

Please see attached LMI data.

The Multimedia Certificate of Achievement can be used for employment in a number of fast-growing occupations.

Net Annual Labor Demand:

According to the Labor Demand from the Digital Media SCC June 2024 LMI data (see attached PDF, Exhibit 2), in the South Central Coast Region there will be:

- 15-1255 Web and Digital Interface Designers - 81 Annual Openings
- 27-1014 Special Effects Artists and Animators - 37 Annual Openings
- 27-4011 Audio and Video Technicians - 63 Annual Openings
- 27-4032 Film and Video Editors - 42 Annual Openings

Total Annual Openings: 223 Annual Openings

In addition, according to the attached LMI report, **15-1255.01 Video Game Designers**, is considered an "emerging occupation" without traditional data. In the past 12 months, there have been 21 jobs posted in the region. (see attached LMI data). This number has not been factored into the calculation below.

CCC Awards: LMI Exhibit 10 shows the average number of awards granted by community colleges within programs historically dedicated to training for Digital Media Occupations.

Exhibit 10 – CCC Awards in the South Central Coast Region, 2020-2023 Average. CCC Programs 3-Year Average

- Allan Hancock 8
- Antelope Valley 21
- Canyons 67
- Cuesta 7
- Moorpark 32
- Santa Barbara 27

Total Awards: 162 over 3 years

Total Awards per year = 53

Total Annual Openings minus Total Annual Awards: 170

Additional Analysis: In addition to openings in the Labor Market being predicted by LMI data, as you can see by the SOC Code data below, these are considered growing occupations with faster than average (5% to 8%) or much faster than average (9% or higher) growth. The occupations also pay well above minimum wage and above a living wage for all except Audio/Video technicians living in Santa Barbara County (which is \$4,443 below). However Audio/Video technicians living in SLO county make above a living wage. The data for the living wage per county is from MIT's living wage calculator:

Living wage calculation for SLO County: \$55,025 for a single adult

Living wage calculation for Santa Barbara County: \$66,793 for a single adult

Median incomes per occupation:

27-1014.00 - *Special Effects Artists and Animators* - \$130,460 annual (California)
27-4032.00 - *Film and Video Editors* - Santa Maria/Santa Barbara - \$77,710 annual
27-4011.00 - *Audio and Video Technicians* - SANTA MARIA/SANTA BARBARA
MEDIAN WAGES - \$62,350 annual
15-1255.00 - *Web and Digital Interface Designers* - San Luis Obispo-Paso Robles-
Arroyo Grande, CA - \$76,010 annual
15-1255.00 - *Web and Digital Interface Designers* - Santa Maria-Santa Barbara, CA
Median - 97,670 annual

As you can see from this data, there is both demand for these Digital Media occupations and they pay above a living wage.

Further information can be found below and with the attached LMI document.

SOC Codes (with related occupations listed)

27-1014.00 - Special Effects Artists and Animators

Create special effects or animations using film, video, computers, or other electronic tools and media for use in products, such as computer games, movies, music videos, and commercials.

Sample of reported job titles: 3D Animator, 3D Artist, Animator, Artist, Digital Artist, Graphic Artist, Illustrator, Motion Graphics Artist, Multimedia Producer

US MEDIAN WAGES 2023 - \$47.63 hourly, \$99,060 annual

CA MEDIAN WAGES 2023 - **\$130,460** annual

SLO/SB/VEN COUNTY WAGES 2023 - not available

In the South Central Coast region, the number of jobs for Digital Media-related occupations is expected to increase 9% through 2027. Approximately 223 annual openings are expected through 2027. (source LMI data)

PROJECTED GROWTH (2022 - 2032) - Faster than average (5% to 8%)

Employment (2022) - 89,300 employees

27-4032.00 - Film and Video Editors

Edit moving images on film, video, or other media. May work with a producer or director to organize images for final production. May edit or synchronize soundtracks with images.

Sample of reported job titles: Editor, Film Editor, News Editor, News Video Editor, News Videotape Editor, Non-Linear Editor, Online Editor, Tape Editor, Television News Video Editor, Video Editor

US MEDIAN WAGES 2023 - \$32.20 hourly, \$66,600 annual

CA MEDIAN WAGES 2023 - **\$82,600** annual

SANTA MARIA/SANTA BARBARA MEDIAN WAGES - **\$77,710** annual

PROJECTED GROWTH – Much faster than average (9% or higher)

Employment (2022) - 51,000 employees

27-4011.00 - Audio and Video Technicians

Set up, maintain, and dismantle audio and video equipment, such as microphones, sound speakers, connecting wires and cables, sound and mixing boards, video cameras, video monitors

and servers, and related electronic equipment for live or recorded events, such as concerts, meetings, conventions, presentations, podcasts, news conferences, and sporting events.

Sample of reported job titles: Audio Technician, Audio Visual Specialist (AV Specialist), AV Tech (Audio Visual Technician), Media Technician, Operations Technician, Stagehand, Video Technician

US MEDIAN WAGES 2023 - \$24.83 hourly, \$51,640 annual

CA MEDIAN WAGES 2023 - **\$61,030** annual

SLO/SB COUNTY WAGES MEDIAN 2023 - **\$44,030** annual

SANTA MARIA/SANTA BARBARA MEDIAN WAGES - **\$62,350** annual

PROJECTED GROWTH – Faster than average (5% to 8%)

EMPLOYMENT (2022) - 74,800 employees

15-1255.00 - Web and Digital Interface Designers *

Design digital user interfaces or websites. Develop and test layouts, interfaces, functionality, and navigation menus to ensure compatibility and usability across browsers or devices. May use web framework applications as well as client-side code and processes. May evaluate web design following web and accessibility standards, and may analyze web use metrics and optimize websites for marketability and search engine ranking. May design and test interfaces that facilitate the human-computer interaction and maximize the usability of digital devices, websites, and software with a focus on aesthetics and design. May create graphics used in websites and manage website content and links.

Sample of reported job titles: Technology Applications Engineer, Web Architect, Web Design Specialist, Web Designer, Web Developer, Webmaster

US MEDIAN WAGES 2023 - \$47.37 hourly, \$98,540 annual

CA MEDIAN WAGES 2023 - **\$127,760** annual

San Luis Obispo-Paso Robles-Arroyo Grande, CA - \$76,010 annual

Santa Maria-Santa Barbara, CA Median - 97,670 annual

PROJECTED GROWTH – Much faster than average (9% or higher)

Data Sources:

Growth and job openings source: Onet Online, Source: Bureau of Labor Statistics 2023 wage data

Source: Bureau of Labor Statistics 2023 wage data and 2022-2032 employment projections. “Projected growth” represents the estimated change in total employment over the projections period (2022-2032). “Projected job openings” represent openings due to growth and replacement.

References: <https://www.bls.gov/ooh/arts-and-design/multimedia-artists-and-animators.htm>

<https://www.onetonline.org/link/summary/27-1014.00>

MIT's Liveable Wage Calculator for California: <https://livingwage.mit.edu/states/06>

MIT Liveable Wage calculator for Santa Barbara County:

<https://livingwage.mit.edu/counties/06083>

MIT Liveable Wage calculator for SLO County: <https://livingwage.mit.edu/counties/06079>