

Labor Market Demand & Hiring Practices: Media, Technology & Design

Guiding Questions

Schools and Postsecondary Partners

- How do CTE programs currently prepare students for these practices, and where are opportunities for growth and further alignment?

Industry Partners

- How does your experience and insight add depth and understanding of these trends?
- What resources, skills and opportunities do you have that could help educators stay up-to-date with industry trends?

Analysis: Primary takeaways

- While many of the sectors included in this group are growing, Broadcasting and Telecommunications have seen a decline in the number of jobs in NYC between 2012 – 2017. This could be a shift in industry categorization. Jobs are moving from Broadcasting and telecommunication to Other Information Services.
- All of the most common jobs in this group that are projected to continue growing through 2024 require a Bachelors degree. CTE programs preparing young people for this field should also consider college prep a part of the curriculum as well.
- Creative traits are highly-cited as valued by employers. This was not mentioned by CTE stakeholders, but could be cultivated in school environments.

How Schools Can Use This Info:

- Identify lesson plans where elements of labor market info can be added to expand students' understanding of the industry
- Consider how your work readiness training needs to be improved to align with current hiring practices
- Present this information to your Self Study Group to keep your school apprised of current trends
- Consider how you can continue to grow and stay aware of industry practices through professional development

Past Trends of Unemployment

Unemployment Rate in Nov 2018

3.7% in NYC

3.5% in US

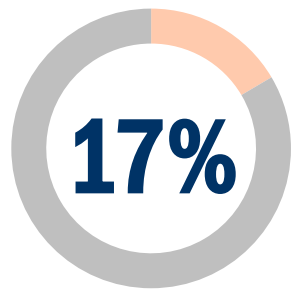
Percentage Point Decline from Nov 2016 to Nov 2018

-1.0% in NYC

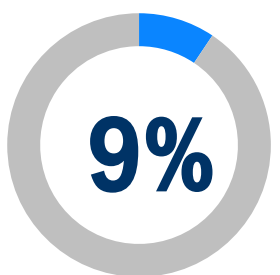
-0.9% in US

NYC Employment Top 6 Sectors, 2017

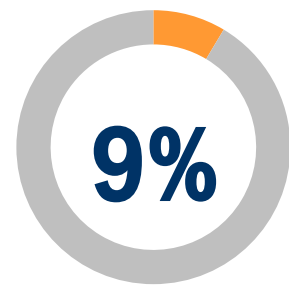
In 2017, there were approximately 4.3 Million NYC Jobs. Over half of these jobs are in the six largest sectors:



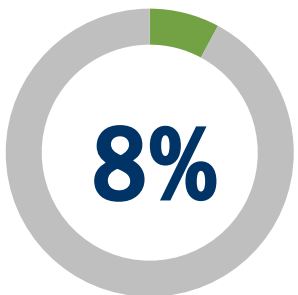
Healthcare



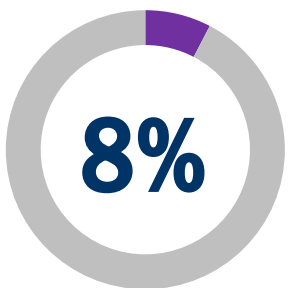
Professional Services



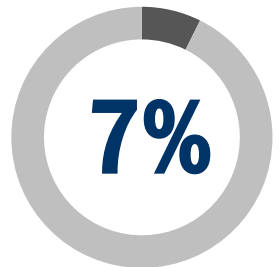
Accommodation & Food Services



Retail Trade



Finance & Insurance



Educational Services

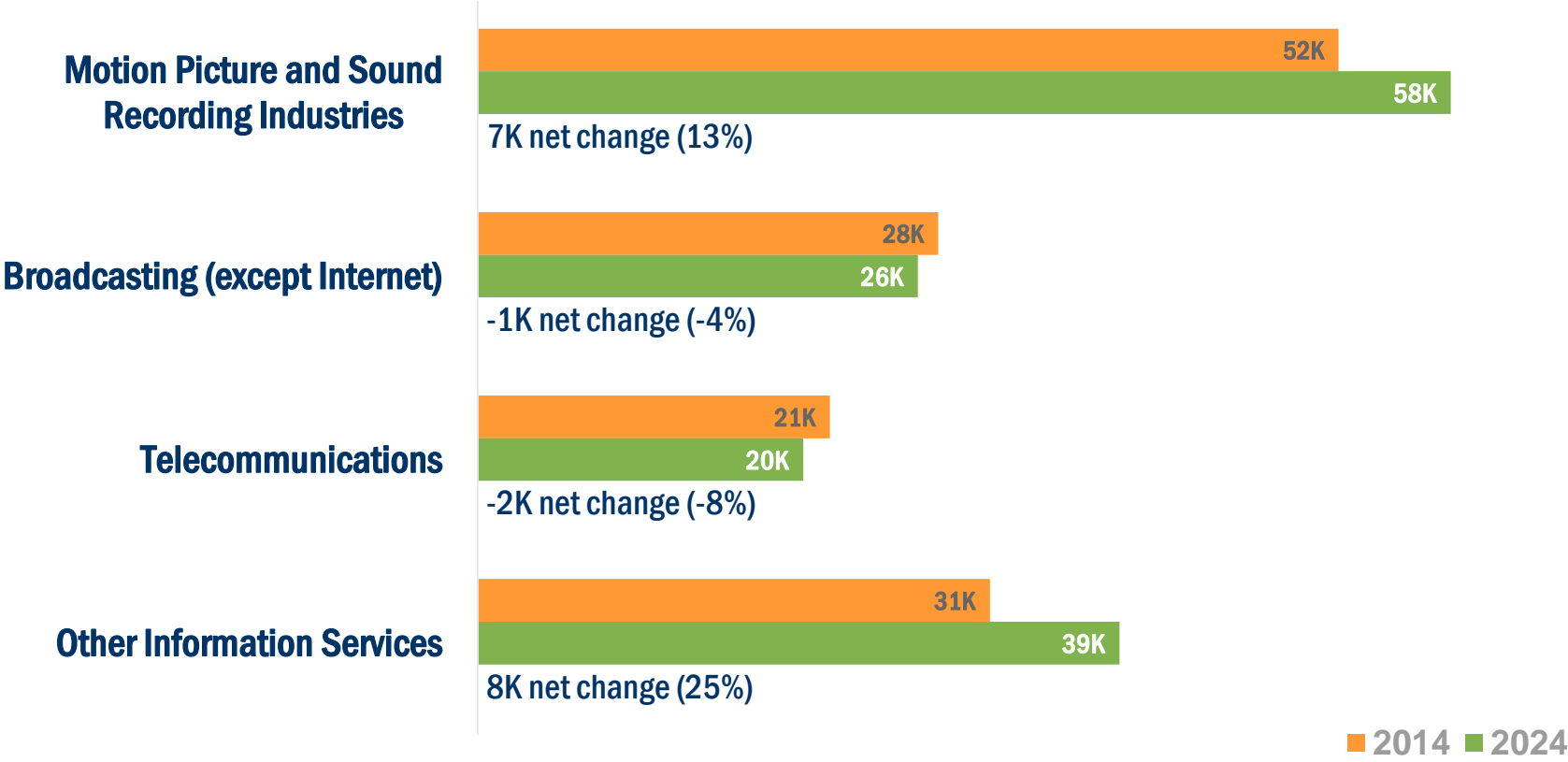
Source | NYCLMIS analysis of 2017 Annual Quarterly Census of Employment and Wages data files from U.S. Bureau of Labor Statistics. Includes all ownership. Per BLS confidentiality policy, some data (~6%) has been suppressed in order to protect the identity of employers and is therefore excluded from employment totals.

Sectors with the Greatest Projected Job Growth in NYC 2014-2024

Sector	Net Change in Job Growth
Health Care & Social Assistance	24%
Professional & Business Services	22%
Accommodation & Food Services	25%
Educational Services	14%
Construction	29%
Other Services	18%
Retail Trade	10%
Financial Actives	7%
Arts, Entertainment & Recreation	22%
Transportation & Warehousing	10%

Source | NYCLMIS analysis of 2017 Annual Quarterly Census of Employment and Wages data files from U.S. Bureau of Labor Statistics. Includes all ownership. Per BLS confidentiality policy, some data has been suppressed in order to protect the identity of employers and is therefore excluded from employment totals.

Media, Technology, & Design Employment Outlook in NYC 2014-2024



Source | NYCLMIS analysis of NYS Department of Labor Long-Term Industry Employment Projections in New York City 2014-2024

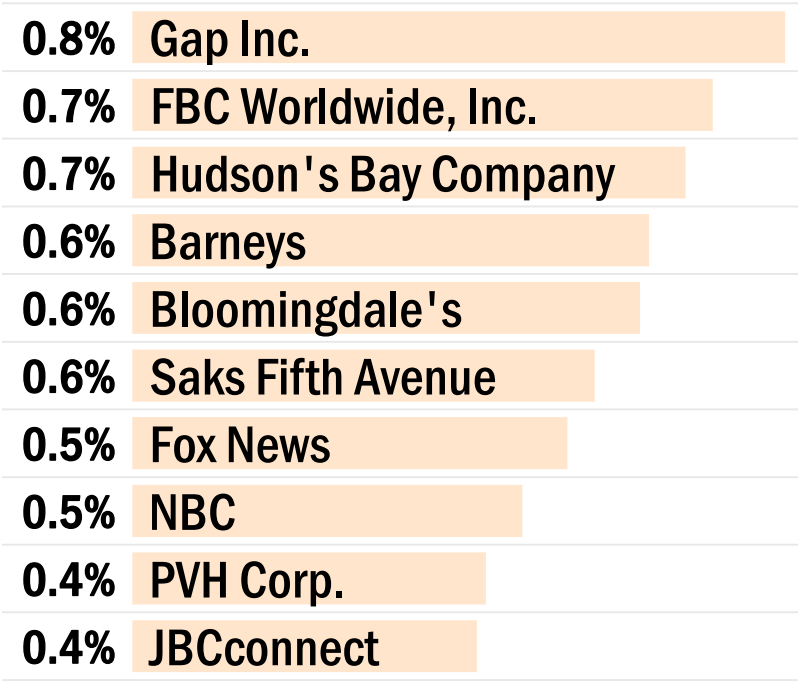
Media Technology and Design: Common Occupations

Occupation	Education	No. Jobs	Med. Wage
Graphic Designers	Bachelor	15K	\$66K
Fashion Designers	Bachelor	6K	\$80K
Writers and Authors	Bachelor	6K	\$78K
Audio and Video Equipment Technicians	Bachelor	5K	\$54K
Film and Video Editors	Bachelor	4K	\$75K
Multimedia Artists and Animators	Bachelor	2K	\$77K

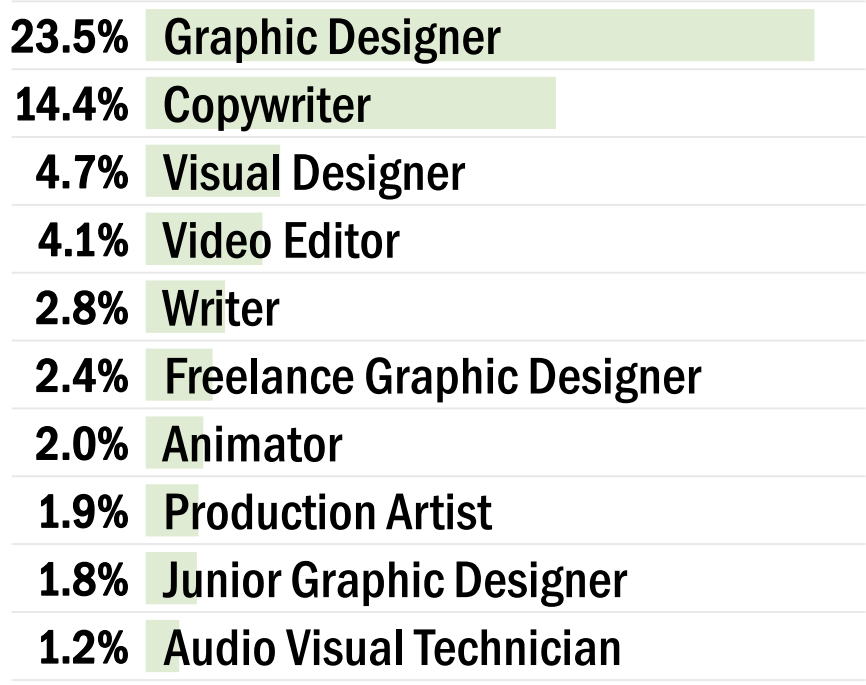
Source | NYCLMIS analysis of statewide 2018 Q1 Occupational Employment Statistics and 2014-2024 Long-Term Occupational Employment Projections from the New York State Department of Labor.

Online Job Ads: Employers & Job Titles

Employers with the most ads: Share of Total Online Ads 2018 9K ads (25% of ads did not specify employers)



Most commonly advertised titles: Share of Total Online Ads 2018 9K ads (all ads specified job title)



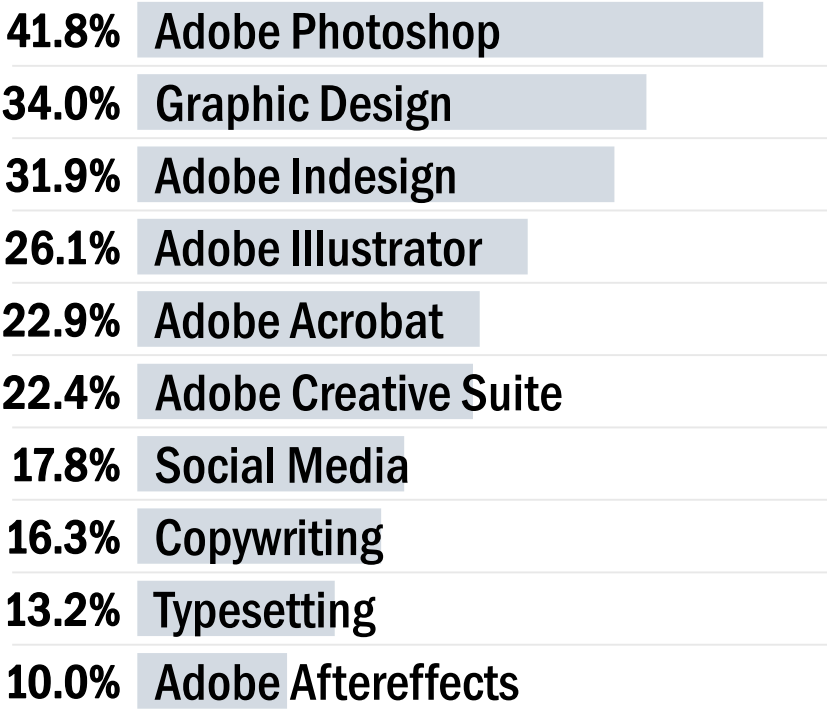
Source | NYCLMIS analysis of Burning Glass Technologies' Labor Insight.

Analysis of Online Job Ads: Skills

Most requested specialized skills:

Share of Total Online Ads 2018

9K ads (9% of ads did not specify specialized skills)



Most requested baseline skills:

Share of Total Online Ads 2018

9K ads (9% of ads did not specify baseline skills)



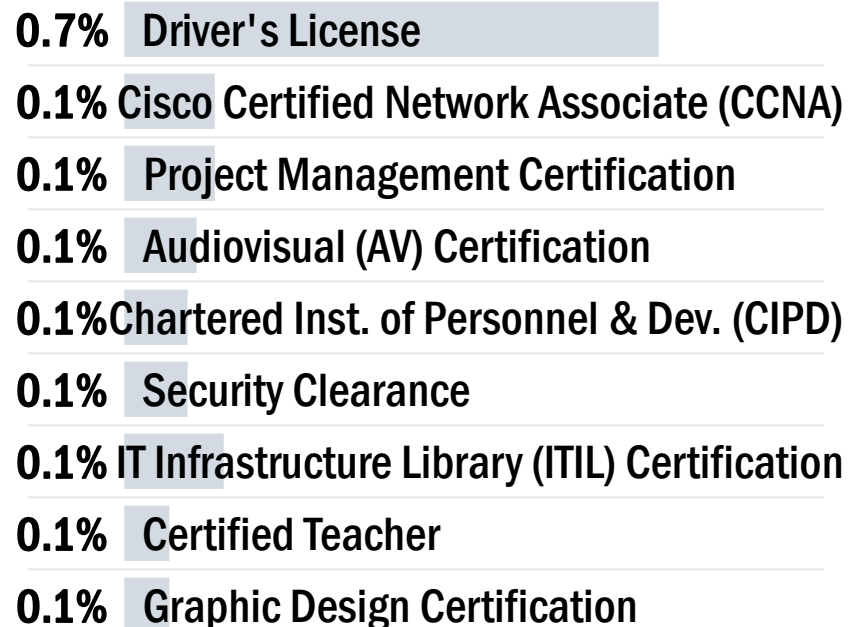
Source | NYCLMIS analysis of Burning Glass Technologies' Labor Insight.

Media Technology & Design: Job Trend Analysis, CTE Certifications

Most requested certifications:

Share of Total Online Ads 2018

9K ads (98% of ads did not specify certifications)



CTE

- Adobe Certified Associate
- Skills USA 3D Visualization and Animation
- Adobe Premiere Pro
- NOCTI- Apparel, Textile Production and Merchandising
- AVID Pro Tools

Source: Labor Insight, Burning Glass Technologies 2018, DOE-CTE School Survey

What entry level job titles do you include in your CTE coursework and career pathway conversations with students that relates to the CTE track?

- Roles related to graphic design, motion graphics, animation, design, production, & retouching
- Production assistant, coordinators, set directors, proper manager, electrician, camera PA, & wardrobe assistant
- Fashion designer, sample makers, photographers,
- Box office assistant, information architect, events planner, photographer, social media manager, museum staff

Source | CTE-School Survey 2018

How are candidates typically recruited in the Business and Finance industry?

1. Professional Network
2. Recruiter

Source | CTE Industry Survey 2018

How are candidates typically screened in the Media Tech & Design Industry?

1. Portfolio reviews
2. Resume/Cover Letter
3. LinkedIn Profile

Source | CTE Industry Survey 2018

Sources | TE Industry Survey 2018

Which of the Media Tech & Design credentials are valued in entry level candidates in your industry?

1. None of these
2. Adobe Certified Associate

How are candidates' certifications typically verified?

1. Nothing specific

Source | CTE Industry Survey 2018

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