

Multimedia Content Creation Occupations Labor Market Information Report City College of San Francisco

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 a significant undersupply of Multimedia Content Creation workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties). The gap is about 150 students annually in the Bay region and 85 students annually in the Mid-Peninsula sub-region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0614.10 - Multimedia in the state and region. It is recommended that this 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 City College of San Francisco and in the region.

Introduction

This report profiles Multimedia Content Creation Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at City College of San Francisco.

- Film and Video Editors (SOC 27-4032):** Edit moving images on film, video, or other media. May edit or synchronize soundtracks with images. Excludes “Sound Engineering Technicians” (27-4014).
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 28%
- Media and Communication Workers, All Other (SOC 27-3099):** All media and communication workers not listed separately.
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: Short-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 32%

Occupational Demand

Table 1. Employment Outlook for Multimedia Content Creation Occupations in Bay Region

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Annual Openings	10% Hourly Wage	Median Hourly Wage
Film and Video Editors	1,628	1,782	154	9%	961	192	\$20.02	\$30.11
Media and Communication Workers, All Other	1,063	1,127	63	6%	552	110	\$13.29	\$22.42
Total	2,692	2,909	217	8%	1,513	303	\$17.36	\$27.07

Source: EMSI 2018.4

Bay Region includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Multimedia Content Creation Occupations in 12 County Bay Region and in Mid-Peninsula Sub-Region, 2018

Table 2. Employment Outlook for Multimedia Content Creation Occupations in Mid-Peninsula Sub-Region

Occupation	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Annual Openings	10% Hourly Wage	Median Hourly Wage
Film and Video Editors	701	758	57	8%	397	79	\$18.91	\$29.85
Media and Communication Workers, All Other	247	269	22	9%	137	27	\$15.15	\$25.86
TOTAL	948	1,027	79	8%	534	107	\$17.93	\$28.81

Source: EMSI 2018.4

Mid-Peninsula Sub-Region includes San Francisco and San Mateo Counties

Job Postings in Bay Region and Mid-Peninsula Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Nov 2017 - Oct 2018)

Occupation	Bay Region	Mid-Peninsula
Film and Video Editors (27-4032.00)	165	111

Source: Burning Glass

Table 4. Top Job Titles for Multimedia Content Creation Occupations for latest 12 months (Nov 2017 - Oct 2018)

Common Title	Bay	Mid-Peninsula	Common Title	Bay	Mid-Peninsula
Video Editor	153	106	Devops Engg	1	
Devops Engingeer	2	2	Editor, Travel	1	1
Video Editing Manager	2		Housesitter, Studio,Apartment	1	
Assembling	1		Technology Reporter	1	1
Assembling A	1		Watching My Kids	1	1
Associate, Creative,Editing	1				

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Multimedia Content Creation Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2017)	Jobs in Industry (2022)	% Change (2017-22)	% in Industry (2017)
Motion Picture and Video Production (512110)	835	848	9%	31.1%
Internet Publishing and Broadcasting and Web Search Portals (519130)	259	267	36%	9.8%
Teleproduction and Other Postproduction Services (512191)	193	195	5%	7.2%
Television Broadcasting (515120)	96	96	0%	3.5%
Colleges, Universities, and Professional Schools (State Government) (902612)	88	90	10%	3.3%
Colleges, Universities, and Professional Schools (611310)	86	88	12%	3.2%
Cable and Other Subscription Programming (515210)	62	63	(11%)	2.3%
All Other Professional, Scientific, and Technical Services (541990)	52	55	19%	2.0%
Colleges, Universities, and Professional Schools (Local Government) (903612)	56	55	(5%)	2.0%
Local Government, Excluding Education and Hospitals (903999)	38	39	5%	1.4%
Federal Government, Military (901200)	37	36	(3%)	1.3%
Promoters of Performing Arts, Sports, and Similar Events with Facilities (711310)	37	36	5%	1.3%

Blank Magnetic and Optical Recording Media Manufacturing (334613)	31	31	(10%)	1.1%
Corporate, Subsidiary, and Regional Managing Offices (551114)	29	30	0%	1.1%
Photography Studios, Portrait (541921)	29	29	(17%)	1.1%
Data Processing, Hosting, and Related Services (518210)	26	28	31%	1.0%
Independent Artists, Writers, and Performers (711510)	28	27	(7%)	1.0%

Source: EMSI 2018.4

Table 6. Top Employers Posting Multimedia Content Creation Occupations in Bay Region and Mid-Peninsula Sub-Region (Nov 2017 - Oct 2018)

Employer	Bay	Employer	Bay	Employer	Mid-Peninsula
Electronic Arts Incorporated	4	Fandor	2	Edelman	3
Ivalua	4	Fast Forward Accelerate Good	2	Edelman Berland	3
Edelman	3	Hellomd	2	Electronic Arts Incorporated	3
Edelman Berland	3	J2 Global	2	Orangepeople	3
Orangepeople	3	Jam Ca	2	Deloitte	2
Thirdlove	3	Mw Partners	2	Doctor On Demand	2
Apple Inc.	2	On24 Incorporated	2	Fast Forward Accelerate Good	2
Cypress Hcm	2	Pandora Media	2	Ivalua	2
Deloitte	2	Paypal	2	J2 Global	2
Doctor On Demand	2	Steyer Content	2	Jam Ca	2

Source: Burning Glass

Educational Supply

There are eight community colleges in the Bay Region issuing 153 awards on average annually on TOP 0614.10 – Multimedia. City College of San Francisco is the only college in the Mid-Peninsula sub-region issuing awards on this TOP code, issuing 22 awards on average annually.

Table 7. Awards on TOP 0614.10 - Multimedia in the Bay Region

College	Sub-Region	Headcount	Associates	Certificates	Total
Berkeley	East Bay	306	5	42	47
Canada	East Bay	161	7	4	11
Foothill	Silicon Valley	1,025			
Diablo Valley	East Bay	n/a	11	6	17
Gavilan	Monterey SC	10			
Hartnell	Monterey SC	38	10	9	19
Marin	North Bay	86	3	3	6
Ohlone	East Bay	162	5	9	14
San Francisco	Mid Peninsula	46		22	22
San Jose	Silicon Valley	28			
Santa Rosa	North Bay	280	8	9	17
West Valley	Silicon Valley	13			
Total Bay Region			49	104	153
Total Mid-Peninsula Sub-Region		46	0	22	22

Source: IPEDS, Data Mart and Launchboard

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 303 annual openings for the Multimedia Content Creation occupational cluster and 153 annual awards for an annual undersupply of 150 students. In the Mid-Peninsula sub-region, there is also a gap with 107 annual openings and 22 annual awards for an annual undersupply of 85 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0614.10 - Multimedia

2015-16	Bay (All CTE Programs)	City College of San Francisco (All CTE Programs)	State (TOP 0614.10)	Bay (TOP 0614.10)	Mid-Peninsula (TOP 0614.10)	City College of San Francisco (TOP 0614.10)
% Employed Four Quarters After Exit	75%	73%	55%	53%	59%	76%
Median Quarterly Earnings Two Quarters After Exit	\$13,996	\$10,170	\$12,435	\$14,631	\$20,563	\$25,626
Median % Change in Earnings	40%	50%	68%	65%	51%	41%
% of Students Earning a Living Wage	63%	55%	34%	38%	59%	n/a

Source: Launchboard Pipeline (version available on 11/14/18)

Skills and Education

Table 9. Top Skills for Multimedia Content Creation Occupations in Bay Region (Nov 2017 - Oct 2018)

Skill	Postings	Skill	Postings	Skill	Postings
Video Editing	146	Animation	30	Cinematography	8
Adobe Aftereffects	100	Facebook	18	Scheduling	8
Adobe Premiere	84	Youtube	18	Social Media Tools	8
Adobe Photoshop	82	Audio mixing	16	Transcoding	8
Video Production	48	Post Production	15	Typesetting	8
Final Cut Pro	41	Instagram	14	Cinema 4D	7
Adobe Indesign	40	Photography	14	Metadata	7
Adobe Illustrator	38	Sound Design	14	Social Media Platforms	7
Social Media	38	Project Management	13	Art Direction	6
Color Editing	37	Graphic Design	12	Business Development	6
Adobe Acrobat	36	Multimedia	11	Content Management	6
Adobe Creative Suite	36	Videography	11	Film Production	6
Music	36	Budgeting	10	Maya	6
Broadcast Industry Knowledge	31	Audio Editing	9	Technical Support	6
Motion Graphics	31	Avid Media Composer	8	3D computer graphics	5

Source: Burning Glass

Table 10. Education Requirements for Multimedia Content Creation Occupations in Bay Region

Note: 67% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

Education (minimum advertised)	Latest 12 Mos. Postings
Associate Degree	6 (11%)
Bachelor's Degree or Higher	48 (89%)

Source: Burning Glass

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

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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