



Digital Media in the Inland Empire

Digital Media Advisory Skills Panel

October 26, 2018

About the Centers of Excellence (COE)



California Community Colleges need to ensure that CTE curriculum produces workers with the skills relevant to the regional and statewide economies.

The COE provide **quality labor market data and information** to help colleges respond to workforce needs.

Colleges use the data for:



Investing in new and relevant programs



Assessing labor market needs



Reviewing existing programs



Pursuing grants

COE Support to Regions

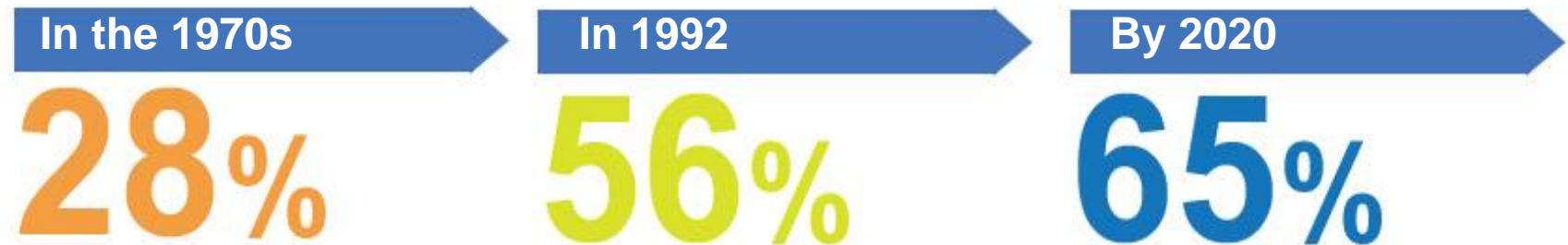


- Provide labor market reports for new or existing program of study.
- On-call data support to investments funded through statewide programs (such as the Strong Workforce Program).
- Facilitate workshops on how to use labor market information.
- Collaborate on the development of data tools/dashboards.
- Serve as a research advisor to local and regional educational institutions, workforce agencies or other community partners.

Increasing Need for Postsecondary Education and Training



Percentage of Jobs Requiring More than a High School Diploma



! California needs close to **one million more** associate degrees, certificates, or industry-valued credentials by 2025.

RESIDENTIAL AND COMMERCIAL SOLAR EMPLOYER SURVEY

IN THE INLAND EMPIRE/DESERT REGION



January 2018

INLAND EMPIRE/ DESERT REGION SECTOR PROFILE REPORTS



November 2017



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Recent Studies

CYBERSECURITY: LABOR MARKET ANALYSIS AND STATEWIDE SURVEY RESULTS FROM CALIFORNIA EMPLOYERS AND POSTSECONDARY INSTITUTIONS



June 2018

COE Team

www.coecc.net/contact



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Far North Counties**

**Aaron Wilcher, Director
Greater Sacramento Region**

**Nora Seronello, Director
Central Region**

**Laura Coleman
Statewide Director**

**John Carrese, Director
Bay Region**

**Adele Hermann, Director
South Central Coast Region**

**Michael Goss, Director
Inland Empire/Desert**

**Lori Sanchez, Director
LA-Orange Region**

**Tina Ngo-Bartel, Director
San Diego-Imperial Region**

**Jesse Crete, Director
Orange County**



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Let's Get It Right. Let's Advance.



Today's Topics



Digital Media Occupations in Demand

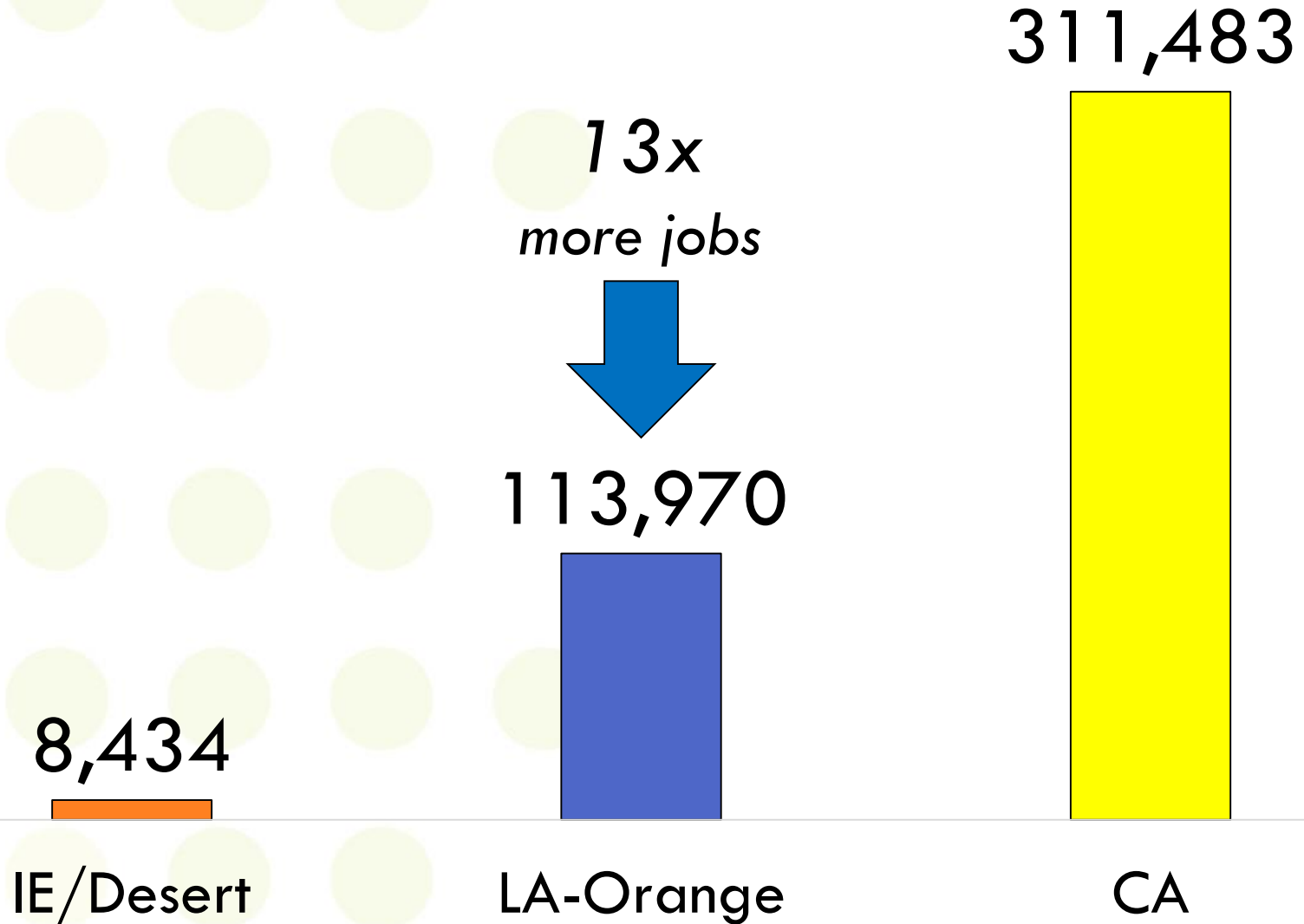
Digital Media Skills

Digital Media Educational Attainment

Regional Training Programs

Why Include LA and Orange County?

2017 Jobs



Entertainment Occupations 2017 to 2022



- IE/Desert: 2,718 jobs  6% New Job Growth
 - 284 A.O.
 - \$18.86 Avg. Hr. Earnings

- LA-OC: 47,725 jobs  9% New Job Growth
 - 5,297 A.O.
 - \$33.36 Avg. Hr. Earnings

Entertainment Occupations

2017 to 2022, Annual Openings



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Film and
Video Editors

I.E./Desert
20
A.O.

LA-OC
1,776
A.O.

Audio and
Video
Equipment
Technicians

97

1,310

Photographers

143

1,079

Camera
Operators,
Television,
Video, and
Motion Picture

12

713

Sound
Engineering
Technicians

11

418

Entertainment Occupations

2017 Entry-Level Hourly Earnings, 10th Pctl.

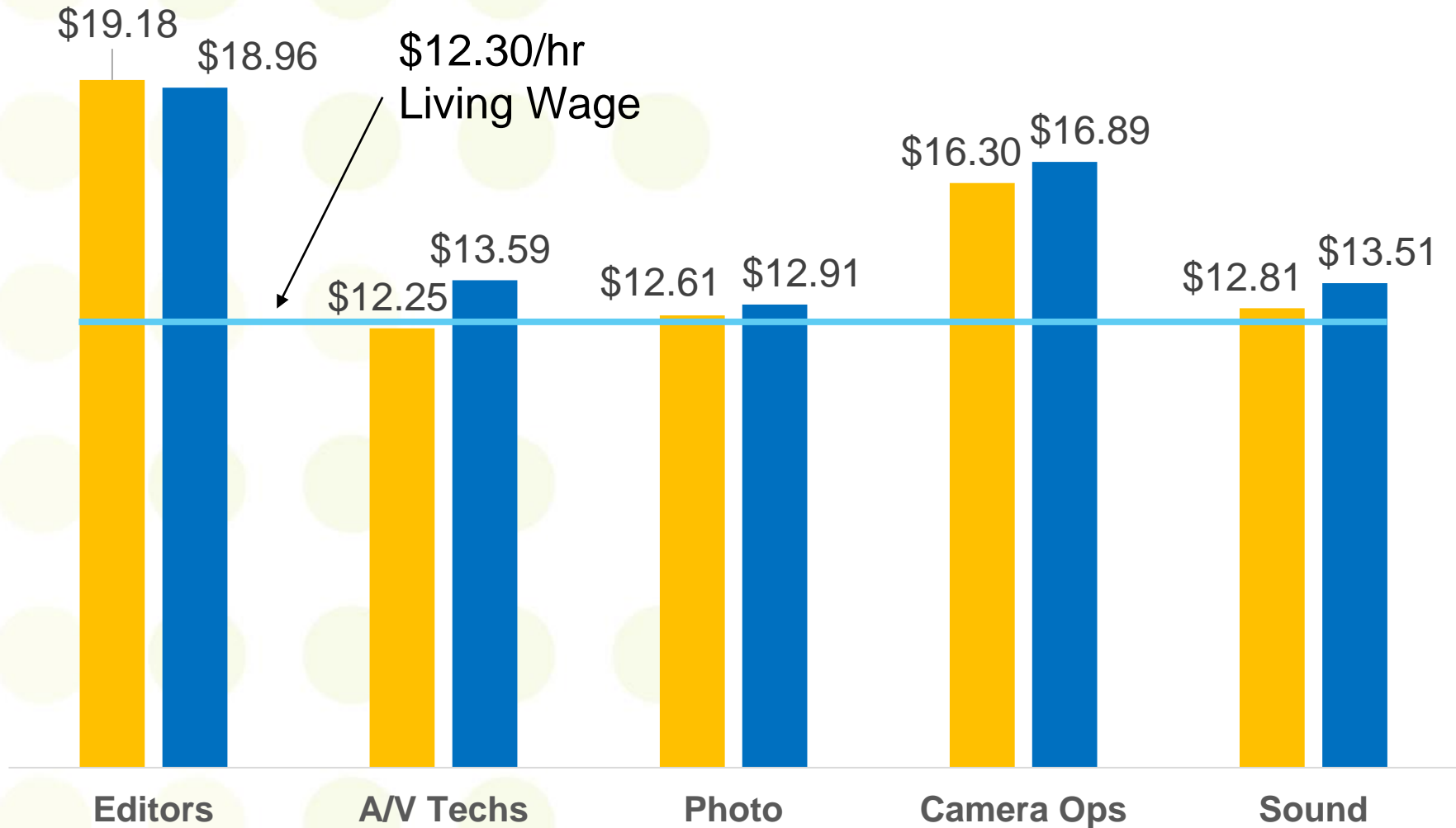
IE/Desert vs. LA-OC



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Entertainment Occupations

2017 Entry-Level Hourly Earnings, 90th Pctl.

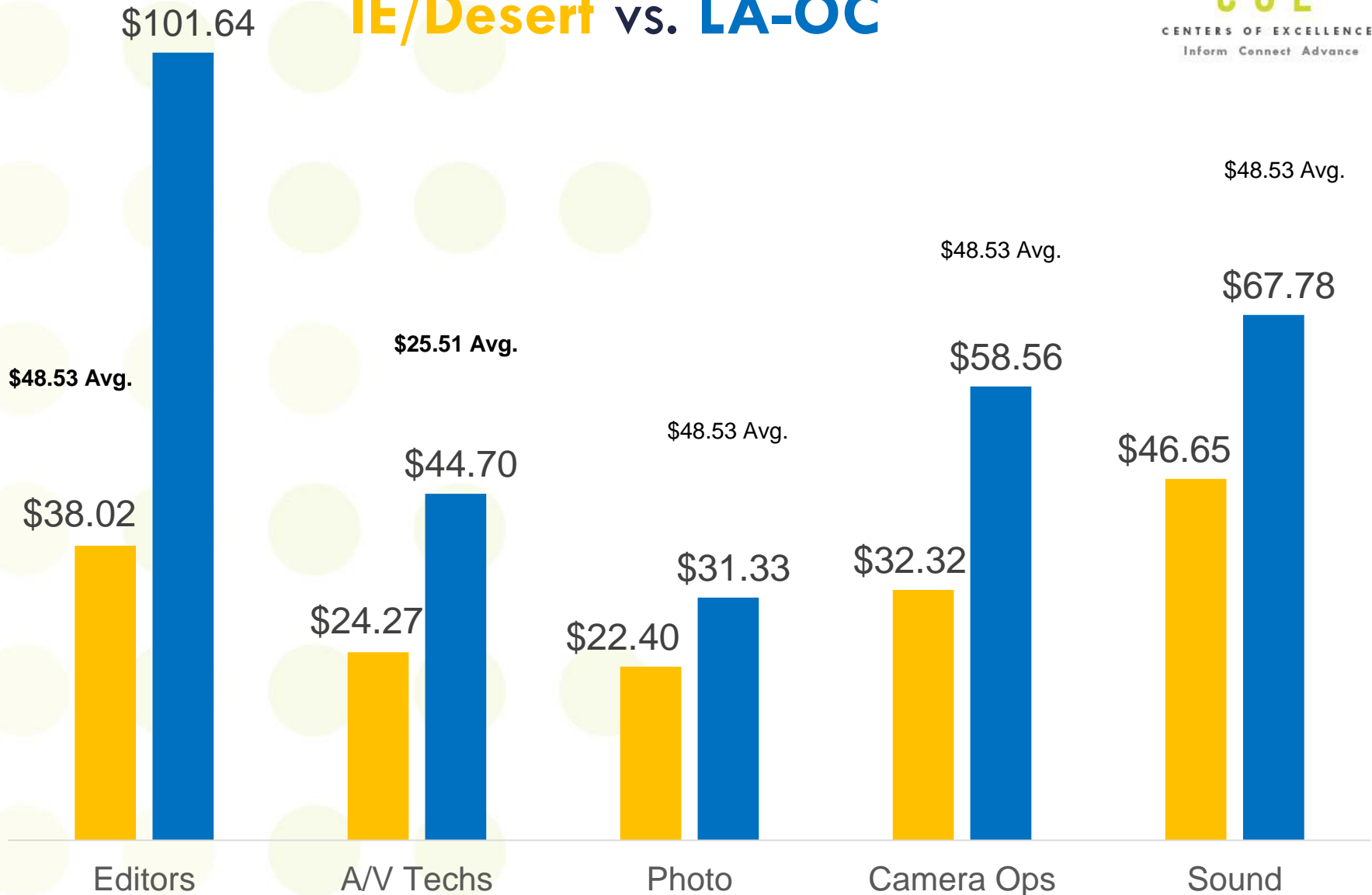


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IE/Desert vs. **LA-OC**



Top Skills

Entertainment Job Postings



Film and Video Editors

- Adobe After Effects
- Adobe Photoshop
- Adobe Premiere

Audio and Video Equipment Technicians

- Software Issue Resolution
- Wiring
- Repair

Photographers

- Adobe Photoshop
- Customer Service
- Social Media

Camera Operators, Television, Video, and Motion Picture

- Videography
- Adobe Photoshop
- Video Production and Editing

Sound Engineering Technicians

- Broadcast
- Repair
- Pro Tools

Educational Demand



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IN THE COMMUNITY COLLEGE

Occupation	Typical Entry Level Education	% with Some College or CC Award	Minimum Advertised Education		
			HS	AA	BA+
Film and Video Editors	Bachelor's	28%	16%	5%	79%
Audio and Video Equipment Technicians	Postsecondary Award	46%	71%	4%	25%
Photographers	High School	35%	59%	7%	34%
Camera Operators, TV, Video, and Motion Picture	Bachelor's	28%	26%	9%	65%
Sound Engineering Technicians	Postsecondary Award	46%	17%	6%	77%

Source: EMSI 2018.3, Burning Glass

I.E./Desert

Entertainment Programs



- Radio and Television
- Television (including combined TV/film/video)
- Broadcast Journalism
- Technical Communication
- Mass Communications
- Film Production

**Chaffey | Desert | Mt. San Jacinto | Riverside City |
San Bernardino Valley**

Computer Occupations 2017 to 2022



- IE/Desert: 5,717 jobs  9% New Job Growth
 - 559 A.O.
 - \$30.06 Avg. Hr. Earnings

- LA-OC: 66,245 jobs  8% New Job Growth
 - 6,152 A.O.
 - \$39.49 Avg. Hr. Earnings

Computer Occupations

2017 to 2022, Annual Openings



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Software
Developers,
Applications

I.E./Desert

194

A.O.

LA-OC

2,669

A.O.

Graphic
Designers

224

1,877

Web
Developers

94

821

Multimedia
Artists and
Animators

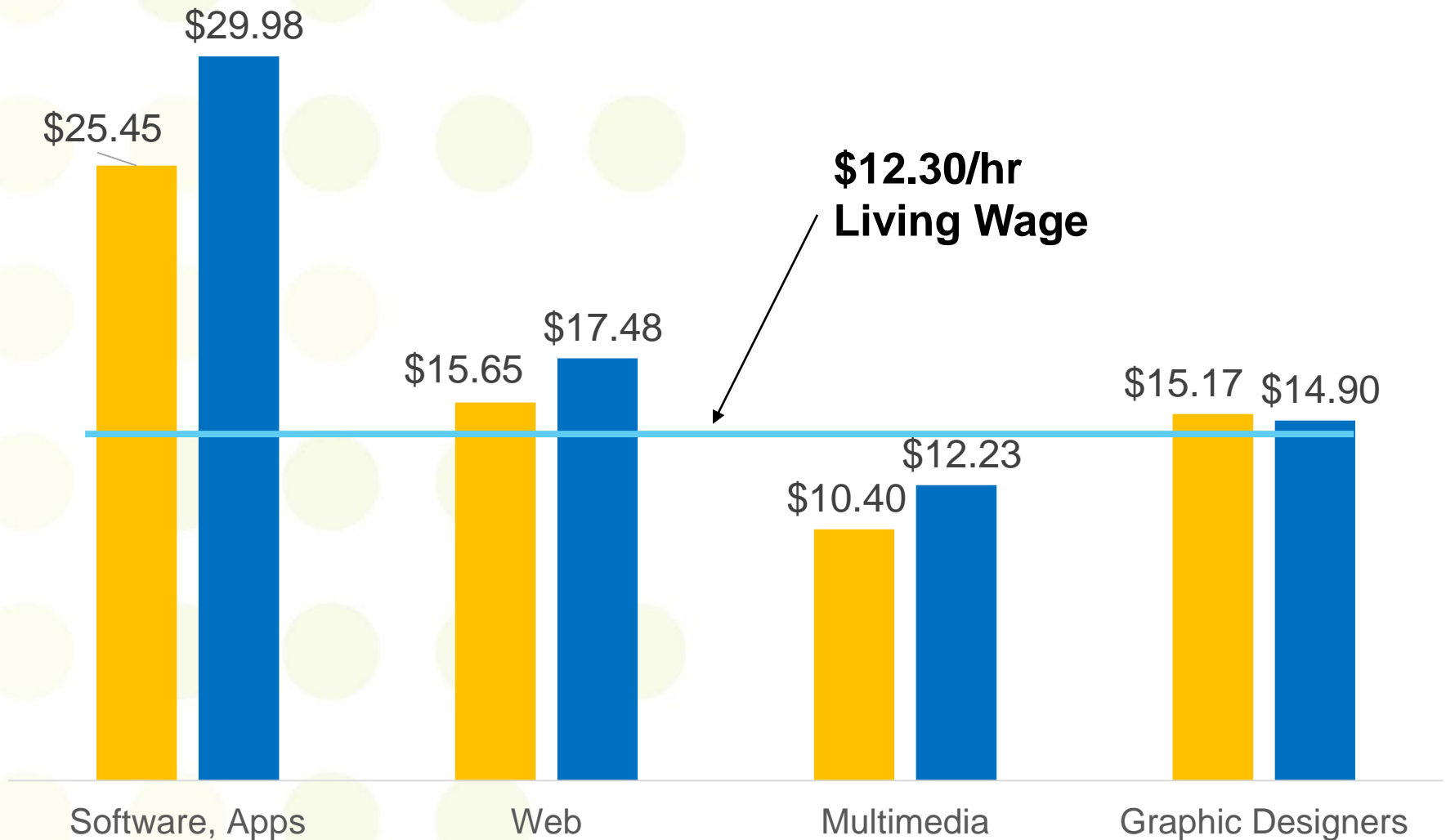
26

785

Computer Occupations

2017 Entry-Level Hourly Earnings, 10th Pctl.

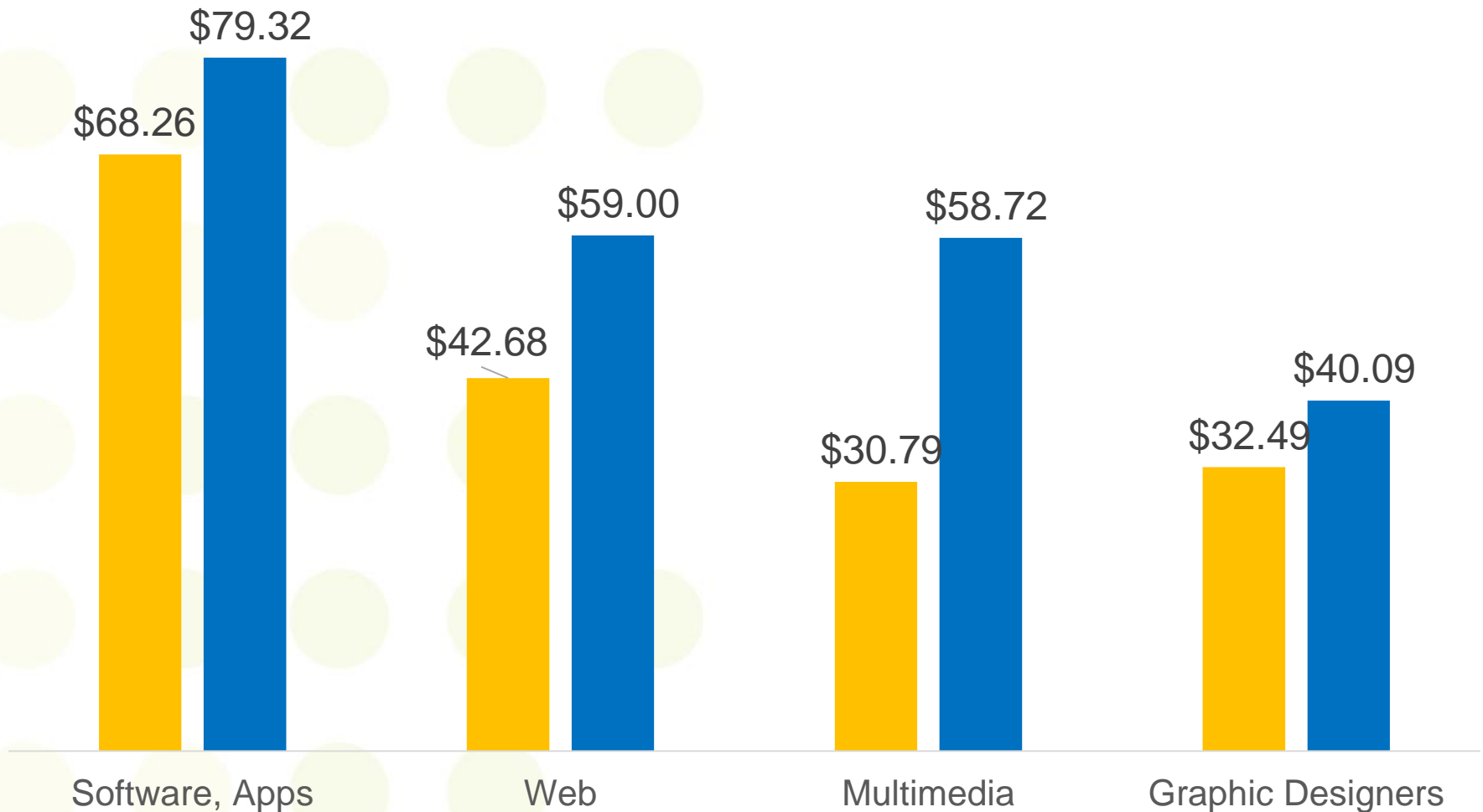
IE/Desert vs. LA-OC



Computer Occupations

2017 Entry-Level Hourly Earnings, 90th Pctl.

IE/Desert vs. **LA-OC**



Computer Occupations

2017 to 2022, Annual Openings



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Multimedia
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Computer Educational Demand



Occupation	Typical Entry Level Education	% with Some College or CC Award	Minimum Advertised Education		
			HS	AA	BA+
Software Developers, Applications	Bachelor's	13%	3%	1%	96%
Graphic Designers	Bachelor's	39%	9%	8%	83%
Web Developers	Associate	25%	3%	1%	96%
Multimedia Artists and Animators	Bachelor's	27%	3%	5%	92%

Top Skills

Computer Job Postings



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Software Developers, Applications

- SQL
- JAVA
- Microsoft C#

Graphic Designers

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator

Web Developers

- JavaScript
- HTML5
- jQuery

Multimedia Artists and Animators

- Adobe Photoshop
 - MAYA
- Adobe After Effects

I.E./Desert

Computer Programs

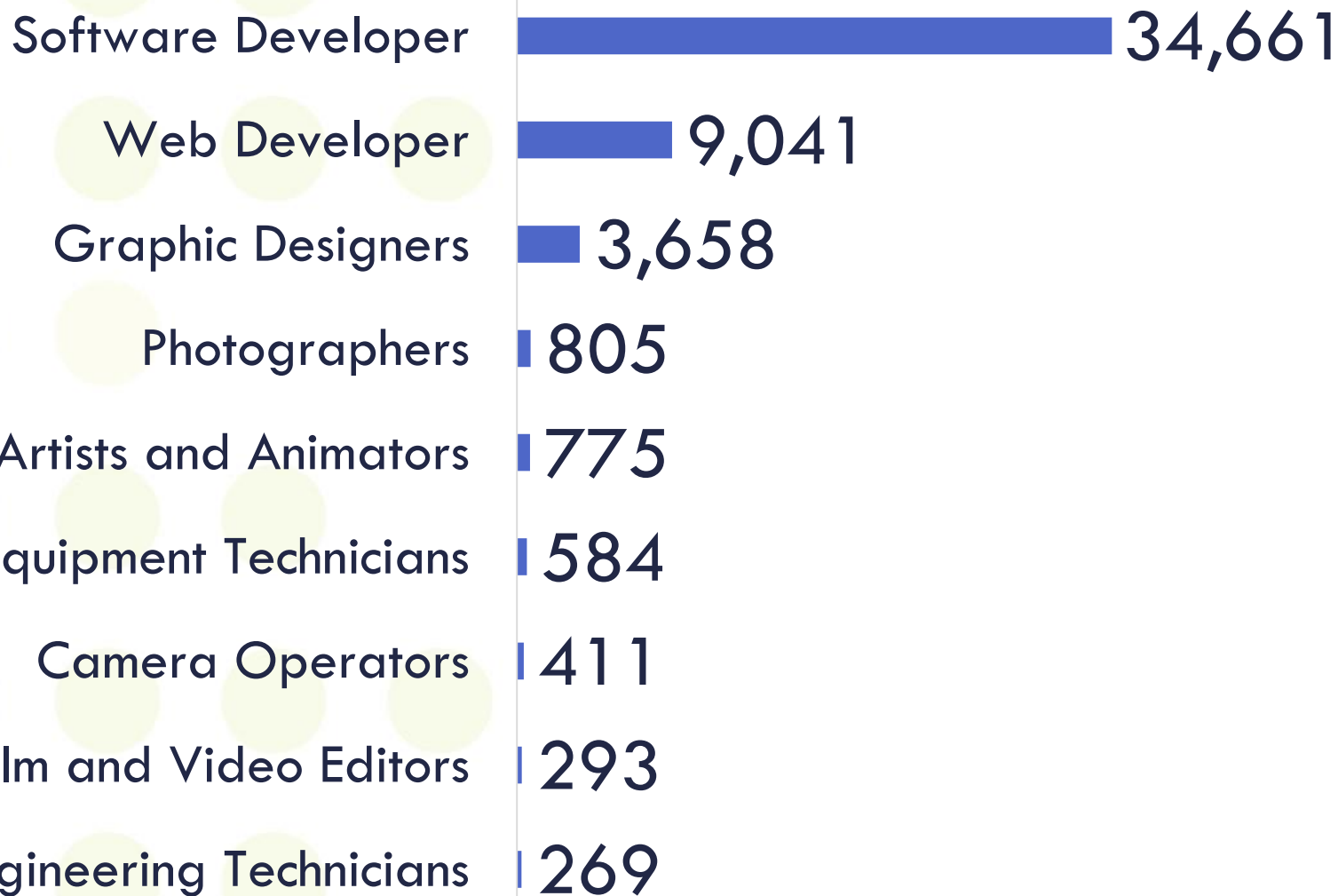


- Digital Media
- Multimedia
- Electronic Game Design
- Website Design and Development
- Animation
- Desktop Publishing
- Computer Graphics and Digital Imagery

**Chaffey | Crafton Hills | Desert | Moreno Valley |
Mt. San Jacinto | Norco | Riverside City**

Online Job Ads

Oct 2017 to Sep 2018





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Questions?

Thank You!



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