



Labor Market Analysis for Program Recommendation

Fashion Design Occupations

West Valley College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

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Recommendation

Based on traditional labor market data included in this report, there appears to be an oversupply in the Bay region with 53 annual openings for the Fashion Designers and 194 annual (3-year average) awards for an annual oversupply of 141 students. In the Silicon Valley Sub-Region (Santa Clara County), there also appears to be an oversupply with four (4) annual openings and 25 annual (3-year average) awards for an annual oversupply of 21 students.

However, when considering job postings data, there may not be an oversupply. In the Bay region there were 482 job postings annually in the past 12 months compared to 194 annual awards, which would indicate an undersupply of 288 students. In the Silicon Valley Sub-Region, there were 79 job postings annually in the past 12 months and 25 annual (3-year average) awards for an annual undersupply of 54 students.

Based on different data sources for occupational demand for Fashion Designers, which provides different results for the demand vs. supply gap analysis, it would be prudent for the college to work closely with local and/or regional employers hiring Fashion Designers to ensure employment opportunities for students are readily available.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1303.10 - Fashion Design programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at West Valley College and in the region.

This report profiles Fashion Design Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed Bachelor's Degree program at West Valley College.

- **Fashion Designers (27-1022):** Design clothing and accessories. Create original designs or adapt fashion trends.
 - Entry-Level Educational Requirement: Bachelor's degree
 - Training Requirement: None
 - Percentage of Community College Award Holders or Some Postsecondary Coursework: 30%

Occupational Demand

Table 1. Employment Outlook for Fashion Design Occupations in Bay Region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Fashion Designers	600	549	-50	-8%	266	53	\$34	\$43
Total	600	549	-50	-8%	266	53	\$34	\$43

Source: Lightcast 2022.3

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Fashion Design Occupations in Silicon Valley Sub-region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Fashion Designers	42	44	2	4%	21	4	\$21	\$28
Total	42	44	1.6	4%	21	4	\$21	\$28

Source: Lightcast 2022.3

Silicon Valley Sub-Region includes: Santa Clara County

Job Postings in Bay Region and Silicon Valley Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Dec. 2021 - Nov. 2022)

Occupation	Bay Region	Silicon Valley
Fashion Designers	482	79

Source: Lightcast

Table 4a. Top Job Titles for Fashion Design Occupations for latest 12 months (Dec. 2021 - Nov. 2022)

Bay Region

Title	Bay	Title	Bay
Directors of Design	83	Fashion Designers	9
Women's Designers	43	Garment Sorters	9
Designers	37	Men's Designers	9
Directors of User Experience	18	Footwear Designers	7
Design Directors	17	Platform Directors	7
Accessories Designers	14	UX Design Directors	7
Apparel Designers	14	Denim Designers	6
Fashion Advisors	13	Girls Coaches	6
Fashion Design Instructors	9	Lead UI Designers	6

Source: Lightcast

**Table 4b. Top Job Titles for Fashion Design Occupations for latest 12 months (Dec. 2021 - Nov. 2022)
Silicon Valley Sub-Region**

Title	Silicon Valley	Title	Silicon Valley
Directors of Design	10	Curriculum Designers	2
Directors of User Experience	10	Directors of Planning and Design	2
Fashion Advisors	4	Experience Design Directors	2
UI/UX Directors	4	Interaction Design Directors	2
Fashion Design Instructors	3	Package Designers	2
Jewelry Sales Associates	3	Sportswear Associates	2
Platform Directors	3	Style Advisors	2
UX Design Directors	3	Women's Designers	2
Costume Designers	2	Apparel Designers	1

Source: Lightcast

Industry Concentration

Table 5. Industries hiring Fashion Design Workers in Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2021)	Jobs in Industry (2026)	% Change (2021-26)	% Occupation Group in Industry (2021)
Corporate, Subsidiary, and Regional Managing Offices	162	-23	27%	0%
Electronic Shopping and Mail-Order Houses	108	6	18%	1%
Women's, Children's, and Infants' Clothing and Accessories Merchant Wholesalers	47	-13	8%	6%
Interior Design Services	28	4	5%	1%
Graphic Design Services	24	-6	4%	1%
Independent Artists, Writers, and Performers	15	2	2%	0%
Piece Goods, Notions, and Other Dry Goods Merchant Wholesalers	15	0	2%	6%
Footwear Merchant Wholesalers	20	-6	3%	6%
Other Cut and Sew Apparel Manufacturing	12	1	2%	4%
Industrial Design Services	NA	NA	2%	1%

Source: Lightcast 2022.3

Table 6. Top Employers Posting Fashion Design Occupations in Bay Region and Silicon Valley Sub-Region (Dec. 2021 - Nov. 2022)

Employer	Bay	Employer	Silicon Valley
Gap	40	Bloomingdale's	6
Banana Republic	27	Neiman Marcus	6
Old Navy	26	23Andme	3
Levi Strauss	23	Chanel	3
Bloomingdale's	13	Chegg	3
Chanel	11	Citrix	3
Gensler	11	Intuitive	3
Neiman Marcus	10	Roku	3
Rose Agency	8	Automation Anywhere	2
Pharmavie	7	Equinix	2

Source: Lightcast

Educational Supply

There are six (6) community colleges in the Bay Region issuing 72 awards on average annually (last 3 years ending 2019-20) on TOP 1303.10 - Fashion Design. In the Silicon Valley Sub-Region, there is one (1) community college (West Valley College) that issued 25 awards on average annually (last 3 years) on this TOP code.

There are a three (3) other CTE educational institutions in the Bay Region issuing 122 awards on average annually (last 3 years ending 2019-20) on CIP 50.0407 - Fashion/Apparel Design. There are no other CTE educational institutions in the Silicon Valley Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

Table 7a. Community College Awards on TOP 1303.10 - Fashion Design in Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Alameda	East Bay	0	13	0	13
Canada	Mid-Peninsula	2	2	0	4
Monterey	SC-Monterey	1	0	0	1
San Francisco	Mid-Peninsula	3	4	15	22
Santa Rosa	North Bay	1	0	6	7
West Valley	Silicon Valley	5	6	14	25
Total		12	25	35	72

Source: Data Mart

Note: The annual average for awards is 2017-18 to 2019-20.

Table 7b. Other CTE Institutions Awards on CIP 50.0407 - Fashion/Apparel Design in Bay Region

College	Subregion	Associate Degree	Bachelor's degree	Total
Academy of Art University	Mid-Peninsula	12	81	93
California College of the Arts	Mid-Peninsula	0	13	13
FIDM-Fashion Institute of Design & Merchandising-San Francisco	Mid-Peninsula	16	0	16
Total		28	94	122

Source: IPEDS

Note: The annual average for awards is 2017-18 to 2019-20.

Gap Analysis

Based on traditional labor market data included in this report, there appears to be an oversupply in the Bay region with 53 annual openings for Fashion Designers and 194 annual (3-year average) awards for an annual oversupply of 141 students. In the Silicon Valley Sub-Region, there also appears to be an oversupply with four (4) annual openings and 25 annual (3-year average) awards for an annual oversupply supply 21 students.

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Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1303.10 - Fashion Design

Metric Outcomes	Bay All CTE Programs	West Valley All CTE Programs	State 1303.10	Bay 1303.10	Silicon Valley 1303.10	West Valley 1303.10
Students with a Job Closely Related to Their Field of Study	74%	86%	62%	63%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$47,419	\$43,060	\$32,192	\$43,842	\$27,796	\$27,796
Median Change in Earnings for SWP Exiting Students	23%	28%	18%	10%	14%	14%
Exiting Students Who Attained the Living Wage	52%	38%	39%	42%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2017 to 2020.

Skills and Education

Table 9. Top Skills for Fashion Design Occupations in Bay Region (Dec. 2021 - Nov. 2022)

Skill	Posting	Skill	Posting
Adobe Illustrator	139	Garment Construction	66
Textiles	138	Business Strategies	57
Product Design	134	User Experience Design (UX)	57
New Product Development	130	Sketching	56
Fashion Design	112	Market Trend	46
Merchandising	104	User Interface	46
Adobe Photoshop	100	Graphic Design	44
Marketing	96	Adobe Creative Suite	42
User Experience	83	Visual Design	42
Prototyping	68	Interaction Design	41

Source: Lightcast

Table 10. Education Requirements for Fashion Design Occupations in Bay Region

Education Level	Job Postings	% of Total
High school or GED	39	11%
Associate degree	5	1%
Bachelor's degree & higher	316	88%

Source: Lightcast

Note: 35% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online
 Lightcast
 CTE LaunchBoard www.calpassplus.org
 Launchboard
 Statewide CTE Outcomes Survey
 Employment Development Department Unemployment Insurance Dataset
 Living Insight Center for Community Economic Development
 Chancellor's Office MIS system

Contacts

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