

Labor Market Analysis

Literary and Publishing-Related Occupations



Prepared by Central Valley/Mother Lode Center of Excellence



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Summary

The Central Valley/Mother Lode Center of Excellence developed this report for San Joaquin Delta College to determine whether there is demand in the local labor market that is not being met by the supply from postsecondary programs. This report summarizes labor market demand, wages, skills, and postsecondary supply for:

- Writers and Authors (SOC 27-3043)
- Editors (SOC 27-3041)
- Desktop Publishers (SOC 43-9031)
- Graphic Designers (SOC 27-1024)
- Technical Writers (SOC 27-3042)

Key Findings

- **Occupational Demand** — Occupations related to *Literary and Publishing* have a labor market demand of 117 annual job openings in the North Central Valley/Northern Mother Lode (NCV/NML) subregion. Between 2022 and 2027, *Graphic Designers* are projected to have the most demand with 60 annual job openings – 5% growth in the NCV/NML region.
- **Wages** — Average entry-level earnings of \$21.75/hour for *Literary and Publishing-related* occupations are higher than the living wage in the NCV/NML subregion, which is \$12.65/hour for a single adult.¹ *Technical Writers* earn the highest entry-level wage, \$35.73/hour.
- **Employers and Job Titles** — Employers in the NCV/NML subregion include Circle – Data Annotation, California State University Stanislaus, and Potential Energy Coalition. The most common job titles are *Graphic Designers* and *Bloggers*.
- **Skills** — The top baseline skill is writing; the top specialized skill is target audience; and the top software skill is *Blogger (Service)*.
- **Education** — A bachelor's degree is typically required for four of the five occupations studied in this report – *Graphic Designers; Writers and Authors; Editors; and Technical Writers*. Of the five occupations, *Desktop Publishers* is the only occupation that typically requires an associate degree.
- **Supply and Demand Analysis** — Based on 117 annual openings (i.e., demand) and 50 postsecondary awards conferred (i.e., supply), an analysis of supply and demand suggests there is an undersupply of 67 workers in the NCV/NML subregion. In the CVML region, 85 awards were conferred suggesting an undersupply of 267 workers (based on 352 annual openings in the CVML region).

Recommendation

Based on a comparison of demand and supply, there is an undersupply of trained workers in the NCV/NML subregion and the CVML region. The Center of Excellence recommends that San Joaquin Delta College work with the regional directors, the college's advisory board, and local industry in the creation or expansion of programs to address the shortage of workers.

¹ The term "living wage" in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center's California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

Introduction

The Central Valley/Mother Lode Center of Excellence developed this report to provide San Joaquin Delta College with labor market information for *Literary and Publishing-related* occupations. The geographical focus for this report is the North Central Valley/Northern Mother Lode (NCV/NML) subregion, but regional demand and supply data has been included for broader applicability and use. Analysis of the program and occupational data related to *Literary and Publishing-related* occupations is included in the report. The Standard Occupational Classification (SOC) System codes and occupational titles used in this report from the Bureau of Labor Statistics and O*NET OnLine are shown below.

Writers and Authors (SOC 27-3043)

- **Job description:** Originate and prepare written material, such as scripts, stories, advertisements, and other material.
- **Knowledge:** Sales and Marketing, Communications and Media, Customer and Personal Service, Computers and Electronics
- **Skills:** Writing, Reading Comprehension, Active Listening, Speaking, Critical Thinking

Editors (SOC 27-3041)

- **Job description:** Plan, coordinate, revise, or edit written material. May review proposals and drafts for possible publication.
- **Knowledge:** English Language, Communications and Media, Administration and Management, Administrative, Education and Training
- **Skills:** Active Listening, Critical Thinking, Speaking, Writing, Reading Comprehension

Desktop Publishers (SOC 43-9031)

- **Job description:** Format typescript and graphic elements using computer software to produce publication-ready material.
- **Knowledge:** Computers and Electronics, Communications and Media, English Language
- **Skills:** Critical Thinking, Reading Comprehension, Judgment and Decision Making, Active Listening, Speaking

Graphic Designers (SOC 27-1024)

- **Job description:** Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.
- **Knowledge:** Design, Computers and Electronics, Fine Arts, Communications and Media, English Language
- **Skills:** Active Listening, Speaking, Active Learning, Critical Thinking, Writing

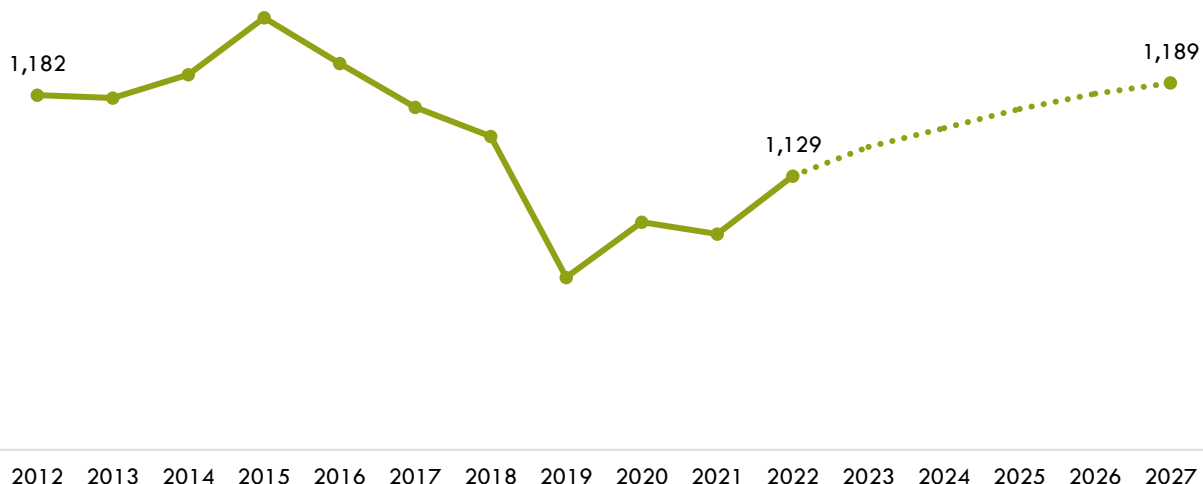
Technical Writers (SOC 27-3042)

- **Job description:** Write technical materials, such as equipment manuals, appendices, or operating and maintenance instructions. May assist in layout work.
- **Knowledge:** English Language, Computers and Electronics, Administrative, Administration and Management, Communications and Media
- **Skills:** Active Listening, Speaking, Writing, Reading Comprehension, Critical Thinking

Employment

Exhibit 1a shows employment trends for *Literary and Publishing-related* occupations in the NCV/NML subregion. Between 2022 to 2027, the number of jobs for occupations related to *Literary and Publishing* is projected to increase by 60 – growth of 5%.

Exhibit 1a. Historical employment and projected occupational demand for occupations related to *Literary and Publishing* in the NCV/NML subregion, 2012-2027



Occupations related to *Literary and Publishing* in the NCV/NML subregion employed 1,129 workers in 2022 (Exhibit 1b). *Graphic Designers* are projected to have the largest annual openings, 60. Occupations are sorted from highest annual openings to lowest.

Exhibit 1b. Current employment and projected occupational demand for occupations related to *Literary and Publishing* in the NCV/NML subregion, 2022-2027

Occupation	2022 Jobs	2027 Jobs	5-Year Change	5-Year % Change	Annual Openings
Graphic Designers	622	656	34	5%	60
Writers and Authors	263	278	15	6%	30
Editors	148	148	0	0%	17
Technical Writers	86	95	9	11%	9
Desktop Publishers	10	12	2	20%	1
TOTAL	1,129	1,189	60	5%	117

Wages

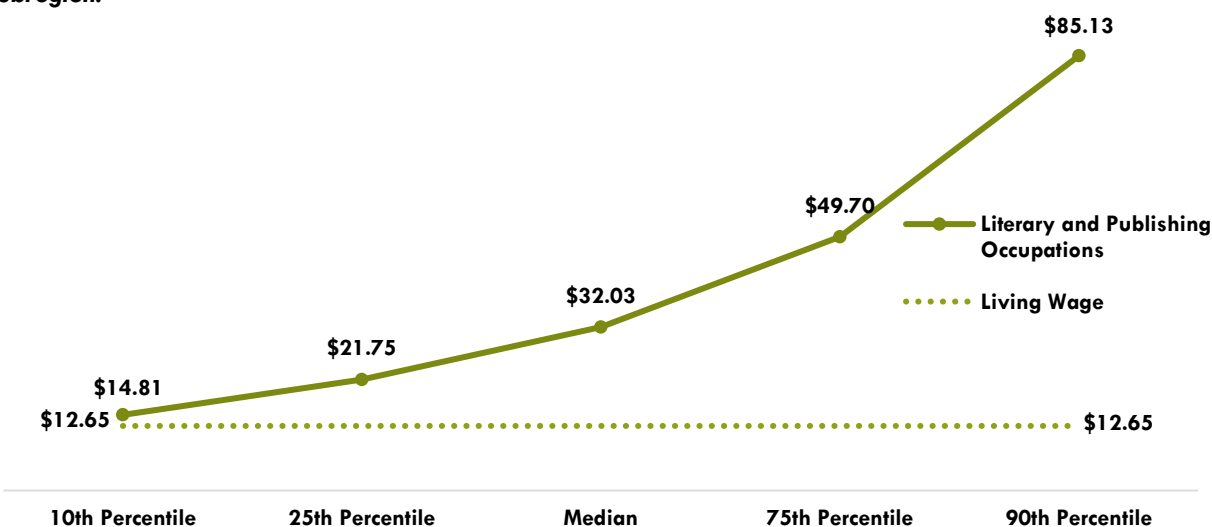
The average living wage for a single adult in the NCV/NML subregion is \$12.65/hour.² Exhibit 2a shows the hourly wages for the five occupations studied in this report. Of the five occupations studied in this report, *Technical Writers* have the highest entry-level wage, \$35.73/hour.³ Occupations are sorted from highest entry-level wage to lowest.

Exhibit 2a. Hourly wages for occupations related to *Literary and Publishing* in the NCV/NML subregion.

Occupation	25 th Percentile Hourly Earnings	Median Hourly Earnings	75 th Percentile Hourly Earnings
Graphic Designers	\$20.02	\$26.82	\$37.91
Writers and Authors	\$10.74	\$26.20	\$51.02
Editors	\$22.20	\$32.42	\$48.95
Technical Writers	\$35.73	\$48.06	\$56.02
Desktop Publishers	\$14.06	\$26.64	\$54.61

Exhibit 2b shows the average hourly wages for *Literary and Publishing-related* occupations; all five average wages are above the living wage for the NCV/NML subregion.

Exhibit 2b. Average hourly wages for occupations related to *Literary and Publishing* in the NCV/NML subregion.



² The term “living wage” in Center of Excellence reports is calculated by averaging the self-sufficiency wages from the Insight Center’s California Family Needs Calculator for each county in the subregion: <https://insightccd.org/tools-metrics/self-sufficiency-standard-tool-for-california/>.

³ Note: 10th and 25th percentiles are considered entry-level wages while 75th and 90th are considered experienced wages, which may be obtained through long-term employment or extra training, etc.

Job Postings

There were 122 unique job postings for occupations related to *Literary and Publishing* in the NCV/NML subregion from January to December 2023.⁴

Top Employers

The employers with the most job postings are listed in Exhibit 3. The top employers in online job postings were Circle – Data Annotation, California State University Stanislaus, and Potential Energy Coalition.

Exhibit 3. Top employers of *Literary and Publishing-related* occupations

Employer
Circle - Data Annotation
California State University Stanislaus
Potential Energy Coalition
The Sales Coaching Institute
Apple
American Heart Association
Appen
Colorstone Marketing
Teda Company Ltd.
McClatchy

Top Job Titles

Exhibit 4 shows the most common job titles for the *Literary and Publishing-related* occupations in the NCV/NML subregion.

Exhibit 4. Top job titles for *Literary and Publishing-related* occupations

Job Title
Graphic Designers
Bloggers
Content Writers
Article Writers
Service Writers
Copywriters
Technical Writers

⁴ Other than occupational titles and job titles, the categories below can be counted one or multiple times per job posting, and across several areas in a single posting. For example, a skill can be counted in two different skill types, and an employer can indicate more than one education level.

Salaries

Exhibit 5 shows the “Market Salaries” for the five *Literary and Publishing-related* occupations. These are calculated by Lightcast using a machine learning model built from millions of job postings every year. This accounts for adjustments based on location, industry, skills, experience, education, among other variables.

Exhibit 5. Market salaries for *Literary and Publishing-related* occupations

Market Salary	Job Postings
\$30,000-\$34,999	8
\$35,000-\$39,999	11
\$40,000-\$44,999	16
\$45,000-\$49,999	19
\$50,000-\$54,999	13
\$55,000-\$59,999	9
\$60,000-\$64,999	4
\$65,000-\$69,999	1
\$70,000+	6

Education

Of the 122 unique job postings, 109 listed a minimum educational requirement for the position being filled. Among those, 20% requested a high school diploma or GED, 24% requested an associate degree, and 53% requested a bachelor’s degree (Exhibit 6).

Exhibit 6. Education levels requested in job postings for *Literary and Publishing-related* occupations

Education Level	Job Postings	% of Job Postings
High school diploma or GED	22	20%
Associate degree	26	24%
Bachelor's degree	58	53%
Master's degree or higher	3	3%

Baseline, Specialized, and Software Skills

Exhibit 7 depicts the top baseline, specialized, and software skills in job postings. The most requested baseline skill is writing. The most requested specialized skill is target audience. The most requested software skill is Blogger (Service).

Exhibit 7. In-demand baseline, specialized, and software skills for *Literary and Publishing-related occupations*

Baseline Skills	Specialized Skills	Software Skills
Writing	Target Audience	Blogger (Service)
Communication	Blogger (Service)	Skype
Editing	Marketing	Adobe Illustrator
Research	Graphic Design	Adobe Photoshop
Grammar	Proofreading	Adobe InDesign

Education, Work Experience, & Training

A bachelor's degree is typically required for four of the five occupations studied in this report; the only exception is *Desktop Publishers*, which typically requires an associate degree (Exhibit 8).

Exhibit 8. Education, work experience, training, and Current Population Survey results for occupations related to *Literary and Publishing*⁵

Occupation	Typical Entry-level Education	Work Experience Required	Typical On-The-Job Training	CPS
Graphic Designers	Bachelor's degree	None	None	25%
Writers and Authors	Bachelor's degree	None	Long-term on-the-job training	12%
Editors	Bachelor's degree	Less than 5 years	None	12%
Technical Writers	Bachelor's degree	Less than 5 years	Short-term on-the-job training	17%
Desktop Publishers	Associate degree	None	Short-term on-the-job training	39%

⁵ "Labor Force Statistics from the Current Population Survey," Bureau of Labor Statistics, <https://www.bls.gov/cps/>.

Supply

An analysis of program data from the Chancellor's Office Datamart MIS for the last three program years shows that, on average, 50 awards were conferred in the NCV/NML subregion (Exhibits 9 and 10).

Exhibit 9. Relevant TOP and CIP codes training for *Literary and Publishing-related Occupations*

TOP Titles

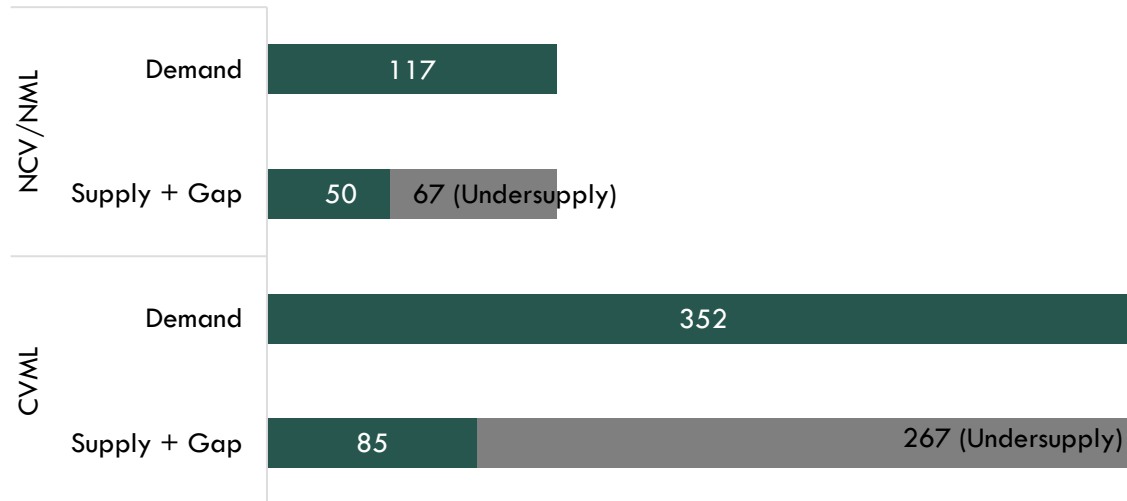
- 0610.00 - Mass Communications
- 0614.00 - Digital Media
- 0614.60 - Computer Graphics and Digital Imagery
- 0936.00 - Printing and Lithography
- 1013.00 - Commercial Art
- 1030.00 - Graphic Art and Design

Exhibit 10. Postsecondary supply for Relevant Programs, Years 2019-20 through 2021-22

TOP Code	Program	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
0610.00	Mass Communications	-	-	4	1
0614.00	Digital Media	4	4	6	5
0614.60	Computer Graphics and Digital Imagery	27	28	33	29
1030.00	Graphic Art and Design	20	12	13	15
	NCV/NML Total	51	44	56	50
0614.00	Digital Media	-	2	5	2
0936.00	Printing and Lithography	6	4	7	6
1013.00	Commercial Art	2	4	3	3
1030.00	Graphic Art and Design	16	27	28	24
	SCV/SML Total	24	37	43	35
	Grand Total	75	81	99	85

There is an undersupply of 67 *Literary and Publishing-related* workers in the NCV/NML subregion and an undersupply of 267 workers in the CVML region (Exhibit 11).

Exhibit 11. *Literary and Publishing-related* workforce demand (annual job openings), postsecondary awards (supply), and additional students needed to fill gap in the NCV/NML subregion and CVML region



Recommendation

This report suggests there is a shortage of 67 workers in the NCV/NML subregion and a shortage of 267 workers in the CVML region for *Literary and Publishing-related* occupations. Based on these findings, it is recommended that San Joaquin Delta College work with the regional directors, the college’s advisory board, and local industry in the creation or expansion of programs to address the shortage of workers in the region.

Appendix: Methodology & Data Sources

Data Sources

Labor market and educational supply data compiled in this report derive from a variety of sources. Data were drawn from external sources, including the Economic Modeling Specialists, Inc., the California Community Colleges Chancellor’s Office Management Information Systems Data Mart and the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS). Below is the summary of the data sources found in this study.

Data Type	Source
Labor Market Information/Population Estimates and Projections/Educational Attainment	Economic Modeling Specialists, Intl. (Lightcast). Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Lightcast earnings by industry: economicmodeling.com.
Typical Education Level and On-the-job Training	Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education and typical on-the-job training to each occupation for which BLS publishes projections data: https://www.bls.gov/emp/tables/educational-attainment.htm .
LaunchBoard	Chancellor’s LaunchBoard. https://www.calpassplus.org/LaunchBoard/SWP.aspx
Labor Force, Employment and Unemployment Estimates	California Employment Development Department, Labor Market Information Division: labormarketinfo.edd.ca.gov .
Job Posting and Skills Data	Lightcast: https://lightcast.io/ .
Additional Education Requirements/ Employer Preferences	The O*NET Job Zone database includes over 900 as well as information on skills, abilities, knowledge, work activities and interests associated with specific occupations: onetonline.org .

Key Terms and Concepts

Annual Job Openings: Annual openings are calculated by dividing the number of years in the projection period by total job openings.

Education Attainment Level: The highest education attainment level of workers age 25 years or older.

Employment Estimate: The total number of workers currently employed.

Employment Projections: Projections of employment are calculated by a proprietary Economic Modeling Specialists, Intl. (LIGHTCAST) formula that includes historical employment and economic indicators along with national, state and local trends.

LaunchBoard (Attained the Living Wage): Among SWP students who exited college and did not transfer to any postsecondary institution, the proportion who attained the district county living wage for a single adult measured immediately following academic year of exit.

LaunchBoard (Median Annual Earnings): Among SWP students who exited the community college system and who did not transfer to any postsecondary institution, median earnings following the academic year of exit.

LaunchBoard (Median Change in Earnings): Among SWP students who exited and who did not transfer to any postsecondary institution, median change in earnings between the second quarter prior to the beginning of the academic year of entry and the second quarter after the end of the academic year of exit from the last college attended.

LaunchBoard (Job Closely Related to Field of Study): Among SWP students who responded to the CTE Outcomes Survey and did not transfer to any postsecondary institution, the proportion who reported that they are working in a job very closely or closely related to their field of study.

Living Wage: The cost of living in a specific community or region for one adult and no children. The cost increases with the addition of children.

Occupation: An occupation is a grouping of job titles that have a similar set of activities or tasks that employees perform.

Percent Change: Rate of growth or decline in the occupation for the projected period; this does not factor in replacement openings.

Replacements: Estimate of job openings resulting from workers retiring or otherwise permanently leaving an occupation. Workers entering an occupation often need training. These replacement needs, added to job openings due to growth, may be used to assess the minimum number of workers who will need to be trained for an occupation.

Total Job Openings (New + Replacements): Sum of projected growth (new jobs) and replacement needs. When an occupation is expected to lose jobs, or retain the current employment level, number of openings will equal replacements.

Typical Education Requirement: represents the typical education level most workers need to enter an occupation.

Typical On-The-Job Training: indicates the typical on-the-job training needed to attain competency in the skills needed in the occupation.