

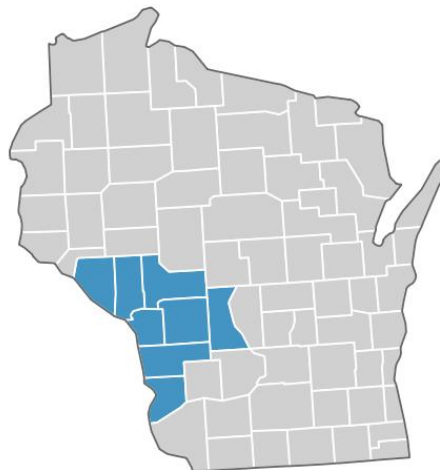
Western Technical College



400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

VISUAL COMMUNICATIONS Occupation Report 2014-2018

Western Technical College District



Report Info

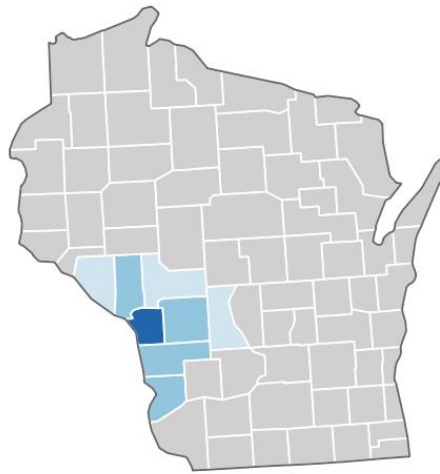
Dataset Version	2013.4 Class of Worker
Class of Worker Categories	QCEW Employees + Non-QCEW Employees + Self-Employed
Timeframe	2014 - 2018
Region Name	Western Technical College District
Region Description	Western district counties
Counties	

Buffalo, WI (55011)	Crawford, WI (55023)	Jackson, WI (55053)
Juneau, WI (55057)	La Crosse, WI (55063)	Monroe, WI (55081)
Trempealeau, WI (55121)	Vernon, WI (55123)	

Occupation Group

Audio-Visual and Multimedia Collections Specialists (25-9011)
Multimedia Artists and Animators (27-1014)
Commercial and Industrial Designers (27-1021)
Merchandise Displayers and Window Trimmers (27-1026)
Set and Exhibit Designers (27-1027)
Designers, All Other (27-1029)
Producers and Directors (27-2012)
Media and Communication Workers, All Other (27-3099)
Audio and Video Equipment Technicians (27-4011)
Broadcast Technicians (27-4012)
Sound Engineering Technicians (27-4014)
Photographers (27-4021)
Camera Operators, Television, Video, and Motion Picture (27-4031)
Film and Video Editors (27-4032)
Media and Communication Equipment Workers, All Other (27-4099)
Photographic Process Workers and Processing Machine Operators (51-9151)

Job Distribution



Overview

Annual Openings Estimate (2013)	16
Related Completions (2011)	101
Current Job Postings	N/A for Multiple Codes

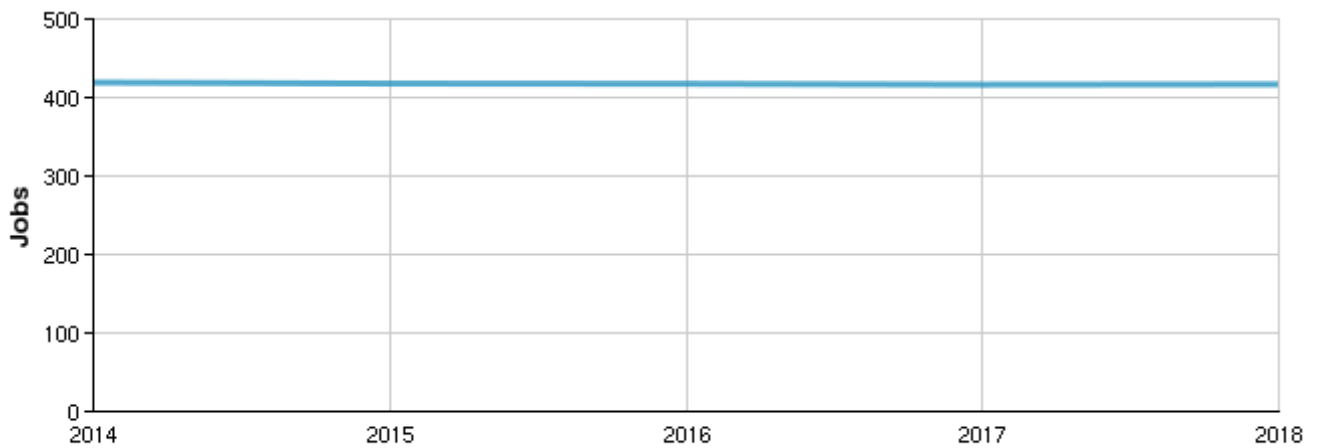
Gender		
Male	58%	<div style="width: 58%;"></div>
Female	42%	<div style="width: 42%;"></div>

Age		
14-18	1%	<div style="width: 1%;"></div>
19-24	9%	<div style="width: 9%;"></div>
25-44	50%	<div style="width: 50%;"></div>
45-64	40%	<div style="width: 40%;"></div>
65+	1%	<div style="width: 1%;"></div>

421 Jobs (2013) National Location Quotient: 0.57	-0.5% % Change (2014-2018) Nation: 2.4%	\$17.29/hr Median Earnings Nation: \$20.32/hr
---	--	--

Western Technical College District | Growth

419 2014 Jobs	417 2018 Jobs	-2 Change (2014-2018)	-0.5% % Change (2014-2018)
-------------------------	-------------------------	---------------------------------	--------------------------------------

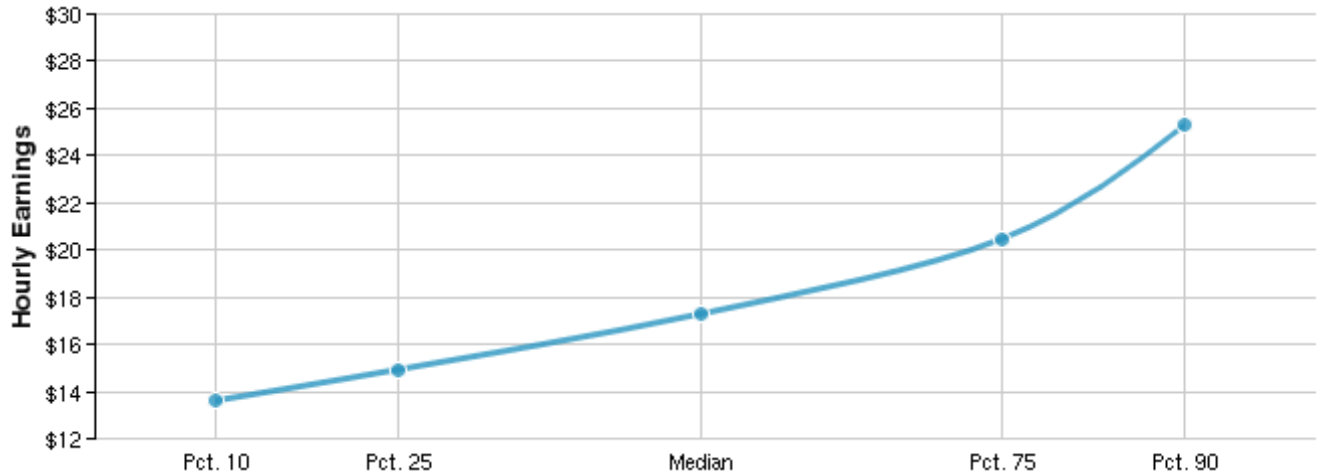


Occupation	2014 Jobs	2018 Jobs	Change	% Change
Set and Exhibit Designers (27-1027)	4	4	0	0%
Audio and Video Equipment Technicians (27-4011)	28	30	2	7%
Media and Communication Equipment Workers, All Other (27-4099)	6	6	0	0%
Audio-Visual and Multimedia Collections Specialists (25-9011)	13	14	1	8%
Media and Communication Workers, All Other (27-3099)	13	14	1	8%
Broadcast Technicians (27-4012)	48	46	-2	-4%
Photographic Process Workers and Processing Machine Operators (51-9151)	75	73	-2	-3%
Multimedia Artists and	25	24	-1	-4%

Occupation	2014 Jobs	2018 Jobs	Change	% Change
Animators (27-1014)				
Commercial and Industrial Designers (27-1021)	66	62	-4	-6%
Designers, All Other (27-1029)	14	13	-1	-7%
Camera Operators, Television, Video, and Motion Picture (27-4031)	9	9	0	0%
Merchandise Displayers and Window Trimmers (27-1026)	37	42	5	14%
Producers and Directors (27-2012)	21	22	1	5%
Sound Engineering Technicians (27-4014)	6	6	0	0%
Photographers (27-4021)	49	46	-3	-6%
Film and Video Editors (27-4032)	4	4	0	0%

Western Technical College District | Percentile Earnings

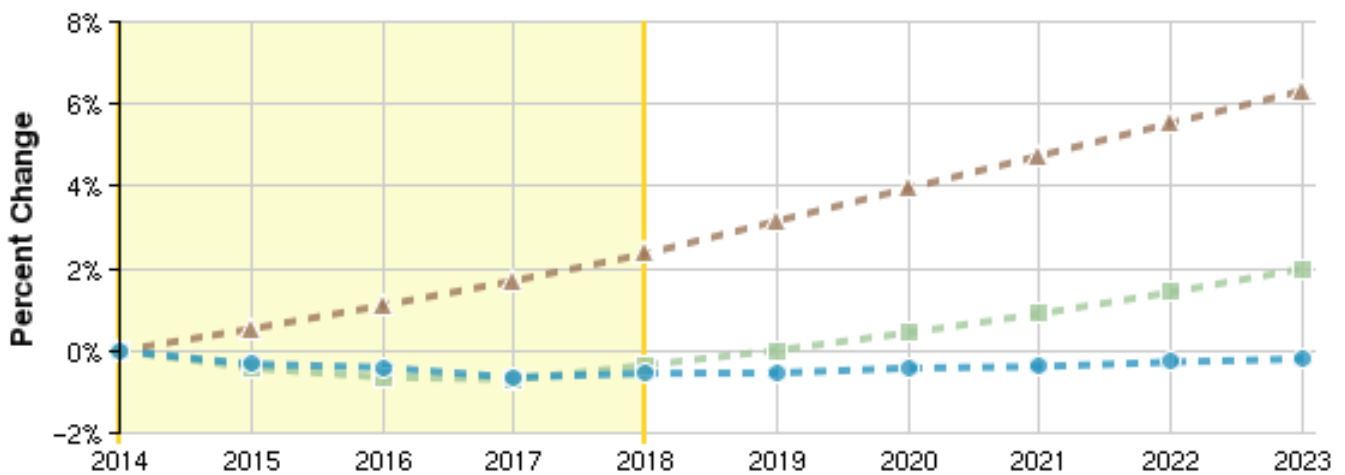
\$13.62/hr 10th Percentile Earnings	\$17.29/hr Median Earnings	\$25.28/hr 90th Percentile Earnings
---	--------------------------------------	---



Occupation	10th Percentile Earnings	Median Earnings	90th Percentile Earnings
Set and Exhibit Designers (27-1027)	\$9.61	\$10.32	\$10.98
Audio and Video Equipment Technicians (27-4011)	\$11.15	\$16.50	\$26.49
Media and Communication Equipment Workers, All Other (27-4099)	\$18.94	\$27.27	\$38.05
Audio-Visual and Multimedia Collections Specialists (25-9011)	\$12.26	\$23.91	\$33.36
Media and Communication Workers, All Other (27-3099)	\$12.44	\$19.57	\$32.67
Broadcast Technicians (27-4012)	\$11.83	\$14.66	\$26.38
Photographic Process Workers and Processing Machine Operators (51-9151)	\$9.01	\$11.74	\$17.75
Multimedia Artists and Animators (27-1014)	\$9.42	\$11.38	\$15.04
Commercial and Industrial Designers (27-1021)	\$24.44	\$28.63	\$37.43
Designers, All Other (27-1029)	\$8.19	\$10.06	\$14.68
Camera Operators, Television, Video, and Motion Picture	\$14.01	\$15.76	\$25.41

Occupation	10th Percentile Earnings	Median Earnings	90th Percentile Earnings
(27-4031)			
Merchandise Displayers and Window Trimmers (27-1026)	\$8.64	\$10.41	\$13.90
Producers and Directors (27-2012)	\$9.98	\$14.97	\$27.95
Sound Engineering Technicians (27-4014)	\$24.56	\$26.32	\$29.93
Photographers (27-4021)	\$15.99	\$19.93	\$28.65
Film and Video Editors (27-4032)	\$24.17	\$24.61	\$25.13

Regional Trends



Region	2014 Jobs	2018 Jobs	% Change
● Western Technical College District	419	417	-0.5%
● State	9,892	9,857	-0.4%
● Nation	718,528	735,463	2.4%

Educational programs

11 Programs (2011)	101 Completions (2011)
------------------------------	----------------------------------

Program	2008	2009	2010	2011	2012
Graphic Design (50.0409)	30	39	31	28	37
Art/Art Studies, General (50.0701)	21	26	24	23	29
Design and Visual Communications, General (50.0401)	8	15	5	21	10
Drama and Dramatics/Theatre Arts, General (50.0501)	10	14	16	11	8
Computer Software and Media Applications, Other (11.0899)	0	0	4	8	0

Inverse Staffing Patterns

Industry	Occupation Group Jobs in Industry (2013)	% of Occupation Group in Industry (2013)	% of Total Jobs in Industry (2013)
Television Broadcasting (515120)	37	8.9%	38.1%
Independent Artists, Writers, and Performers (711510)	25	6.0%	14.3%
Radio Stations (515112)	23	5.6%	13.3%
Warehouse Clubs and Supercenters (452910)	21	5.0%	1.2%
Photography Studios, Portrait (541921)	19	4.6%	43.3%

Data Sources and Calculations

State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information

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.

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.

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.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.