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# MEETING AGENDA

## Date and Time

April 11, 2023, from 11:00am -1:00pm

## Occupation Focus

Digital Media & Entertainment

## Opening Remarks

- Welcome and Introductions | Jermaine Hampton, LAEDC
- Los Angeles Regional Consortium Overview | Dr. Narineh Makijan, LARC
- Digital Media & Entertainment Demand Data | Diego Saavedra, LAEDC
- Human Centered Economic Development | Larry Holt, LAEDC
- Digital Media & Entertainment Supply Data | Luke Meyer, COE

## Discussion Topics Moderated by Jermaine Hampton and Jose Pelayo

- Industry workforce trends
  - o What are the top emerging trends in Digital Media & Entertainment that the community colleges should know?
  - o What is the most critical change that community colleges must make to prepare for the future effectively?
  - o Do you see the demand for talent growing, leveling off, or shrinking in our region?
- Technology, AI and Equipment
  - o How has new technology including automation and AI transformed the industry?
  - o What software programs and equipment should community colleges be implementing in their curriculum to ensure their graduates are work ready?
  - o What skills and capabilities are the most critical going forward and offer graduates true competitive advantage?
- Workforce Gaps
  - o What would you like to see community colleges doing that will help prepare students for the next level?
  - o What can you as an employer do to support the community colleges? Are there any additional opportunities to bridge knowledge, talent and certification gaps?
  - o Do you have an upskill need for your current workforce that the community colleges could provide?
- Talent Pipeline
  - o How are you currently working with the community colleges to build equitable talent pipelines?
  - o Do you have any systems or programs in place to ensure you have access to, and are cultivating, a diverse workforce?
  - o In Los Angeles County, what is the pathway to middle-skill jobs in this industry? 2 yr College vs 4 yr College?

**Curriculum Review and  
Feedback Poll**

Community College Representation  
Feedback Poll

**Closing Remarks**

Next Steps and Adjournment | Jermaine Hampton, LAEDC

# LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION

The Los Angeles County Economic Development Corporation, a non-profit organization, champions equitable economic growth across the Los Angeles region.

LAEDC is committed to developing a competitive regional workforce because we know that a robust workforce and our economic growth as a region should not be separated from each other. We bring industry leaders and educational partners together within the economic development process. We want our education infrastructure to train the next generation of the workforce and ensure they receive relevant training and can join the industry of their choice. We know there needs to be an alignment between industry and our educational systems.

## Vision

A reimagined Los Angeles regional economy – growing, equitable, sustainable, and resilient – that provides a healthy and high standard of living for all.

## Mission

Reinventing our economy to collaboratively advance growth and prosperity for all.



The Los Angeles County Economic Development Corporation (LAEDC) was founded in 1981 as a nonprofit, public-benefit organization to harness the power of private sector in collaboration with L.A. County, to guide economic development and create more widely shared prosperity. LAEDC collaborates with all stakeholders in the region including education, business, and government. Learn more at [www.LAEDC.org](http://www.LAEDC.org).



Funded by the California Community Colleges Chancellor's Office under the Strong Workforce Program (SWP) as a Los Angeles Regional Project.



## Contact Information



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## LOS ANGELES REGIONAL CONSORTIUM

Los Angeles Regional Consortium, as a consortium of LA's 19 community colleges, is working collectively to deliver on a promise that California community colleges are accessible and affordable to all who seek opportunities to realize a better future. LARC serves to coordinate, collaborate, organize, and facilitate interaction in the region to ensure workforce training is provided to all in a way that is accessible, efficient, responsive, data-driven and improves outcomes. We collaborate with K-12 partners, high-road employers, and priority industries to align impactful curriculum and workforce training programs, creating a seamless pathway for college and career readiness.

To learn more please visit [www.losangelesrc.org](http://www.losangelesrc.org)

### Mission

Our mission is to bridge the gap between LA's workforce and the employers fueling our cutting-edge economy. This will not only close the supply and demand gap, but also increase economic and social mobility for LA County residents.

### Contact Information



**Dr. Narineh Makijan, Chair/Assistant Vice President**

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# CENTER OF EXCELLENCE FOR LABOR MARKET RESEARCH

The Los Angeles Center of Excellence for Labor Market Research (COE) hosted at Mt. San Antonio College represents expertise in labor market analysis with a focus on research design, educational and training program mapping, and identifying skill sets for emerging occupations as well as geospatial analysis. The COE maintains strategic alliances with research organizations whose relationships and technical expertise enhance COE research efforts and with industry associations that assist in validating research findings, ensuring that the most recent industry and labor market conditions are captured. COE studies are used to inform policy discussions, industry-wide legislative efforts, and regional workforce and economic development strategies, as well as guide program and resource development efforts by the California Community Colleges. These reports can be accessed at [www.coeccc.net](http://www.coeccc.net).

## Mission

The mission of the center is to research, analyze and present information on regional economic and workforce needs, customized for Community College decision making and curriculum planning.

## Contact Information



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## INDUSTRY REPRESENTATION

### **Nancy Robinson, Director of Education Programs, Television Academy Foundation**



Nancy Robinson is the director of education programs for the Television Academy Foundation. In this capacity, she oversees the Foundation’s highly rated year-round Student Internship Program, Alumni engagement, and nationwide college outreach.

Prior to joining the Foundation’s Education department in 1999, Nancy was convention services manager for a large trade association, planning and executing their annual convention and numerous small meetings across the country. She was also an awards consultant with a firm specializing in managing submissions for such companies as the Disney Channel, HBO and Fox. She began her career as the Primetime and Daytime Emmy Awards assistant for the Television Academy.

Nancy is a graduate of the University of California – San Diego with a Bachelor’s degree in Visual Arts/Media Production and a minor in Sociology. She is an electronic media professional representative on the Board of Directors for the Broadcast Education Association.

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### **Sasheen Artis, Founder/CEO, Plenty of Pie**



Two-time Emmy winning producer Sasheen R. Artis is Founder/CEO of Plenty of Pie, a curriculum-based talent incubator and media production accelerator that offers leadership development, practical producers skills training, mentorship, and production support to emerging and mid-career creatives of color.

Sasheen produces film, television, and live events -- including producing an impromptu Prince concert in five days and two national book tours that garnered two New York Times Bestsellers. Sasheen has worked with such newsmakers and celebrities as President Barack Obama, Former Secretary of State Hillary Rodham Clinton,

actor/director Robert Duvall, singer/songwriter Annie Lennox and director Jonathan Demme. Sasheen’s latest film, *Birthing Justice*, addressing Black maternal health outcomes, debuted at the Congressional Black Caucus and screened for 200 countries at the United Nations 1st Session of the Permanent Forum on People of African Descent. It airs this Spring on PBS.

For four years, Sasheen chaired the Producers Guild of America flagship diversity initiative, Power of Diversity Master Workshop, and was invited by HRH Princess Rym Ali and the Royal Film Commission to create and lead a week-long seminar for creatives in Amman, Jordan. Named a Wayfinder Foundation Fellow, Sasheen produced a webinar for creatives “Ground Zero: Narratives on Homelessness” to help change the depiction of homelessness in media. Getting her start in Marketing & Creative Services at Paramount Home Entertainment in 1995, Sasheen worked on blockbuster campaigns for *Titanic*, *Mission: Impossible*, *Braveheart* and TV series like *Star Trek: The Next Generation* and Nickelodeon’s *Rugrats*.

She is a member of the Academy of Television Arts & Sciences, the Producers Guild of America, and Sigma Gamma Rho Sorority, Inc. Sasheen is originally from Harlem, New York and earned her BA in Psychology from Stanford University.

**La Mer, Managing Director, ORIGYN Digital Media**



La Mer is a veteran creative director and design leader with experiences spanning digital innovation, advertising, TV & Film, and a broad array of culture-elevating ventures. Prior to his role as Managing Director of ORIGYN Digital Media, La Mer co-founded Valence Community, an Upfront Ventures backed tech professional and investor platform that was acquired by Greenwood bank in June of 2022. La Mer was also an early stage global lead at BCG Digital Ventures where he built the Experience & Communication Design cohorts and over 150 corporate innovation ventures.

**Kathy Bañuelos, Senior Vice President of State Government Affairs, Motion Picture Association**



Kathy Bañuelos is the Senior Vice President of State Government Affairs at the Motion Picture Association. With over a decade of experience advocating on behalf of the entertainment industry during a period of significant evolution for producing and distributing creative content, Ms. Bañuelos has amassed a wide breadth of policy expertise, and experience working successfully with broad coalitions on complex policy matters. At the MPA, she oversees all state and local government relations, advocacy, and regulatory functions of the association.

Previously, Ms. Bañuelos served as Vice President of Government Affairs for NBCUniversal, where she was responsible for state and local lobbying on public policy issues impacting the company across the country. In addition to providing legal analysis and policy recommendations, Ms. Bañuelos also engaged with NBCUniversal’s outside trade associations, including the Motion Picture Association, broadcast associations, and various Chambers of Commerce, to advocate for and promote the media and entertainment industries. Prior to joining NBCUniversal, Ms. Bañuelos was a consultant for the California Senate Judiciary Committee, where she provided legal analysis on a wide breadth of state policy issues with an emphasis on First Amendment and other constitutional issues.

Ms. Bañuelos earned her Juris Doctor at Columbia University School of Law and a Bachelor of Arts in History from Pomona College. She lives in La Verne, California with her two sons, Alejandro and Massimo.

**Yvette Estrada, Director of Government Affairs, NBCUniversal**



Yvette Estrada is Director, Government Affairs at NBCUniversal in Los Angeles. She is responsible for state and local government relations and advocacy of policy issues impacting NBCUniversal brands – NBC News, Telemundo, NBC Sports, Universal Pictures, Universal Television, Peacock, Universal Studios Hollywood – across the country. She works closely with business organizations in executing strategic advocacy on priority issues.

Ms. Estrada represents NBCU on the board of the Los Angeles County Business Federation, Los Angeles Economic Development Corporation, the Hollywood Chamber of Commerce and the Government Affairs Committees of the Central Cities Association of Los Angeles and FilmLA.

Ms. Estrada joined NBCU with extensive experience in both policy and politics. She served as District Chief of Staff for a member of Congress and continues to be an informal advisor. In that role, she served as the key liaison on federal issues impacting thirteen local jurisdictions in California. She also supervised the district operations. Along with her policy work, Ms. Estrada also brings several years of grassroots political campaign experience. She was an integral part of several political campaigns where she designed campaign strategies, managed field operations, and streamlined very efficient budgets. In addition, Ms. Estrada managed relationships with local and statewide elected officials, which led to key endorsements.

Ms. Estrada holds a Master’s in Public Policy from the University of Southern California and a Bachelor of Arts from the University of California Irvine.

**Ava Goldson Crews, Creative & Production Impact, Warner Bros. Discovery**



Ava Goldson Crews manages Creative & Production Impact at Warner Bros. Discovery. In her role, Ava runs WBD Action, a program created by the WBD Social Impact team in 2016 to provide individuals who haven’t traditionally had pathways into the entertainment industry with access to entry-level, below-the-line jobs on Warner Bros. Discovery film and television productions. Since the program’s launch, WBD Action has placed over 500 candidates on WBD productions including All American (WBTV), Blue Beetle (Warner Bros. Pictures), Succession (HBO) and Winning Time (HBO).

Prior to her current position, Ava was the Associate Manager of Social Impact at HBO and oversaw the company’s film festival partnership portfolio. Their roster includes over 50 film festivals such as Sundance, American Black Film Festival, New York Latino Film Festival and the Los Angeles Asian Pacific Film Festival. Prior to WBD, Ava worked at Paradigm Agency, as well as at Creative Artists Agency in Television Literary.

After Graduating from Spelman College in 2011, Ava was a corps member with Teach for America in Atlanta, GA. She is originally from Washington, DC and resides in Los Angeles, CA with her husband and their one year old daughter.

**Marco Flores, Vice President of News & West Coast Regional Lead for KMEX Univision 34 Los Angeles, Univision Communications Inc.**



Marco Flores is Vice President of News for KMEX Univision 34 Los Angeles at Univision Communications Inc. Before this role, he was the executive producer of the station’s “Noticias 34,” the most watched newscast in the country.

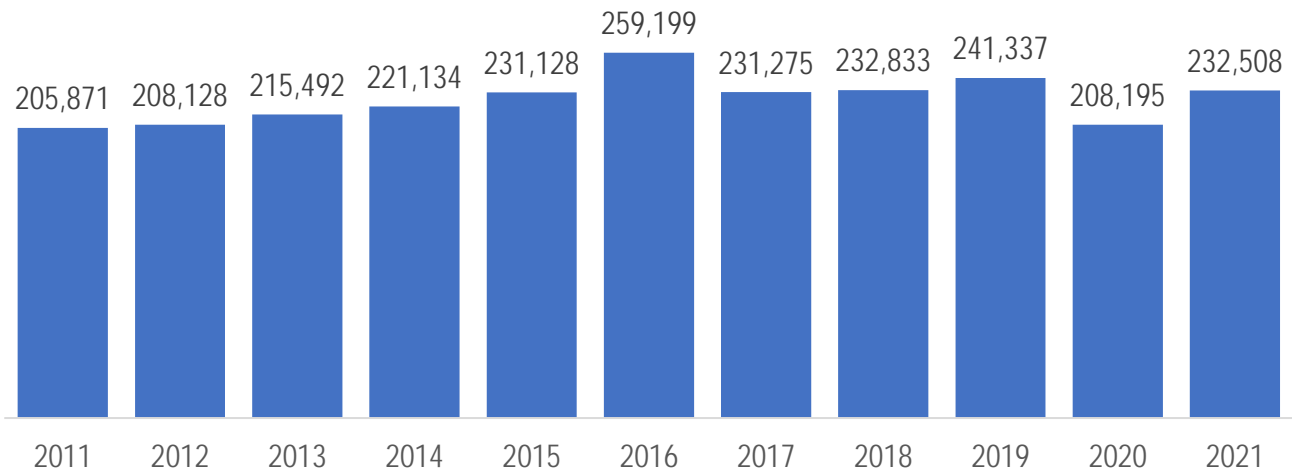
Mr. Flores joined Univision in 2000 as a producer, reporter and back-up anchor for KTVW Univision 33 Phoenix. He then served as the station’s executive producer and later as news director, an operation that quickly expanded to state-wide news with bureaus in Flagstaff, Tucson and Douglas. During his tenure at KTVW, the team garnered nominations and recognition from the National Association of Television Arts & Sciences, including a Governor’s Award for Community Service for the Filemon Martinez campaign.

He began his broadcast career in radio in 1992 with a graveyard shift as a disc jockey, later becoming station manager for KCLB Radio “La Consentida” in 1997. That year, Mr. Flores joined the newly launched Telemundo Affiliate in Palm Springs as weather and sports anchor; a year later, the newscast producer role was added to his responsibilities.

# DIGITAL MEDIA & ENTERTAINMENT DEMAND DATA

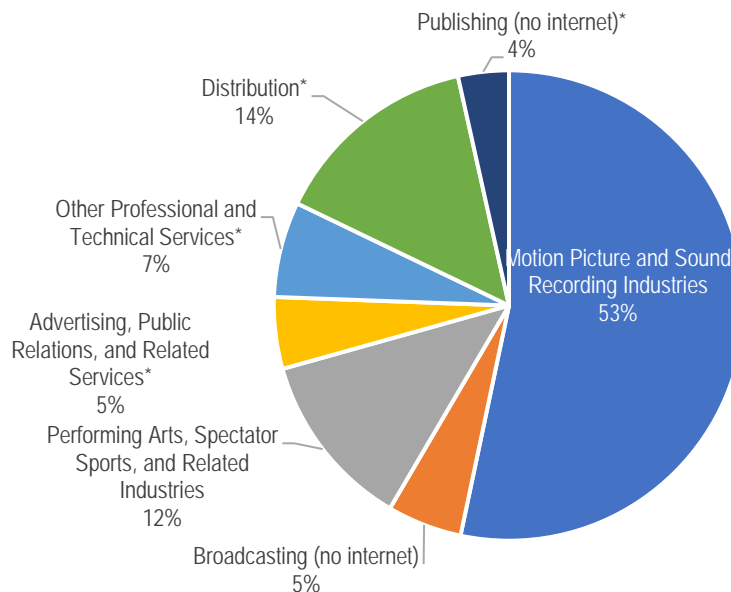
Current Landscape

## Entertainment and Digital Media Industries Employment Los Angeles County, 2011 - 2021



Source: CA

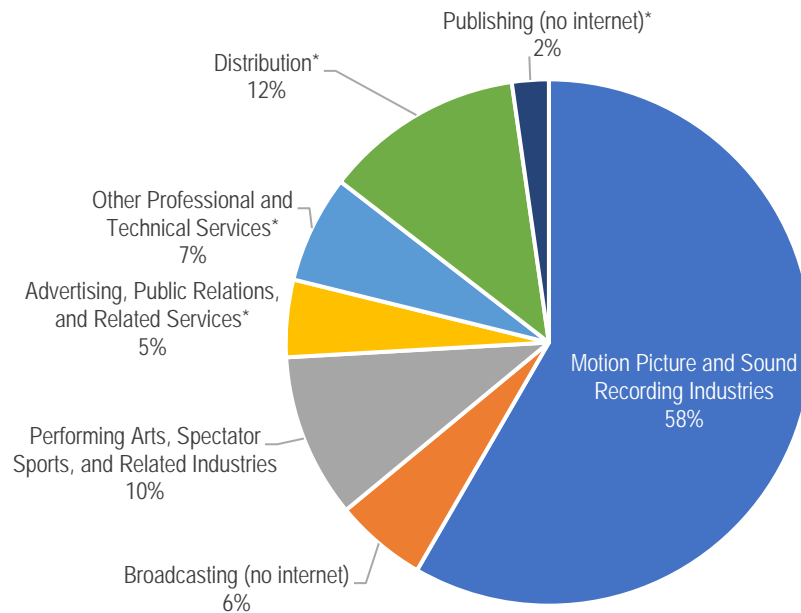
## Employment Distribution for Entertainment and Digital Media Industries Los Angeles County, 2021



\*Only industries relevant to Digital Media

Source: CA EDD

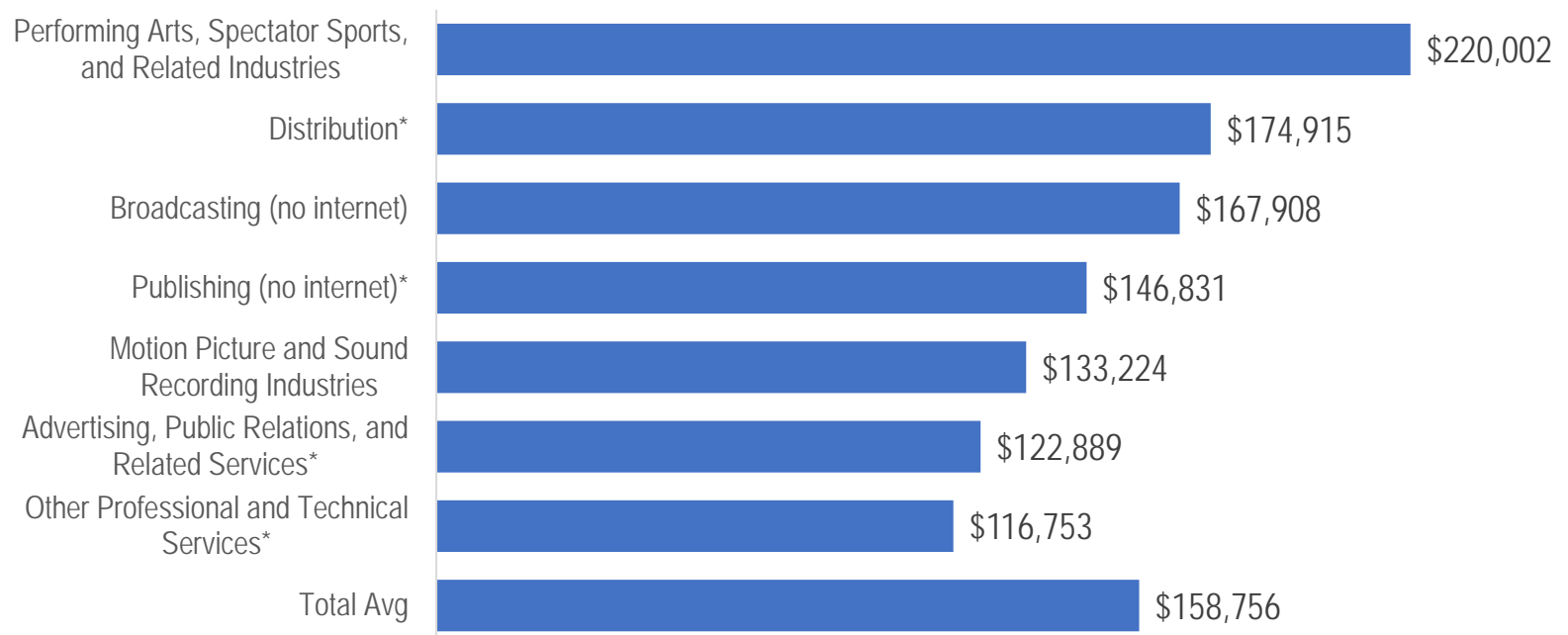
## Employment Distribution for Entertainment and Digital Media Industries Los Angeles County, 2011



\*Only industries relevant to Digital Media

Source: CA EDD

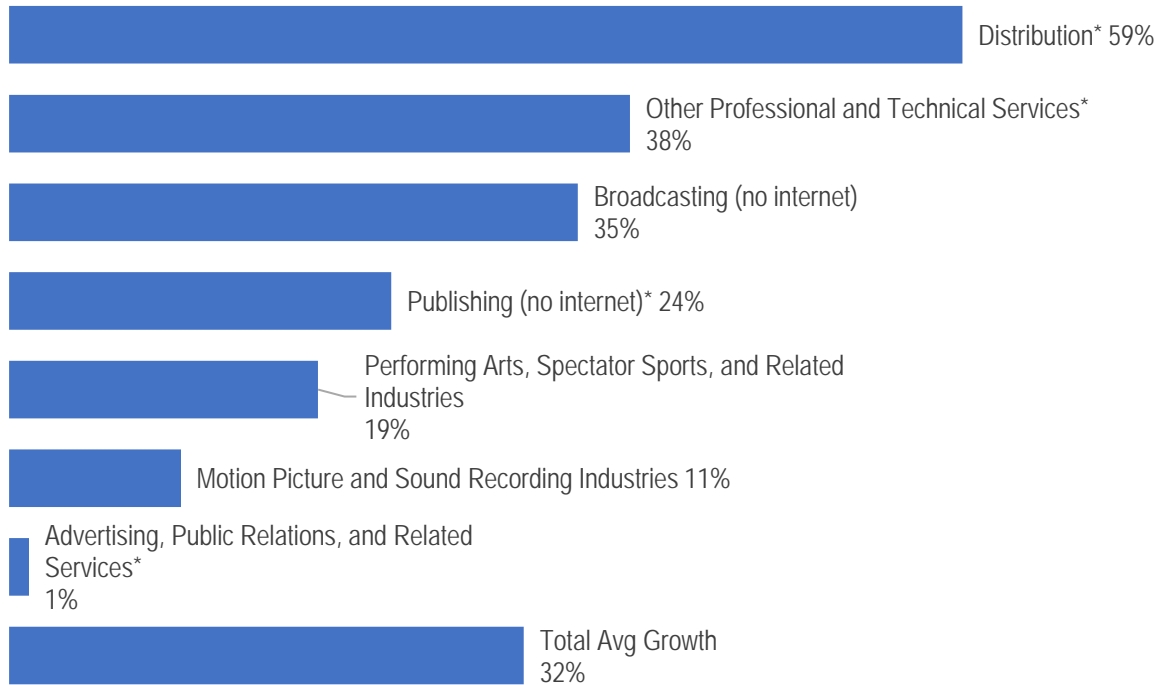
## Average Annual Pay for Entertainment and Digital Media Industries Los Angeles County, 2021



\*Only industries relevant to Digital Media

Source: CA EDD

## Real Wage Growth in Entertainment and Digital Media Industries Los Angeles County, 2011 - 2021

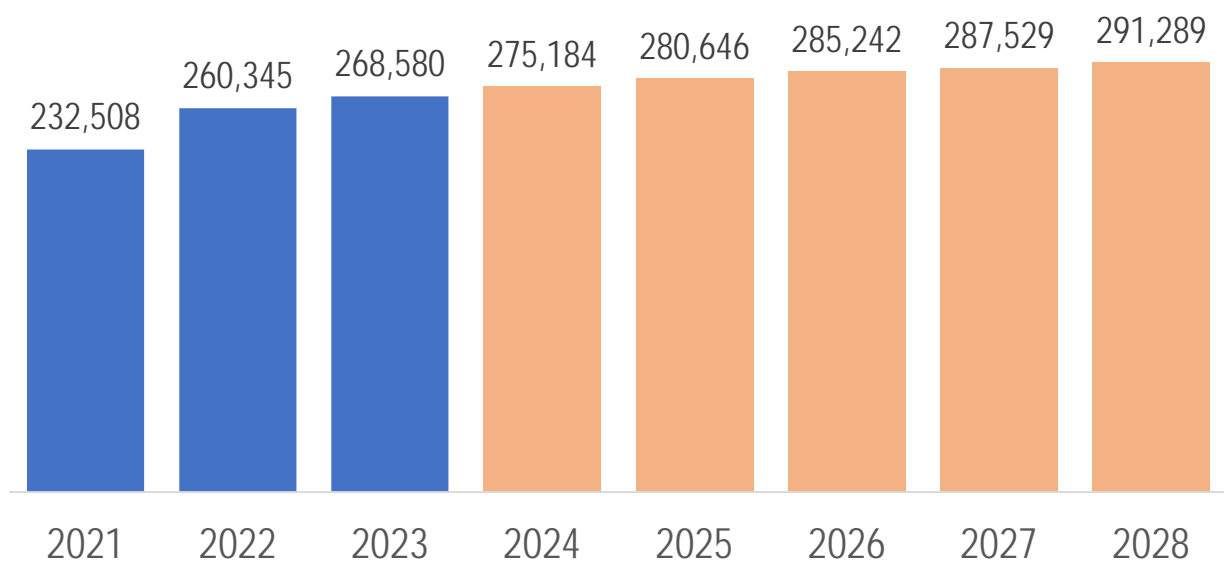


\*Only industries relevant to Digital Media

Source: CA EDD

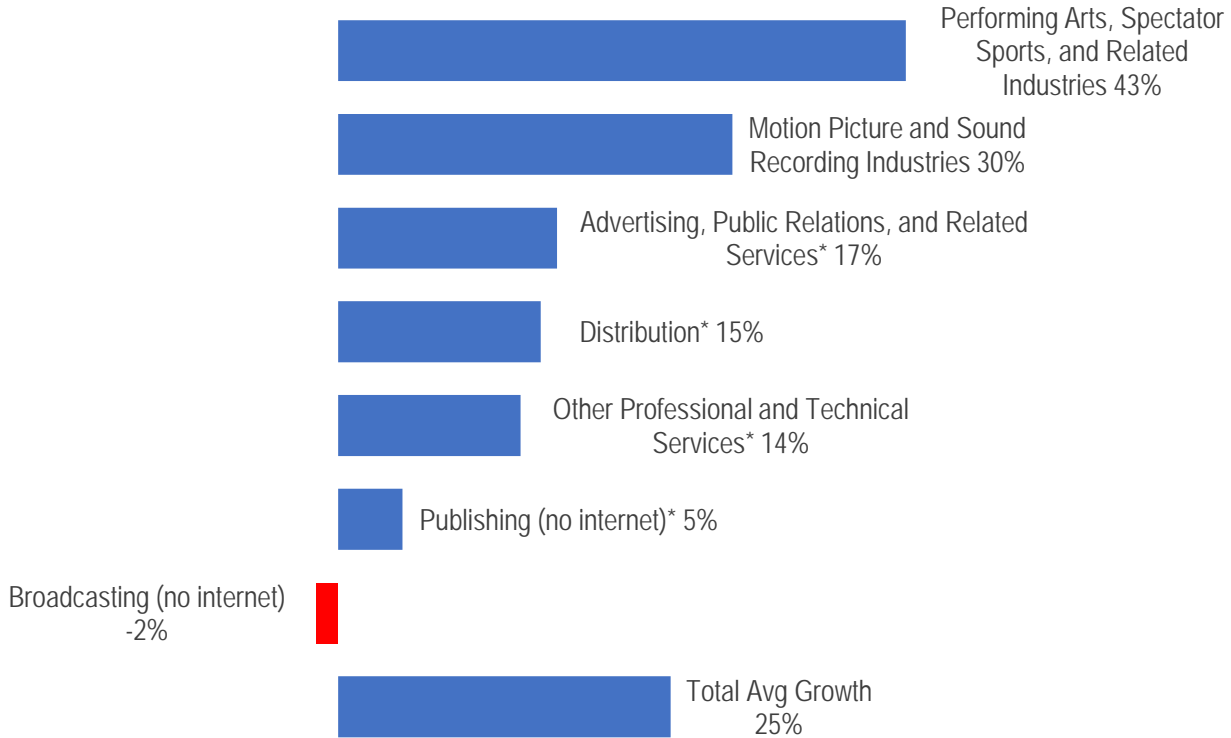
### Employment Forecast

## Forecasted Employment for Entertainment and Digital Media Industries Los Angeles County, 2021 - 2028



Source: Lightcast

## Forecasted Employment Growth in Entertainment and Digital Media Industries Los Angeles County, 2021 - 2028

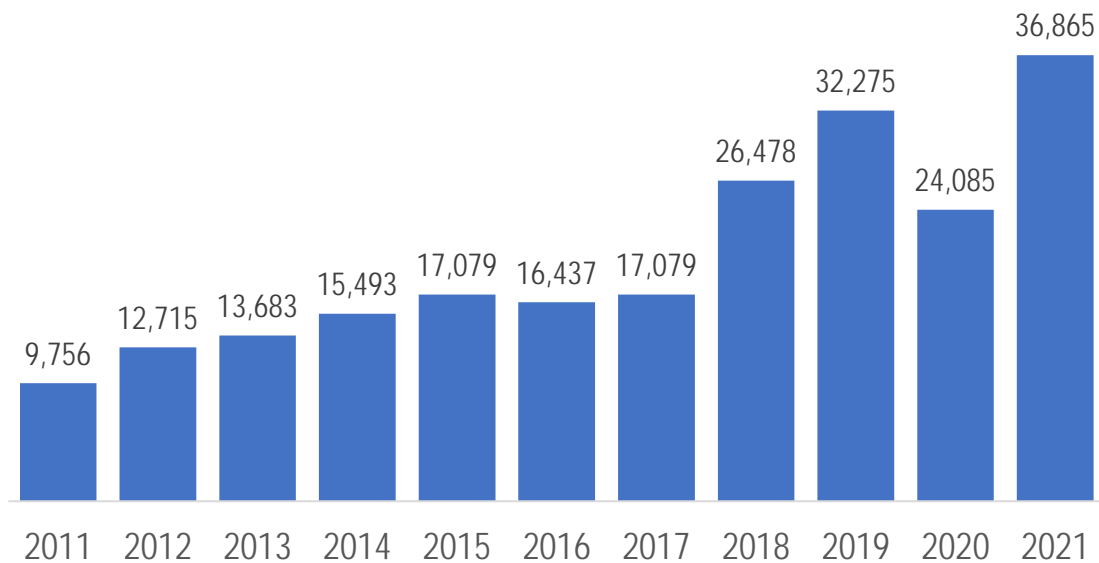


\*Only industries relevant to Digital Media

Source: Lightcast

### Job Postings

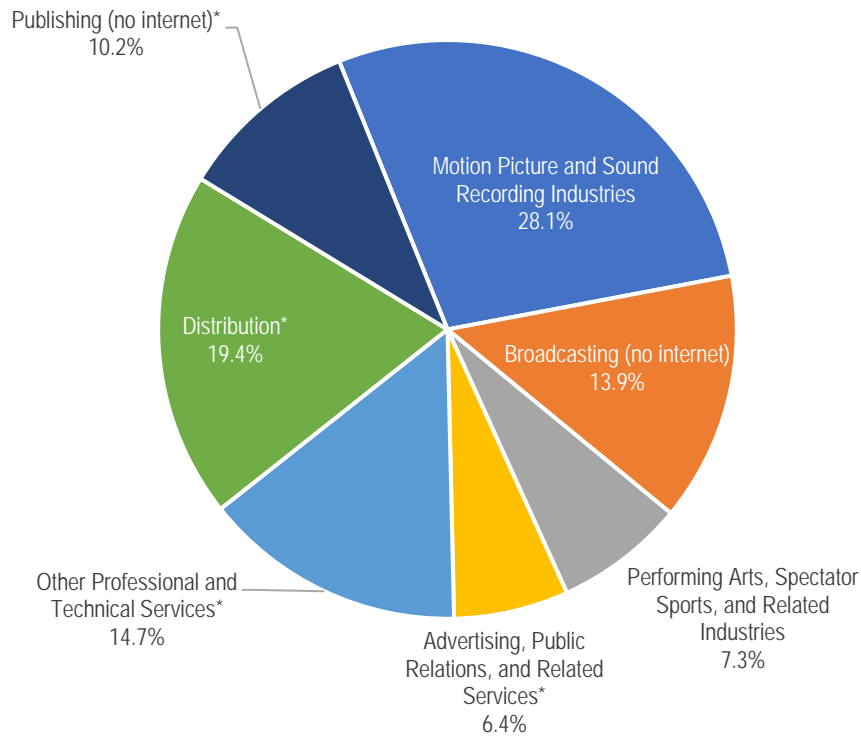
## Entertainment and Digital Media Industries Job Postings Los Angeles County, 2011 - 2021



Source: Lightcast



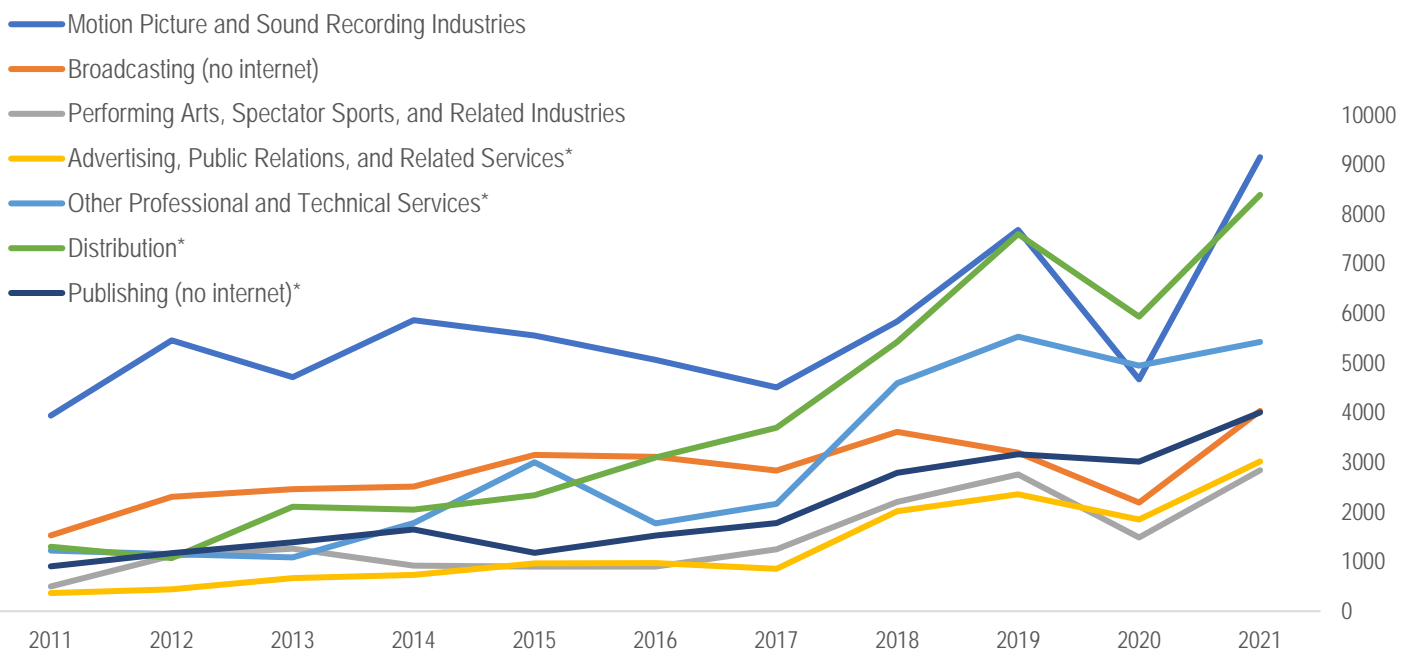
## Distribution of Entertainment and Digital Media Job Postings Los Angeles County, 2011 - 2021



\*Only industries relevant to Digital Media

Source: Lightcast

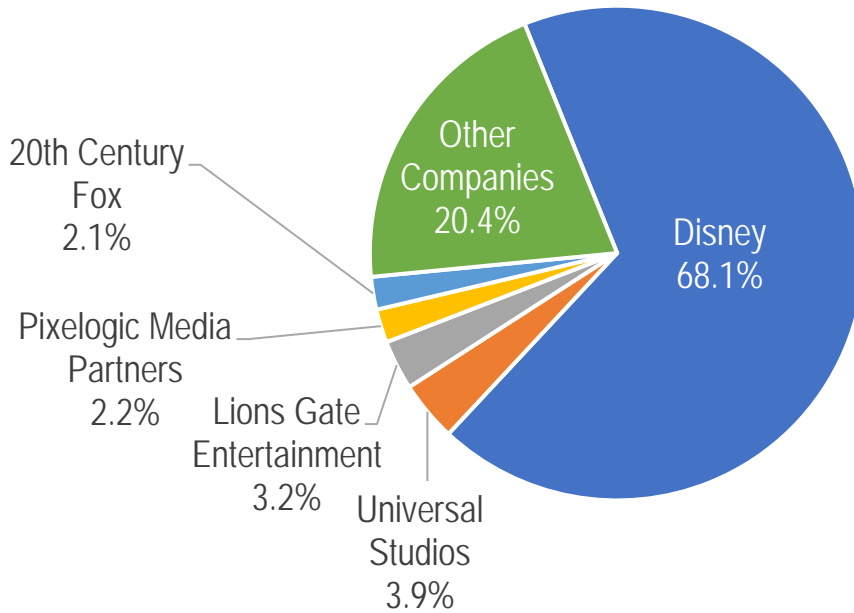
## Entertainment and Digital Media Industries Job Postings by Industry Los Angeles County, 2011 - 2021



\*Only industries relevant to Digital Media

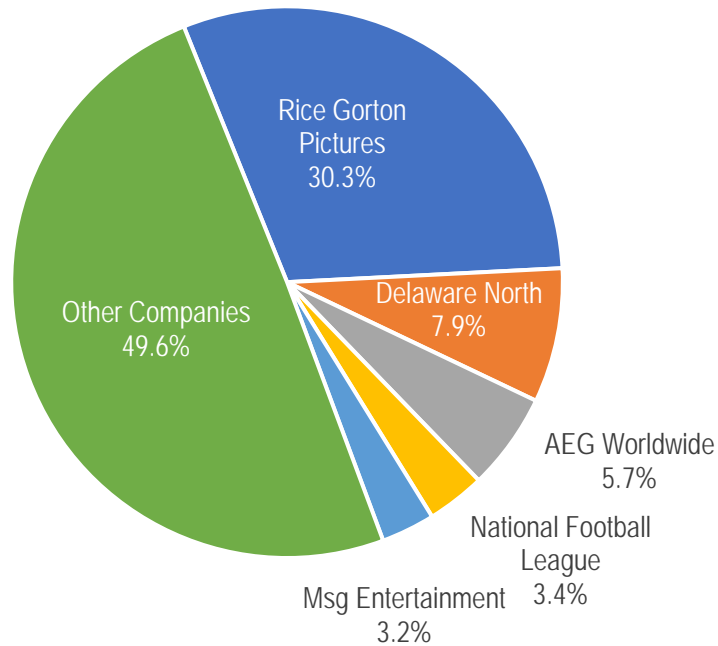
Source: Lightcast

### Top Companies by Job Postings for Motion Picture and Sound Recording Industries Los Angeles County, 2022



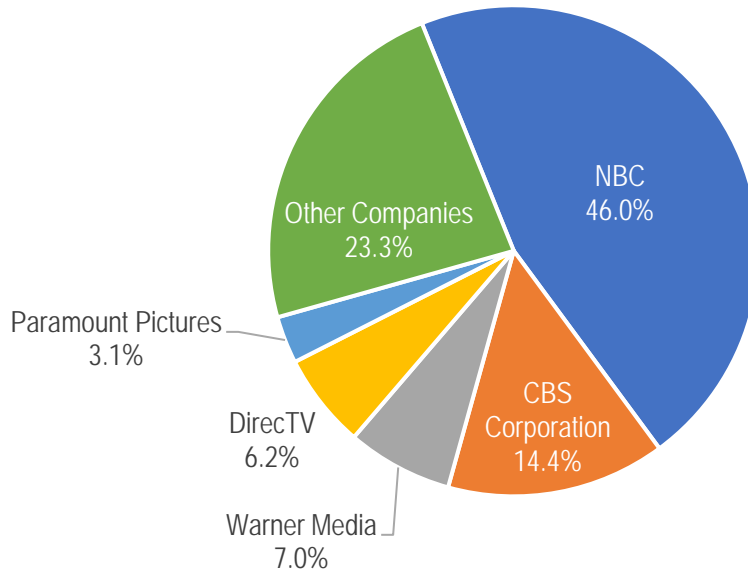
Source: Lightcast

### Top Companies by Job Postings for Performing Arts, Spectator Sports, and related industries Los Angeles County, 2022



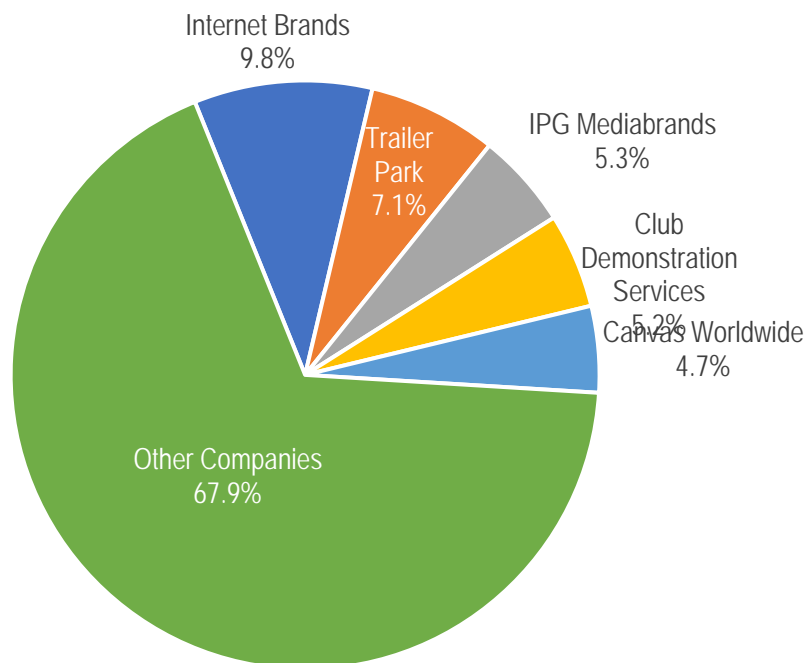
Source: Lightcast

### Top Companies by Job Postings for Broadcasting (no internet) Industries Los Angeles County, 2022



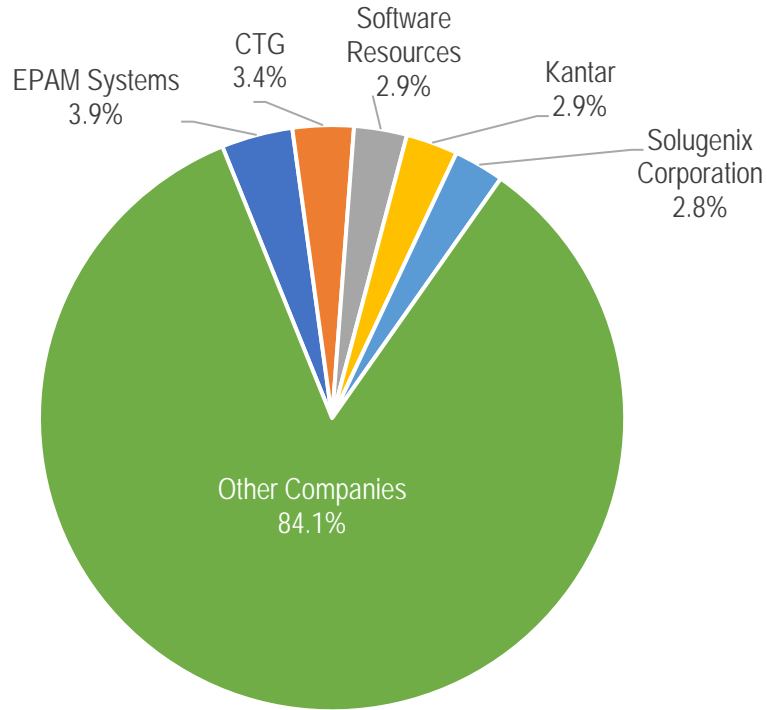
Source: Lightcast

### Top Companies by Job Postings for Advertising, Public Relations, and related industries Los Angeles County, 2022



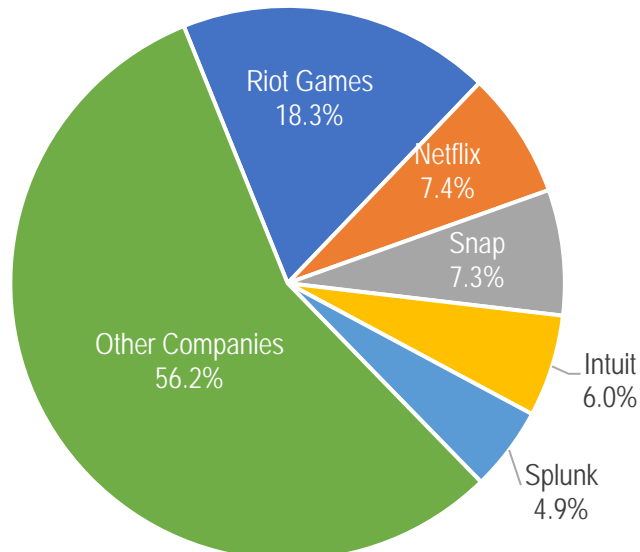
Source: Lightcast

### Top Companies by Job Postings for Other Technical and Professional Service Industries Los Angeles County, 2022



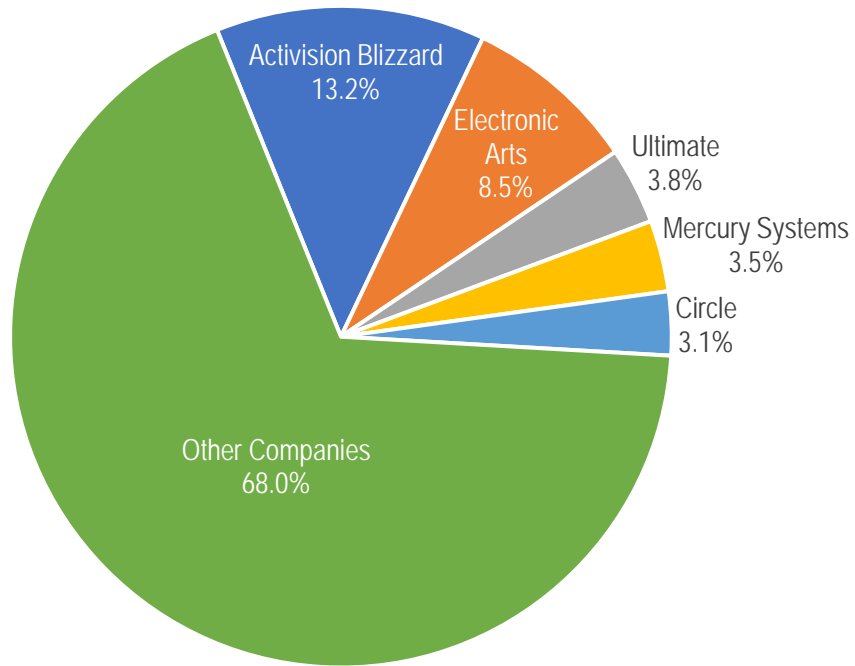
Source: Lightcast

### Top Companies by Job Postings for DME Distribution Industries Los Angeles County, 2022



Source: Lightcast

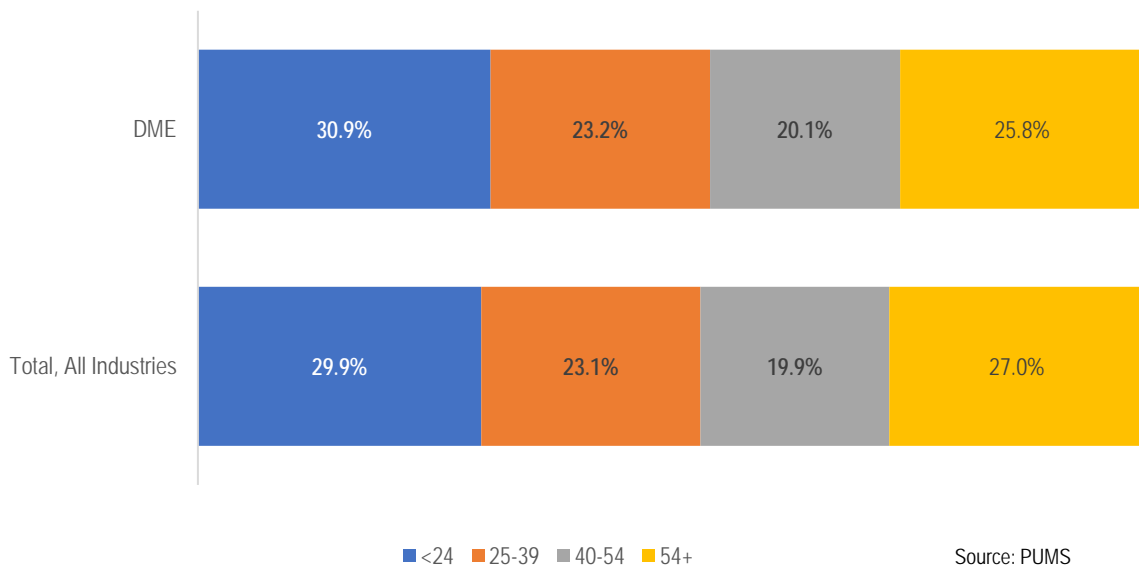
### Top Companies by Job Postings for Publishing (no internet) Industries Los Angeles County, 2022



Source: Lightcast

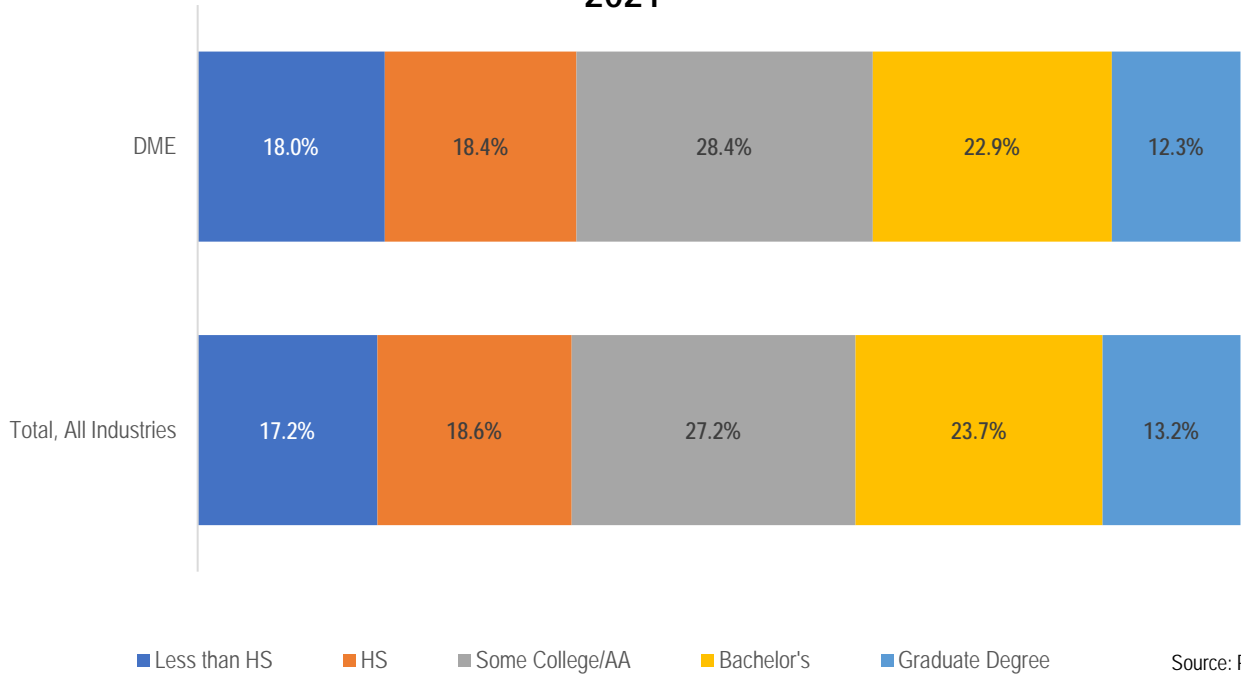
### Industry Demographics

#### Age Distribution of Entertainment and Digital Media Workers, 2021

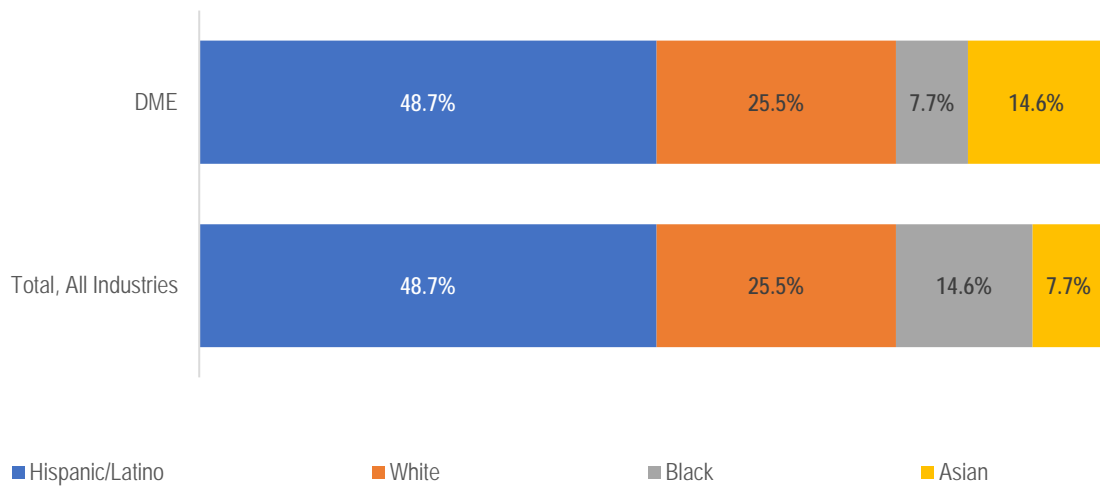


Source: PUMS

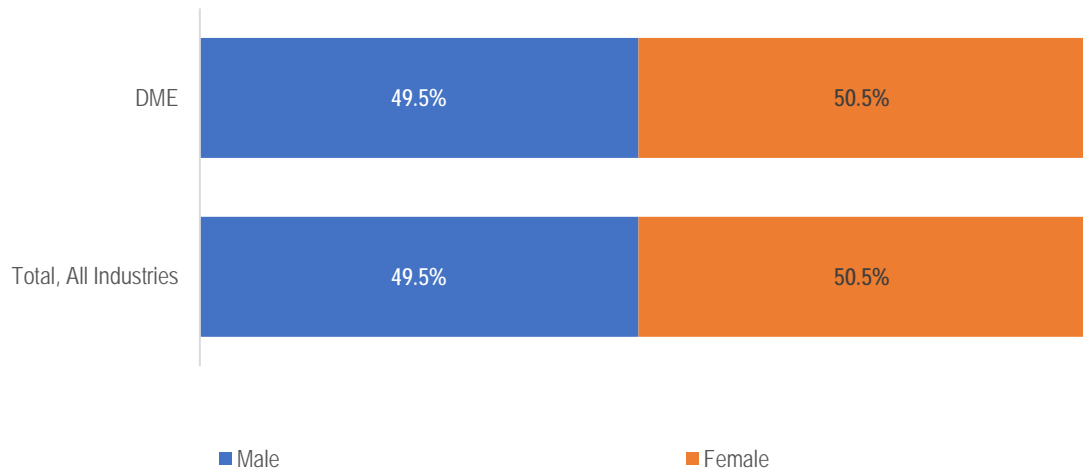
### Educational Attainment Distribution of Entertainment and Digital Media Workers, 2021



### Racial/Ethnic Distribution of Entertainment and Digital Media Workers, 2021



## Gender Distribution of Entertainment and Digital Media Workers, 2021



Source: PUMS

### Occupational Profiles

Source: PUMS		Metric	Graphic Designers	Television, Video, and Film Camera Operators and Editors	Photographers
Sex	Male		54%	77%	54%
	Female		46%	23%	46%
Education	Less than HS		1%	1%	1%
	High School		4%	6%	4%
	Some College/Associates		28%	25%	28%
	Bachelor's		58%	54%	58%
	Graduate School		9%	13%	9%
Age	<25		6%	9%	6%
	25-39		52%	47%	52%
	40-54		29%	31%	29%
	>54		13%	14%	13%
Race	Hispanic		22%	16%	22%
	White		44%	68%	44%
	Asian		25%	8%	25%
	Black		5%	5%	5%

## DIGITAL MEDIA & ENTERTAINMENT SUPPLY DATA

The California Community Colleges offer a variety of career-focused digital media and entertainment programs at sixteen community colleges within the Los Angeles Region. Based on regional employer feedback and validated with traditional labor market information, the areas that are most in-demand, along with corresponding occupations (*in italics*), are the following:

- **Production Equipment Technicians** – Includes technology and equipment using television, film, video, and photography.
  - *Film and Video Editors*
  - *Camera Operators, Television, Video, and Film*
  - *Sound Engineering Technicians*
  - *Audio and Video Technicians*
  - *Broadcast Technicians*
  - *Lighting Technicians*
  - *Photographers*
- **Digital Art and Design** – Programs that combine computer and other electronic technologies with skills and techniques from various fine arts and communication disciplines.
  - *Special Effects Artists and Animators*
  - *Graphic Designers*
- **Set Design and Costume/Makeup** – Communicate information, ideas, moods and feelings through set design, makeup, and costuming, including design and production.
  - *Set and Exhibit Designers*
  - *Makeup Artists, Theatrical and Performance*
  - *Costume Attendants*
  - *Fashion Designers*

Sixteen community colleges in the Los Angeles region have several existing programs that consistently prepare and train students in each of these areas. Specific community colleges with relevant programs are listed in the tables below. Regional employers having difficulty hiring for these work roles should proactively connect with the colleges listed to establish a reliable talent pipeline to avoid current and future workforce shortages.

Production Equipment Technicians			
Radio and Television	Television (including combined TV/Film/Video)	Film Production	Applied Photography
<ul style="list-style-type: none"> <li>● LA Valley</li> <li>● Long Beach</li> <li>● Mt. San Antonio</li> <li>● Santa Monica</li> </ul>	<ul style="list-style-type: none"> <li>● Cerritos</li> <li>● Citrus</li> <li>● El Camino</li> <li>● Glendale</li> <li>● LA City</li> <li>● LA Mission</li> <li>● LA Pierce</li> <li>● LA Valley</li> <li>● Long Beach</li> <li>● Mt. San Antonio</li> <li>● Pasadena</li> </ul>	<ul style="list-style-type: none"> <li>● Cerritos</li> <li>● LA City</li> <li>● LA Valley</li> <li>● Long Beach</li> <li>● Santa Monica</li> <li>● West LA</li> </ul>	<ul style="list-style-type: none"> <li>● Cerritos</li> <li>● East LA</li> <li>● El Camino</li> <li>● Glendale</li> <li>● LA City</li> <li>● LA Mission</li> <li>● LA Pierce</li> <li>● LA Valley</li> <li>● Mt. San Antonio</li> <li>● Pasadena</li> <li>● Santa Monica</li> </ul>

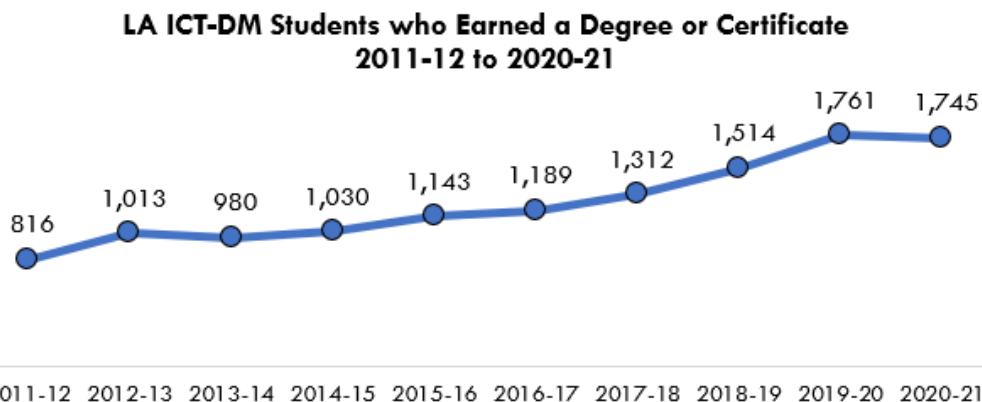


Digital Art and Design			
Digital Media	Animation	Multimedia	Computer Graphics and Digital Imagery
<ul style="list-style-type: none"> <li>Glendale</li> <li>LA Mission</li> <li>LA Southwest</li> <li>LA Trade-Tech</li> <li>Long Beach</li> <li>Mt. San Antonio</li> <li>Pasadena</li> <li>Rio Hondo</li> <li>Santa Monica</li> </ul>	<ul style="list-style-type: none"> <li>Cerritos</li> <li>East LA</li> <li>El Camino</li> <li>Glendale</li> <li>LA City</li> <li>LA Mission</li> <li>Long Beach</li> <li>Mt. San Antonio</li> <li>Pasadena</li> <li>Rio Hondo</li> <li>Santa Monica</li> </ul>	<ul style="list-style-type: none"> <li>East LA</li> <li>LA Mission</li> <li>Long Beach</li> <li>Pasadena</li> <li>Santa Monica</li> </ul>	<ul style="list-style-type: none"> <li>Citrus</li> <li>East LA</li> <li>Mt. San Antonio</li> </ul>

Set Design and Costume/Makeup			
Technical Theater	Fashion	Fashion Design	Fashion Production
<ul style="list-style-type: none"> <li>Citrus</li> <li>East LA</li> <li>El Camino</li> <li>Glendale</li> <li>LA City</li> <li>LA Pierce</li> <li>LA Valley</li> <li>Mt. San Antonio</li> <li>Pasadena</li> <li>Santa Monica</li> </ul>	<ul style="list-style-type: none"> <li>El Camino</li> <li>LA Trade-Tech</li> <li>Mt. San Antonio</li> <li>Pasadena</li> </ul>	<ul style="list-style-type: none"> <li>El Camino</li> <li>LA Trade-Tech</li> <li>Long Beach</li> <li>Mt. San Antonio</li> <li>Santa Monica</li> </ul>	<ul style="list-style-type: none"> <li>LA Trade-Tech</li> <li>Long Beach</li> </ul>

## Information and Communication Technologies-Digital Media (ICT-DM) Student Completions

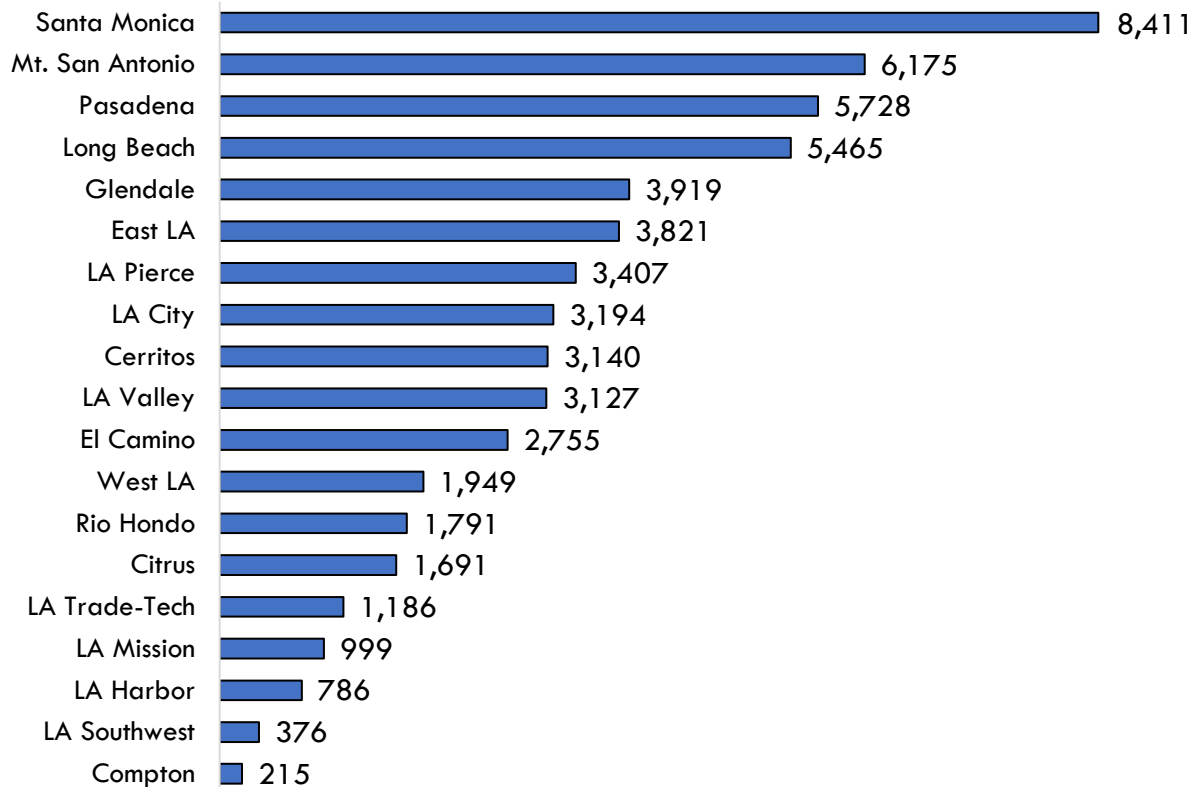
Since the 2011-12 academic year, student completions in the Information and Communication Technologies-Digital Media (ICT-DM) sector have steadily increased. The number of students earning an ICT-DM degree or certificate have more than doubled over the last decade, from 816 students in the 2011-12 academic year to 1,745 students in the 2020-21 academic year. The exhibit below shows the breakdown by academic year, from 2011 to 2021.



Source: [California Community Colleges Chancellor's Office LaunchBoard](#)

In the 2020-21 academic year, there were 55,901 students enrolled in ICT-DM pathways at the nineteen community colleges in the Los Angeles region. Looking more closely at student enrollments from the 2020-21 academic year, the exhibit below displays the number of students taking courses in ICT-DM pathways, with Santa Monica, Mt. San Antonio, Pasadena, and Long Beach each enrolling more than 5,000 students.

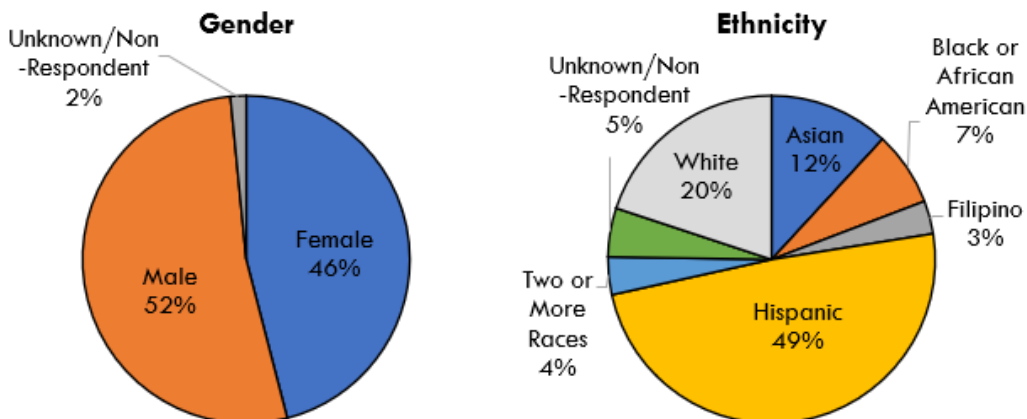
### LA ICT-DM Student Enrollments by College, 2020-21

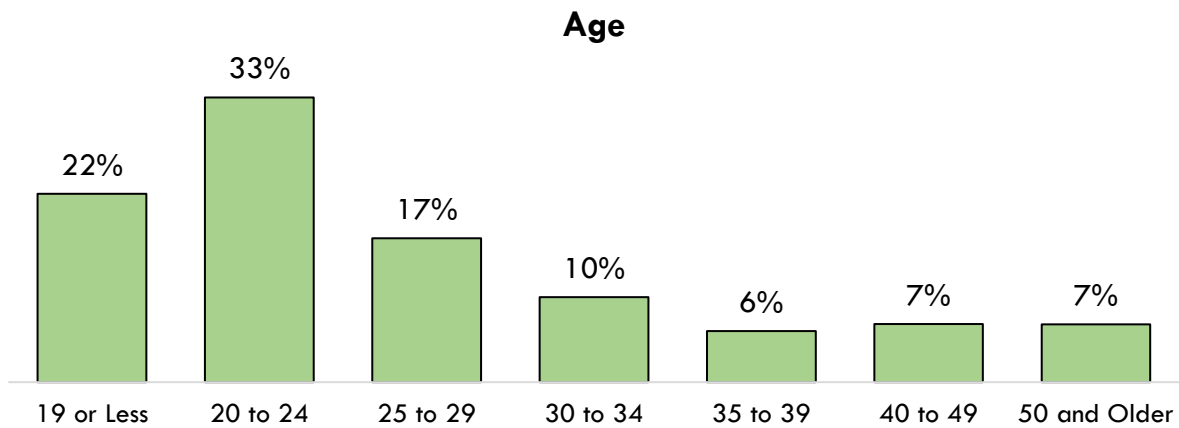


Source: [California Community Colleges Chancellor's Office LaunchBoard](#)

### ICT-DM Student Demographics

Just over half of ICT-DM students at the LA community colleges are male, nearly half identify as Hispanic, and more than half are 24-years-old or younger. This young group of ethnically and gender-diverse ICT-DM students represents the new workforce entering LA's digital media and entertainment industries. The exhibits below display LA ICT-DM student demographics from the 2020-21 academic year, based on the 55,901 students enrolled that year.





Source: [California Community Colleges Chancellor's Office LaunchBoard](#)

## Digital Media and Entertainment (DME) Programs at-a-glance

To demonstrate the size and breadth of digital media and entertainment programs offered by LA's community colleges, the table below displays the number of awards issued (certificates and degrees) from LA's digital media and entertainment (DME) programs over the most recent three academic years. Television (including combined TV/Film/Video) has issued the greatest number of awards, averaging 300 during the last three years. Overall, DME awards have increased by 16% during this timeframe, from 1,038 in 2019-20 to 1,202 in 2021-22.

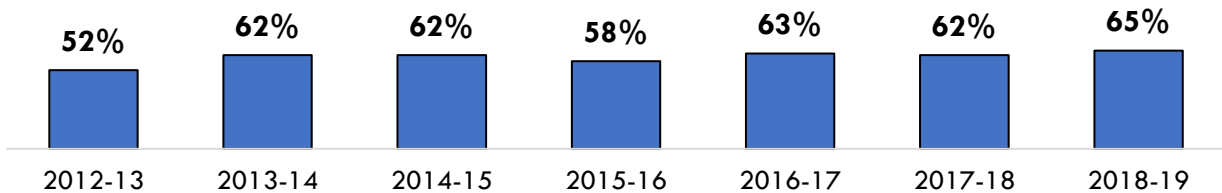
TOP6 - Program Title	2019-20	2020-21	2021-22	Latest 3 Yr Avg
0604.20 – Television (including combined TV/Film/Video)	261	306	334	<b>300</b>
0612.20 – Film Production	167	160	247	<b>191</b>
0614.40 – Animation	134	155	198	<b>162</b>
1303.10 – Fashion Design	152	102	103	<b>119</b>
1012.00 – Applied Photography	134	65	102	<b>100</b>
1006.00 – Technical Theater	59	31	64	<b>51</b>
0604.20 – Radio and Television	48	30	24	<b>34</b>
0614.00 – Digital Media	18	27	52	<b>32</b>
0614.10 – Multimedia	26	32	32	<b>30</b>
1303.00 – Fashion	23	24	33	<b>27</b>
0614.60 – Computer Graphics and Digital Imagery	13	29	9	<b>17</b>
1303.30 – Fashion Production	3	1	4	<b>3</b>
<b>Total</b>	<b>1,038</b>	<b>962</b>	<b>1,202</b>	<b>1,067</b>

Source: [California Community Colleges Chancellor's Office Management Information Systems Data Mart](#)

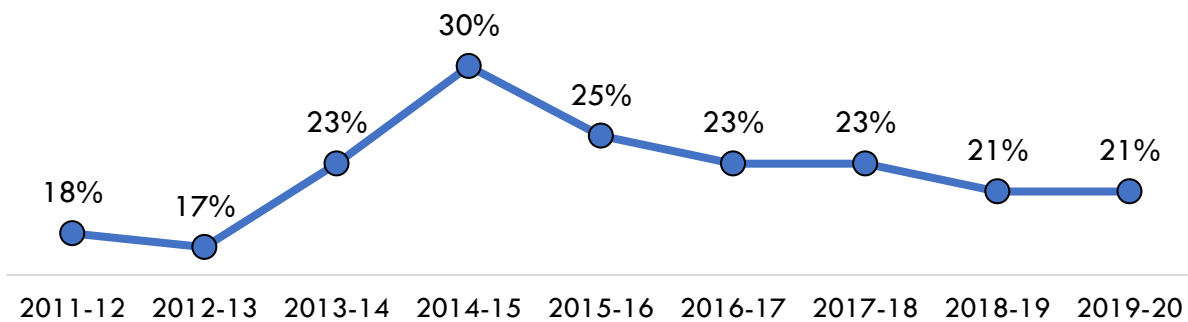
## ICT-DM Student Employment Outcomes

According to LaunchBoard data, between half and two-thirds of exiting students from LA’s ICT-DM programs report working in a job closely related to their field of study between 2012 and 2019. Since the 2014-15 academic year, students are increasing their earnings by between 21% and 30% after exiting ICT-DM programs at LA community colleges. Median annual earnings for exiting students have increased over the last five years, with students earning \$31,500 in 2019-20. However, these median annual earnings are still less than the living wage in Los Angeles County (\$38,217). A similar story is illustrated by the data for exiting students who attained a living wage. While the percentage of students who have attained a living wage after exiting has increased from 33% in 2015-16 to 39% in 2019-20, the majority of ICT-DM students exiting these programs are not earning a living wage in Los Angeles County. There are several potential explanations for these lower-than-average earnings; from the likelihood that most exiting students are working in entry-level positions, to the way the data are collected, to the fact that the entertainment industry employs a larger share of gig workers compared to other prominent industries in county. Regardless of the reason, the rising rate of inflation coupled with increasing living costs places a premium on our students landing jobs that pay above a living wage to adequately support themselves and in many cases, their families.

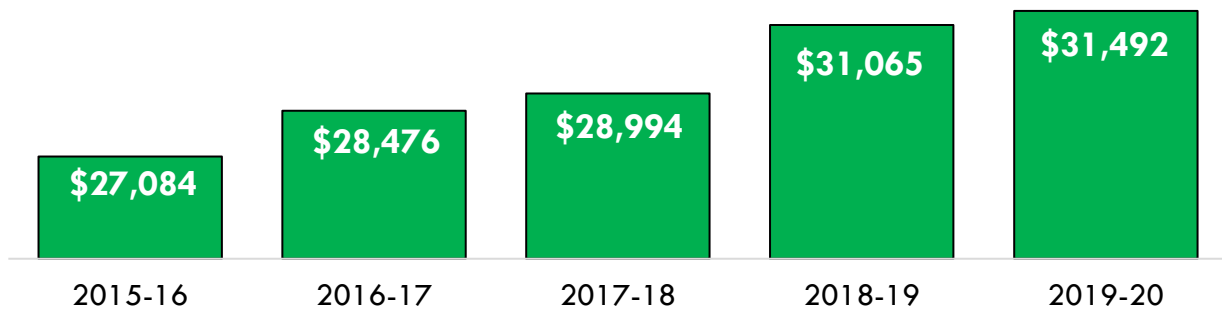
**LA ICT-DM Students with a Job Closely Related to Their Field of Study**



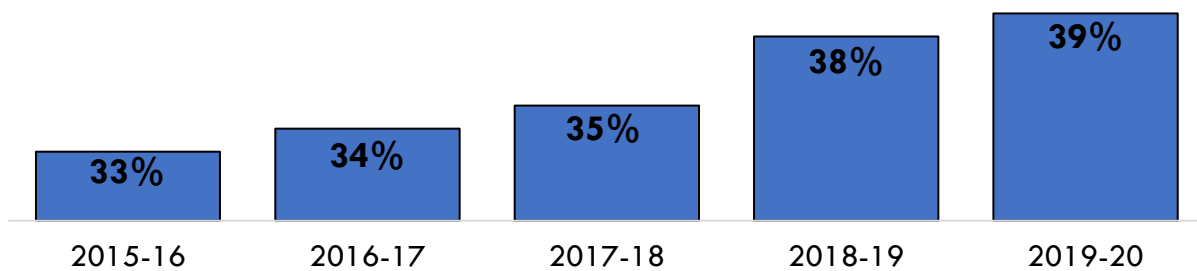
**Median Change in Earnings for Exiting LA ICT-DM Students**



### Median Annual Earnings for Exiting LA ICT-DM Students



### Exiting ICT-DM Students Who Attained the Living Wage



Source: [California Community Colleges Chancellor's Office LaunchBoard](#)

### Target DME Occupations for Regional Training Programs

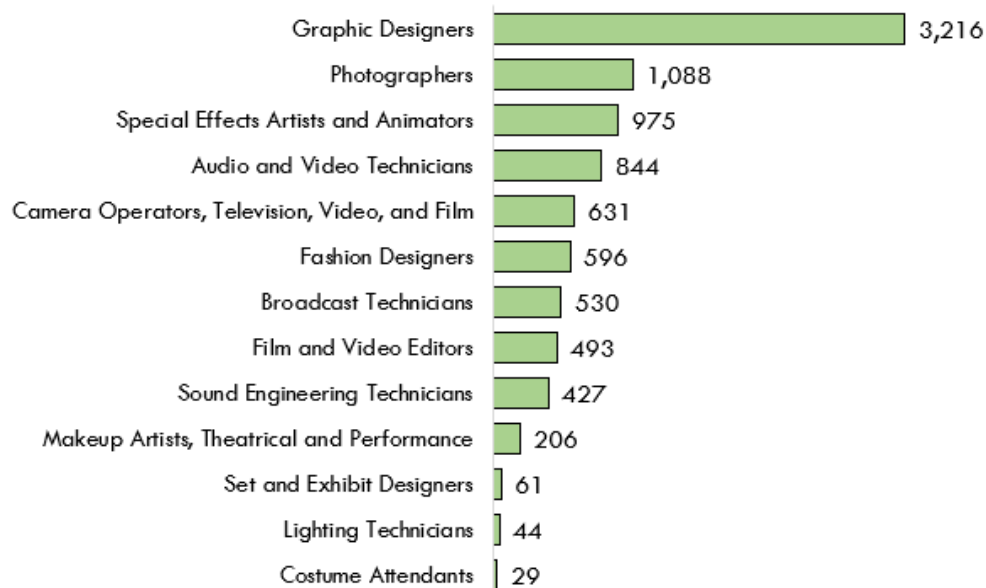
Occupation	2021 Jobs	2026 Jobs	2021 - 2026 % Change	Avg. Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Graphic Designers	21,158	22,393	6%	2,217	\$18.30	\$27.79	\$40.32
Film and Video Editors	13,244	15,979	21%	1,989	\$21.53	\$30.29	\$50.36
Photographers	11,003	12,655	15%	1,374	\$14.77	\$24.82	\$43.08
Special Effects Artists and Animators	7,148	8,329	17%	1,059	\$20.30	\$34.14	\$47.50
Audio and Video Technicians	6,279	7,684	22%	961	\$21.31	\$28.48	\$40.93
Camera Operators, Television,	6,129	7,240	18%	887	\$20.91	\$23.99	\$39.22

Video, and Film							
Sound Engineering Technicians	4,507	5,209	16%	607	\$26.86	\$30.85	\$45.27
Fashion Designers	4,318	4,380	1%	472	\$26.19	\$35.91	\$48.35
Set and Exhibit Designers	3,346	3,397	2%	363	\$13.09	\$24.38	\$38.62
Broadcast Technicians	3,222	3,348	4%	343	\$14.66	\$14.75	\$30.99
Makeup Artists, Theatrical and Performance	1,084	1,208	11%	195	\$45.85	\$78.89	\$80.86
Lighting Technicians	862	1,015	18%	121	\$19.16	\$28.01	\$32.00
Costume Attendants	753	865	15%	244	\$18.33	\$33.24	\$38.10
<b>Total</b>	<b>83,053</b>	<b>93,703</b>	<b>13%</b>	<b>10,831</b>	<b>-</b>	<b>-</b>	<b>-</b>

Source: [Lightcast, datarun 2023.1](#)

### Employer Job Postings

Over the past 12 months (Mar 2022 through Feb 2023), there were 9,140 online job postings for the 13 occupations of interest. The majority of job postings (35%) were for *graphic designers*, followed by *photographers* (12%), and *special effects artists and animators* (11%).



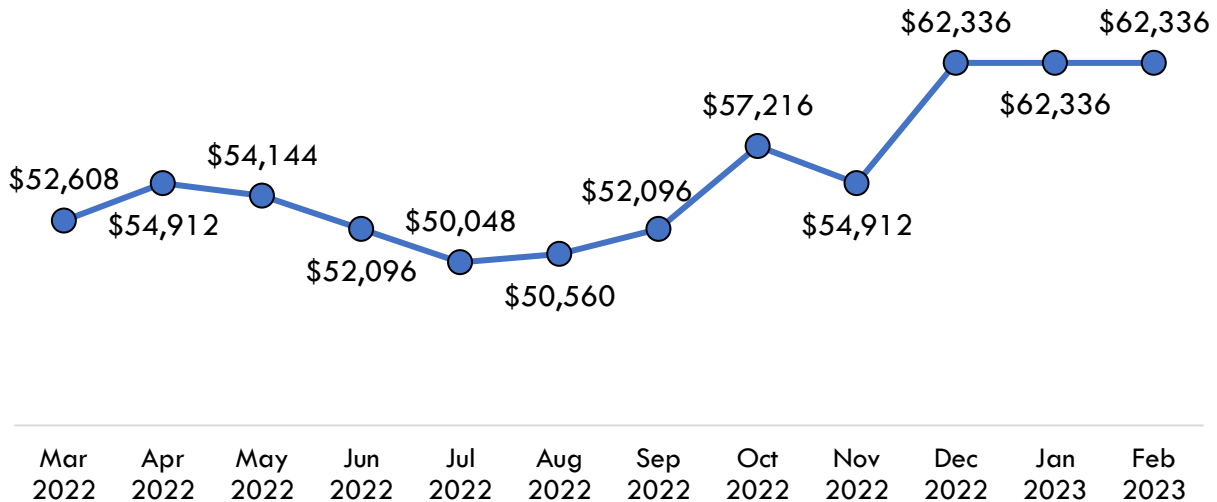
The highest number of job postings by job title were for *graphic designers, video editors, audiovisual technicians, photographers, and videographers*. The top employers, by number of job postings, in Los Angeles County were Disney, NBC, and Encore Global. The top skills desired by employers for potential job candidates were Adobe Photoshop, Adobe Illustrator, marketing, graphic design, Adobe InDesign, photography and Adobe After Effects.

### Top Job Titles and Employers from Job Postings

Job Title	Job Ads	Employer	Job Ads
Graphic Designers	1,329	Disney	164
Video Editors	383	NBC	120
Audiovisual Technicians	334	Encore Global	77
Photographers	308	24 Seven	55
Videographers	218	Robert Half	53
Visual Designers	148	Electronic Arts	52
Fashion Designers	140	CBS Corporation	45
Motion Graphics Designers	125	Onward Search	45
Makeup Artists	121	Aquent	43
VFX Artists	99	Creative Circle	42
Animators	81	Live Nation	38

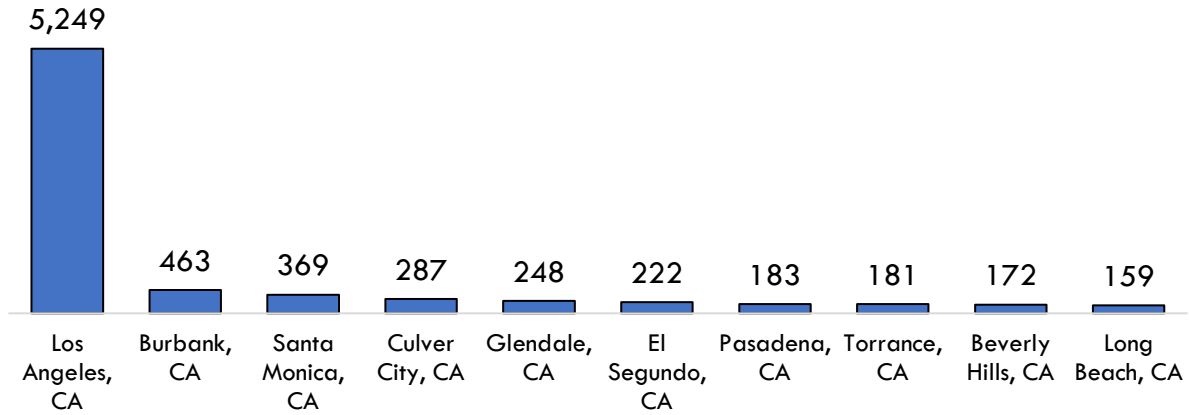
Since March 2022, advertised wages from job postings for these 13 digital media and entertainment occupations have risen by 18%. 2023 has had the highest advertised wages over the past 12 months, with job postings averaging an annual salary of \$62,336. Of the job postings that listed minimum experience criteria, the majority (46%) were for positions asking for 2-3 years of work experience. Only 40% of job postings listed a minimum education requirement for these digital media and entertainment occupations; of these job postings, 25% listed a high school diploma or GED, 10% listed an associate degree, and 65% listed a bachelor’s degree.

### Advertised Wage Trend Over Last 12 Months



Within Los Angeles County, the top cities for these digital media and entertainment job postings were Los Angeles, Burbank, Santa Monica, Culver City, and Glendale. These cities align with entertainment hotspots in Los Angeles County, as well as the locations of large entertainment firms in the region. The city of Los Angeles accounted for 59% of job postings.

### Top Job Postings by City



Source: [Lightcast, Job Postings, datarun 2023.1](#)



# COMMUNITY COLLEGE REPRESENTATION

## Cerritos College

<b>Program Name</b>	Film Production, AA
<b>Website</b>	<a href="https://www.cerritos.edu/film-production/default.htm">https://www.cerritos.edu/film-production/default.htm</a>
<b>Overview</b>	<p>The Film Production program provides students with a comprehensive foundation in Film Production, Cinematography, Editing, Screenwriting, Film History and Critical Analysis/Appreciation of Film as an art, craft and global industry.</p> <p>Upon completion, students may choose to pursue a variety of Film and entertainment-related careers and advanced degree options.</p> <p>This degree is intended for students who are interested in a career in Film Production at Major Film Studios, Production Companies, and as Independent Producers, Writers, and Directors in the entertainment/film industry.</p>

For more information, contact:

Robert Campolo, Theatre & Film Department Chair, [rcampolo@cerritos.edu](mailto:rcampolo@cerritos.edu)

## Citrus College

<b>Program Name</b>	Emerging Theatre Technologies, Certificate
<b>Website</b>	<a href="https://citrusarts.org/technical-theater.html">https://citrusarts.org/technical-theater.html</a>
<b>Overview</b>	<p>The Emerging Theatre Technologies (ETT) program is a hands-on, career education program, which develops critical skills in stage lighting, live sound reinforcement, stage technology, live event video and project management. ETT provides both introductory and specific hands-on experience in multiple specialized technical production areas that include theatre, concert touring, theme parks, television and film. This certificate is intended to lead to employment in various professions within the theatre technology industry.</p>

For more information, contact:

Daniel Volonte, Professor of Theatre Arts, [dvolonte@citruscollege.edu](mailto:dvolonte@citruscollege.edu)

## Compton College

<b>Program Name</b>	Commercial Music, Certificate
<b>Website</b>	<a href="https://www.compton.edu/gpdiv/fine-arts-communication-humanities/music/index.aspx">https://www.compton.edu/gpdiv/fine-arts-communication-humanities/music/index.aspx</a>
<b>Overview</b>	<p>The Commercial Music certificate of achievement is designed so that upon completion the student will be equipped with the necessary technical skills to be employed as a professional in the field of Commercial Music Technology, Film Scoring, Video Game/ Audio Development, Music Business Entrepreneurship, Audio Forensics, and other Digital and Multi- Media Entertainment and Serious industries, involving music, audio and/or video.</p> <p>The demand for certified music/audio technicians is extremely high for the California region due to the fast growing multi-billion dollar entertainment multi-media industry. This also includes such sectors as mobile phone entertainment, motion pictures animation (Foley) and video games to name a few.</p>

For more information, contact:

Dr. Valerie Woodward, Division Chair, Fine Arts, Communications, and Humanities,  
[vwoodward@compton.edu](mailto:vwoodward@compton.edu)

## East Los Angeles College

<b>Program Name</b>	Stage Management & Production, Certificate
<b>Website</b>	<a href="https://elactheater.org/Stage-House-Management-and-Crew">https://elactheater.org/Stage-House-Management-and-Crew</a>
<b>Overview</b>	<p>The primary objective of the program is to provide a thorough understanding and familiarity with the theories, techniques, and skills required of a Stage Manager. It includes a comprehensive investigation of various responsibilities/tasks performed by stage managers and the tools used in different production situations. The department helps students explore the collaborative process in building effective team management skills and the stage manager's art of diplomacy and communication. In addition to theoretical classes, students will have the opportunity to either observe or experience the process of stage managing, from rehearsals to performance.</p>

For more information, contact:

Lisa Hashimoto Stone, Chair of Theatre Department, [stonelh@elac.edu](mailto:stonelh@elac.edu)

## El Camino College

<b>Program Name</b>	Film/Video Production, AA or Certificate
<b>Website</b>	<a href="https://www.elcamino.edu/academics/divisions/fine-arts/film-video.aspx">https://www.elcamino.edu/academics/divisions/fine-arts/film-video.aspx</a>
<b>Overview</b>	Students gain both theoretical and practical knowledge in film/video production, scriptwriting, and media aesthetics. The curriculum prepares students for either entry-level employment in the entertainment and telecommunications industries or for transfer to a four-year degree program. Upon completion of the required courses, students will be able to write, shoot, and edit short films or videos and demonstrate basic skills necessary for operating various film, video, and digital production equipment. Degree and certificate competencies will be assessed regularly by evaluating student performance in producing individual and group projects.

For more information contact:

Dr. Berkeley Price, Dean of Fine Arts, [bprice@elcamino.edu](mailto:bprice@elcamino.edu)

## Glendale College

<b>Program Name</b>	Digital Character Design, AS or Certificate
<b>Website</b>	<a href="https://www.glendale.edu/academics/academic-divisions/visual-performing-arts-division/animation/programs-courses">https://www.glendale.edu/academics/academic-divisions/visual-performing-arts-division/animation/programs-courses</a>
<b>Overview</b>	This degree or certificate is designed to train students to meet the need for qualified entry-level animation, visual effects, and video game artists to have a range of production skills including storyboarding, 2-D and 3-D keyframe animation, 2-D and 3-D character and environment design, and motion graphic design. Students are also prepared to transfer to baccalaureate degree programs in animation.

For more information contact:

Peter Green, Chair of Visual and Performing Arts, [pgreen@glendale.edu](mailto:pgreen@glendale.edu)

## Long Beach City College

<b>Program Name</b>	Digital Media: Graphic Design, Certificate
<b>Website</b>	<a href="https://www.lbcc.edu/digitalmedia">https://www.lbcc.edu/digitalmedia</a>
<b>Overview</b>	This program prepares students for entry-level graphic design positions in branding, packaging, and publication for traditional print and online media. This certificate is designed for both beginning students and for returning designers that are updating to current tools and techniques in fundamental design skills. Students will learn how to Produce professional quality graphic design projects that demonstrate comprehension of visual design, digital production skills and an understanding of multi-disciplinary collaboration.

For more information contact:

Janet Hund, Interim Dean, School of Visual, Performing Arts, & Cultural Programs,  
[jhund@lbcc.edu](mailto:jhund@lbcc.edu)

## Los Angeles City College

<b>Program Name</b>	Television Production, AA or Certificate
<b>Website</b>	<a href="https://www.lacitycollege.edu/academics/aos/television">https://www.lacitycollege.edu/academics/aos/television</a>
<b>Overview</b>	The television production program provides students with instruction in camera equipment operation, lighting operation, video and audio editing, special effects, communication and sound production. Students become equipped to pursue employment within the media industry by learning about directing, editing and producing broadcasts.

For more information contact:

Jen Vaughn, Chair, Cinema & Television Department, [vaughnje@lacitycollege.edu](mailto:vaughnje@lacitycollege.edu)

## Los Angeles Harbor College

<b>Program Name</b>	Digital Art & Design, Certificate
<b>Website</b>	<a href="https://la-harbor.programmapper.com/academics/interest-clusters/00899aa6-b2b6-4402-a41a-d80e2fb94ee1/programs/baa0676c-3287-37a0-b026-4ac018a1dc91">https://la-harbor.programmapper.com/academics/interest-clusters/00899aa6-b2b6-4402-a41a-d80e2fb94ee1/programs/baa0676c-3287-37a0-b026-4ac018a1dc91</a>
<b>Overview</b>	The Certificate in Digital Art and Design will prepare students for continued study and professional work in various areas of computer-based art and design including graphic design, web design and digital video. This program includes foundation courses in studio arts, introductory and intermediate level courses in computer-based art and design, as well as general education courses in communications. Students completing the Certificate will be prepared to continue their training in areas of concentration that reflect industry specializations such as graphics design for digital marketing, user interaction design, game design, and motion graphics for web, film and television.

For more information contact:

Juan Baez, Chair of Department of Fine Arts, [baej2@lahc.edu](mailto:baej2@lahc.edu)

## Los Angeles Mission College

<b>Program Name</b>	Multimedia: Video Production, AA
<b>Website</b>	<a href="https://www.lamission.edu/academics/pathways/amp/multimedia-dept">https://www.lamission.edu/academics/pathways/amp/multimedia-dept</a>
<b>Overview</b>	The Multimedia program at Los Angeles Mission College prepares students for entry-level work in exciting art, media, and entertainment industries. We provide hands-on training from industry professionals who promote teamwork, communication, and innovative creative thinking skills that are essential to landing highly competitive jobs. Upon successful completion, students will have acquired skills in digital imaging, design concepts, and know how to use emerging technological resources in a creative manner.

For more information contact:

Curtis Stage, Department Chair of Arts, Media, & Performance, [stagecj@laccd.edu](mailto:stagecj@laccd.edu)

## Los Angeles Pierce College

**Program Name** Film, Television, and Electronic Media, AS

**Website** <https://programmapper.piercecollege.edu/academics/interest-clusters/9a0e4f19-f206-4818-afd1-651fbe489361/programs/3e9fb621-2bd3-3649-cbc2-5b006c45e3a0>

**Overview** Students pursuing the Associate in Science for Transfer Degree (AS-T) in Film, Television, and Electronic Media engage in the study of film, television and electronic media. In addition, they improve their critical thinking, communication skills, writing skills and visual communication and literacy. The goal of this degree is to provide students a basic understanding of the field of film, television, and electronic media and a strong academic foundation in the social sciences from which to engage in upper division coursework in radio-television-film, or television, video, film and electronic arts at a California State University campus.

For more information contact:

Jill Connelly, Media Arts Department Chair, [connelj@piercollege.edu](mailto:connelj@piercollege.edu)

## Los Angeles Southwest College

**Program Name** Theater Arts, AA

**Website** <https://www.lasc.edu/academics/aos/theater-arts-aa>

**Overview** The Associate in Arts (AA) degree through LASC's Theater Arts program prepares students to advance in acting, technical theater skills and academic knowledge, and establish connections to launch their career in the theater world. Students also develop writing skills creating a one act play while developing a well-rounded background in acting, design, stage management, theater history, and production. They gain invaluable experience in performing and preparing productions at LASC's state-of-the-art theater, where they collaborate with peers and join a community who are passionate about theater. Students also bring a production to life by using the advanced technical functions involved with lighting, sound, and props and keep the back of the house organized and on schedule.

For more information contact:

Katrina Taylor, Arts & Humanities Chair, [taylorkl@lasc.edu](mailto:taylorkl@lasc.edu)

## Los Angeles Trade Technical College

<b>Program Name</b>	Digital Media: Digital Video & Audio, AS or Certificate
<b>Website</b>	<a href="https://www.lattc.edu/academics/aos/digital-media-digital-video-and-audio">https://www.lattc.edu/academics/aos/digital-media-digital-video-and-audio</a>
<b>Overview</b>	The Digital Media: Digital Video and Audio program in the Design and Media Arts Pathway uses industry recognized software and cutting edge digital tools to promote best practices in the innovative design of digital video and audio across a variety of delivery platforms. Students who complete this program will be prepared to enter careers in film, television, music and other media related industries.

For more information contact:

Joseph Guerrieri, Design & Media Arts Chair, [guerrij@lattc.edu](mailto:guerrij@lattc.edu)

## Los Angeles Valley College

<b>Program Name</b>	Broadcasting, AA or Certificate
<b>Website</b>	<a href="https://programmap.lavc.edu/academics/interest-clusters/3f5fc11f-d7fb-41b9-b80b-2c91f0bd03a3/programs/6254a46a-8736-e658-fa94-b231ed66293e">https://programmap.lavc.edu/academics/interest-clusters/3f5fc11f-d7fb-41b9-b80b-2c91f0bd03a3/programs/6254a46a-8736-e658-fa94-b231ed66293e</a>
<b>Overview</b>	The Broadcasting degree and certificate programs will enable students to gain valuable skills and creative techniques in the highly competitive and challenging world of Radio, Television, and Voice Over for over the air signals, cable, satellite and internet stations. The course offerings are designed to provide a general overview of the broadcasting industries and their inter-relationships, while also concentrating on specific job skills.

For more information contact:

Eric Swelstad, Media Arts Chair, [swelstej@lavc.edu](mailto:swelstej@lavc.edu)

## Mt. San Antonio College

<b>Program Name</b>	Television Production, AS
<b>Website</b>	<a href="https://catalog.mtsac.edu/programs/programsaz/television/television-production-degree/#text">https://catalog.mtsac.edu/programs/programsaz/television/television-production-degree/#text</a>
<b>Overview</b>	The Associate in Science degree in Television Production is designed to prepare students for entry-level jobs in the Television industry in a variety of areas including narrative, remote and studio production, writing, preproduction, editing, and finance.

For more information contact:

Steve Burgoon, Commercial & Entertainment Arts Co-Chair, [lhartman@mtsac.edu](mailto:lhartman@mtsac.edu)

## Pasadena City College

<b>Program Name</b>	Design Media Art: Animation & Motion Arts
<b>Website</b>	<a href="https://pasadena.edu/academics/degrees-and-certificates/certificates-of-achievement/digital-media-animation-and-motion-art.php">https://pasadena.edu/academics/degrees-and-certificates/certificates-of-achievement/digital-media-animation-and-motion-art.php</a>
<b>Overview</b>	Animation and Motion Arts teaches entry level animation skills for a variety of fields including entertainment, game design, the web, advertising, broadcasting, social media, and mobile apps. Using industry-standard 2D and 3D animation technologies, students develop professional skills for creative expression and visual storytelling. Students will develop a portfolio and participate in a shared incubator course with all Design/Media Arts students.

For more information contact:

Mark Lowentrout, Dean of Visual Arts & Media Studies, [mloentrout@pasadena.edu](mailto:mloentrout@pasadena.edu)

## Rio Hondo College

<b>Program Name</b>	Entertainment Art-Digital Environment, Certificate
<b>Website</b>	<a href="https://www.riohondo.edu/arts/front-page/programs-offered/animation/animation-degree/">https://www.riohondo.edu/arts/front-page/programs-offered/animation/animation-degree/</a>
<b>Overview</b>	Entertainment Art students work in a collaborative environment on project based assignments that revolve around creativity and innovation. Students are taught the skills they will need in order to create amazing artwork using the latest digital tools. The curriculum centers on the current production techniques used in designing the visual components found in games, apps, feature films and the web. From the fundamentals of 2D visual development through the pipeline for creating a finished 3D piece, students are guided by industry professionals. Entertainment Art students finish their training with portfolios full of captivating digital environments, vehicles and props.

For more information contact:

David Dawson, Animation Instructor, [DDawson@riohondo.edu](mailto:DDawson@riohondo.edu)



## Santa Monica College

<b>Program Name</b>	Broadcast Programming & Production, AA or Certificate
<b>Website</b>	<a href="https://www.smc.edu/academics/areas-of-interest/arts-media-and-entertainment/communication/media.php">https://www.smc.edu/academics/areas-of-interest/arts-media-and-entertainment/communication/media.php</a>
<b>Overview</b>	The Media Production courses provide hands-on training in the areas of Television, Radio and Internet Broadcasting, including broadcast news, sports, promotional videos, podcasting, short form and emerging media (360/virtual and augmented reality). Upon completion of the Broadcasting program, students will be able to analyze and articulate the theories and critical models of the broadcasting industry, demonstrating an understanding of the principles of radio and television production and announcing, including professional terminology and procedures. Students will also be able to demonstrate the basic oral and written communication tools needed to function professionally in a radio and television production environment, including the ability to research, structure and write dramatic and non-dramatic scripts for radio and television.

For more information contact:

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## West Los Angeles College

<b>Program Name</b>	Motion Picture & Television Production Crafts (MPTP)
<b>Website</b>	<a href="https://programmap.wlac.edu/academics/interest-clusters/f8194cd6-bf71-4da0-8eac-b6fc38b374ad/programs/b566a537-3290-545d-cba5-e80bc9f82483">https://programmap.wlac.edu/academics/interest-clusters/f8194cd6-bf71-4da0-8eac-b6fc38b374ad/programs/b566a537-3290-545d-cba5-e80bc9f82483</a>
<b>Overview</b>	The Motion Picture, Television and Stage Production Crafts Program is a multi-tiered motion picture, television and stagecraft production education training program that covers the entire spectrum of the entertainment industry's career pathways, including crafts such as grip, set lighting, costuming, set painting and set decorating, as well as more traditional disciplines such as camera, sound and editing.

For more information contact:

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