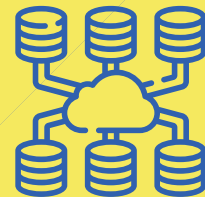




Information and Communication Technologies/ Digital Media

North (Greater Sacramento) Subregional Sector Profile



2023



FIVE-YEAR OUTLOOK

4%
sector job growth
over next five years

4,000+
annual job openings
over next five years

4%
of Greater
Sacramento's jobs

This project is supported by Strong Workforce Program (SWP) funding.



Introduction

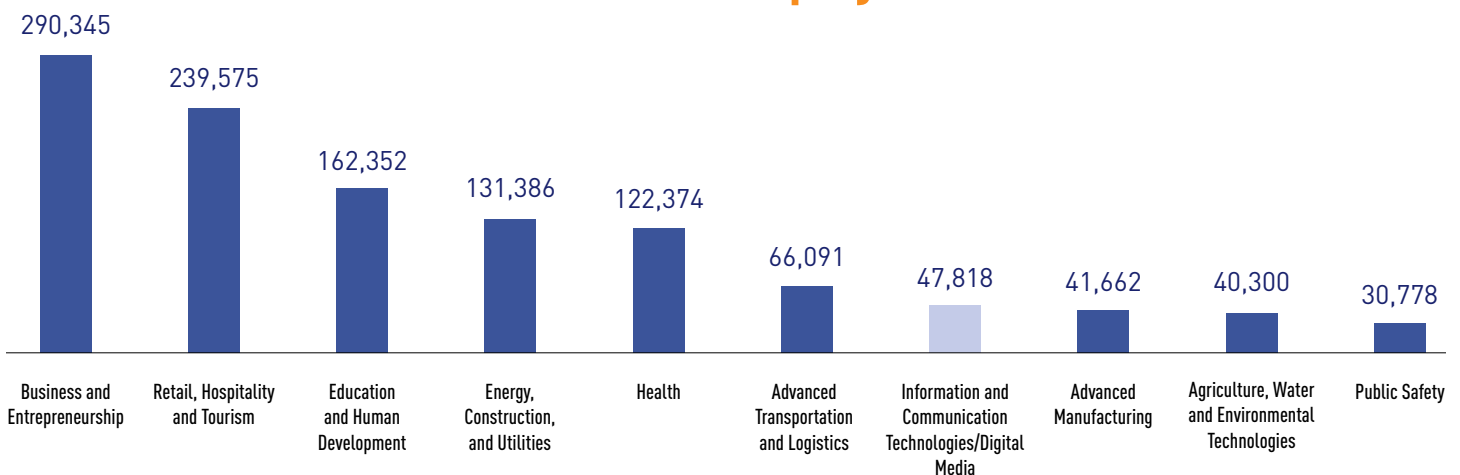
This sector profile highlights in-demand, middle-skill jobs that pay above a living wage. Middle-skill jobs, those which require education or training beyond a high school diploma but less than a bachelor's degree, are a critical component of the overall workforce and support the economic vitality of the region and the state.

This sector profile summarizes key data about current and projected workforce demand, hourly wages, job postings, and community college programs to support the goals of California's Strong Workforce Program (SWP).

SWP is an initiative designed to expand career education (CE) programs offered by the California Community Colleges to supply a skilled workforce to California's employers. The North Far North Regional Consortium (NFNRC) is charged with coordinating the planning and implementation of CE programs among community colleges within the 22-county North/Far North region, which includes the North (Greater Sacramento) and Far North subregions.

The North subregion encompasses seven counties (El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba) and eight community colleges (American River, Cosumnes River, Folsom Lake, Lake Tahoe, Sacramento City, Sierra, Woodland, and Yuba).

North (Greater Sacramento) 2021 Sector Employment



SECTOR Highlights



47,818
Jobs in 2021

49,553
Projected Jobs in 2026

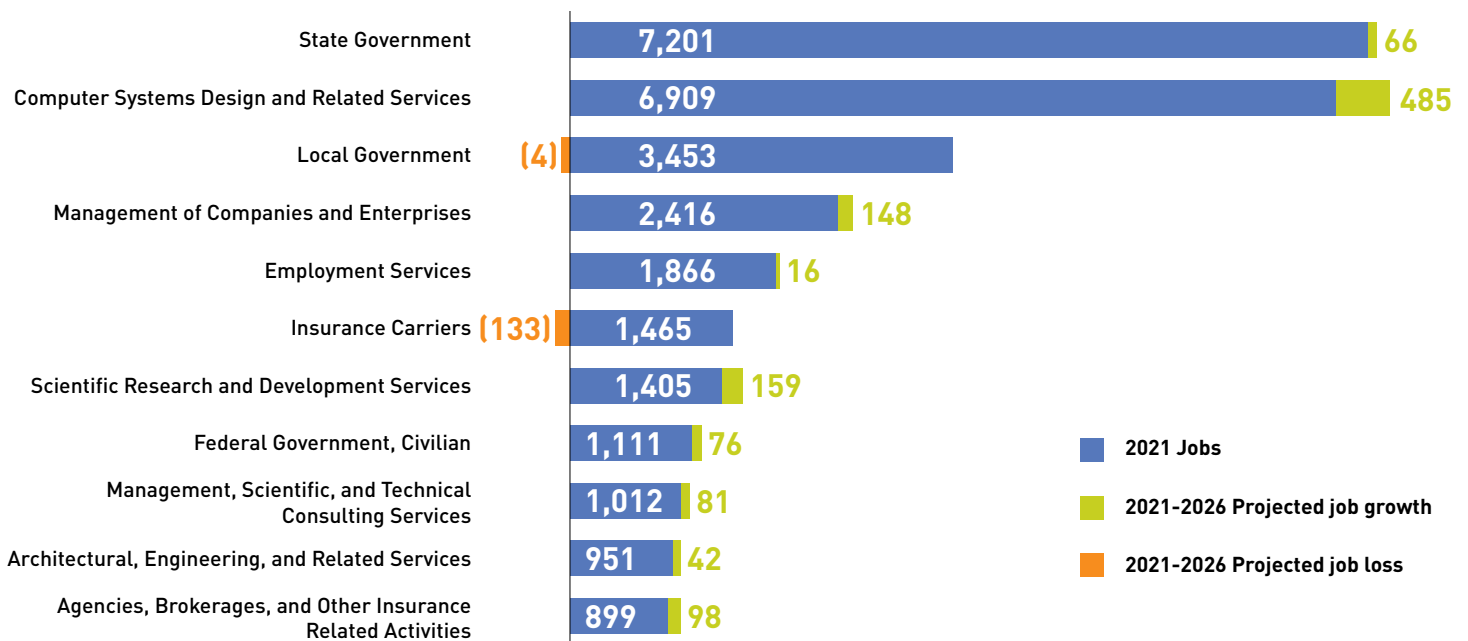
4%
Projected Job Growth,
2021-2026

1,735
New Jobs by 2026

4%
of Greater Sacramento
Employment, 2021

Note: The Information and Communication Technologies/Digital Media sector includes 44 distinct 6-digit NAICS codes. Contact the NFN COE for a complete listing of NAICS codes by sector. Although included for other sector profiles that are part of this series, the number of businesses in the subregion was not available for this sector.

Employment by Industry Subsector

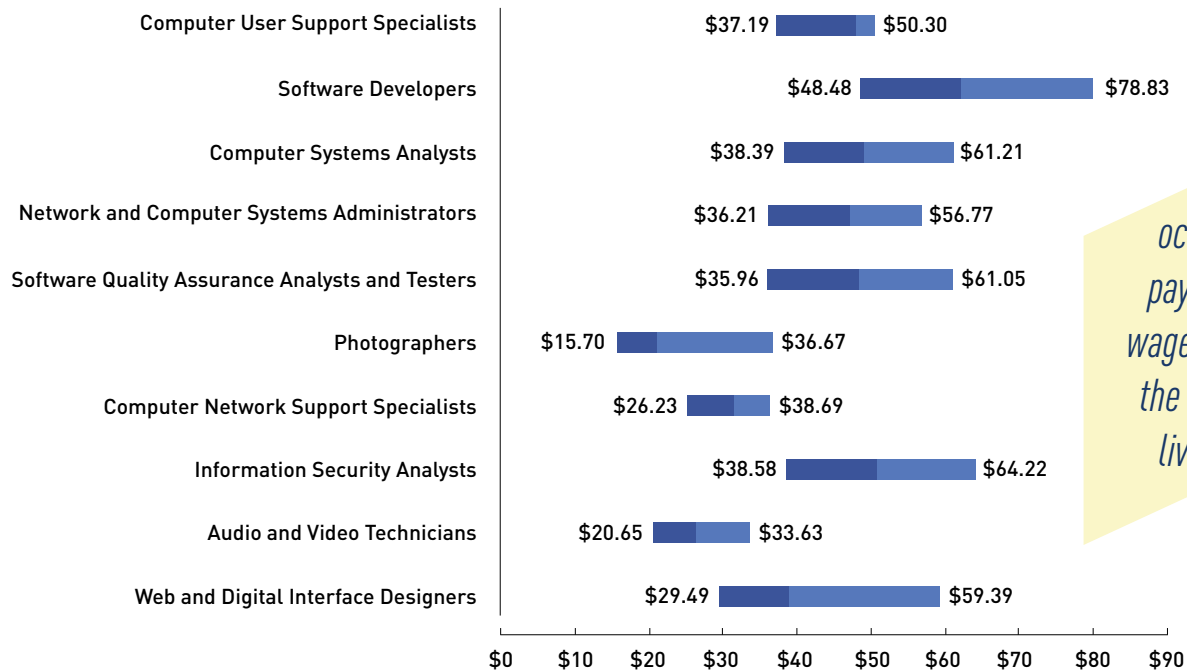


Priority Middle-Skill Occupations

Occupation	2021 Jobs	2021-2026 Projected % Change	2021-2026 Average Annual Openings	Typical Entry-Level Education
Computer User Support Specialists	12,671	0%	947	Some college, no degree
Software Developers	6,767	11%	657	Bachelor's degree
Computer Systems Analysts	3,083	2%	231	Bachelor's degree
Network and Computer Systems Administrators	1,703	3%	120	Bachelor's degree
Software Quality Assurance Analysts and Testers	1,170	10%	111	Bachelor's degree
Photographers	687	9%	83	High school diploma or equivalent
Computer Network Support Specialists	869	3%	69	Associate degree
Information Security Analysts	597	15%	63	Bachelor's degree
Audio and Video Technicians	369	8%	44	Postsecondary nondegree award
Web and Digital Interface Designers	351	5%	29	Bachelor's degree

Note: Jobs for the above occupations may not solely exist in this sector and may be found in other sectors that require related services. Projected change includes new job growth and replacements.

Middle-Skill Hourly Wage Ranges



These occupations pay a starting wage at or above the subregion's living wage.

Note: The hourly wage ranges include the 25th percentile (entry-level), median, and 75th percentile (experienced) hourly earnings for workers employed in these occupations across the North (Greater Sacramento) subregion where the living wage in 2021 was \$14.53.

Priority Middle-Skill Job Postings



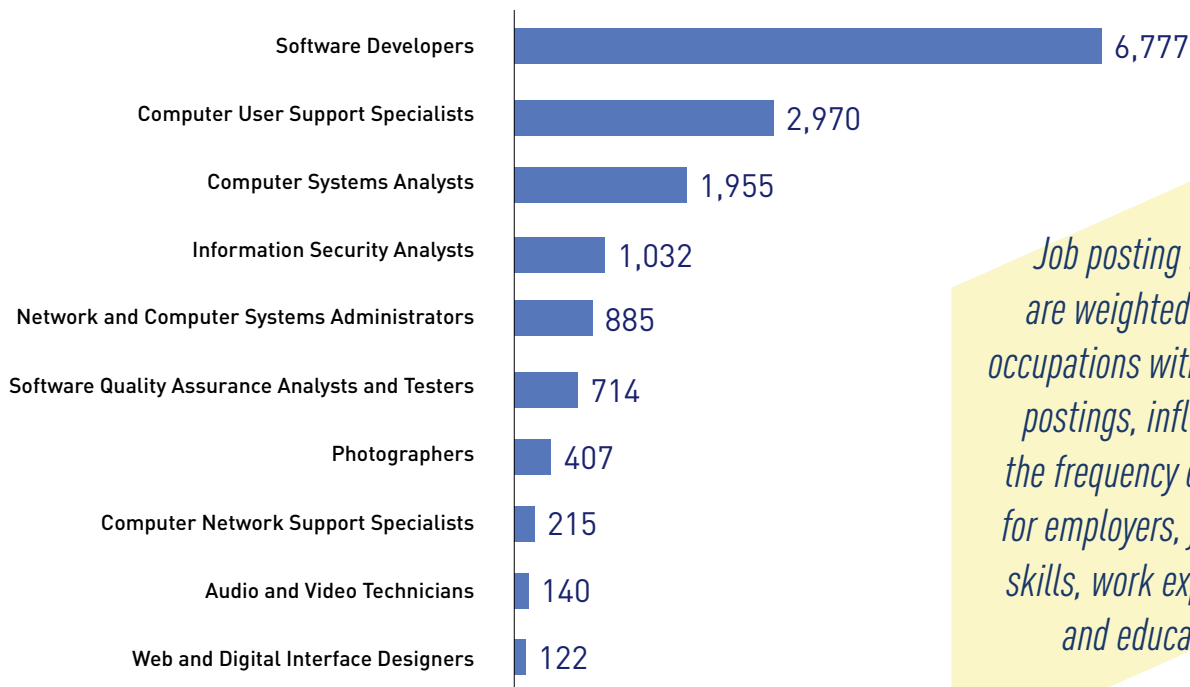
Posting intensity is the ratio of duplicated to unique job postings. A higher-than-average posting intensity can mean employers are putting more effort into hiring.

15,217
Online Job Postings

3:1
Posting Intensity
(Regional Average 4:1)

Note: Job postings count the number of online job postings advertised in the 7-county North (Greater Sacramento) subregion between January 1, 2022 - March 31, 2023. Postings are limited to in-state employers and exclude staffing companies. Job postings represent the top 10 priority middle-skill occupations.

Job Postings by Occupation



Job posting results are weighted toward occupations with the most postings, influencing the frequency of results for employers, job titles, skills, work experience, and education.



Top Employers & Job Titles

Employers with the Most Postings

Deloitte
Intel
University of California
Accenture
KPMG

Job Titles with the Most Postings

Software Engineers
IT Specialists
Business Systems Analysts
Software Developers
Help Desk Specialists

Most In-Demand Skills

Specialized Skills

- Computer Science
- Agile Methodology
- SQL (Programming Language)
- Software Engineering
- Automation

Soft Skills

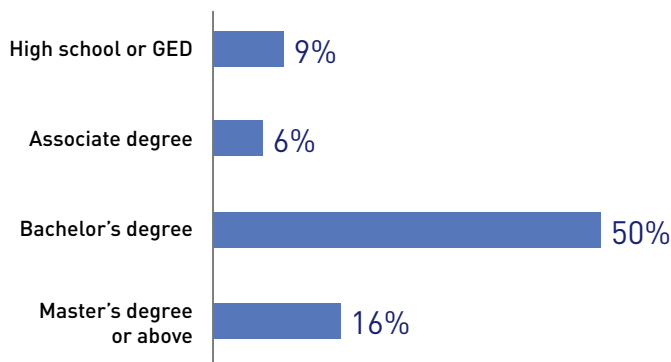
- Communications
- Management
- Troubleshooting (Problem Solving)
- Customer Service
- Leadership

Software and Technical Skills

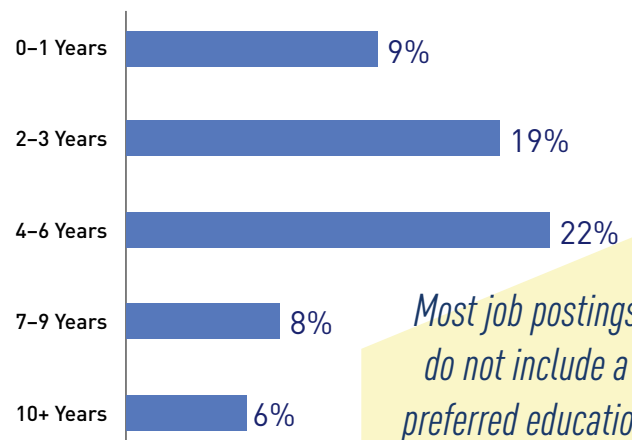
- Microsoft Office (Access, Excel, Outlook, PowerPoint, Word)
- SQL (Programming Language)
- Python (Programming Language)
- JavaScript (Programming Language)
- Java (Programming Language)

Education & Experience in Postings

Employer-Preferred Education



Employer-Preferred Work Experience



Most job postings do not include a preferred education or experience level.

Community College Programs



American River College	Cosumnes River College	Folsom Lake College	Lake Tahoe College	Sacramento City College	Sierra College	Woodland Community College	Yuba College
Computer Networking	Computer Networking	Commercial Music	Art New Media	3D Animation and Modeling	Computer Information Systems	None	Commercial Art
Computer Programming	Computer Programming	Computer Programming	Commercial Music	Cloud Computing	Computer Infrastructure and Support		Computer Science
Computer Support	Cybersecurity	Information Technology, General	Information Technology (IT) Technician - Cybersecurity	Computer Networking	Computer Programming		Mass Communications
Cybersecurity and Information Assurance	Database Design and Administration		Photography	Computer Programming	Cybersecurity		Photographic Imaging
Database Management	Information Technology Technician		Recording Technology	Computer Software Development	Data Analytics		
Digital Media and Animation	Management Information Systems		Website Development	Cybersecurity and Information Assurance	Graphic Art and Design		
Freelance Photography	Object Oriented Software Development			Data Science	Multimedia		
Graphic Design	Photography			Digital Media	Photography		
Web Design, Development, and Publishing	Web Developer and Publishing			Photography	Software Applications		
				Electronic Game Design	Web and Interaction Design		
				User Interface and Web Design			





Prepared by

Ebony J. Benzing, Research Manager
North/Far North Center of Excellence for Labor
Market Research

Supported by:
Juan Madrigal, Labor Market Research Consultant

Editing by:
Lauren McSherry, L.M. McSherry Consulting

Graphic Design by:
Jim Schneider, Right Angle Design

Sources

- Lightcast 2022.4 - QCEW Employees, Non-QCEW Employees, and Self-Employed
- Centers of Excellence for Labor Market Research Occupation Crosswalk
- California Community Colleges Chancellor's Office LaunchBoard
- California Community Colleges Chancellor's Office DataMart
- Integrated Postsecondary Education Data System (IPEDS)
- California Community Colleges Curriculum Inventory (COCI)

Disclaimers:

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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