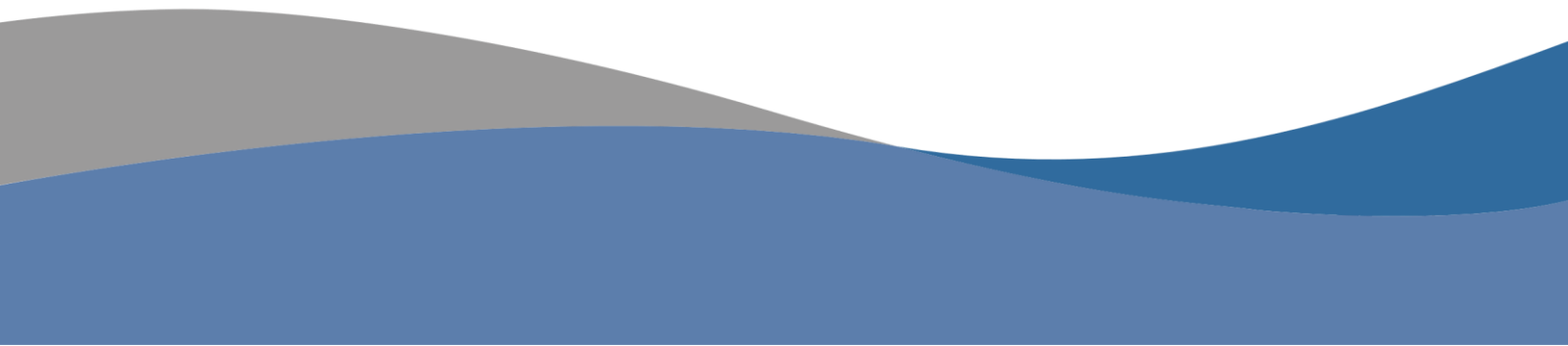




Occupation Report

Communications Teachers, Postsecondary

California



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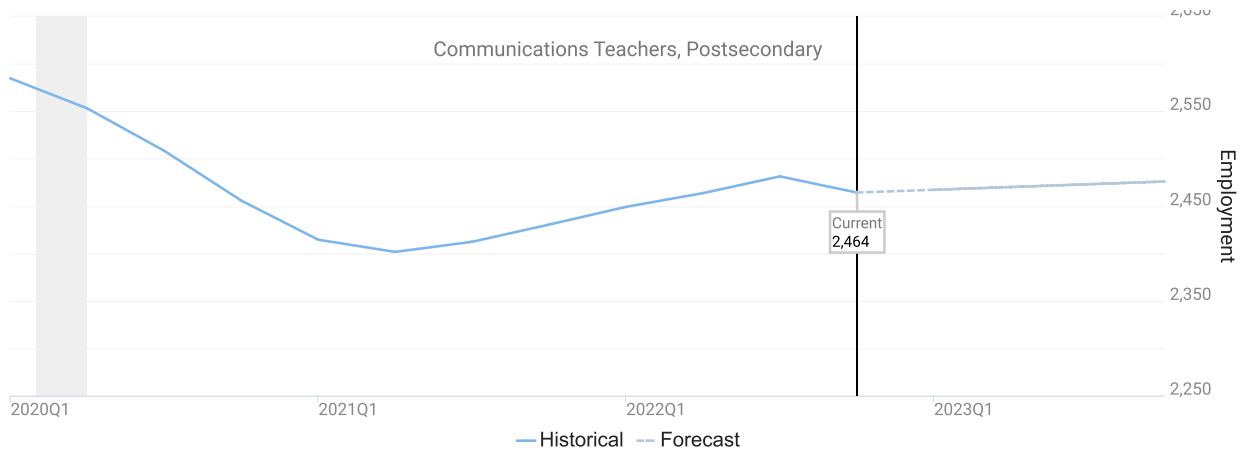
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Occupation Snapshot

6-Digit Occupation	Empl	Avg Mean Wages	LQ	3-Year Empl Change	Annual Demand	Forecast Ann Growth
Communications Teachers, Postsecondary	2,464	\$143,400	0.76	-122	219	0.5%



- 💡 “Annual Demand” is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.
- 💡 “Forecast Ann Growth” is the expected change in jobs due to national, long-term trend projections (per the BLS) as well as local factors such as industry mix and population growth (as computed and modeled by Chmura).

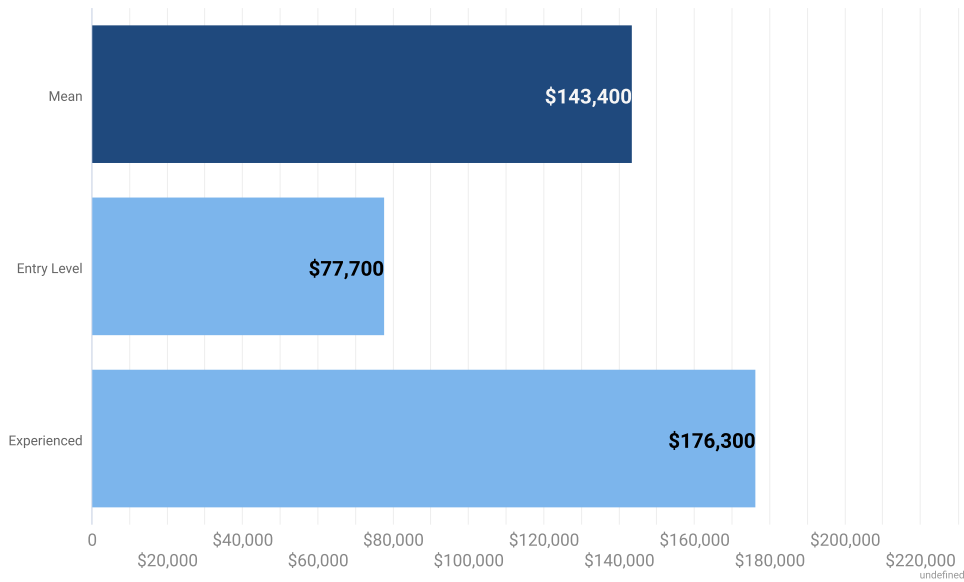
Employment by Industry

Industry Title	% of Occ Empl	Empl	10-Year Separations	10-Year Empl Growth	10-Year Total Demand
Colleges, Universities, and Professional Schools	61.6%	1,519	1,307	125	1,432
Junior Colleges	38.0%	938	773	-7	767
All Others	0.3%	8	7	1	8

 The industry distribution indicates the industries in which workers in the occupation(s) are primarily found.

 “10-Year Empl Growth” may show industries with positive as well as negative growth; this would indicate that the occupation(s) being examined are expected to expand within some industries while contracting in others.

Wages

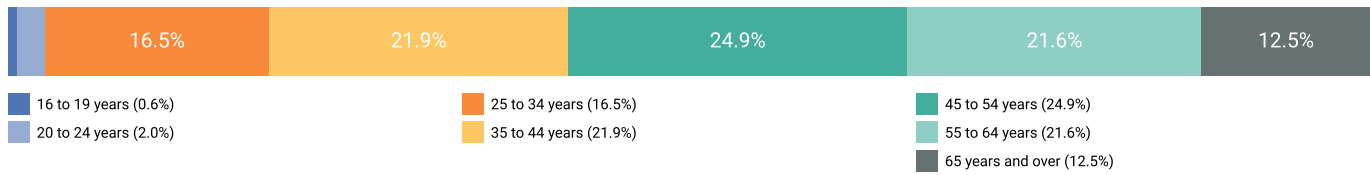


Occupation	Mean	Median	Entry Level	Experienced
Communications Teachers, Postsecondary	\$143,400	\$132,700	\$77,700	\$176,300

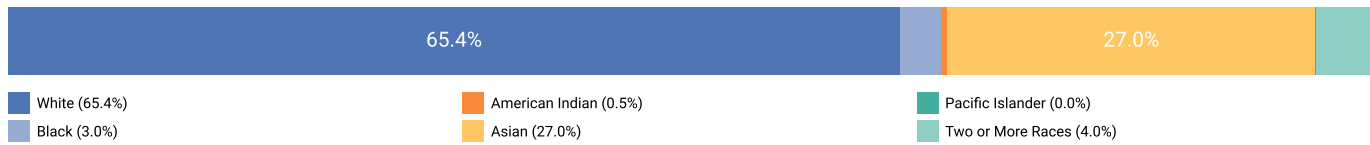
- 💡 Occupation wages here utilize BLS OEWS data, imputed and brought forward by Chmura.
- 💡 When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

Occupation Demographics

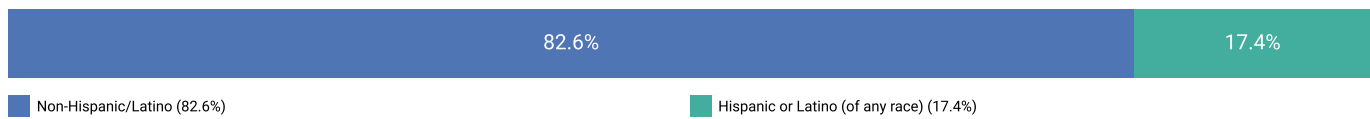
Age



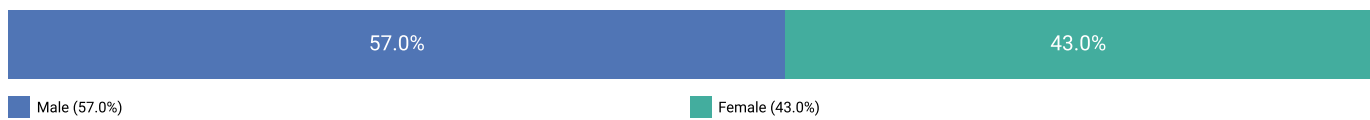
Race



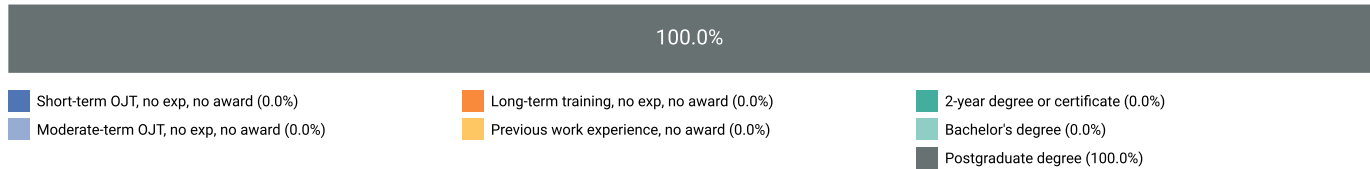
Ethnicity



Gender

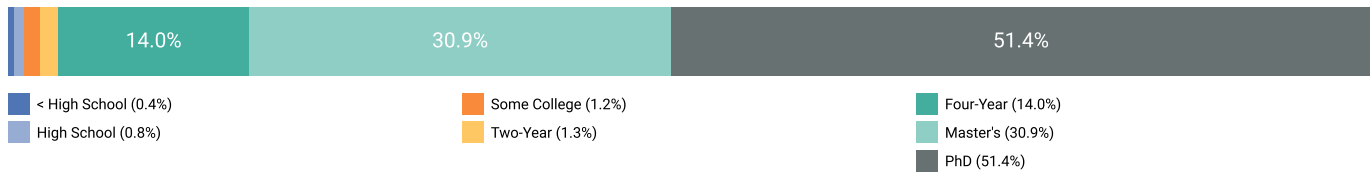


Education and Training Requirements



Education Profile

Educational Attainment





Occupation	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
Communications Teachers, Postsecondary	Doctoral or professional degree	None	None

 The stacked bar chart here illustrates the estimated mix of educational attainment of the workers in this occupation(s) in aggregate.

 The table indicates typical education and training requirements rather than the mix of attainment of workers in such positions.

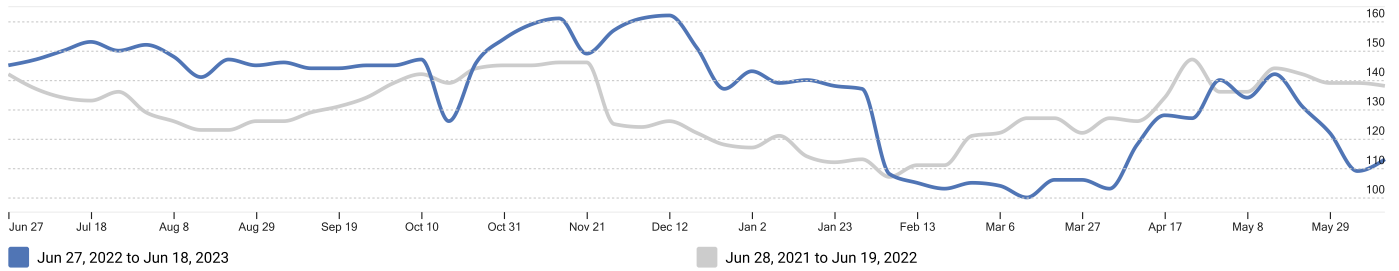
Postsecondary Programs Linked to Communications Teachers, Postsecondary

Program	Awards
California State University-Fullerton	
Speech Communication and Rhetoric	777
California State University-Long Beach	
Speech Communication and Rhetoric	387
California State University-Northridge	
Radio and Television	427
Speech Communication and Rhetoric	367
California State University-Sacramento	
Speech Communication and Rhetoric	492
San Francisco State University	
Speech Communication and Rhetoric	343
San Jose State University	
Speech Communication and Rhetoric	332
University of California-Berkeley	
Mass Communication/Media Studies	268
University of California-Santa Barbara	
Communication, General	469
University of Southern California	
Speech Communication and Rhetoric	367

-  The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.
-  Among postsecondary programs at schools located in California, the sampling above identifies those most linked to Communications Teachers, Postsecondary. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>

RTI (Job Postings)

Active Job Ads by Date



💡 Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

Occupations

SOC	Occupation	Active Job Ads
25-1122.00	Communications Teachers, Postsecondary	492

Locations

Location	Active Job Ads	
Santa Clara, California	88	
Los Angeles, California	51	
University of Southern California (USC)	44	
San Diego, California	8	
Sacramento, California	7	
3375 Camino Del Rio South, San Diego, CA 92108	6	
Eureka, CA 95501	6	
Irvine, California	6	
San Francisco, California	6	
Crescent City, CA 95531	5	

Employers

Employer Name	Active Job Ads	
Santa Clara University	88	
Los Angeles, California	49	
University of Southern California	35	
College of the Redwoods	16	
San Diego Community College District	11	
State Center Community College District	8	
Coast Community College District	7	
Los Rios Community College District	6	
Loyola Marymount University	6	
Education Unlimited	5	

Hard Skills

Skill Name	Active Job Ads	
Teaching/Training, School	231	
Telecommunications	104	
Presentation	37	
Marketing	30	
Mathematics	28	
Journalism	19	
Video Production	16	
Microsoft Office	15	
Arabic	14	
Microsoft Excel	14	

Job Titles

Job Title	Active Job Ads	
Adjunct Faculty Pool - Communication Studies	9	
COMMUNICATION STUDIES <i>aka</i> SPEECH COMM: Adjunct / Substitute Instructor POOL (college credit)	6	
Adjunct Speech Instructor	5	
Communication Studies Instructor Pool-Part-Time	5	
Quarterly Adjunct Lecturer - LEAD Scholars Program	5	
Summer Sessions Analyst	5	
Adjunct Instructor, Media Center Practicum in Community Reporting	4	
Adjunct Instructor, Visual Journalism	4	
Adjunct Lecturer of Communication-Public Speaking	4	
Assistant - Coastline Community College	4	

Education Levels

Minimum Education Level	Active Job Ads	
Bachelor's degree	198	
Master's degree	127	
Doctoral or professional degree	32	
Associate's degree	7	
Unspecified/other	128	

Programs

Program Name	Active Job Ads	
Communications	201	
Telecommunications	103	
Speech	101	
English	78	
Journalism	38	
Marketing	31	
Public Relations	28	
Religious Studies	20	
Business Management	17	
Business	13	

Top Skill and Certification Gaps

Top 10 Skill Gaps in California

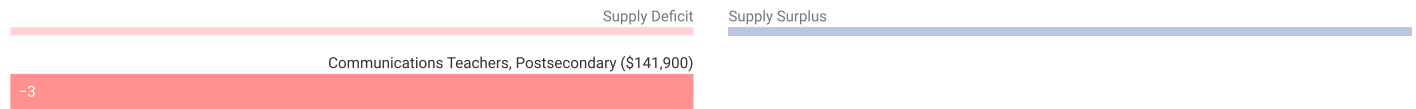
Name	Candidates	Openings	Gap
Telecommunications	2	57	-55
Teaching/Training, School	69	87	-19
Marketing	5	16	-10
Arabic	2	7	-5
Public Relations	1	6	-4
Mathematics	8	12	-4
Program Development	1	4	-3
Video Production	2	5	-3
Proofreading	2	4	-2
Digital Marketing	0	2	-2



Top 10 Certification Gaps in California

Name	Candidates	Openings	Gap
First Aid Certification	0	1	-1

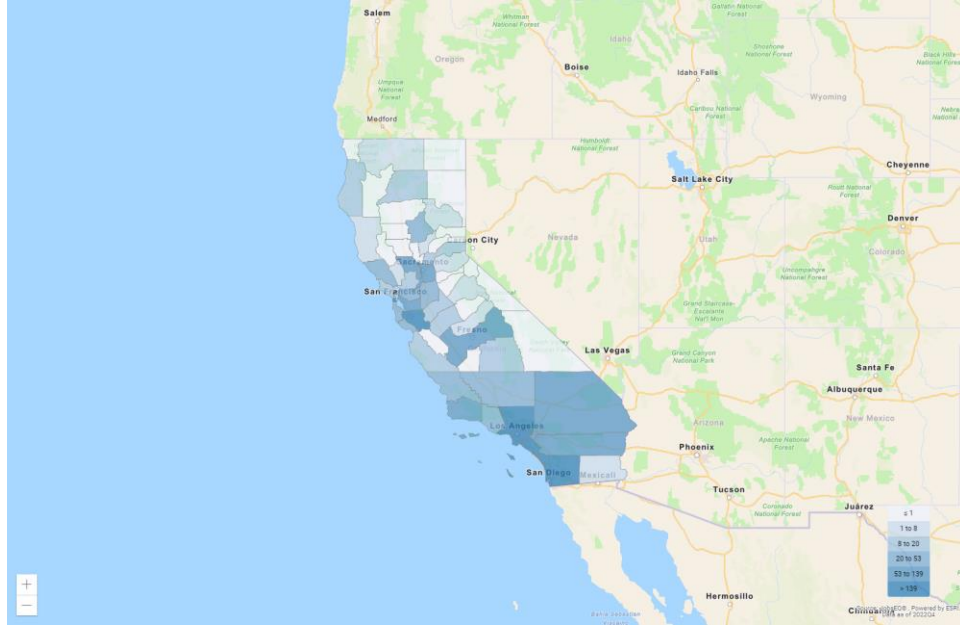
 Skill and certifications gaps can help inform employee development programs, as well as provide a comparison of the needs of regional employers to the supply.

Occupation Gaps



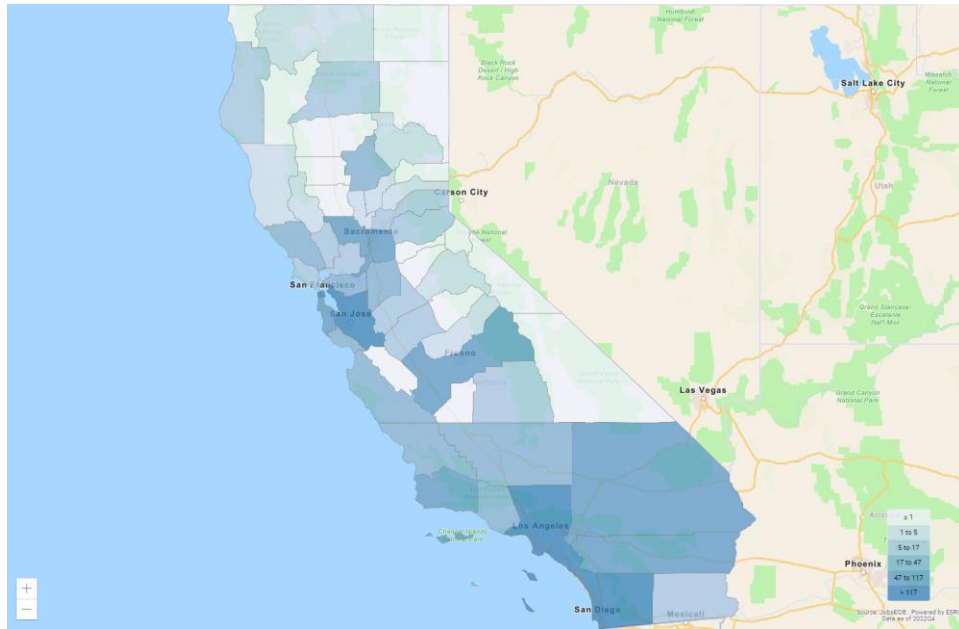
-  The above are the potential average annual gaps over 10 years. Many variables go into this analysis, but at its core it is based on a forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents. When an area, for example, has an occupation expected to grow quickly but the educational requirement for the occupation does not match well with the educational attainment of its residents, there is a high potential for an occupation shortfall in the region. Alternatively, slow-growing or contracting occupations often represent potential supply surpluses.
-  The potential supply shortfall is an underlying force that the market needs to resolve one way or another, such as by employers recruiting from further distances for these occupations, wages going up to attract more candidates, and/or increased demand and wages enticing more local residents to get training for these occupations. While this an important analysis for determining local occupation needs, the occupation gap should be considered along with other regional data including growth and separation forecasts, unemployment rates, wage trends, and award and skill gap analyses.

Geographic Distribution



Top Counties by Place of Work for Communications Teachers, Postsecondary, 2022Q4

Region	Employment
Los Angeles County, California	741
San Diego County, California	268
Orange County, California	207
Santa Clara County, California	178
San Francisco County, California	140
Alameda County, California	116
San Bernardino County, California	75
Yolo County, California	74
Riverside County, California	74
Sacramento County, California	62



Top Counties by Place of Residence for Communications Teachers, Postsecondary, 2022Q4

Region	Employment
Los Angeles County, California	708
San Diego County, California	266
Orange County, California	216
Santa Clara County, California	177
Alameda County, California	120
San Francisco County, California	117
San Bernardino County, California	87
Riverside County, California	81
Yolo County, California	78
Santa Barbara County, California	53

💡 “Place of work” employment is based upon the location of employers for these workers. “Place of residence” data refers to the home locations of the workforce, which is typically the preferred data set to use when calculating labor availability within a drive-time or radius of a potential worksite.

California Regional Map



Data Notes

- Occupation employment by default indicates employment by place of work. Occupation employment is as of 2022Q4 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Wages by occupation are as of 2022Q4, utilizing BLS OEWS data, imputed and brought forward by Chmura. Entry-level and experienced wages are derived from these source data, computed by Chmura.
- Industry employment is as of 2022Q4 and is based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data.
- Education and training requirements are from the BLS. Educational attainment mix and other occupation demographics data are modeled by Chmura for 2022Q4 using regional occupation employment from JobsEQ, ZCTA-level demographics data from the Census Bureau, and national occupation-demographics patterns from the BLS.
- Postsecondary awards are per the NCES and are for the 2020-2021 academic year. Any programs shown are linked with the occupation(s) being analyzed via the program-occupation crosswalk, which may not be comprehensive. Any programs shown reflect only data reported to the NCES; reporting is required of all Title IV schools. Training providers that do not report data to the NCES are not reflected.
- Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 06/28/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of August 2021. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Occupation gaps are modeled by Chmura, indicating long-term potential supply and demand mismatches in a region due, in part, to job demand and labor pool dynamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2022Q4 and modeled by Chmura based upon occupation employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendencies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.

FAQ

What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is annual demand?

Annual demand is a of the sum of the annual projected growth demand and separation demand. Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.