



Labor Market Analysis: 0860.00 – Educational Technology

13.0501 – Educational/Instructional Technology

Educational Technology and Applied Artificial Intelligence;

Advanced AI Integration and Design – Certificate requiring 16 to <30 semester units

Los Angeles Center of Excellence, July 2026

Program Endorsement:	Endorsed: All Criteria Met ☐	Endorsed: Some Criteria Met ☒	Not Endorsed ☐
Program Endorsement Criteria			
Supply Gap:	Yes ☒	No ☐	
Living Wage: (Entry-Level, 25 th)	Yes ☐	No ☒	
Education:	Yes ☒	No ☐	
Emerging Occupation(s)			
	Yes ☐	No ☒	

SUMMARY

This report analyzes whether local labor market demand is being met by community college programs aligned with the identified middle-skill occupation¹ or whether a shortage of workers exists. Labor market demand is measured by annual job openings while education supply is measured by the number of awards (degrees and certificates) conferred on average each year.

Based on the available data, there appears to be a supply gap for the one identified middle-skill occupation in the region. While entry-level wages are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, approximately one-third of current workers in the field have completed some college or an associate degree as their highest level of educational attainment.

Recommendation: Due to two of three program endorsement criteria being met, the Los Angeles Center of Excellence for Labor Market Research (LA COE) endorses this proposed program.

Key Findings

Supply Gap

- 1,634 annual job openings are projected in the region through 2029. This number is substantially greater than the three-year average of 2 sub-baccalaureate awards conferred by educational institutions in the region.

¹ Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree. The COE classifies middle-skill jobs as the following:

- 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.

Living Wage

- \$22.74 is the typical entry-level hourly wage for *training and development specialists*, which is lower than Los Angeles County's self-sufficiency standard hourly (\$24.03/hour).²

Educational Attainment

- A bachelor's degree is the typical entry-level education for *training and development specialists*, according to the Bureau of Labor Statistics (BLS).
- 30% of workers in the field have completed some college or an associate degree, according to national educational attainment data.

Community college supply

- 1 community college issued awards related to educational technology in the greater LA/OC region.
- 2 awards (degrees and certificates) were conferred on average each year between 2023 and 2025.

Other postsecondary supply

- No other educational institutions in the LA/OC region have conferred bachelor's or sub-baccalaureate awards in programs related to educational technology over the past three years.

TARGET OCCUPATION

LA COE prepared this report to provide regional labor market and postsecondary supply data related to one middle-skill occupation. Although the occupation in this report typically requires a bachelor's degree, it is considered middle-skill because approximately one-third of workers in the field have completed some college or an associate degree. [For full occupation descriptions, please see Appendix.](#)

- **Training and Development Specialists (13-1151)** Design or conduct work-related training and development programs to improve individual skills or organizational performance. May analyze organizational training needs or evaluate training effectiveness.³

OCCUPATIONAL DEMAND

Exhibit 1 shows the five-year occupational demand projections for *training and development specialists*. In the greater Los Angeles/Orange County region, the number of jobs related to this occupation is projected to increase by 12% through 2029. There will be more than 1,600 job openings per year through 2029 due to job growth and replacements. The majority of jobs in 2024 for *training and development specialists* (71%) were located in Los Angeles County.

² Center for Women's Welfare, University of Washington. (2024). *The self-sufficiency standard for California 2024*. <http://selfsufficiencystandard.org/California>.

³ [Training and Development Specialists \(bls.gov\)](#)

Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties⁴

Geography	2024 Jobs	2029 Jobs	2024-2029 Change	2024-2029 % Change	Annual Openings
Los Angeles	10,435	11,679	1,244	12%	1,167
Orange	4,173	4,678	505	12%	467
Total	14,608	16,357	1,749	12%	1,634

Detailed Occupation Data

Exhibit 2 displays the current employment and projected occupational demand for the target occupation in Los Angeles County. The average percentage of workers aged 55+ across all occupations in the Los Angeles/Orange County region is 26%; occupations with a larger share of workers aged 55 and older typically have greater replacement needs to offset the amount of impending retirements. On average, 81% of workers across all occupations in California are employed full-time.

Exhibit 2: Detailed employment and occupational demand, Los Angeles County⁵

Occupation	2024 Jobs	2029 Jobs	5-Yr % Change	Annual Openings	% Aged 55 and older	% Full Time Workers
Training and Development Specialists	10,435	11,579	12%	1,167	26%	100%

WAGES

The labor market endorsement in this report considers the entry-level hourly wages for *training and development specialists* in Los Angeles County as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater Los Angeles/Orange County region.

Los Angeles County

The typical entry-level hourly wages for *training and development specialists* are \$22.74, which is below the self-sufficiency standard wage for one adult (\$24.03 in Los Angeles County). Experienced workers can expect to earn wages of \$48.84, which is higher than the self-sufficiency standard (Exhibit 3).

Exhibit 3: Earnings for occupation in Los Angeles County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Training and Development Specialists	\$22.74	\$34.73	\$48.84	\$72,200

*Rounded to the nearest \$100

⁴ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

⁵ Ibid.

Orange County

The typical entry-level hourly wages for *training and development specialists* are \$22.36, which is below the self-sufficiency standard wage for one adult (\$27.13 in Orange County). Experienced workers can expect to earn wages of \$48.00, which is higher than the self-sufficiency standard (Exhibit 4).

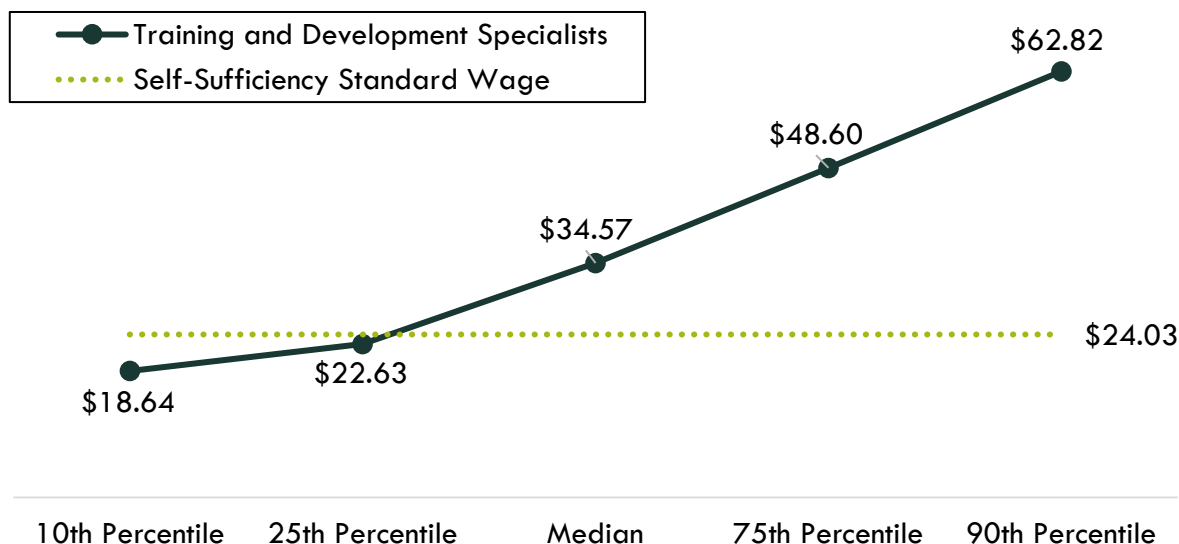
Exhibit 4: Earnings for occupation in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Training and Development Specialists	\$22.36	\$34.15	\$48.00	\$71,000

*Rounded to the nearest \$100

Across the greater Los Angeles and Orange County region, the average entry-level hourly earnings for the occupation in this report are \$22.63; this is below the living wage for one single adult in Los Angeles County (\$24.03). Exhibit 5 shows the average hourly wage for the occupation in this report, for entry-level to experienced workers.

Exhibit 5: Average hourly earnings for target occupation, Los Angeles and Orange counties



JOB POSTINGS

There were 1,980 online job postings for *training and development specialists* listed in the past 12 months in Los Angeles and Orange counties. Job postings were analyzed for the most common job titles, skills, and employers associated with the target occupation in this report (Exhibit 6).

Exhibit 6: Most commonly requested job titles, skills and employers in job postings, Los Angeles and Orange counties

Top Job Titles	Top Skills	Top Employers
• Training specialists • Professional development managers • Training coordinators • Youth development professionals • Talent development specialists • Technical trainers • Trainers	• Learning management systems • Instructional design • Project management • Adult education • Training delivery • Marketing • Curriculum development • Continuous improvement process	• Oakmont Senior Living • Altamed Health Services • Boys & Girls Clubs of Carson • The Coca-Cola Company • Insight Global* • CBC Education* • Equus Workforce Solutions* • Vaco*

*Staffing company

In the greater Los Angeles/Orange County region, 69% of the target job postings listed a minimum educational requirement. Exhibit 7 details the number and percentage of job postings by educational level.

Exhibit 7: Education levels requested in job postings for target occupation, Los Angeles and Orange counties

Education Level	Job Postings	% of Job Postings
Bachelor's degree	954	70%
Associate degree	126	9%
High school diploma or vocational training	286	21%

EDUCATIONAL ATTAINMENT

The Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry-level education for *training and development specialists* (Exhibit 8). However, the national-level data indicates 30% of workers in the field have completed some college or an associate degree as their highest level of educational attainment. The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupation in this report:

Exhibit 8: Entry-level education preferred by employers nationally, Bureau of Labor Statistics

Occupation	Education Level
Training and development specialists	Bachelor's degree

EDUCATIONAL SUPPLY

Community College Supply

Exhibit 9 shows the annual and three-year average number of awards conferred by community colleges in the related TOP code: Educational Technology (0860.00). The only college with completions in the region is Cerritos. Both awards are certificates (16 to <30 semester units).

Exhibit 9: Regional community college awards (certificates and degrees), 2023-2025

TOP Code	Program	College	2022-23 Awards	2023-24 Awards	2024-25 Awards	3-Year Average
0860.00	Educational Technology	Cerritos	1	4	2	2
		LA Subtotal	1	4	2	2
Supply Total/Average			1	4	2	2

Other Postsecondary Supply

Currently, there are no other postsecondary institutions in the greater LA/OC region that have conferred bachelor's or sub-baccalaureate awards for educational technology in the past three years. However, there have been master's and doctoral degrees conferred in the region under the related CIP Code: Educational/Instructional Technology (13.0501).

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DATA SOURCES

- O*NET Online
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)



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