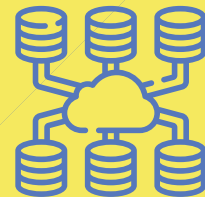




Information and Communication Technologies/ Digital Media

Far North
Subregional Sector Profile



2023



FIVE-YEAR OUTLOOK

4%
sector job growth
over next five years

400+
annual job openings
over next five years

1%
of Far North's
jobs

This project is supported by Strong Workforce Program (SWP) funding.



Introduction

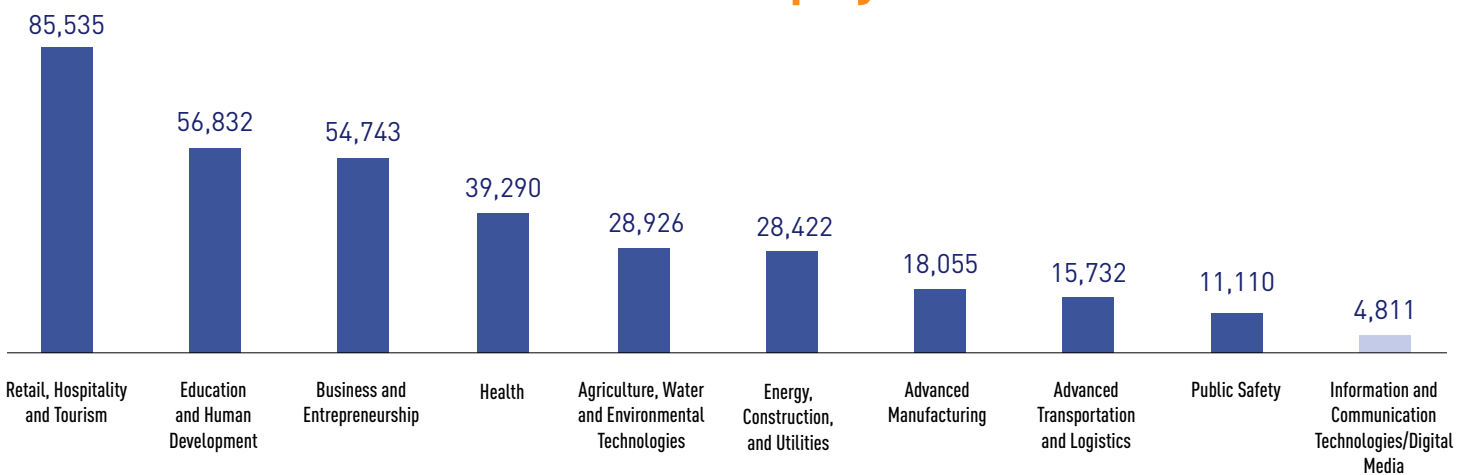
This sector profile highlights in-demand, middle-skill jobs that pay above a living wage. Middle-skill jobs, those which require education or training beyond a high school diploma but less than a bachelor's degree, are a critical component of the overall workforce and support the economic vitality of the region and the state.

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 California's Strong Workforce Program (SWP).

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 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, College of the Redwoods, College of the Siskiyou, Feather River, Lassen, Mendocino, and Shasta).

Far North 2021 Sector Employment



SECTOR Highlights



4,811
Jobs in 2021

4,990
Projected Jobs in 2026

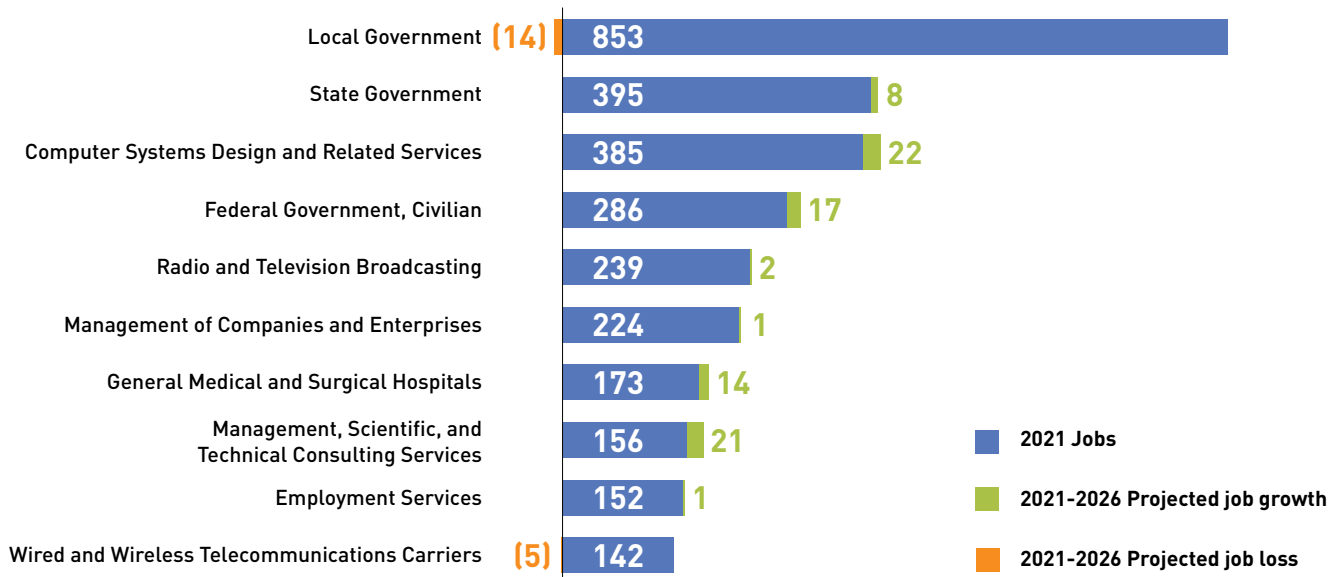
4%
Projected Job Growth,
2021-2026

179
New Jobs by 2026

1.4%
% of Far North
Employment, 2021

Note: The Information and Communication Technologies and Digital Media sector includes 44 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector. Although included for other sector profiles that are part of this series, the number of businesses in the subregion was not available for this sector.

Employment by Industry Subsector

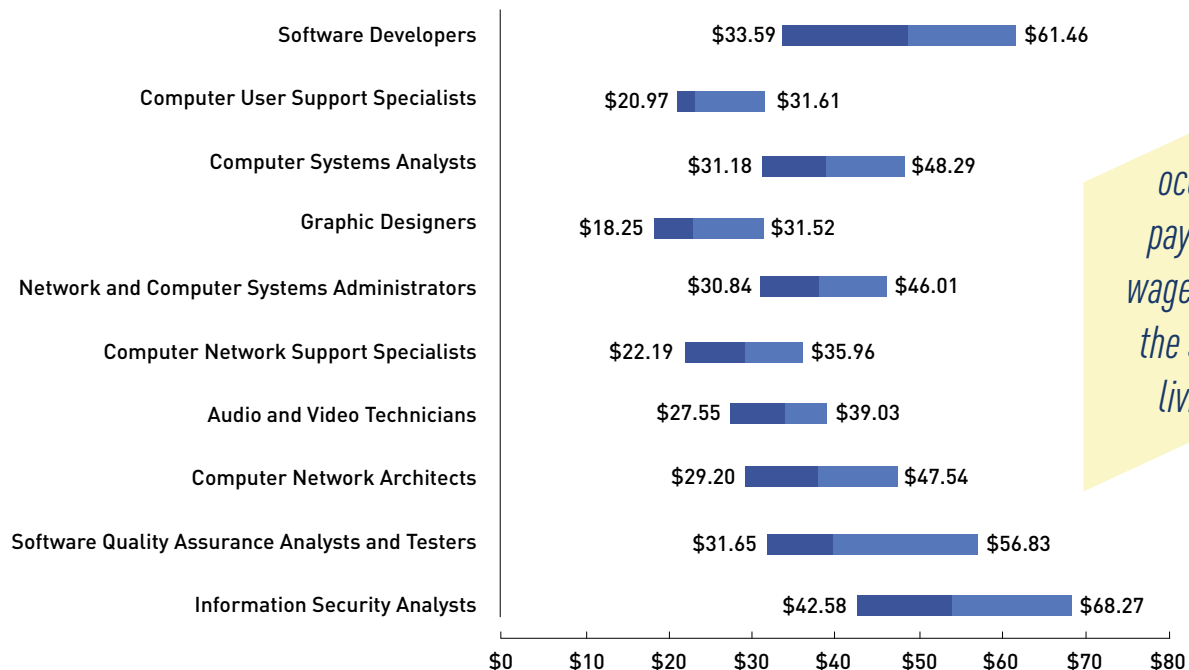


Priority Middle-Skill Occupations

Occupation	2021 Jobs	2021-2026 Projected % Change	2021-2026 Average Annual Openings	Typical Entry-Level Education
Software Developers	460	18%	52	Bachelor's degree
Computer User Support Specialists	569	1%	44	Some college, no degree
Computer Systems Analysts	410	4%	32	Bachelor's degree
Graphic Designers	247	6%	26	Bachelor's degree
Network and Computer Systems Administrators	252	2%	18	Bachelor's degree
Computer Network Support Specialists	223	0%	17	Associate degree
Audio and Video Technicians	111	10%	14	Postsecondary nondegree award
Software Quality Assurance Analysts and Testers	108	9%	10	Bachelor's degree
Computer Network Architects	154	[2%]	10	Bachelor's degree
Information Security Analysts	85	10%	8	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.

Middle-Skill Hourly Wage Ranges



These occupations pay a starting wage at or above the subregion's living wage.

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 minimum wage in 2021 was \$15.

Priority Middle-Skill Job Postings



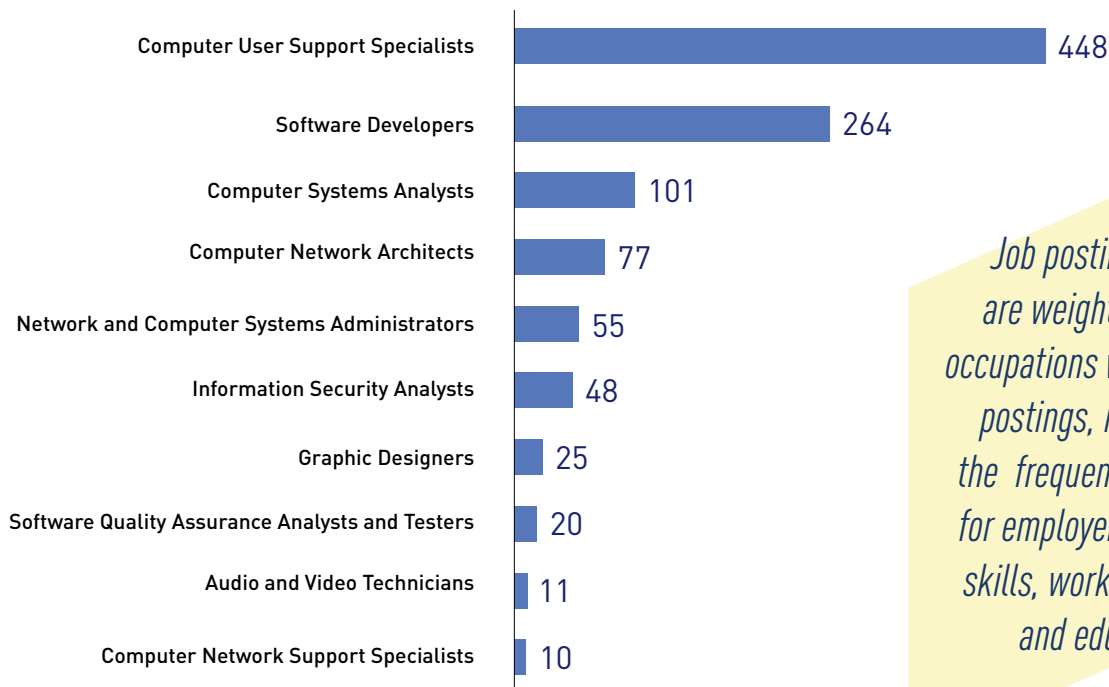
Posting intensity is the ratio of duplicated to unique job postings. A higher-than-average posting intensity can mean employers are putting more effort into hiring.

1,059
Online Job Postings

2:1
Posting Intensity
(Regional Average 3:1)

Note: Job postings count the number of online job postings advertised in the 15-county Far North subregion between January 1, 2022 - March 31, 2023. Postings are limited to in-state employers and exclude staffing companies. Job posting results represent the top 10 priority middle-skill occupations.

Job Postings by Occupation



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 & Job Titles

Employers with the Most Postings

CalPortland

California State University

Tractor Supply

Best Buy

PG&E

Job Titles with the Most Postings

Help Desk Specialists

IT Specialists

Software Engineers

Application Developers

IT Technicians (Support Technicians)

Most In-Demand Skills

Specialized Skills

- Computer Science
- Help Desk Support
- Customer Support
- Data Entry
- Customer Data Management

Soft Skills

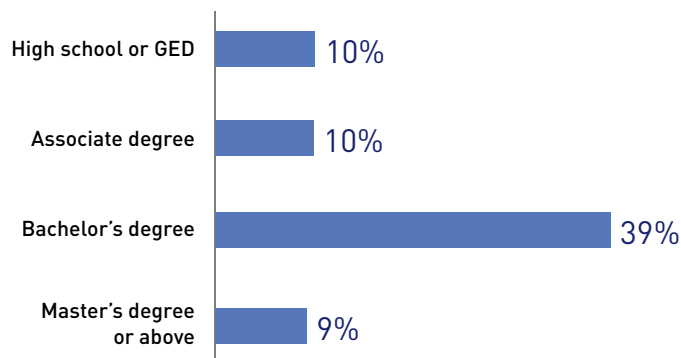
- Communications
- Troubleshooting (Problem Solving)
- Customer Service
- Sales
- Multitasking

Software and Technical Skills

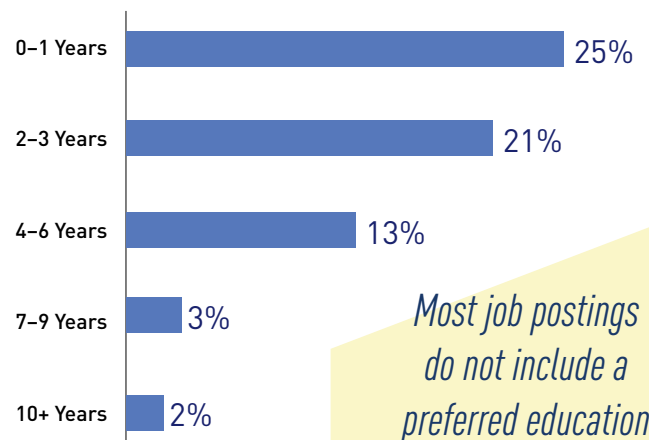
- Microsoft Office (Access, Excel, Outlook, PowerPoint, Word)
- Operating Systems
- SQL (Programming Language)
- JavaScript (Programming Language)
- Microsoft Azure

Education & Experience in Postings

Employer-Preferred Education



Employer-Preferred Work Experience



Most job postings do not include a preferred education or experience level.

Community College Programs



Butte College	College of the Redwoods	College of the Siskiyous	Feather River College	Lassen College	Mendocino College	Shasta College
Advanced Cyber-Security Practitioner	CIS Networking	Media and Web Development	Office Technology	Administrative Office Technician	Basic Computer Skills	Business Information Systems Professional
Applied Computer and Networking Technologies: Programming	Cybersecurity			Computer Information Systems	Business Information Worker	Computer and Information Systems - Network Administration
Business Information Worker	Geographic Information Systems: Geomatics			Computer Support Specialist	Computer Applications and Office Administration	Computer and Information Systems - Systems Management
Computer System Administration	Graphic Design & Visual Communication			Geographic Information Systems	Digital Arts and Media	Office and Computer Technologies
Graphic Design				Graphic Design	Information Technology	Geographic Information Systems
Journalism				IT Support Professional	IT Specialist	Network Administration
Photography					Recording Arts and Technology	Web Master
Radio and Television					Web Development	
Recording Arts						





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Sources

- Lightcast 2022.4 - QCEW Employees, Non-QCEW Employees, and Self-Employed
- Centers of Excellence for Labor Market Research Occupation Crosswalk
- California Community Colleges Chancellor's Office LaunchBoard
- California Community Colleges Chancellor's Office DataMart
- Integrated Postsecondary Education Data System (IPEDS)
- California Community Colleges Curriculum Inventory (COCI)

Disclaimers:

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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