



Labor Market Analysis for Program Recommendation

Instructional Design Occupations

Diablo Valley College

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

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Recommendation

Based on all available data, there appears to be an “undersupply” of Instructional Design workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda, Contra Costa counties). There is a projected annual gap of about 3,000 students in the Bay region and 751 students in the East Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0707.20 - Database Design and Administration 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 Diablo Valley College and in the region.

This report profiles Instructional Design Occupations in the 12 county Bay region and in the East Bay sub-region for a regional program recommendation at Diablo Valley College.

- **Training and Development Specialists (13-1151):** Design and conduct training and development programs to improve individual and organizational performance. May analyze training needs.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 32%
- **Instructional Coordinators (25-9031):** Develop instructional material, coordinate educational content, and incorporate current technology in specialized fields that provide guidelines to educators and instructors for developing curricula and conducting courses. Includes educational consultants and specialists, and instructional material directors.
Entry-Level Educational Requirement: Master’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 13%
- **Educational Instruction and Library Workers, All Other (25-9099):** All education, training, and library workers not listed separately.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 13%

Occupational Demand

Table 1. Employment Outlook for Instructional 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
Training and Development Specialists	8,389	9,463	1,074	13%	5,118	1,024	\$28	\$39
Instructional Coordinators	3,796	4,315	519	14%	2,365	473	\$27	\$36
Educational Instruction and Library Workers, All Other	14,990	15,421	431	3%	7,548	1,510	\$18	\$25
Total	27,175	29,199	2,024	7%	15,031	3,007		

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 Instructional Design Occupations in East Bay 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
Training and Development Specialists	2,206	2,406	201	9%	1,248	250	\$26	\$35
Instructional Coordinators	1,018	1,138	120	12%	610	122	\$25	\$33
Educational Instruction and Library Workers, All Other	3,920	4,030	111	3%	1,919	384	\$16	\$24
Total	7,143	7,575	432	6%	3,776	756		

Source: Lightcast 2022.3

East Bay Sub-Region includes: Alameda, Contra Costa Counties

Job Postings in Bay Region and East Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Nov. 2022 - Oct. 2023)

Occupation	Bay Region	East Bay
Training and Development Specialists	1,773	542
Instructional Coordinators	1,091	274
Educational Instruction and Library Workers, All Other	21	9

Source: Lightcast

Table 4a. Top Job Titles for Instructional Design Occupations for latest 12 months (Nov. 2022 - Oct. 2023)

Bay Region

Title	Bay	Title	Bay
Instructional Designers	213	Education Specialists	34
Training Coordinators	90	Customer Training Specialists	33
Education Coordinators	87	Education Training Specialists	29
Learning Specialists	75	Talent Development Specialists	29
Training Specialists	69	Special Education Coordinators	27

Title	Bay	Title	Bay
Trainers	56	Development Specialists	25
Instructional Coaches	49	Training and Development Specialists	25
Learning and Development Specialists	38	Instructional Facilitators	24
Technical Trainers	38	Program Instructors	24

Source: Lightcast

**Table 4b. Top Job Titles for Instructional Design Occupations for latest 12 months (Nov. 2022 - Oct. 2023)
East Bay Sub-Region**

Title	East Bay	Title	East Bay
Instructional Designers	38	Instructional Coaches	14
Education Coordinators	36	Customer Training Specialists	13
Training Coordinators	23	Technical Trainers	13
Trainers	21	Education Specialists	12
Program Instructors	19	Retail Supervisors	11
Learning Specialists	17	Skills Trainers	10
Fitness Trainers	16	Special Education Coordinators	10
Training Specialists	15	Learning and Development Specialists	9
Training and Development Specialists	15	Curriculum Managers	8

Source: Lightcast

Industry Concentration

Table 5. Industries hiring Instructional 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 (2022)
Elementary and Secondary Schools (Local Government)	4,041	3,718	-8%	15%
Colleges, Universities, and Professional Schools (State Government)	3,355	2,393	-29%	10%
Colleges, Universities, and Professional Schools	2,637	2,189	-17%	9%
Colleges, Universities, and Professional Schools (Local Government)	1,542	1,404	-9%	6%
Educational Support Services	1,149	1,542	34%	5%
Elementary and Secondary Schools	935	974	4%	4%
Local Government, Excluding Education and Hospitals	550	699	27%	3%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2021)	Jobs in Industry (2026)	% Change (2021-26)	% Occupation Group in Industry (2022)
Custom Computer Programming Services	603	731	21%	3%
Corporate, Subsidiary, and Regional Managing Offices	455	461	1%	2%
Software Publishers	487	475	-3%	2%

Source: Lightcast 2022.3

Table 6. Top Employers Posting Instructional Design Occupations in Bay Region and East Bay Sub-Region (Nov. 2022 - Oct. 2023)

Employer	Bay	Employer	East Bay
University of California	120	University of California	64
Clarity Consultants	77	Bay Area Community Resources	30
Reynolds & Reynolds	47	Reynolds & Reynolds	17
San Francisco Unified School District	44	9Round	16
Bay Area Community Resources	33	Tesla	15
Stanford University	33	Oakland Unified School District	14

Source: Lightcast

Educational Supply

There are two (2) community colleges in the Bay Region issuing 7 awards on average annually (last 3 years ending 2021-22) on TOP 0707.20 - Database Design and Administration. In the East Bay Sub-Region, there is one (1) community colleges that issued five (5) awards on average annually (last 3 years) on this TOP code.

Table 7a. Community College Awards on TOP 0707.20 - Database Design and Administration in Bay Region

College	Subregion	Low unit Certificate	Total
De Anza	Silicon Valley	2	2
Ohlone	East Bay	5	5
Total		7	7

Source: Data Mart

Note: The annual average for awards is 2019-20 to 2021-22.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 3,007 annual openings for the Instructional Design occupational cluster and seven (7) annual (3-year average) awards for an annual undersupply of 3,000 students. In the East Bay Sub-Region, there is also a gap with 756 annual openings and five (5) annual (3-year average) awards for an annual undersupply of 751 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0707.20 - Database Design and Administration

Metric Outcomes	Bay All CTE Programs	Diablo Valley All CTE Programs	State 0707.20	Bay 0707.20	East Bay 0707.20	Diablo Valley 0707.20
Students with a Job Closely Related to Their Field of Study	74%	70%	71%	74%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$53,090	\$41,892	\$72,112	\$86,016	\$80,260	\$81,587
Median Change in Earnings for SWP Exiting Students	24%	27%	15%	18%	40%	40%
Exiting Students Who Attained the Living Wage	54%	45%	73%	73%	86%	83%

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills and Education

Table 9. Top Skills for Instructional Design Occupations in Bay Region (Nov. 2022 - Oct. 2023)

Skill	Posting	Skill	Posting
Instructional Design	574	Administrative Support	135
Project Management	463	Lesson Planning	131
Learning Management Systems	455	Google Workspace	129
Curriculum Development	365	Student Services	127
Adult Education	342	Camtasia Studio	124
Marketing	269	Auditing	123
Special Education	192	Workflow Management	121
Technical Training	172	Psychology	116
Zoom (Video Conferencing Tool)	156	Data Analysis	115
Educational Technologies	151	Adult Learning Principles	107

Source: Lightcast

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

Education Level	Job Postings	% of Total
High school or GED	385	14%
Associate degree	187	7%
Bachelor's degree & higher	2,154	79%

Source: Lightcast

Education Level	Job Postings	% of Total
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Note: 33% 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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