



Labor Market Analysis for Program Modification Video Occupations Cabrillo College

Prepared by the Bay Region Center of Excellence for Labor Market Research

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Recommendation

Based on all available data, there appears to be an “undersupply” of Video workers compared to the demand for this cluster of occupations in the Bay Region but an “oversupply” in the SC-Monterey Sub-Region (Monterey, San Benito, Santa Cruz counties). There is a projected annual gap of about 822 students in the Bay Region but an oversupply of 140 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0612.20 - Film Production programs in the state and region. It is recommended that these 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 Cabrillo College and in the region.

This report profiles Video Occupations in the 12 county Bay Region and in the SC-Monterey program modification at Cabrillo College.

- **Producers and Directors (27-2012):** Produce or direct stage, television, radio, video, or film productions for entertainment, information, or instruction. Responsible for creative decisions, such as interpretation of script, choice of actors or guests, set design, sound, special effects, and choreography.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 17%
- **Camera Operators, Television, Video, and Film (27-4031):** Operate television, video, or film camera to record images or scenes for television, video, or film productions.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%
- **Film and Video Editors (27-4032):** 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.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%

Occupational Demand

Table 1. Employment Outlook for Video Occupations in the Bay Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Producers and Directors	7,351	7,848	497	7%	3,760	752	\$38	\$54
Camera Operators, Television, Video, and Film	1,006	1,085	78	8%	547	109	\$24	\$36
Film and Video Editors	1,852	1,992	140	8%	970	194	\$29	\$41
Total	10,209	10,925	716	7%	5,277	1,055	\$35	\$50

Source: Lightcast 2024.3

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

Table 2. Employment Outlook for Video Occupations in the SC-Monterey Sub-Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Producers and Directors	215	236	21	10%	113	23	\$23	\$37
Camera Operators, Television, Video, and Film	59	57	-2	-3%	26	5	\$26	\$35
Film and Video Editors	46	49	3	7%	24	5	\$16	\$30
Total	320	342	22	7%	163	33	\$23	\$36

Source: Lightcast 2024.3

SC-Monterey Sub-Region includes: Monterey, San Benito, Santa Cruz Counties

Job Postings in the Bay Region and SC-Monterey Sub-Region

Table 3. Number of Job Postings by Occupation for the latest 12 months

Occupation	Bay Region	SC-Monterey
Producers and Directors	1,701	67
Camera Operators, Television, Video, and Film	254	25
Film and Video Editors	147	5

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Table 4a. Top Job Titles in Job Postings for Video Occupations in the Bay Region

Title	Bay	Title	Bay
Videographers	105	News Producers	28
Video Editors	74	Executive Producers	24
Producers	72	Commercial Directors	19
Production Managers	55	Videographers/Editors	18
Commercial Counsels	53	Associate Producers	17

Title	Bay	Title	Bay
Video Producers	52	Audio Visual Managers	16
Creative Producers	35	Stage Managers	16
Localization Producers	32	Global Commercial Directors	15
Content Producers	29	Filmmakers	12

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Table 4b. Top Job Titles in Job Posting for Video Occupations in the SC-Monterey Sub-Region

Title	SC-Monterey	Title	SC-Monterey
News Producers	13	Lodge Managers	2
Production Managers	8	News Directors	2
Videographers	8	Producers	2
Film and Video Editors	5	Radio Producers	2
Filmmakers	5	Sports Videographers	2
Newscast Directors	5	TV Production Assistants	2
anchors/Producers	4	Videographers/Producers	2
Multimedia Journalists	3	Audiovisual Technicians	1
Executive News Producers	2	Baristas	1

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Industry Concentration

Table 5. Industries Hiring for Video Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	3,883	4,132	6%	38%
Motion Picture and Video Production	1,926	1,982	3%	19%
Teleproduction and Other Postproduction Services	454	504	11%	4%
Television Broadcasting Stations	311	339	9%	3%
Independent Artists, Writers, and Performers	245	260	6%	2%
Theater Companies and Dinner Theaters	233	262	13%	2%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Software Publishers	196	214	9%	2%
Data Processing, Hosting, and Related Services	165	204	23%	2%
Web Search Portals and All Other Information Services	162	178	9%	2%
Advertising Agencies	147	149	1%	1%

Source: Lightcast 2024.4

Table 6. Top Employers Posting Video Occupations in the Bay Region and the SC-Monterey Sub-Region

Employer	Bay	Employer	SC-Monterey
California Physicians' Service	46	University of California	6
Apple	42	Entravision Communications	4
University of California	37	First Databank (Fdb)	4
Meta	35	Hearst Communications	4
Gilead Sciences	32	Hearst Media Services	4
Aquent	30	Hearst Television	4

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Educational Supply

There are eight community colleges in the Bay Region issuing 56 awards on average annually (last 3 years ending 2021-23) on TOP 0612.20 - Film Production. In the SC-Monterey Sub-Region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

There is one four-year institution in the Bay Region issuing 173 bachelor's degrees on average annually (last 3 years ending 2020-22) on CIP 50.0699- Film/Video and Photographic Arts, Other. There is one four-year institution in the SC-Monterey Sub-Region issuing 173 bachelor's degrees on this CIP code.

Table 7a. Community College Awards on TOP 0612.20 - Film Production in the Bay Region

College	Subregion	Associate Degree	Low unit Certificate	Total
Berkeley City	East Bay	1	5	6
Chabot	East Bay	2	3	5
Contra Costa	East Bay	0	1	1
Deanza	Silicon Valley	5	0	5
Diablo Valley	East Bay	0	2	2
Marin	North Bay	1	0	1
San Francisco	Mid-Peninsula	9	10	19
Santa Rosa	North Bay	9	8	17
Total	-	27	29	56

Source: Data Mart

College	Subregion	Associate Degree	Low unit Certificate	Total
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Note: The annual average for awards is 2020-21 to 2022-23.

Table 7b. Bachelor’s Degree Awards on CIP 50.0699- Film/Video and Photographic Arts, Other. in the Bay Region

College	Subregion	Bachelor's degree
University of California-Santa Cruz	SC-Monterey	173
Total	-	173

Source: Data Mart

Note: The annual average for awards is 2019-20 to 2021-22.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 1,055 annual openings for the Video occupational cluster and 229 annual (3-year average) awards for an annual undersupply of 826 students. In the SC-Monterey Sub-Region, there is also a gap with 33 annual openings and 173 annual (3-year average) awards for an annual oversupply of 140 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0612.20 - Film Production

Metric Outcomes	Bay All CTE Program	Cabrillo College All CTE Program	State 0612.20	Bay 0612.20	SC-Monterey 0612.20	Cabrillo College 0612.20
Students with a Job Closely Related to Their Field of Study	74%	80%	53%	43%	NA	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	\$46,381	\$27,780	\$36,018	NA	NA
Median Change in Earnings for SWP Exiting Students	24%	23%	40%	27%	NA	NA
Exiting Students Who Attained the Living Wage	54%	44%	29%	31%	NA	NA

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Video Occupations in the Bay Region

Skill	Posting	Skill	Posting
Marketing	531	Finance	130
Project Management	420	Production Process	126

Skill	Posting	Skill	Posting
Workflow Management	291	Adobe Photoshop	120
Video Production	201	New Product Development	113
Post-Production	181	Video Editing	112
Adobe Premiere Pro	176	Adobe Creative Suite	109
Social Media	175	Key Performance Indicators (KPIs)	109
Content Creation	156	Journalism	108
Production Management	143	Motion Graphics	104
Adobe After Effects	142	Continuous Improvement Process	99

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Table 10. Certifications in Job Postings for Video Occupations in the Bay Region

Certification	Posting	Certification	Posting
Drone Pilot Certificate	12	Project Management Certification	5
Project Management Professional Certification	12		

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Table 11. Education Requirements for Video Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	86	6%
Associate degree	35	2%
Bachelor's degree & higher	1,440	92%

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Note: 48% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCC Data Mart and CTE Launchboard.

Sources

O*Net Online

Lightcast

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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