

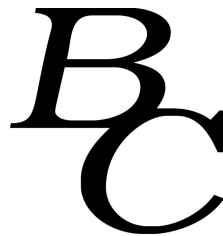
Program Overview

7 Programs in Kern County, CA

Emsi Q3 2017 Data Set

September 2017

Bakersfield College



Bakersfield
COLLEGE



1801 Panorama Drive
Bakersfield, California 93305
661.395.4921

Parameters

Programs

Code	Description
09.0401	Journalism
09.0402	Broadcast Journalism
09.9999	Communication, Journalism, and Related Programs, Other
09.0902	Public Relations/Image Management
09.0404	Photojournalism
01.0802	Agricultural Communication/Journalism
09.0907	International and Intercultural Communication

Regions

Code	Description
6029	Kern County, CA

Completions Year

2014

Jobs Timeframe

2016 - 2021

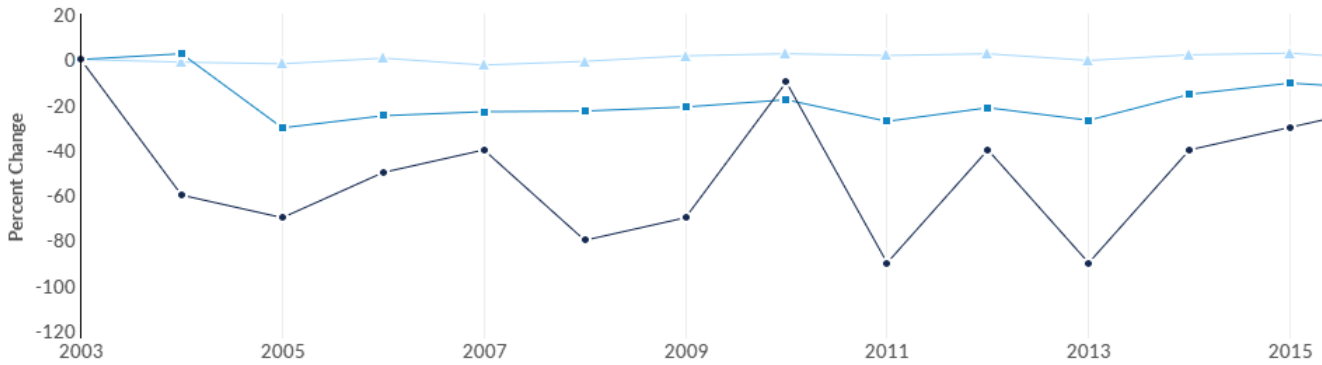
Datarun

2017.3 – QCEW Employees, Non-QCEW Employees, and Self-Employed

Program Overview

<p>3</p> <p>Regional Institutions had Completions in the last 14 years</p>	<p>6</p> <p>Regional Program Completions (2014)</p>	<p>378</p> <p>Annual Openings (2014)</p>
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Regional Trends



Region	2003 Completions	2014 Completions	% Change
● Region	10	<10	N/A
■ State	2,109	1,784	-15.4%
▲ Nation	23,941	24,440	2.1%

Regional Completions by Award Level



Award Level	Completions (2014)	Percent
● Associates degree	6	100.0%
Award of less than 1 academic year	0	0.0%
Award of at least 1 but less than 2 academic years	0	0.0%
Award of at least 2 but less than 4 academic years	0	0.0%
Bachelors degree	0	0.0%
Postbaccalaureate certificate	0	0.0%
Masters degree	0	0.0%
Post-masters certificate	0	0.0%
Doctors degree	0	0.0%

Regional Completions by Institution

Institution	Certificates (2014)	Degrees (2014)	Total Completions (2014)
Bakersfield College	0	5	5
Taft College	0	1	1
Cerro Coso Community College	0	0	0

Similar Programs

19
Programs (2014)

952
Completions (2014)

CIP Code	Program	Completions (2014)
24.0101	Liberal Arts and Sciences/Liberal Studies	480
09.0101	Speech Communication and Rhetoric	188
23.0101	English Language and Literature, General	86
13.0101	Education, General	74
43.0114	Law Enforcement Investigation and Interviewing	46

Target Occupations

<p>3,282 Jobs (2016) 47% below National average</p>	<p>+7.4% % Change (2016-2021) Nation: +6.6%</p>	<p>\$26.71/hr Median Hourly Earnings Nation: \$27.81/hr</p>
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Occupation	2016 Jobs	Annual Openings	Median Hourly Earnings	Growth (2016 - 2021)	Location Quotient (2016)
Postsecondary Teachers	1,891	184	\$34.62/hr	+8.20%	0.58
Graphic Designers	364	39	\$18.93/hr	+5.77%	0.56
Photographers	216	21	\$16.04/hr	+3.70%	0.71
Public Relations Specialists	190	24	\$26.49/hr	+11.58%	0.34
Writers and Authors	170	17	\$18.94/hr	+2.94%	0.53
Public Relations and Fundraising Managers	99	9	\$34.22/hr	+3.03%	0.65
Audio and Video Equipment Technicians	91	12	\$17.45/hr	+15.38%	0.46
Editors	91	10	\$22.59/hr	+1.10%	0.31
Radio and Television Announcers	47	5	\$18.41/hr	0.00%	0.66
Reporters and Correspondents	40	6	\$16.50/hr	+12.50%	0.39
Media and Communication Workers, All Other	34	3	\$18.73/hr	+2.94%	0.50
Advertising and Promotions Managers	26	3	\$43.47/hr	+7.69%	0.37
Film and Video Editors	21	3	\$26.54/hr	+19.05%	0.24
Broadcast News Analysts	<10	Insf. Data	Insf. Data	Insf. Data	Insf. Data

Growth

3,282

2016 Jobs

3,526

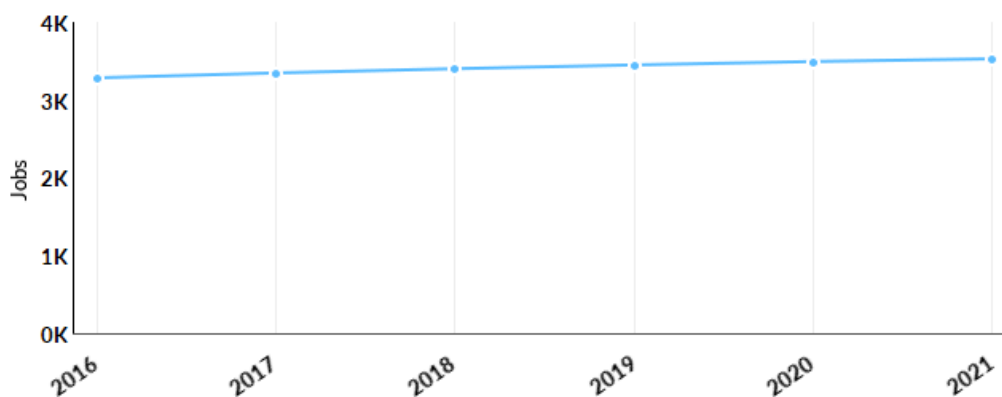
2021 Jobs

244

Change (2016-2021)

7.4%

% Change (2016-2021)



Occupation	2016 Jobs	2021 Jobs	Change	% Change
Advertising and Promotions Managers (11-2011)	26	28	2	8%
Public Relations and Fundraising Managers (11-2031)	99	102	3	3%
Postsecondary Teachers (25-1099)	1,891	2,046	155	8%
Graphic Designers (27-1024)	364	385	21	6%
Radio and Television Announcers (27-3011)	47	47	0	0%
Broadcast News Analysts (27-3021)	4	5	1	25%
Reporters and Correspondents (27-3022)	40	45	5	13%
Public Relations Specialists (27-3031)	190	212	22	12%
Editors (27-3041)	91	92	1	1%
Writers and Authors (27-3043)	170	175	5	3%
Media and Communication Workers, All Other (27-3099)	34	35	1	3%
Audio and Video Equipment Technicians (27-4011)	91	105	14	15%
Photographers (27-4021)	216	224	8	4%
Film and Video Editors (27-4032)	21	25	4	19%

Percentile Earnings

\$18.68/hr

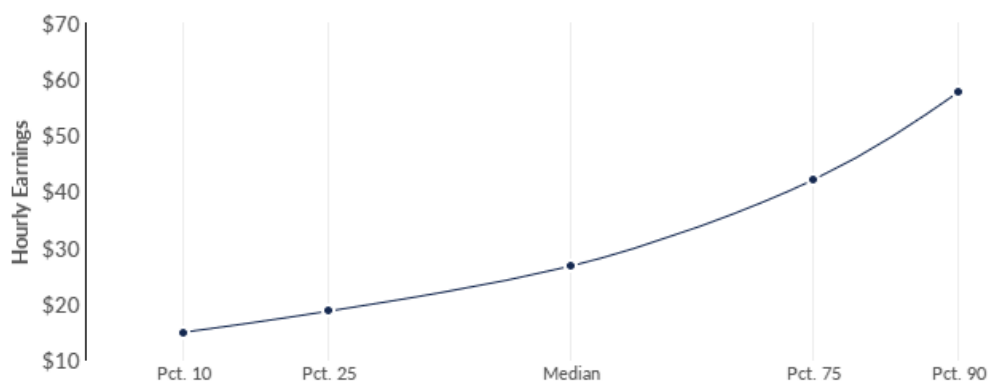
25th Percentile Earnings

\$26.71/hr

Median Earnings

\$42.06/hr

75th Percentile Earnings



Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Advertising and Promotions Managers (11-2011)	\$30.06	\$43.47	\$61.99
Public Relations and Fundraising Managers (11-2031)	\$20.39	\$34.22	\$57.70
Postsecondary Teachers (25-1099)	\$24.38	\$34.62	\$48.81
Graphic Designers (27-1024)	\$13.51	\$18.93	\$23.15
Radio and Television Announcers (27-3011)	\$14.53	\$18.41	\$22.43
Broadcast News Analysts (27-3021)	\$31.96	\$31.97	\$32.14
Reporters and Correspondents (27-3022)	\$13.68	\$16.50	\$19.39
Public Relations Specialists (27-3031)	\$20.70	\$26.49	\$42.12
Editors (27-3041)	\$19.17	\$22.59	\$25.68
Writers and Authors (27-3043)	\$16.52	\$18.94	\$22.52
Media and Communication Workers, All Other (27-3099)	\$12.60	\$18.73	\$27.56
Audio and Video Equipment Technicians (27-4011)	\$11.18	\$17.45	\$21.16
Photographers (27-4021)	\$13.71	\$16.04	\$18.28
Film and Video Editors (27-4032)	\$22.68	\$26.54	\$32.00

Appendix A - Data Sources and Calculations

Completers Data

The completers 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.

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 also affected by county-level Emsi earnings by industry.

State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department