



Summary

Program LMI Endorsement	Endorsed: All LMI Criteria Met <input checked="" type="checkbox"/>	Endorsed: Some LMI Criteria Met <input type="checkbox"/>	Not LMI Endorsed <input type="checkbox"/>
Program LMI Endorsement Criteria			
	Yes <input checked="" type="checkbox"/>		No <input type="checkbox"/>
Supply Gap:	<i>Comments:</i> there is projected to be 55 annual job openings in the South Central Coast (SCC) Region for <i>Web and Digital Interface Designers (15-1255)</i> , which is more than the 2 awards conferred by educational institutions.		
	Yes <input checked="" type="checkbox"/>		No <input type="checkbox"/>
Self-Sufficiency Standard Living Wage ¹ :	<i>Comments:</i> Typical entry-level wages for Web and Digital Interface Designers (15-1255) are \$31.15, which is above the Santa Barbara County living wage of \$29.80.		
	Yes <input checked="" type="checkbox"/>		No <input type="checkbox"/>
Education:	<i>Comments:</i> The typical entry-level education for Web and Digital Interface Designers (15-1255) is a bachelor's degree. However, 25% of workers in the field have completed some college or an associate degree as their highest level of education.		
Additional Considerations			
Emerging Occupation(s):	Yes <input type="checkbox"/>	Some <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments:</i> N/A		

The South Central Coast Center of Excellence for Labor Market Research (SCC COE) prepared this report to determine whether there is a supply gap in the SCC regional labor market related to one middle-skill occupation:

- Middle-Skill
 - *Web and Digital Interface Designers (15-1255)*
- Above Middle-Skill – denoted with an asterisk (*) throughout this report
 - *Art Directors (27-1011)**
 - *Graphic Designers (27-1024)**

Based on the available data there appears to be a supply gap for *Web and Digital Interface Designers (15-1255)*, typical entry-level wages are above the Self-Sufficiency Standard living wage, and typical education requirements for these occupations align with a community college education. **Therefore, due to all the regional labor market criteria being met, the COE endorses this proposed program.**

¹ The living wage endorsement criteria in this report uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard, which the COE refers to as a living wage; the living wage for Los Angeles, San Luis Obispo, Santa Barbara, and Ventura counties, last updated in March 2024.

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for the occupations included in this report.

Exhibit 1: Labor Market Endorsement Summary

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25 th Percentile)	Typical Entry-Level Education	Community College Educational Attainment
Web and Digital Interface Designers (15-1255)	55	2	Santa Barbara: \$31.15	Bachelor's degree	25%
Middle-Skill Subtotal	55	2	N/A	N/A	N/A
Art Directors (27-1011)*	53	Accounted for below	Santa Barbara: \$16.32	Bachelor's degree	27%
Graphic Designers (27-1024)*	128	141	Santa Barbara: \$23.42	Bachelor's degree	26%
Above Middle-Skill Subtotal	181	141	N/A	N/A	N/A
Total	236	143	N/A	N/A	N/A

Demand:

- The number of jobs related to these middle-skill graphic art and design occupations is projected to decline 3% through 2029 in the SCC Region. There is projected to be 55 annual job openings due to retirements and replacements.
- Typical entry-level wages for *Web and Digital Interface Designers (15-1255)* in Santa Barbara County are \$31.15, which is above the Self-Sufficiency Standard living wage (\$29.80 for Santa Barbara County).
- There were 213 online job postings for these graphic art and design occupations over the past 12 months. The highest number of postings were for graphic designers, graphic artists, and UI/UX designers.
- The typical entry-level education for *Web and Digital Interface Designers (15-1255)* is a bachelor's degree.
- Approximately, 25% of *Web and Digital Interface Designers (15-1255)* have completed some college or an associate degree as their highest level of education.

Supply:

- There was an average of 136 awards conferred by six community colleges in the SCC Region from 2021 to 2024. Of those, only 2 were specifically for *Web and Digital Interface Designers (15-1255)*.
- Non-community college institutions conferred 7 related awards from 2020 to 2023. These awards were all related to the above middle-skill occupations.
- SCC community college students that exited Graphic Art and Design programs in the 2022-23 academic year had a median annual wage of \$30,000 (or \$14.42 per hour)

after exiting the program and 19% attained the regional living wage (Self-Sufficiency Standard).

- Throughout the SCC Region, 72% of Graphic Art and Design students that exited their program in 2021-22 reported that they are working in a job closely related to their field of study.

Demand

Occupational Projections:

Exhibit 2 compares historical and projected changes in employment for these occupations compared to the number of jobs in 2019. Notably, employment for these graphic art and design occupations in Santa Barbara County grew 22% from 2019 to 2024, which is slightly higher when compared to employment for these occupations in California, the SCC Region, and all other counties in the SCC region. From 2024 to 2029, employment for these graphic art and design occupations is projected to decline in all areas except Santa Barbara County, where employment is projected to remain flat.

Exhibit 2: Historical and Projected Employment for Graphic Art and Design Occupations in the SCC Region, 2019-2029

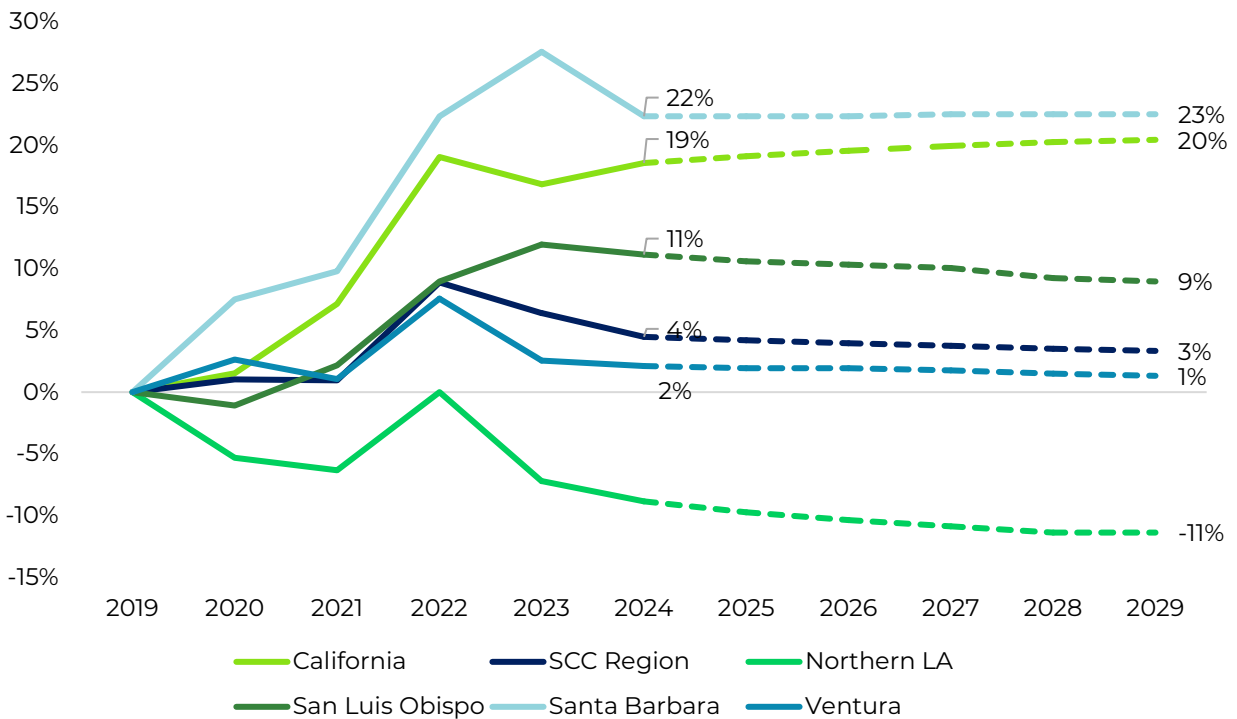


Exhibit 3 shows the five-year occupational demand projections for these graphic art and design occupations. In the SCC Region, the number of jobs related to these middle-skill occupations is projected to decrease 3% through 2029. Ventura County has the highest number of jobs and annual openings, but employment is projected to decline.

Exhibit 3: Occupational Demand in the SCC Region²

Skill-Level	Geography	2024 Jobs	2029 Jobs	2024-2029 Change	2024-2029 % Change	Annual Openings
Middle-Skill	Northern LA	163	159	(4)	(2%)	11
	San Luis Obispo	98	91	(6)	(6%)	6
	Santa Barbara	269	267	(1)	(0%)	18
	Ventura	297	285	(12)	(4.0%)	19
Middle-Skill Subtotal		826	803	(24)	(3%)	55
Above Middle-Skill	Northern LA	557	542	(16)	(3%)	44
	San Luis Obispo	310	310	(0)	(0%)	25
	Santa Barbara	481	484	3	1%	39
	Ventura	862	864	2	0%	69
Above Middle-Skill Subtotal		2,209	2,198	(11)	(0%)	181
SCC Region		3,035	3,001	(34)	(1%)	236

Wages:

The labor market endorsement in this report considers the entry-level hourly wages for these graphic art and design occupations in relation to the living wage of the county where the requesting community college is located. This report was requested by Santa Barbara City College, which is in Santa Barbara County. Wages for other counties are included below to provide a complete analysis of the SCC Region.

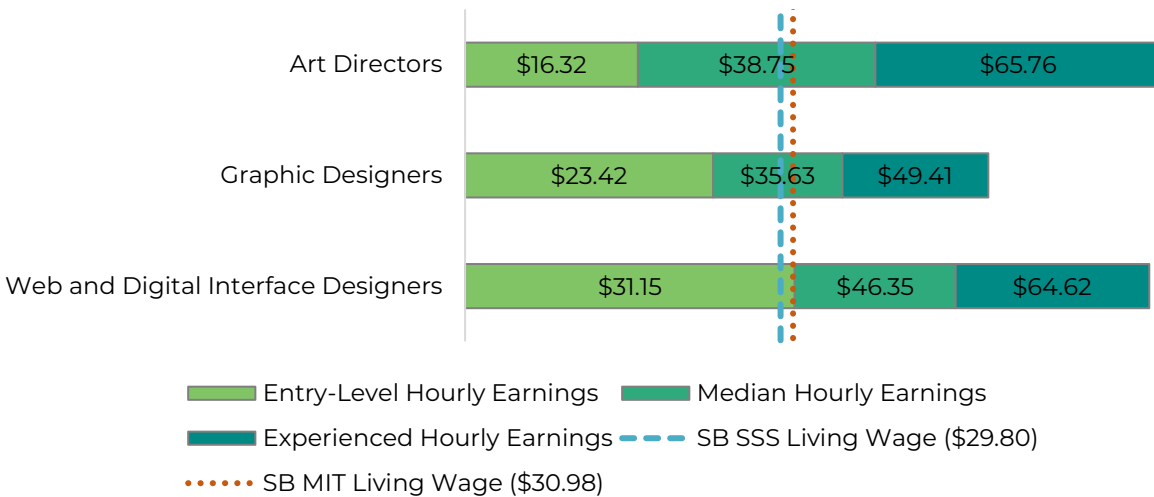
In addition to the Self Sufficiency Standard living wage, data for the MIT Living Wage, updated on February 10, 2025, is provided as a reference. Currently, the MIT Living Wage in Santa Barbara County is \$29.80. Both figures account for geographic-specific costs of necessities such as housing, food, health care, and transportation to assess the cost of living, and are notated in the exhibits below.

² Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Santa Barbara

Typical entry-level wages for *Web and Digital Interface Designers (15-1255)*, the sole middle-skill occupation, are \$31.15, which is above the Self-Sufficiency Standard living wage for one adult (\$29.80 in Santa Barbara County). Typical entry-level hourly wages are low for the two above middle-skill occupations and range between \$16.32 and \$31.15. Median level wages are above the living wage for all three occupations. Exhibit 4 shows the wage range for each of these graphic art and design occupations in Santa Barbara County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

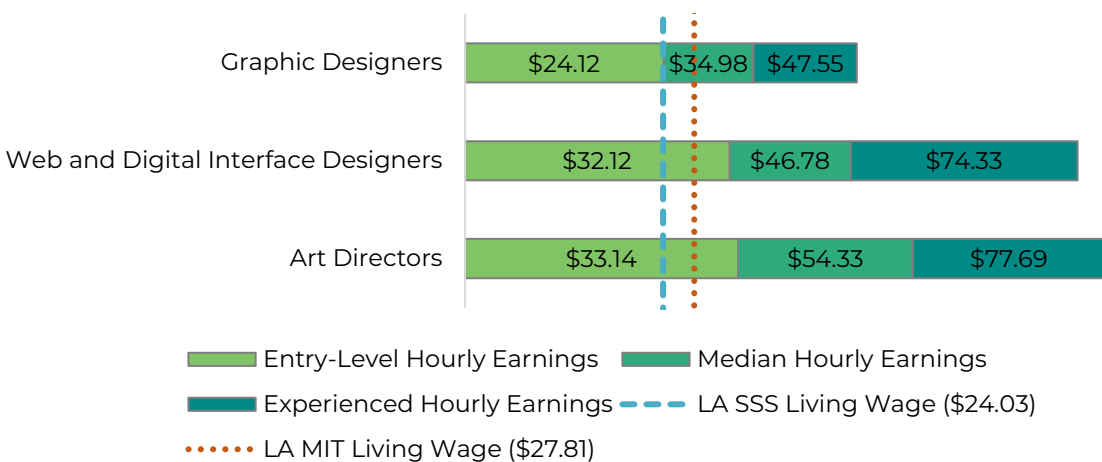
Exhibit 4: Wages by Occupation in Santa Barbara County



Northern Los Angeles

Typical entry-level wages for *Web and Digital Interface Designers (15-1255)*, the sole middle-skill occupation, are \$32.12, which is above the Self-Sufficiency Standard living wage for one adult (\$24.03 in Los Angeles County). Typical entry-level hourly wages for all three occupations range between \$24.12 and \$33.14. Exhibit 5 shows the wage range for each of these graphic art and design occupations in Northern Los Angeles and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

Exhibit 5: Wages by Occupation in Northern Los Angeles County

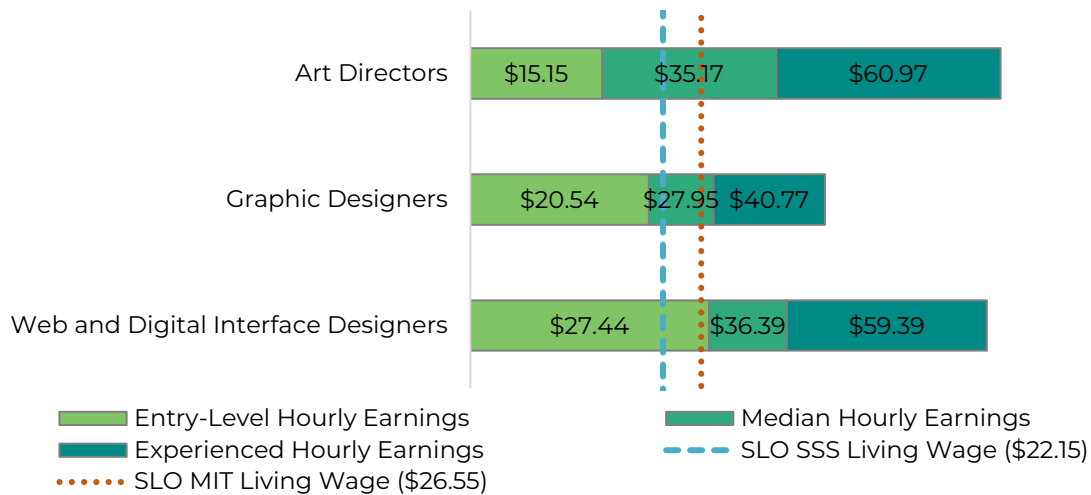


San Luis Obispo

Typical entry-level wages for *Web and Digital Interface Designers (15-1255)*, the sole middle-skill occupation, are \$27.44, which is above the Self-Sufficiency Standard living wage for one

adult (\$22.15 in San Luis Obispo County). Typical entry-level hourly wages for all three occupations range between \$15.15 and \$27.44. Median hourly earnings for these graphic art and design occupations in San Luis Obispo County are above the living wage. Exhibit 6 shows the wage range for each of these graphic art and design occupations in San Luis Obispo County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

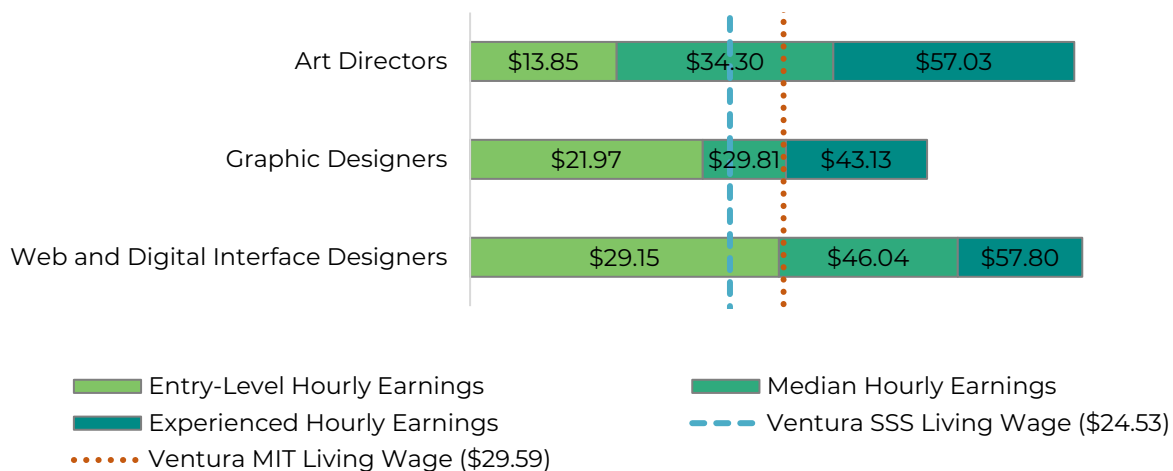
Exhibit 6: Wages by Occupation in San Luis Obispo County



Ventura

Typical entry-level wages for *Web and Digital Interface Designers (15-1255)*, the sole middle-skill occupation, are \$29.15, which is above the Self-Sufficiency Standard living wage for one adult (\$24.53 in Ventura County). Typical entry-level hourly wages for all three occupations range between \$13.85 and \$29.15. Median hourly earnings for these graphic art and design occupations in Ventura County are above the living wage. Exhibit 7 shows the wage range for each of these graphic art and design occupations in Ventura County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

Exhibit 7: Wages by Occupation in Ventura County



Job Postings:

There were 213 online job postings related to these graphic art and design occupations listed in the past 12 months in the SCC Region. Exhibit 8 shows the number of job postings by county. Approximately 48% of job postings were in Ventura County.

Exhibit 8: Number of Job Postings by County (n=213)

County	Job Postings	Percentage of Job Postings
Ventura	102	48%
Santa Barbara	61	29%
Northern Los Angeles	27	13%
San Luis Obispo	23	11%
Total Postings	213	100%

Of the 213 postings, the majority (50%) were for *Graphic Designers (27-1024)**, followed by *Web and Digital Interface Designers (15-1255)*, as shown in Exhibit 9.

Exhibit 9: Number of Job Postings by Occupation (n=213)

Occupation	Job Postings	Percentage of Job Postings
Graphic Designers	107	50%
Web and Digital Interface Designers	96	45%
Art Directors	10	5%
Total Postings	213	100%

The top employers in the region, by number of job postings, are shown in Exhibit 10.

Exhibit 10: Top Employers by Number of Job Postings (n=213)

Employer	Job Postings	Percentage of Job Postings
Sonos	5	2%
Google	5	2%
Appfolio	5	2%
E-Solutions Group	5	2%
Ultimate Staffing	4	2%
Oxnard School District	4	2%
Skybound Entertainment	4	2%
PayPal	3	1%
Cottage Health	3	1%
California Polytechnic State University	3	1%

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown in Exhibit 11.

Exhibit 11: Top Skills by Number of Job Postings (n=213)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Graphic Design (86)	Communication (106)	Adobe Illustrator (68)
Marketing (70)	Detail Oriented (53)	Adobe Creative Suite (61)
Adobe Illustrator (68)	Innovation (35)	Adobe Photoshop (60)
Adobe Creative Suite (61)	Leadership (35)	Adobe InDesign (46)
Adobe Photoshop (60)	Presentations (33)	Figma (Design Software) (38)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
User Experience (UX) (52)	Research (32)	HyperText Markup Language (HTML) (22)
Adobe InDesign (46)	Ability To Meet Deadlines (27)	Cascading Style Sheets (CSS) (21)
Figma (Design Software) (38)	Sales (26)	JavaScript (Programming Language) (17)
Workflow Management (33)	Problem Solving (24)	Microsoft PowerPoint (15)
Prototyping (29)	Writing (24)	Adobe After Effects (14)

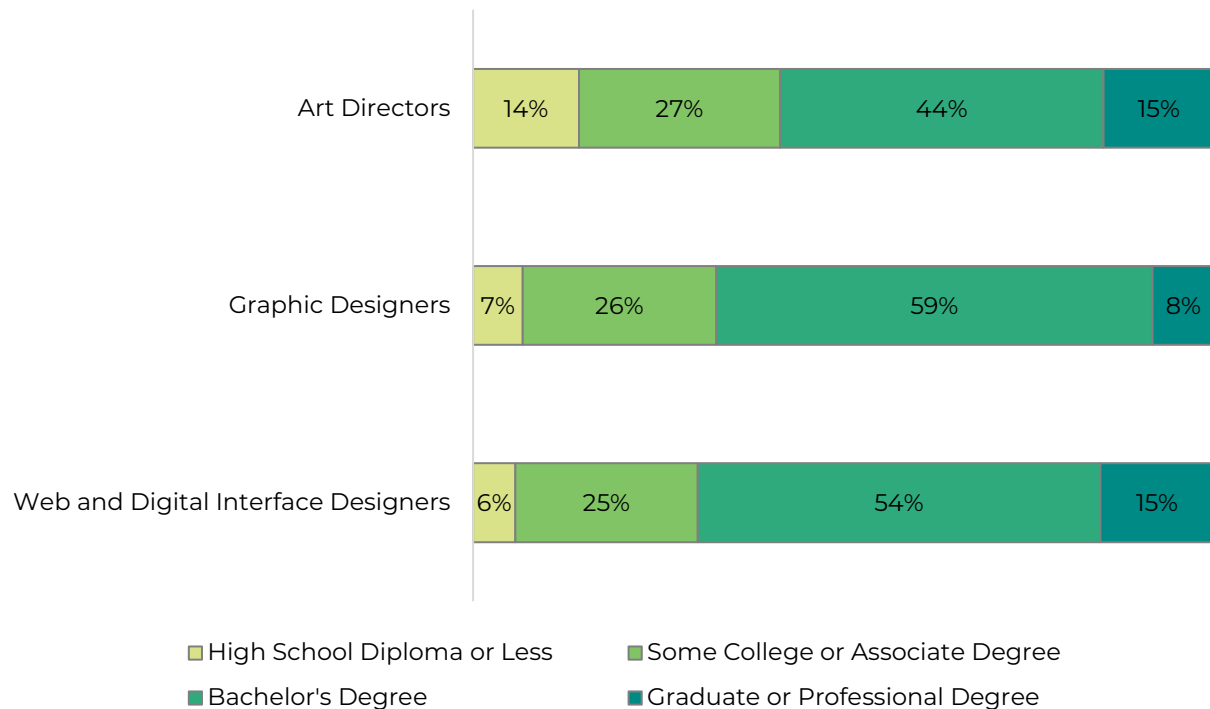
Educational Attainment:

The Bureau of Labor Statistics (BLS) lists the following as the typical entry-level education for these graphic art and design occupations:

- Bachelor's Degree
 - *Web and Digital Interface Designers (15-1255)*
 - *Art Directors (27-1011)**
 - *Graphic Designers (27-1024)**

The national-level educational attainment data indicates between 25% and 27% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 12 shows the educational attainment for each occupation, sorted by highest community college educational attainment to lowest.

Exhibit 12: National-level Educational Attainment for Occupations



Of the 42% of the cumulative job postings for these graphic design and art occupations that listed a minimum education requirement in the SCC Region, 22% (20) requested a high school diploma or an associate degree, 74% (67) requested a bachelor's degree, and 3% (3) requested a graduate or professional degree.

Educational Supply

Community College Supply:

Exhibit 13 shows the three-year average number of awards conferred by community colleges in the related TOP codes:

- Digital Media (0614.00)
- Website Design and Development (0614.30)
- Computer Graphics and Digital Imagery (0614.60)
- E-Commerce (technology emphasis) (0709.10)
- Commercial Art (1013.00)
- Graphic Art and Design (1030.00)

No awards were conferred for the following TOP codes:

- Applied Design (1009.00)

The college with the most completions in the region is College of the Canyons (50), followed by Antelope Valley (30), and Santa Barbara (16).

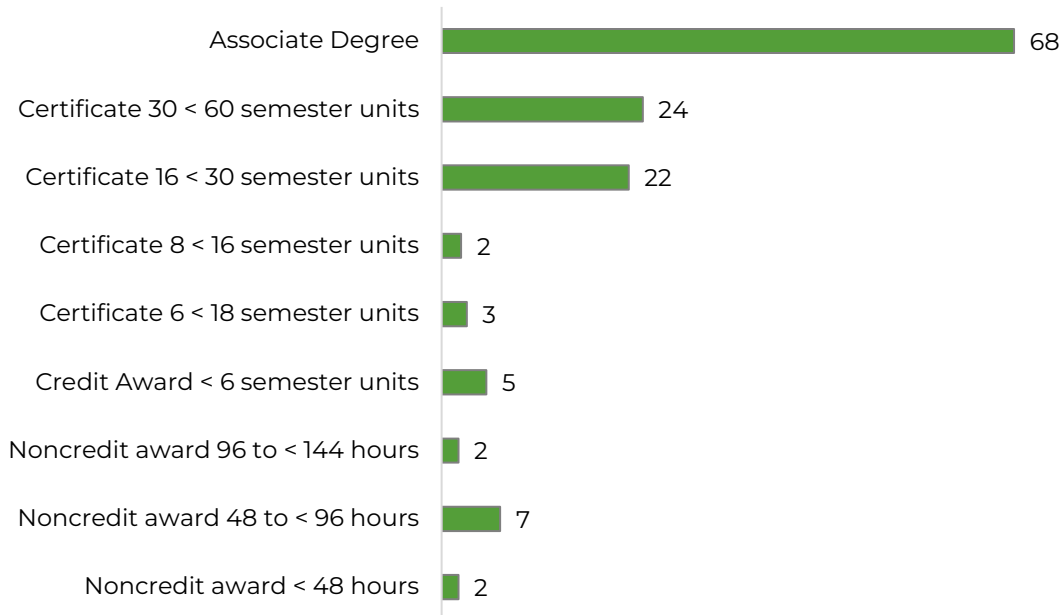
Exhibit 13: Regional Community College Awards (Certificates and Degrees), 2021-2024

TOP Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average
0614.00	Digital Media	Canyons	5	10	6	7
		Moorpark	0	0	2	1
Supply Subtotal/Average			5	10	8	8
0614.30	Website Design and Development	Allan Hancock	0	2	5	2
		Canyons	14	7	13	11
		Cuesta	8	6	2	5
		Moorpark	1	1	1	1
Supply Subtotal/Average			23	16	21	20
0614.60	Computer Graphics and Digital Imagery	Antelope Valley	24	32	33	30
		Santa Barbara	11	1	0	4
Supply Subtotal/Average			35	33	33	34
0709.10	E-Commerce (technology emphasis)	Canyons	1	0	1	1
Supply Subtotal/Average			1	0	1	1
1013.00	Commercial Art	Canyons	0	3	0	1
Supply Subtotal/Average			0	3	0	1
1030.00	Graphic Art and Design	Allan Hancock	10	6	11	9
		Canyons	35	17	38	30
		Cuesta	6	14	9	10
		Moorpark	17	9	11	12
		Santa Barbara	7	10	20	12

TOP Code	Program	College	2021-2022 Awards	2022-2023 Awards	2023-2024 Awards	3-Year Award Average
Supply Subtotal/Average			75	56	89	73
Supply Total/Average			139	118	152	136

Exhibit 14 shows the annual average community college awards by type from 2021-22 to 2023-24. The plurality of the awards are for associate degrees, followed by certificates between 30 and less than 60 semester units, and certificates between 16 and less than 30 semester units.

Exhibit 14: Annual Average Community College Awards by Type, 2021-2024



Community College Student Outcomes:

Exhibit 15 shows the Strong Workforce Program (SWP) metrics for Graphic Art and Design programs at Santa Barbara City College (SBCC), the SCC Region, and California. Of the 1,505 Graphic Art and Design students throughout the region in the 2023-24 academic year, 22% (327) attended SBCC.

SBCC students that exited Graphic Art and Design programs in the 2022-23 academic year had higher median annual earnings (\$33,336 or \$16.03 per hour) compared to all Graphic Art and Design students in the SCC Region (\$30,000 or \$14.42 per hour), and statewide (\$31,512 or \$15.05 per hour). A lower percentage of SCC (19%) Graphic Art and Design students attained the living wage when compared to all Graphic Art and Design students in the state (26%).

Exhibit 15: Graphic Art and Design (1030.00)
Strong Workforce Program Metrics, 2023-24³⁴

SWP Metric	SBCC	SCC Region	California
SWP Students	327	1,505	14,028
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	39%	30%	30%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Data Unavailable	74%	71%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	5%	5%	6%
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2022-23)	4%	6%	7%
SWP Students with a Job Closely Related to Their Field of Study (2021-22)	Data Unavailable	72%	58%
Median Annual Earnings for SWP Exiting Students (2022-23)	\$33,336 (\$16.03)	\$30,000 (\$14.42)	\$31,512 (\$15.15)
Median Change in Earnings for SWP Exiting Students (2022-23)	40%	37%	32%
SWP Exiting Students Who Attained the Living Wage (2022-23)	Data Unavailable	19%	26%

Non-Community College Supply:

To comprehensively analyze the regional supply, it is crucial to include data from other institutions offering graphic art and design programs. Over the past three years (2020-2023), there were 7 awards conferred by non-community college institutions under the related Classification of Instructional Programs (CIP) codes:

- Digital Communication and Media/Multimedia (09.0702)
- Web Page, Digital/Multimedia and Information Resources Design (11.0801)

No awards were conferred for the following CIP codes:

- Computer Graphics (11.0803)
- Digital Arts (50.0102)
- Design and Visual Communications, General (50.0401)
- Commercial and Advertising Art (50.0402)
- Graphic Design (50.0409)

Exhibit 16: Regional Non-Community College Awards, 2020-2023

CIP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2021-2022 Awards	3-Year Award Average
09.0702	Digital Communication and Media/Multimedia	Ventura Adult and Continuing Education	0	3	3	2

³ All SWP metrics are for 2023-24 unless otherwise noted. Metrics data is sourced from DataVista.

⁴ Data that is not available in DataVista is denoted in Exhibit 15 as “data unavailable.” Data may not be available for various reasons, including cases where data is masked to protect personally identifiable information.

CIP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2021-2022 Awards	3-Year Award Average
Supply Subtotal/Average			0	3	3	2
11.0801	Web Page, Digital/Multimedia and Information Resources Design	Laurus College	5	3	7	5
Supply Subtotal/Average			5	3	7	5
Supply Total/Average			5	6	10	7

Regional Demographics

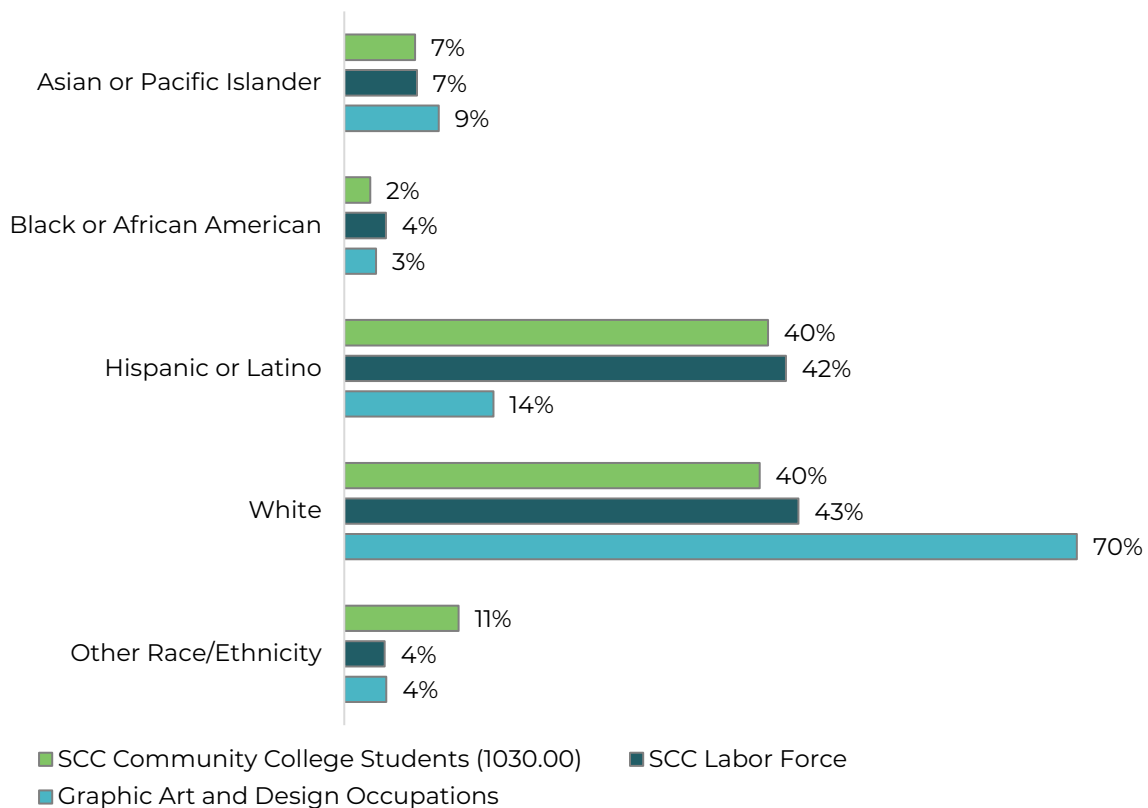
This section examines demographic data for SCC community college students in Graphic Art and Design programs compared to the SCC labor force, along with occupational data, to identify potential diversity and equity issues addressable by community college programs.

Ethnicity:

Exhibit 17 compares the ethnicity of SCC community college students enrolled in Graphic Art and Design programs, the overall SCC labor force, and occupation-specific data for the three graphic art and design occupations included in this report.

Notably, 70% of workers employed in these graphic art and design occupations are white, which is higher than the labor force (43%) and community college Graphic Art and Design students (40%). Conversely, 40% of community college Graphic Art and Design students are Hispanic or Latino, which is slightly lower compared to the labor force (42%), but significantly more than workers in these graphic art and design occupations (14%).

Exhibit 17: Program and County Demographics by Ethnicity

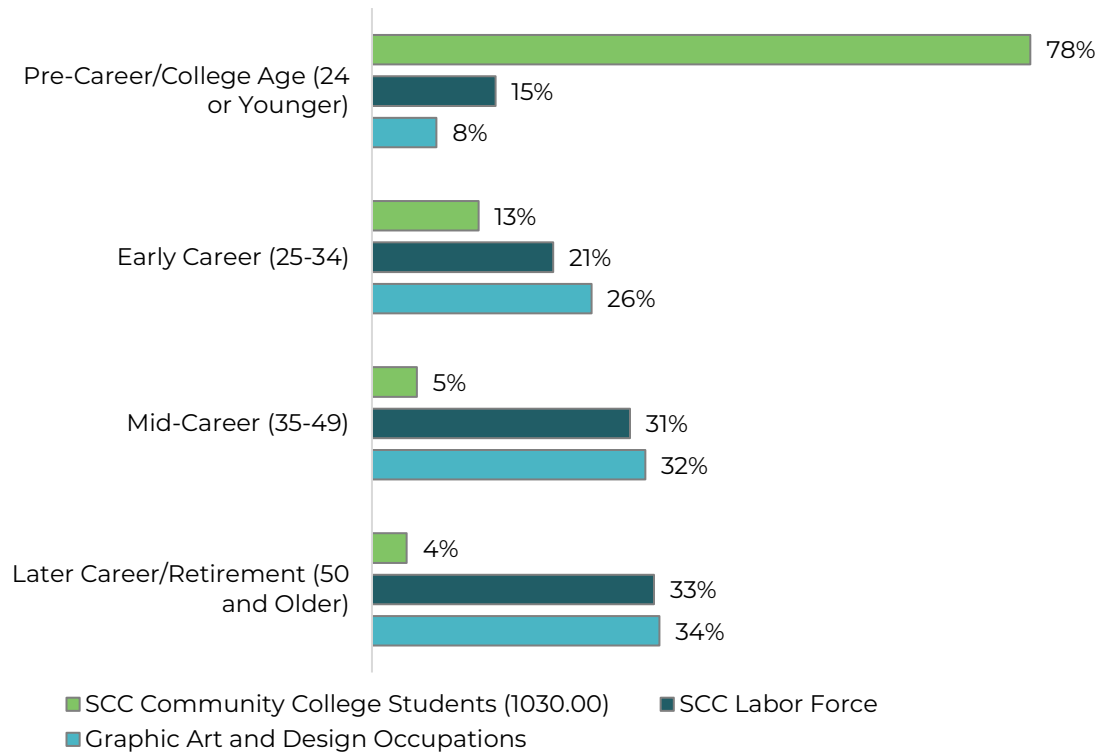


Age:

Exhibit 18 compares the age of SCC community college students enrolled in Graphic Art and Design programs, the overall SCC labor force, and occupation-specific data for the three graphic art and design occupations included in this report.

The majority (66%) of workers in these graphic art and design occupations are mid-career (35-49 and older, which is similar to the overall labor force (64%), but significantly higher than community college Graphic Art and Design students (9%).

Exhibit 18: Program and County Demographics by Age

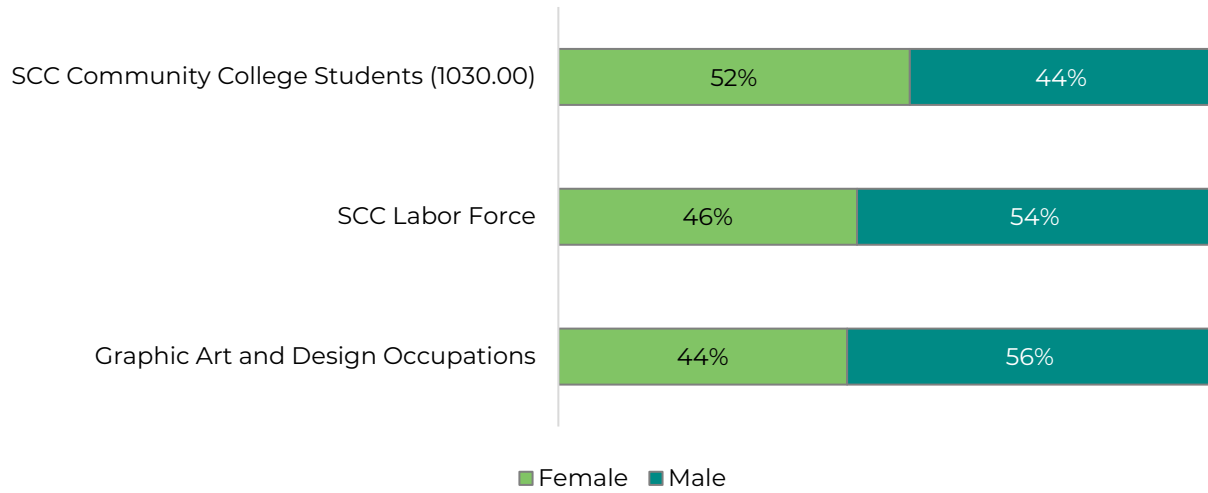


Sex:

Exhibit 19 compares the sex of SCC community college students enrolled in Graphic Art and Design programs, the overall SCC labor force, and occupation-specific data for these graphic art and design occupations.

There is a slight majority of female students (52%), which contrasts with both the labor force (46% female) and workers in these graphic art and design occupations (44% female).

Exhibit 19: Program and County Demographics by Sex



Appendix A: Methodology

Traditional Labor Market Data

The SCC COE prepared this report by analyzing data from occupations and education programs. Occupational data is derived from Lightcast, a labor market analytics firm that consolidates data from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS) and other government agencies.

Data included in this analysis represents the labor market demand for relevant positions most closely related to the proposed program as expressed by the requesting college in consultation with the SCC COE. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges.

Program supply data is drawn from two systems: Taxonomy of Programs (TOP) and Classification of Instructional Programs (CIP).

Using a TOP-SOC crosswalk, the SCC COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

The SCC COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. The COE developed a "supply table" with this information, which is the source of the program supply data for this report. TOP code data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP code data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data), also known as IPEDS.

TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education in the United States and Canada. Institutions outside of the California Community College system do not use TOP codes in their reporting systems.

Online Job Postings Data

Online job postings data, also known as real-time labor market information, captures job post advertisements for occupations relevant to the field of study which can signal demand and show what employers are looking for in potential employees but is not a perfect measure of the quantity of open positions. Online job postings data is sourced from Lightcast, a labor market analytics firm that scrapes, collects, and organizes data from online job boards such as LinkedIn, Indeed, Glassdoor, Monster, GovernmentJobs.com, and thousands more.

There are several limitations when analyzing job postings. A single job posting may not represent a single job opening, as employers may be creating a pool of candidates for future openings or hiring for multiple positions with a single posting. Additionally, not all jobs are posted online, and jobs may be filled through other methods such as internal promotion, word-of-mouth advertising, physical job boards, or a variety of other channels.

Additionally, Lightcast uses natural language processing (NLP) to determine the related company, industry, occupation, and other information for each job posting. However, NLP has limitations that include understanding contextual words of phrases; determining differences in words that can be used as nouns, verbs, and/or adjectives; and misspellings or grammatical errors.⁵ For these reasons, job postings could be assigned to the wrong employer, industry, or occupation within Lightcast’s database.

Geography

The South Central Coast region encompasses San Luis Obispo, Santa Barbara, and Ventura counties, as well as parts of Northern Los Angeles County. Exhibit 19 shows the 34 ZIP codes used to define Northern Los Angeles County.

Exhibit 20: Northern Los Angeles ZIP Codes

ZIP Code	Primary City	ZIP Code	Primary City
91310	Castaic	93532	Lake Hughes
91321	Newhall	93534	Lancaster
91322	Newhall	93535	Lancaster
91350	Santa Clarita	93536	Lancaster
91351	Canyon Country	93539	Lancaster
91354	Valencia	93543	Littlerock
91355	Valencia	93544	Llano
91380	Santa Clarita	93550	Palmdale
91381	Stevenson Ranch	93551	Palmdale
91382	Santa Clarita	93552	Palmdale
91383	Santa Clarita	93553	Pearblossom
91384	Castaic	93563	Valyermo
91385	Valencia	93584	Lancaster
91386	Canyon Country	93586	Lancaster
91387	Canyon Country	93590	Palmdale
91390	Santa Clarita	93591	Palmdale
93510	Acton	93599	Palmdale

Though traditional labor market information is available at the ZIP code level, it does not always add up to data reported at the county level for multiple reasons:

- ZIP codes are not official geographically bounded areas, unlike states and counties.
- ZIP codes may cross county lines, such as ZIP code 93461, which is primarily in San Luis Obispo County, but also crosses into Kern County.

For these reasons, the number of jobs and average annual openings for each county may not add up to the total for the SCC Region. However, considering jobseekers may cross county lines for opportunities, the traditional labor market data is reflective of opportunities available to jobseekers in the SCC Region.

Additionally, job postings data is available only at the city or county level. To analyze job postings for the entire SCC region, the SCC COE developed a list of cities available in Lightcast for analysis. Additionally, demographic data is not available at the ZIP code level but is available at the Census Bureau’s Public Use Microdata Area (PUMA) level. Demographic data was sourced via IPUMS and analyzed by the SCC COE.

⁵ K. R. Chowdhary, Fundamentals of Artificial Intelligence (Basingstoke: Springer Nature, 2020), <https://link.springer.com/book/10.1007/978-81-322-3972-7>.

Appendix B: Data Sources

Data Type	Source
Occupational Projections, Wages, and Job Postings	Traditional and real-time labor market information are captured using data from Lightcast , a labor market analytics firm.
Living Wage	Per the CCCCO, this report's endorsement criteria uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard last updated in March 2024. The MIT Living Wage , updated on February 10, 2025, is a nationally recognized living wage metric and is provided for reference.
Typical Education and Training Requirements, and Educational Attainment	The Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data.
Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences	The O*NET database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations.
Educational Supply	The CCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions).
Student Metrics and Demographics	Data Vista , a statewide data system supported by the California Community Colleges Chancellor's Office provides data on progress, success, employment, and earnings outcomes for California community college students.
Population and Occupation Demographics	The Census Bureau's American Community Survey (ACS) is the premier source for detailed population and housing information. Data is sourced from IPUMS USA , a database providing access to ACS and other Census Bureau data products.

All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

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