

Occupation Overview

EMSI Q2 2015 Data Set

Visual Communication Program
October 2015

Western Technical College



400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Parameters

Occupations

16 items selected. See Appendix A for details.

Regions

Code	Description
55011	Buffalo County, WI
55023	Crawford County, WI
55053	Jackson County, WI
55057	Juneau County, WI
55063	La Crosse County, WI
55081	Monroe County, WI
55121	Trempealeau County, WI
55123	Vernon County, WI

Timeframe

2016 - 2020

Datarun

2015.2 – Employees

Visual Communication 2015 (AED) in 8 Counties

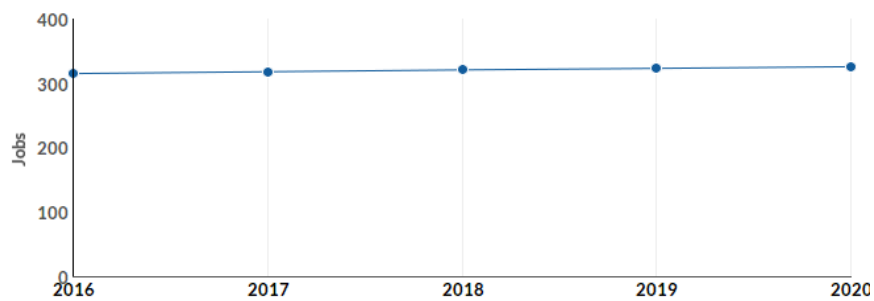
SOC	Description	2016 Jobs	2020 Jobs	2016 - 2020 Change	2016 - 2020 % Change	Openings	Annual Openings	Median Hourly Earnings
25-9011	Audio-Visual and Multimedia Collections Specialists	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-1014	Multimedia Artists and Animators	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-1021	Commercial and Industrial Designers	24	24	0	0%	<10	Insf. Data	\$22.69
27-1026	Merchandise Displayers and Window Trimmers	35	40	5	14%	<10	Insf. Data	\$11.09
27-1027	Set and Exhibit Designers	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-1029	Designers, All Other	16	16	0	0%	<10	Insf. Data	\$16.65
27-2012	Producers and Directors	25	28	3	12%	<10	Insf. Data	\$20.01
27-3099	Media and Communication Workers, All Other	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-4011	Audio and Video Equipment Technicians	27	30	3	11%	<10	Insf. Data	\$16.51
27-4012	Broadcast Technicians	64	63	(1)	(2%)	<10	Insf. Data	\$18.62
27-4014	Sound Engineering Technicians	<10	10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
27-4021	Photographers	27	28	1	4%	<10	Insf. Data	\$15.58
27-4031	Camera Operators, Television, Video, and Motion Picture	13	13	0	0%	<10	Insf. Data	\$14.70
27-4032	Film and Video Editors	<10	<10	Insf. Data	Insf. Data	0	0	Insf. Data
27-4099	Media and Communication Equipment Workers, All Other	<10	<10	Insf. Data	Insf. Data	<10	Insf. Data	Insf. Data
51-9151	Photographic Process Workers and Processing Machine Operators	34	34	0	0%	<10	Insf. Data	\$12.34
		316	326	10	3%	43	11	\$16.96

Occupation Summary for Visual Communication 2015 (AED)

314 Jobs (2015) 45% below National average	3.4% % Change (2016-2020) Nation: 3.3%	\$16.96/hr Median Hourly Earnings Nation: \$22.51/hr
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Growth

316 2016 Jobs	326 2020 Jobs	11 Change (2016-2020)	3.4% % Change (2016-2020)
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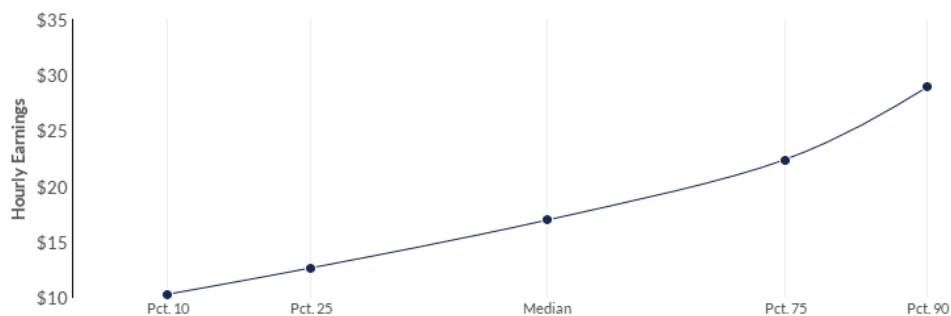


Occupation	2016 Jobs	2020 Jobs	Change	% Change
Audio-Visual and Multimedia Collections Specialists (25-9011)	10	10	0	0%
Multimedia Artists and Animators (27-1014)	5	6	1	20%
Commercial and Industrial Designers (27-1021)	24	24	0	0%
Merchandise Displayers and Window Trimmers (27-1026)	35	40	5	14%
Set and Exhibit Designers (27-1027)	4	4	0	0%
Designers, All Other (27-1029)	16	16	0	0%
Producers and Directors (27-2012)	25	28	3	12%
Media and Communication Workers, All Other (27-3099)	9	9	0	0%
Audio and Video Equipment Technicians (27-4011)	27	30	3	11%

Occupation	2016 Jobs	2020 Jobs	Change	% Change
Broadcast Technicians (27-4012)	64	63	-1	-2%
Sound Engineering Technicians (27-4014)	10	10	0	0%
Photographers (27-4021)	27	28	1	4%
Camera Operators, Television, Video, and Motion Picture (27-4031)	13	13	0	0%
Film and Video Editors (27-4032)	3	4	1	33%
Media and Communication Equipment Workers, All Other (27-4099)	8	8	0	0%
Photographic Process Workers and Processing Machine Operators (51-9151)	34	34	0	0%

Percentile Earnings

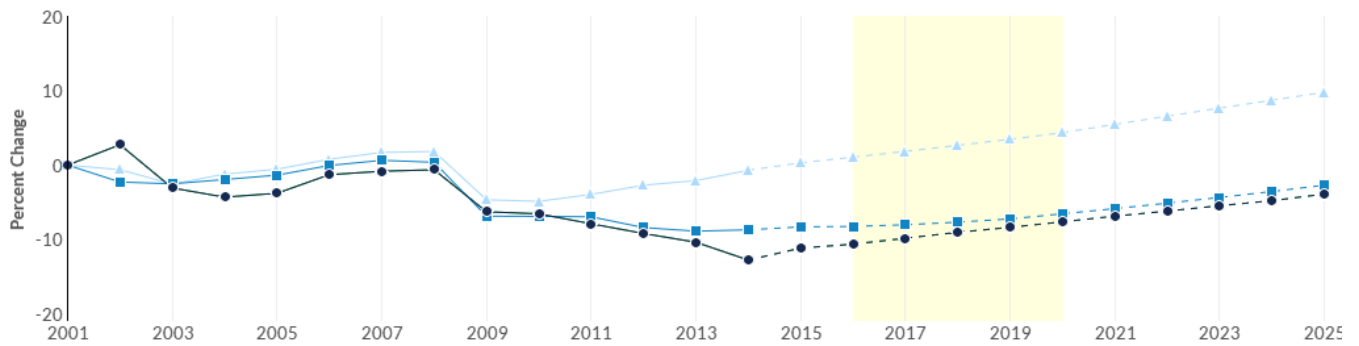
\$12.63/hr 25th Percentile Earnings	\$16.96/hr Median Earnings	\$22.38/hr 75th Percentile Earnings
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Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Audio-Visual and Multimedia Collections Specialists (25-9011)	\$11.89	\$16.84	\$21.19
Multimedia Artists and Animators (27-1014)	\$16.24	\$20.68	\$25.50
Commercial and Industrial Designers (27-1021)	\$18.74	\$22.69	\$27.20
Merchandise Displayers and	\$9.37	\$11.09	\$13.99

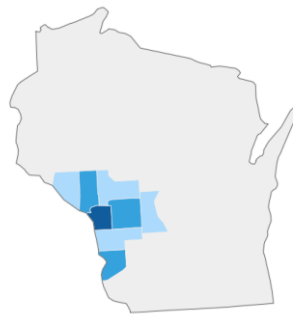
Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Window Trimmers (27-1026)			
Set and Exhibit Designers (27-1027)	\$14.96	\$21.39	\$28.87
Designers, All Other (27-1029)	\$14.85	\$16.65	\$18.64
Producers and Directors (27-2012)	\$15.37	\$20.01	\$28.82
Media and Communication Workers, All Other (27-3099)	\$13.34	\$18.77	\$25.92
Audio and Video Equipment Technicians (27-4011)	\$12.16	\$16.51	\$21.96
Broadcast Technicians (27-4012)	\$12.17	\$18.62	\$25.99
Sound Engineering Technicians (27-4014)	\$13.97	\$18.67	\$23.89
Photographers (27-4021)	\$10.80	\$15.58	\$21.82
Camera Operators, Television, Video, and Motion Picture (27-4031)	\$9.99	\$14.70	\$19.52
Film and Video Editors (27-4032)	\$13.82	\$18.01	\$23.27
Media and Communication Equipment Workers, All Other (27-4099)	\$19.49	\$24.88	\$28.76
Photographic Process Workers and Processing Machine Operators (51-9151)	\$9.88	\$12.34	\$16.10

Regional Trends



	Region	2016 Jobs	2020 Jobs	Change	% Change
●	Region	316	326	10	3.2%
●	State	8,227	8,380	153	1.9%
●	Nation	566,819	585,334	18,515	3.3%
●	Western Technical College District	316	326	10	3.2%

Regional Breakdown



County	2020 Jobs
La Crosse County, WI	202
Trempealeau County, WI	31
Monroe County, WI	31
Crawford County, WI	23
Vernon County, WI	16

Occupation Gender Breakdown



	Gender	2015 Jobs	2015 Percent
•	Males	197	62.9%
•	Females	117	37.1%

Occupation Age Breakdown



	Age	2015 Jobs	2015 Percent
•	14-18	4	1.2%
•	19-24	50	15.9%
•	25-34	86	27.3%
•	35-44	60	19.0%
•	45-54	60	19.2%
•	55-64	43	13.6%
•	65+	12	3.7%

Occupation Race/Ethnicity Breakdown



	Race/Ethnicity	2015 Jobs	2015 Percent
●	White	296	94.2%
●	Asian	8	2.4%
●	Hispanic or Latino	5	1.5%
●	Black or African American	3	1.0%
●	American Indian or Alaska Native	2	0.5%
●	Two or More Races	1	0.5%
●	Native Hawaiian or Other Pacific Islander	0	0.0%

Occupational Programs

11 Programs (2014)		79 Completions (2014)	17 Openings (2014)
CIP Code	Program	Completions (2014)	
50.0501	Drama and Dramatics/Theatre Arts, General	24	
50.0409	Graphic Design	20	
50.0701	Art/Art Studies, General	17	
50.0509	Musical Theatre	10	
50.0401	Design and Visual Communications, General	6	

Industries Employing Visual Communication 2015 (AED)

Industry	Occupation Group Jobs in Industry (2015)	% of Occupation Group in Industry (2015)	% of Total Jobs in Industry (2015)
Television Broadcasting	50	15.9%	44.7%
Radio Stations	36	11.6%	18.9%
Nonupholstered Wood Household Furniture Manufacturing	17	5.3%	0.4%
Photography Studios, Portrait	15	4.8%	51.3%
Colleges, Universities, and Professional Schools (Local Government)	14	4.4%	0.7%

Appendix A - Occupations

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

Appendix B - Data Sources and Calculations

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.

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.

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.

State Data Sources

This report uses state data from the following agencies: Illinois Department of Employment Security, Employment Projections; Iowa Workforce Development; Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives; Minnesota Department of Employment and Economic Development; Wisconsin Department of Workforce Development, Bureau of Workforce Information