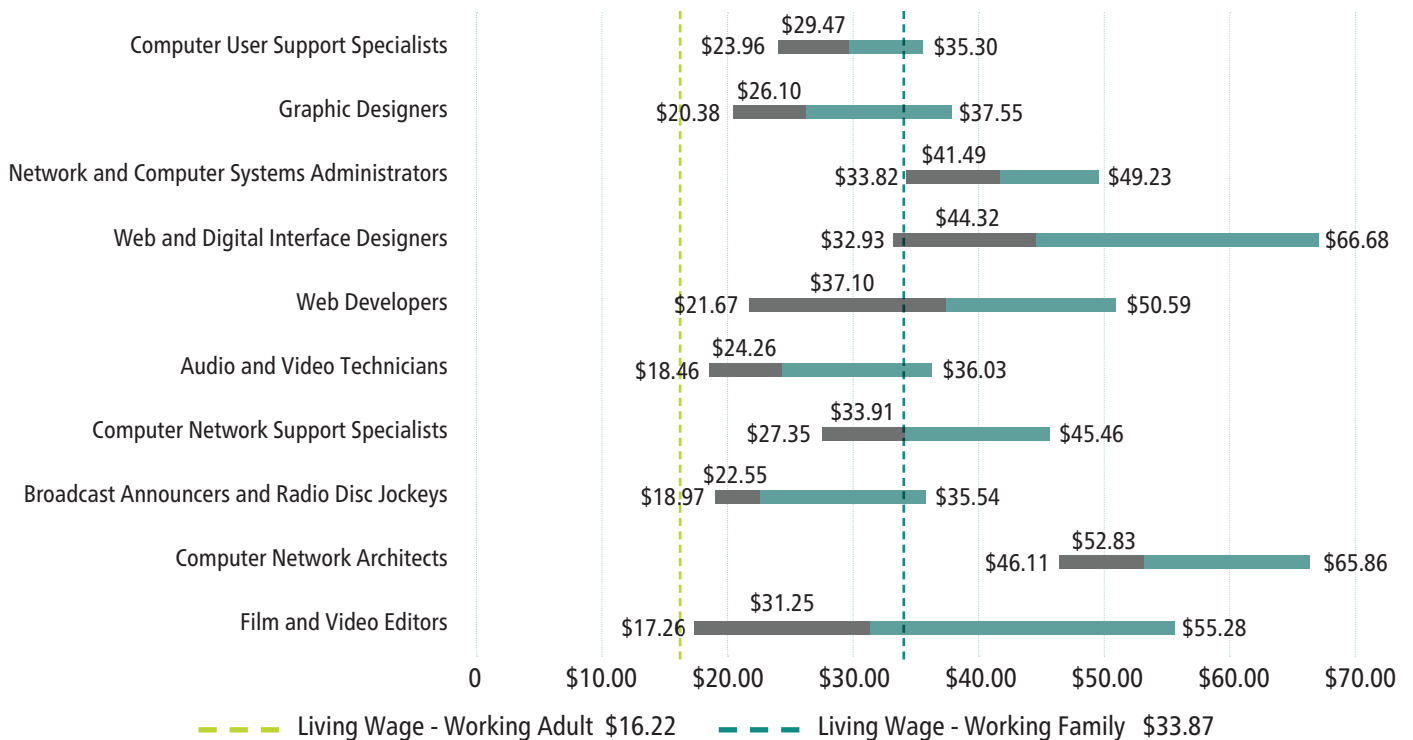
Note: The ICT/Digital Media sector includes 38 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector.

Top Occupations

Occupation	2024 Jobs	2024-2029 Projected Change	2024-2029 Average Annual Openings	Typical Entry-Level Education
Computer User Support Specialists	773	3%	55	Some college, no degree
Graphic Designers	406	5%	36	Bachelor's degree
Network and Computer Systems Administrators	308	5%	20	Bachelor's degree
Web and Digital Interface Designers	237	1%	18	Bachelor's degree
Web Developers	206	-6%	12	Bachelor's degree
Audio and Video Technicians	91	13%	11	Postsecondary nondegree award
Computer Network Support Specialists	135	5%	10	Associate degree
Broadcast Announcers and Radio Disc Jockeys	59	16%	10	Bachelor's degree
Computer Network Architects	109	7%	7	Bachelor's degree
Film and Video Editors	38	21%	5	Bachelor's degree

Note: Jobs for the above occupations may not solely exist in this sector and may be found in other sectors that require related services. Projected change includes new job growth and replacements. Occupations with significant annual openings, active training programs in the subregion, wages at or close to the living wage, and training beyond a high school diploma but short of a bachelor's degree were prioritized for inclusion in the top middle-skill occupations.

Hourly Wages for Top Occupations



Note: The hourly wage ranges include the 25th percentile (entry-level), median, and 75th percentile (experienced) hourly earnings for workers employed in these occupations across the Far North subregion where the living wage in 2024 for a single working adult was \$16.22 and for a working family (defined as an adult and one infant) was \$33.87.



Job Posting Trends

Job posting trends examine all occupations assigned to the ICT/Digital Media sector, regardless of skill or education level in the Far North subregion.

Unique Online Job Postings

725

(1% of Region's Postings)

Median Advertised Hourly Salary

\$32.86

(Regional Average \$29.05)

Median Posting Duration

27 days

(Regional Average 23 Days)

Posting Intensity

2:1

(Regional Average 2:1)

Note: Job postings count the number of online job postings advertised in the 15-county Far North subregion between November 1, 2024 and October 31, 2025. COE has identified 42 occupations aligned with the ICT/Digital Media sector, and those SOC codes were used to generate the list of aligned job postings. Contact the NFN COE for a complete listing of SOC codes by sector. Postings are limited to in-state employers and exclude staffing companies. Posting Intensity is the ratio of total job postings to unique (de-duplicated) job postings. Job posting results are weighted toward occupations with the most postings, influencing the frequency of results for employers, job titles, skills, work experience, and education.



Top Employers

Employers with the Most Postings

- | | |
|--------------------------------------|---------------------------------------|
| 1. Sinclair Broadcast Group/ KRCR-TV | 6. State of California |
| 2. Sierra Pacific Industries | 7. California State University, Chico |
| 3. Oroville Hospital | 8. College of the Redwoods |
| 4. Blue Shield of California | 9. Sierra Nevada Brewing Company |
| 5. Butte County | 10. CommonSpirit Health |

Most In-Demand Skills

Specialized Skills

- Computer Science
- Technical Support
- Project Management
- Information Systems
- Help Desk Support

Soft Skills

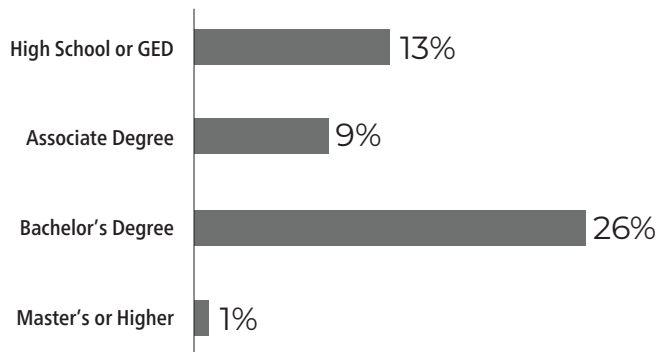
- Communication
- Management
- Troubleshooting (Problem Solving)
- Operations
- Planning

Software and Technical Skills

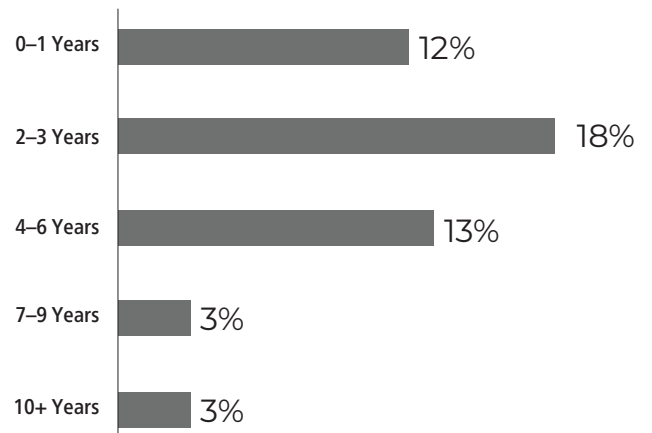
- Operating Systems
- Microsoft Office (Excel, Outlook, Word, PowerPoint)
- Microsoft Azure
- SQL
- JavaScript

Education & Experience in Job Postings

Employer-Preferred Education



Employer-Preferred Work Experience



The percentages might not equal 100% because not all employers include education or work experience in their job postings.

COMMUNITY COLLEGE Training Programs



Butte	Feather River	Lassen	Mendocino	Redwoods	Shasta	Siskiyous
Applied Computer and Networking Technologies: Programming	Office Technology	Computer Support Specialist	Basic Computer Skills	CIS Cybersecurity	Business Information Systems Professional	Media and Web Development
Business Information Worker		Geographic Information Systems	Business Information Worker	CIS Networking	Computer and Information Systems	
Computer Programming		IT Support Professional	Computer Applications and Office Administration	Geomatics	Office and Computer Technologies	
Computer System Administration			Cybersecurity	Graphic Design & Visual Communication	Geographic Information Systems	
Cyber-Security Practitioner			Digital Arts and Media			
Film, Television and Electronic Media			Digital Forensics			
Graphic Design			IT Specialist			
Journalism			Penetration Test Professional			
Multimedia Studies			Presentations			
Photography			Recording Arts and Technology			
Radio-TV-Film: Video Production			Spreadsheets			
Recording Arts			Web Development			
			Word Processing			

Note: Due to discrepancies in the California Community Colleges Curriculum Inventory (COCI) and how Taxonomy of Programs (TOP) codes are categorized by sector, this list may not include all related or currently available training programs.

This publication was supported through Strong Workforce Program (SWP) funding from the North Far North Regional Consortium and the California Community Colleges Chancellor's Office Economic and Workforce Development Grant. SWP is an initiative designed to expand career education (CE) programs offered by the California Community Colleges to supply a skilled workforce to California's employers. The North Far North Regional Consortium (NFNRC) is charged with coordinating the planning and implementation of CE programs among community colleges within the 22-county North Far North region, which includes the North (Greater Sacramento) and Far North subregions. The NFNRC has 12 sectors, which are listed in the chart on page 1. This sector profile summarizes key data about current and projected workforce demand, hourly wages, job postings, and community college programs to support the goals of SWP.



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Sources

- Lightcast 2025.4 - QCEW Employees, Non-QCEW Employees, and Self-Employed
- Centers of Excellence for Labor Market Research Occupation Crosswalk
- California Community Colleges Chancellor's Office Data Mart
- California Community Colleges Curriculum Inventory (COCI)

