

Program Overview

3 Programs

Lightcast Q3 2023 Data Set

August 2023

San Mateo County Community College District



Parameters

Completions Year: 2020

Jobs Timeframe: 2022 - 2029

Job Postings Timeframe: Jun 2021 - Jul 2023

Programs:

Code	Description
09.0702	Digital Communication and Media/Multimedia
10.0303	Prepress/Desktop Publishing and Digital Imaging Design

Code	Description
50.0102	Digital Arts

Regions:

Code	Description
6001	Alameda County, CA
6013	Contra Costa County, CA
6075	San Francisco County, CA

Code	Description
6081	San Mateo County, CA
6085	Santa Clara County, CA

Education Level:

Description
Associate degree

Tuition Type: Tuition & Fees

Graduate Status: Undergraduate

Residency: In-State

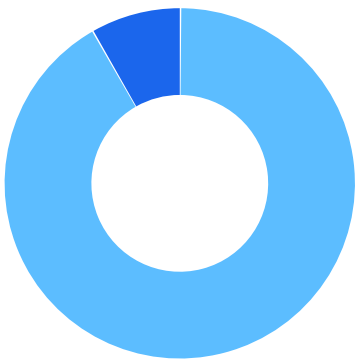
<p>5</p> <p>Institutions</p> <p>-17% Growth (2016-2020)</p>	<p>24</p> <p>Completions</p> <p>-27% Growth (2016-2020)</p>	<p>Completions Distribution</p> <p>Average: 4.8</p> <p>2 ————— 13</p> <p>Median: 2</p>
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Program Overview



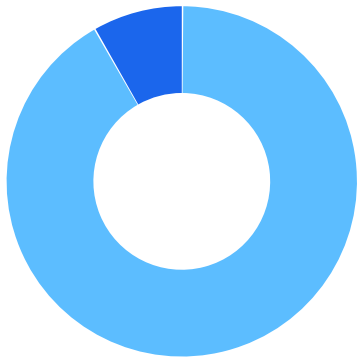
	Completions (2020)	% Completions	Institutions (2020)	% Institutions
● All Programs	24	100%	5	100%
● Distance Offered Programs	2	8%	1	20%
● Non-Distance Offered Programs	22	92%	4	80%

Market Share by Institution Type



Institution Type	Completions (2020)	Market Share
● Public, 2-year	22	91.7%
● Private for-profit, 4-year or above	2	8.3%

Market Share by Program

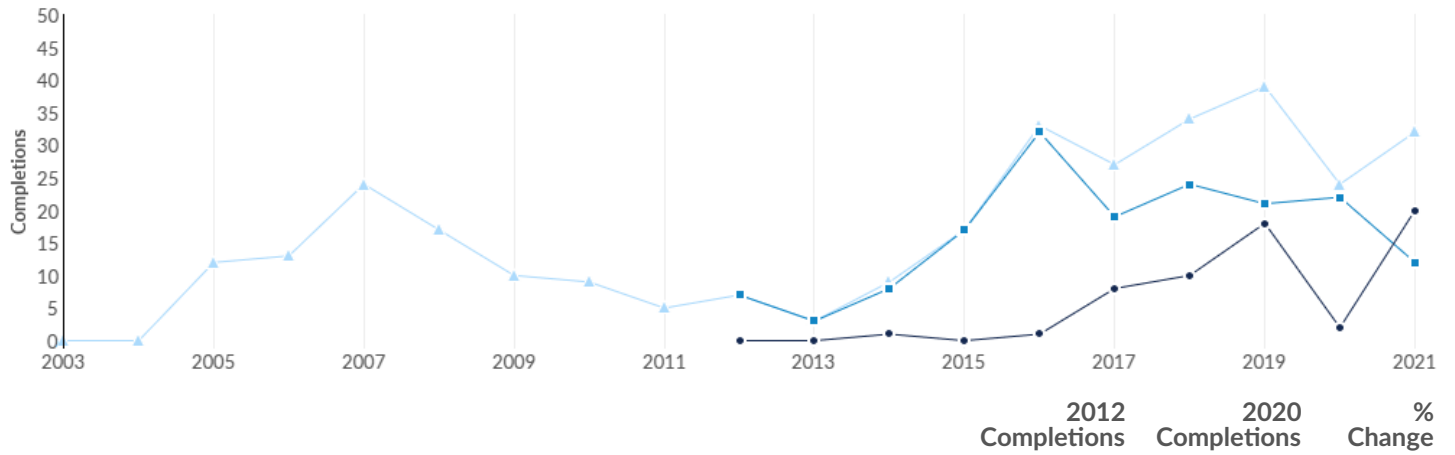


Program	Completions (2020)	Market Share
● Prepress/Desktop Publishing and Digital Imaging Design (10.0303)	22	91.7%
● Digital Arts (50.0102)	2	8.3%

Completions by Institution

Institution	Associate's Degree Completions (2020)	Growth % YOY (2020)	Market Share (2020)	IPEDS Tuition & Fees (2020)	Completions Trend (2016-2020)
College of San Mateo	13	-23.5%	54.2%	\$1,434	
Gavilan College	5	-28.6%	20.8%	\$1,166	
Academy of Art University	2	-81.8%	8.3%	\$24,664	
Chabot College	2	Insf. Data	8.3%	\$1,150	
San Jose City College	2	100.0%	8.3%	\$1,362	

Regional Trends



	2012 Completions	2020 Completions	% Change
● Distance Offered Programs	0	2	+Inf. Data
■ Non-Distance Offered Programs	7	22	+214.3%
▲ All Programs	7	24	+242.9%

Regional Completions by Award Level

Award Level	Completions (2020)	Percent
● Associate's Degree	24	100.0%



Similar Programs

112
Programs (2020)

13,830
Completions (2020)

CIP Code	Program	Associate's Degree Completions (2020)
24.0101	Liberal Arts and Sciences/Liberal Studies	2,419
52.0201	Business Administration and Management, General	2,329
42.0101	Psychology, General	1,513
45.0101	Social Sciences, General	1,399
24.0103	Humanities/Humanistic Studies	846
43.0103	Criminal Justice/Law Enforcement Administration	678
09.0101	Speech Communication and Rhetoric	669
45.1101	Sociology, General	664
45.0601	Economics, General	607
45.1001	Political Science and Government, General	283


Target Occupations

*Filtered by the proportion of the national workforce in these occupations with an Associate's degree

<p>12,799</p> <p>Jobs (2022)*</p> <p>118% above National average*</p>	<p>+9.5%</p> <p>% Change (2022-2029)*</p> <p>Nation: +12.3%*</p>	<p>\$65.27/hr</p> <p>\$135.8K/yr</p> <p>Median Earnings</p> <p>Nation: \$36.97/hr;</p> <p>\$76.9K/yr</p>	<p>1,254</p> <p>Annual Openings*</p>
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Occupation	2022 Jobs*	Annual Openings*	Median Earnings	Growth (2022 - 2029)*	Employment Concentration (2022)*
Computer Occupations, All Other	4,630	403	\$70.41/hr	+8.88%	3.20
Managers, All Other	3,541	320	\$84.21/hr	+6.72%	1.95
Graphic Designers	1,093	108	\$38.75/hr	+3.75%	1.48
Web and Digital Interface Designers	1,000	117	\$64.62/hr	+18.60%	4.17
Photographers	515	60	\$28.08/hr	+14.76%	1.24
Web Developers	385	45	\$53.07/hr	+24.16%	1.64
Producers and Directors	373	52	\$59.76/hr	+23.86%	1.64
Art Directors	308	35	\$62.79/hr	+1.95%	1.75
Special Effects Artists and Animators	296	36	\$58.27/hr	+7.43%	2.89
Media and Communication Workers, All Other	192	21	\$67.51/hr	+8.85%	3.84
Fine Artists, Including Painters, Sculptors, and Illustrators	162	22	\$15.26/hr	+15.43%	1.19
Film and Video Editors	109	13	\$41.19/hr	+11.93%	1.27
Commercial and Industrial Designers	76	7	\$53.55/hr	+3.95%	1.94
Prepress Technicians and Workers	45	5	\$24.19/hr	-15.56%	0.55
Photographic Process Workers and Processing Machine Operators	29	4	\$20.81/hr	0.00%	1.89
Artists and Related Workers, All Other	24	3	\$18.38/hr	+4.17%	0.71
Desktop Publishers	22	3	\$33.26/hr	+4.55%	0.87











Job Postings Summary

<p>5,505</p> <p>Unique Postings</p> <p>18,378 Total Postings</p>	<p>3 : 1</p> <p>Posting Intensity</p>  <p>Regional Average: 4 : 1</p>	<p>1,480</p> <p>Employers Competing</p> <p>86,762 Total Employers</p>	<p>30 days</p> <p>Median Posting Duration</p> <p>Regional Average: 30 days</p>
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There were 18,378 total job postings for your selection from June 2021 to July 2023, of which 5,505 were unique. These numbers give us a Posting Intensity of 3-to-1, meaning that for every 3 postings there is 1 unique job posting.

This is close to the Posting Intensity for all other occupations and companies in the region (4-to-1), indicating that they are putting average effort toward hiring for this position.

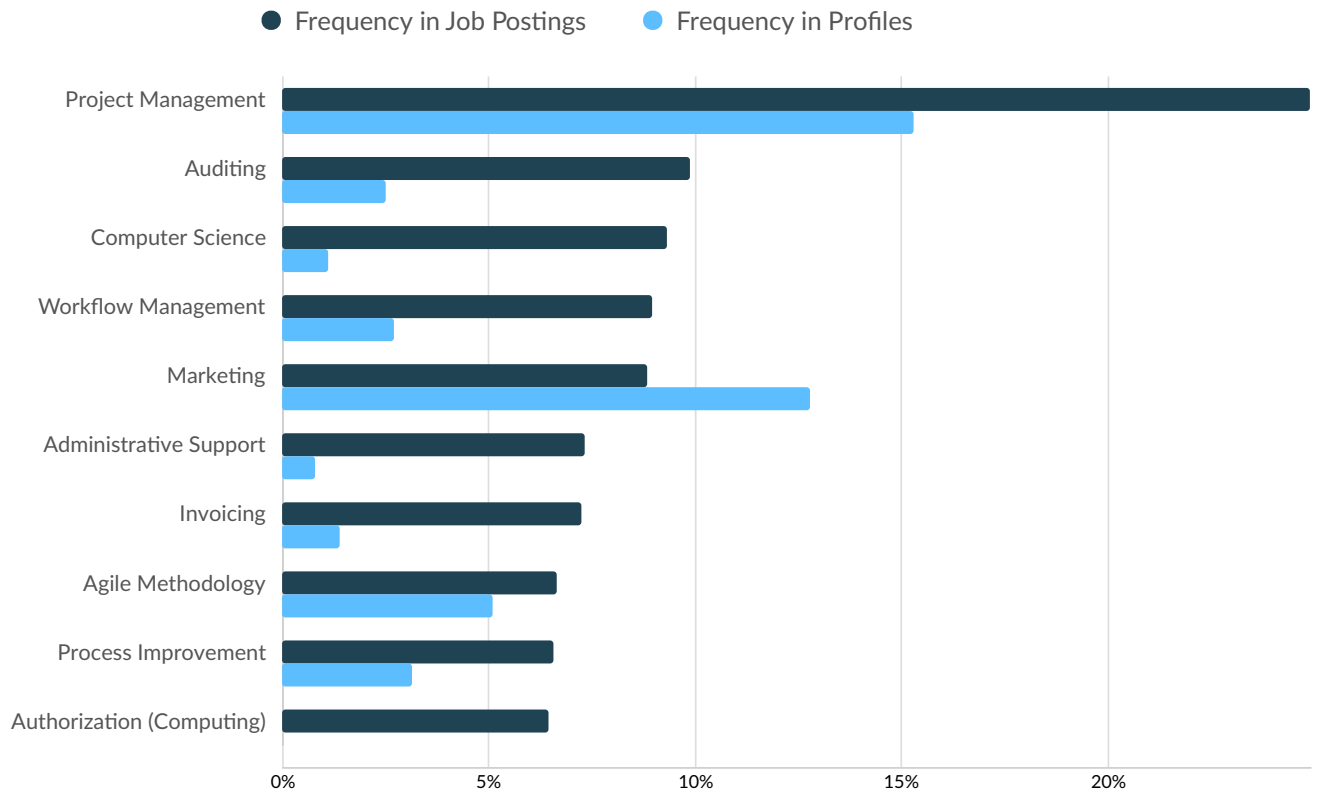
Top Companies Posting

Company	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Accenture	766 / 404	2 : 1 	30 days
Revature	807 / 204	4 : 1 	26 days
Stanford University	458 / 138	3 : 1 	28 days
Randstad	140 / 68	2 : 1 	30 days
Bank of America	179 / 65	3 : 1 	25 days
Raytheon Technologies	261 / 62	4 : 1 	33 days
Lawrence Livermore National Laboratory	145 / 56	3 : 1 	32 days
CBRE	250 / 54	5 : 1 	28 days
Allied Universal	313 / 45	7 : 1 	37 days
City & County of San Francisco	152 / 40	4 : 1 	33 days

Top Posted Job Titles

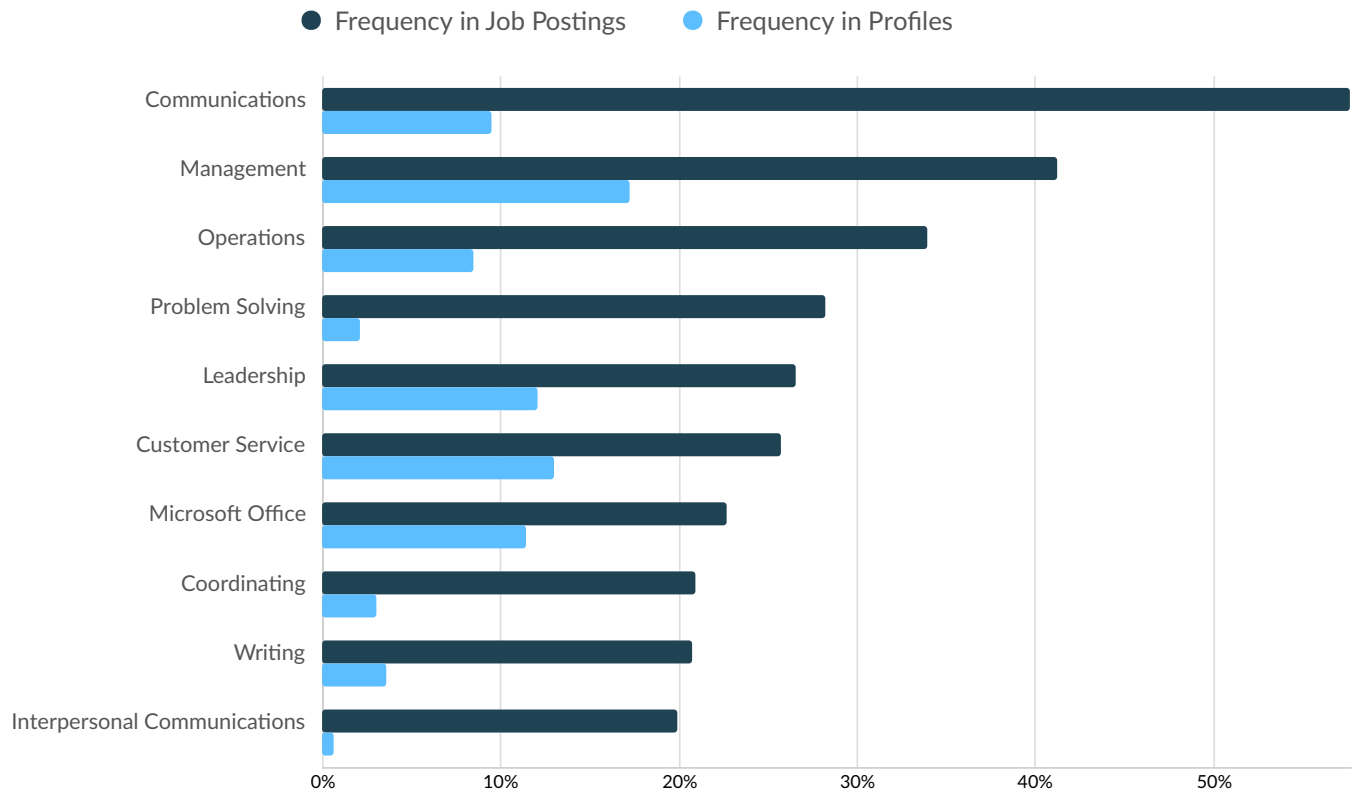
Job Title	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Project Coordinators	1,737 / 394	4 : 1 	29 days
Front End Developers	619 / 136	5 : 1 	26 days
Program Managers	226 / 98	2 : 1 	39 days
Web Developers	227 / 85	3 : 1 	26 days
Program Coordinators	204 / 74	3 : 1 	40 days
Document Control Specialists	221 / 72	3 : 1 	28 days
Documentation Specialists	143 / 65	2 : 1 	31 days
Graphic Designers	196 / 65	3 : 1 	24 days
Business Relationship Managers	141 / 54	3 : 1 	52 days
Systems Engineers	94 / 48	2 : 1 	23 days

Top Specialized Skills



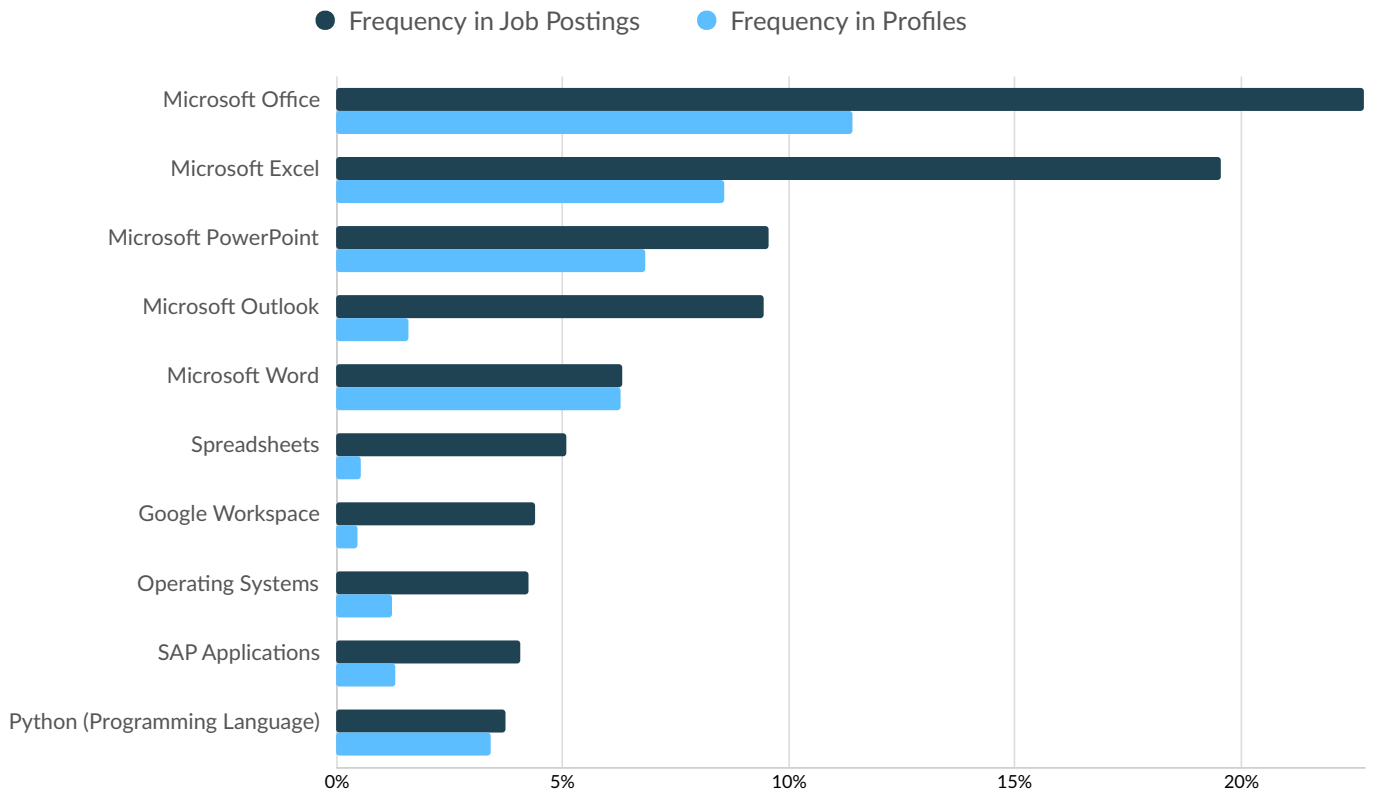
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Project Management	1,372	25%	40,656	15%
Auditing	544	10%	6,680	3%
Computer Science	513	9%	2,922	1%
Workflow Management	493	9%	7,234	3%
Marketing	487	9%	33,969	13%
Administrative Support	405	7%	2,136	1%
Invoicing	399	7%	3,716	1%
Agile Methodology	366	7%	13,565	5%
Process Improvement	363	7%	8,384	3%
Authorization (Computing)	355	6%	0	0%

Top Common Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	3,176	58%	25,147	9%
Management	2,269	41%	45,740	17%
Operations	1,868	34%	22,479	8%
Problem Solving	1,557	28%	5,680	2%
Leadership	1,463	27%	32,057	12%
Customer Service	1,420	26%	34,505	13%
Microsoft Office	1,252	23%	30,323	11%
Coordinating	1,154	21%	8,159	3%
Writing	1,143	21%	9,472	4%
Interpersonal Communications	1,097	20%	1,595	1%

Top Software Skills



Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Microsoft Office	1,252	23%	30,323	11%
Microsoft Excel	1,078	20%	22,834	9%
Microsoft PowerPoint	526	10%	18,179	7%
Microsoft Outlook	521	9%	4,258	2%
Microsoft Word	348	6%	16,703	6%
Spreadsheets	280	5%	1,432	1%
Google Workspace	242	4%	1,269	0%
Operating Systems	235	4%	3,332	1%
SAP Applications	224	4%	3,487	1%
Python (Programming Language)	206	4%	9,040	3%

Top Qualifications

Qualification	Postings with Qualification
Valid Driver's License	609
Project Management Professional Certification	182
Security Clearance	154
Cardiopulmonary Resuscitation (CPR) Certification	119
First Aid Certification	99
Registered Nurse (RN)	94
Cisco Certified Network Associate	78
Program Management Professional	69
Master Of Business Administration (MBA)	69
Certified Associate In Project Management	67

Appendix A

Program Selection Details

CIP Code	Program Name
09.0702	Digital Communication and Media/Multimedia
10.0303	Prepress/Desktop Publishing and Digital Imaging Design
50.0102	Digital Arts

Appendix B - Data Sources and Calculations

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

State Data Sources

This report uses state data from the following agencies: California Employment Development Department