

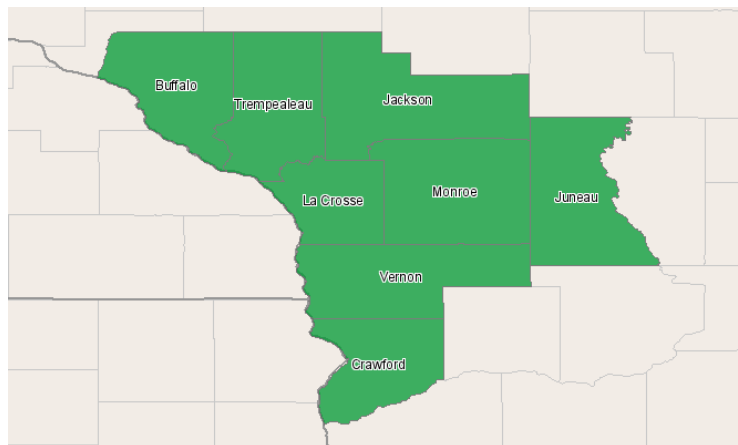
# Western Technical College



400 Seventh Street  
La Crosse, Wisconsin 54601  
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## Occupation Report for Graphic Design Program August 28, 2012 2012 Third Quarter Data for 2013-2017 Projections

Western Technical College District



## Region Info

Name: Western Technical College District

Description: Western district counties

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

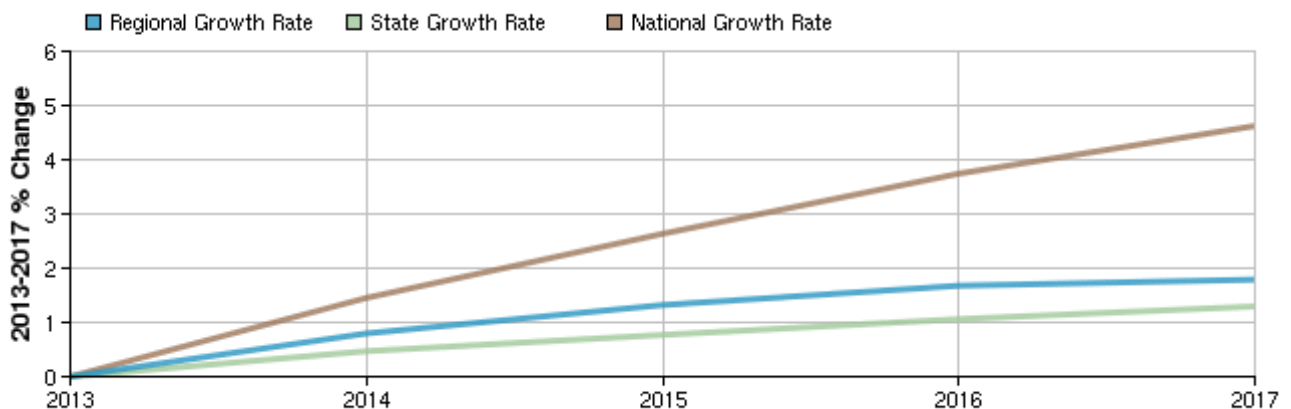
## Selected Occupations

Occupation	Education Level
Art Directors (SOC 27-1011)	Bachelor's or higher degree, plus work experience
Fine Artists, Including Painters, Sculptors, and Illustrators (SOC 27-1013)	Long-term on-the-job training
Multi-Media Artists and Animators (SOC 27-1014)	Bachelor's degree
Commercial and Industrial Designers (SOC 27-1021)	Bachelor's degree
Graphic Designers (SOC 27-1024)	Bachelor's degree
Media and Communication Workers, All Other (SOC 27-3099)	Long-term on-the-job training
Desktop Publishers (SOC 43-9031)	Postsecondary vocational award
Prepress Technicians and Workers (SOC 51-5022)	Postsecondary vocational award

## Executive Summary

Basic Information	
2013 Occupational Jobs	834
2017 Occupational Jobs	849
Total Change	15
Total % Change	1.80%
Openings	116
2012 Median Hourly Earnings	\$14.78

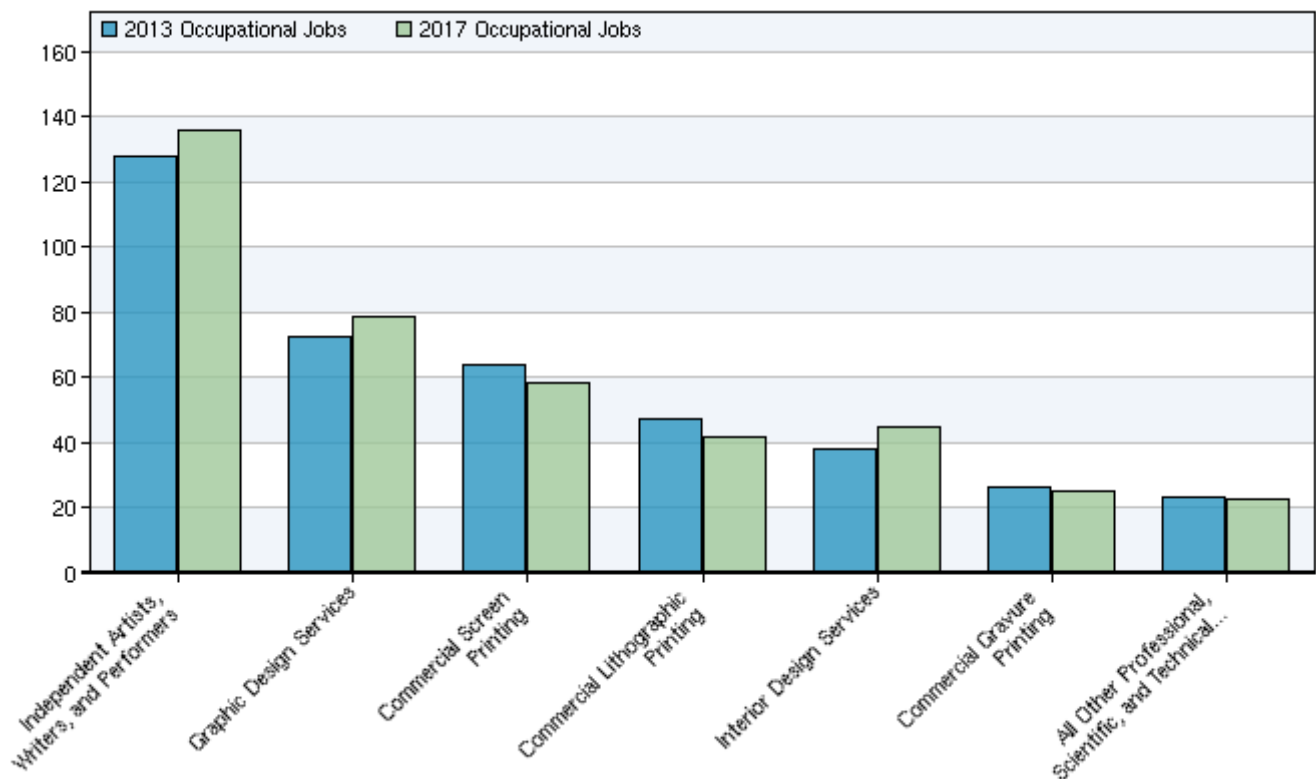
## Occupational Change Summary



Region	2013 Jobs	2017 Jobs	Change	% Change	Openings	2012 Median Hourly Earnings
Regional Total	834	849	15	2%	116	\$14.78
State Total	19,851	20,108	257	1%	2,632	\$17.55
National Total	1,017,187	1,064,207	47,020	5%	157,770	\$18.99

Source: EMSI Complete Employment - 2012.2

## Top Industries for Selected Occupations

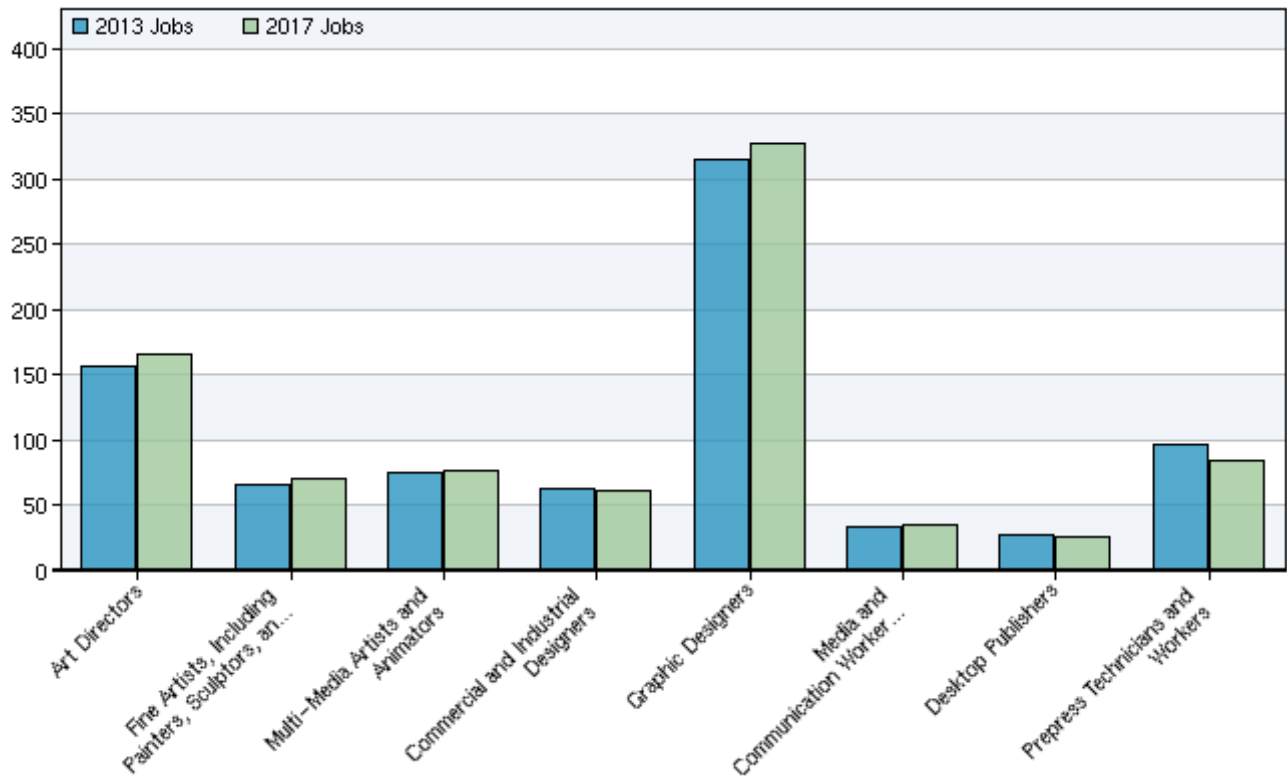


NAICS Code	Name	2013 Jobs	2017 Jobs	Change	% Change
711510	Independent Artists, Writers, and Performers	128	136	8	6%
541430	Graphic Design Services	73	79	6	8%
323113	Commercial Screen Printing	64	58	-6	-9%
323110	Commercial Lithographic Printing	47	42	-5	-11%
541410	Interior Design Services	38	45	7	18%
323111	Commercial Gravure Printing	26	25	-1	-4%
541990	All Other Professional, Scientific, and Technical	23	23	0	0%

NAICS Code	Name	2013 Jobs	2017 Jobs	Change	% Change
	Services				

Source: EMSI Complete Employment - 2012.2

## Occupational Breakdown



SOC Code	Description	2013 Jobs	2017 Jobs	Openings	2012 Median Hourly Earnings
27-1011	Art Directors	157	165	23	\$13.71
27-1013	Fine Artists, Including Painters, Sculptors, and Illustrators	67	71	10	\$8.28
27-1014	Multi-Media Artists and Animators	75	77	10	\$10.91
27-1021	Commercial and Industrial Designers	62	61	9	\$24.16
27-1024	Graphic Designers	315	328	51	\$16.04
27-3099	Media and Communication Workers, All Other	34	36	5	\$16.90
43-9031	Desktop Publishers	27	26	3	\$17.87
51-5022	Prepress Technicians and Workers	97	85	7	\$12.18
	Total	834	849	116	\$14.78

Source: EMSI Complete Employment - 2012.2

### Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

### Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

### State Data Sources

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