

Program Endorsement Brief: 0614.50/Desktop Publishing Digital Publishing

Los Angeles/Orange County Center of Excellence, October 2018

Summary:

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide regional labor market supply and demand data related to digital publishing. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with relevant occupations.

The following summarizes key findings from this data brief:

- The number of jobs for desktop publishers is projected to decrease by 8% over the next five years. However, approximately 76 job openings will be available annually due to replacement need (i.e. retirements).
- Over the past 12 months, there have been eight online job postings related to digital publishing in Los Angeles and Orange Counties.
- Six colleges in the region have programs closely related to the program of interest.
- Between 2014 and 2017, community colleges in the region conferred an average of seven awards annually (associate degrees and certificates) in related training programs.

Occupational Demand—In Los Angeles/Orange County, desktop publishers (43-9031) jobs are projected to decrease by 8% over the next five years (Exhibit 1). However, approximately 76 job openings will be available annually due to replacement need (i.e. retirements).

Exhibit 1: Occupational demand in Los Angeles and Orange Counties¹

Geography	2017 Jobs	2022 Jobs	2017 - 2022 Change	2017 - 2022 % Change	Annual Openings
Los Angeles County	588	539	(49)	(8%)	61
Orange County	141	130	(11)	(8%)	15
Total	729	669	(60)	(8%)	76

¹ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages—Entry-level and median hourly wages for desktop publisher positions in the region are between \$16.35 and \$28.88, respectively. Entry-level wages are higher than the MIT Living hourly wage for one adult in the region (\$13.54 in Los Angeles County, \$15.31 in Orange County). Experienced workers earn an average of nearly \$40 per hour, which is higher than the living wage.

Job Postings—There were eight online job postings related to digital publishing listed in the past 12 months. The majority of job postings are for desktop publisher. Top specialized skills are: Adobe programs (InDesign, Photoshop, Acrobat, and Creative Suite) and desktop publishing. The top three employers in the region are: Copymat Hollywood, Blizzard Entertainment, and Ecosense Lighting.

Educational Attainment—The BLS lists an Associate degree as the typical entry-level education for desktop publishers. The national-level educational attainment data indicates 43% of workers in the field have completed some college. In Los Angeles/Orange County, 13% of online job postings request an Associate degree.

Community College Supply—Appendix A shows the annual and the three-year average number of awards conferred by community colleges in the related TOP code: Desktop Publishing (0614.50). The college with the most completions in the region is Santa Ana College. Between January and September 2018, there were no other related program recommendation requests from regional community colleges.

Appendix A: Regional community college awards (certificates and degrees), 2014-2017

TOP Code	Program	College	2014-15 Awards	2015-16 Awards	2016-2017 Awards	3-Year Award Average
0614.50	Desktop Publishing	Coastline	4	N/A	N/A	4
		East LA	N/A	N/A	1	1
		Fullerton	1	N/A	N/A	1
		Irvine	1	N/A	N/A	1
		LA Pierce	2	N/A	1	2
		Santa Ana	1	6	4	4
		Total	9	6	6	7

Appendix B: Occupational demand and wage data by county

Exhibit 3. Los Angeles County

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Desktop Publishers (43-9031)	588	539	(49)	(8%)	61	\$16.35	\$25.51	\$39.73

Exhibit 4. Orange County

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Desktop Publishers (43-9031)	141	130	(11)	(8%)	15	\$17.81	\$28.88	\$40.99

Exhibit 5. Los Angeles and Orange Counties

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Desktop Publishers (43-9031)	729	669	(60)	(8%)	76	\$16.86	\$25.92	\$39.87

Appendix C: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (EMSI)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- MIT Living Wage

For more information, please contact:

Lori Sanchez, Director
 Center of Excellence, Los Angeles/Orange County Region
Lsanchez144@mtsac.edu

October 2018

