



Delaware Department of Education
Appendix: Labor Market Information (LMI) Review
 Delaware CTE Program of Study Application

Table 1: LEA Information

(see instructions on page 2, LMI Instructions & Guidance Document)

Career Cluster:	Arts, Audio/Video Technology & Communication (primary);
Career Pathway:	Visual Arts
CTE Program of Study:	Digital Communication Technology
High School and LEA Name:	
County:	

Table 2: Labor Market Information (LMI) Benchmarks by Geographic Region

(see instructions on page 2, LMI Instructions & Guidance Document)

Region	Employment 2015	Employment Change 2014-24	Employment Growth 2014-24	Avg. Wage 2015
United States	137,896,660	9,788,900	6.5%	\$48,320
Delaware	433,840	37,150	8.1%	\$50,300
District of Columbia	676,060	46,040	6.0%	\$80,150
Maryland	2,596,630	504,540	18.2%	\$54,630
New Jersey	3,906,800	275,310	6.5%	\$54,950
Pennsylvania	5,709,480	345,920	5.7%	\$46,550
Virginia	3,682,450	368,050	9.3%	\$51,670

Table 3: LMI by Career Cluster & Pathway (see instructions on page 4, LMI Instructions & Guidance Document)						2014-2024			
Cluster Code	Cluster/Pathway Title	Middle Skill	High Skill	High Wage	High Demand	Employment 2015	Employment Change 2014-2024	Employment Growth 2014-2024	Average Wage 2015
(Cluster #)	Arts, Audio/Video Technology & Communication	•	•	•		2,810	160	4.8%	\$54,166
	Rank Select Career Cluster by the Following Categories ->					(16 of 16)	(15 of 16)	(13 of 16)	(9 of 16)
3.03	Visual Arts Pathway - Delaware		•	•		600	14	1.7%	\$50,304
	Rank Select Career Pathway by the Following Categories ->					(3 of 5)	(3 of 5)	(3 of 5)	(3 of 5)
	Visual Arts Pathway – Mid-Atlantic States	N/A				42,110	1,914	3.1%	\$55,794
	Visual Arts Pathway – United States	N/A				408,230	11,200	1.9%	\$57,360
3.02	Printing Technology	•	•	•		470	-27	- 6.1%	\$40,783
3.04	Performing Arts		•	•		110	23	16.4 %	\$63,482
3.05	Journalism and Broadcasting	•	•	•		660	50	5.9%	\$57,708
3.06	Telecommunications	•		•	•	970	100	9.2%	\$68,349

Table 3: LMI by Career Cluster & Pathway (Questions/Analysis)

(see instructions on page 5, LMI Instructions & Guidance Document)

1. How does the employment, the employment change, the employment growth rate, and the average wage for the identified career cluster compare to LMI for other clusters in the State of Delaware? Is the career cluster rated as high wage and high demand?

The cluster of Arts, Audio/Video Technology & Communication is rated at the bottom of the 16 career clusters in terms of overall employment and 15 of 16 in terms of employment change. Employment growth within the cluster is also below the projected 8.1% rate for Delaware. However, the cluster is identified with middle skill, high skill, and high wage opportunities. Due to this rating, the design of the *Digital Communication Technology* pathway has been created to address key areas of cluster knowledge where middle skill, high skill, and high wage opportunities exist; specifically, the program of study is aimed toward the delivery of the cross-cutting career skills focused on what students

need to able to demonstrate in preparation for the next generation of careers in web, digital communication; graphic design; multimedia, animation; authoring, producing and directing of creative work in digital communication technology throughout the cluster.

2. How does the employment, the employment change, the employment growth rate, and the average wage for the identified career pathway compare to LMI at the cluster level? How does the identified pathway level LMI in Delaware compare to the pathway level LMI in the Mid-Atlantic and/or the United States? How does the identified pathway level LMI in Delaware compare to the other pathway level LMI in Delaware?

Employment growth rate is lower at the career pathway level than at the cluster level, while the employment and average wage are lower. Salaries, employment growth, and change in employment increase as you move out of the state of Delaware and into the Mid-Atlantic and larger United States region. Targeted occupations in table 4 (Multimedia Artists and Animators; Writers and Authors; Producers and Directors; Technical Writers; Web and Digital Communications; Film & Video Editors; and Public Relations) have greater wage potential, show higher employment, employment change and employment growth numbers within the state of Delaware, the Mid-Atlantic and larger United States region.

Table 4: LMI by Standard Occupation Code (SOC)

(see instructions on page 6, LMI Instructions & Guidance Document)

SOC Code	Occupation Title	Middle Skill	High Skill	High Wage	High Demand	2014-2024			
						Employment 2015	Employment Change 2014-2024	Employment Growth 2014-2024	Average Wage 2015
27-1021	Commercial and Industrial Designers		●	N/A	N/A				\$69,820 **
27-1014	Multimedia Artists and Animators		●	N/A		30	6	9.7%	\$69,950
27-1011	Art Directors		●	●		60	6	6.8%	\$77,854
27-4033	Writers and Authors		●	●		60	27	15.0%	\$63,378
27-2012	Producers and Directors		●	●		100	23	16.4%	\$63,482
27-4021	Photographers	●		●		120	7	3.9%	\$45,198
27-3042	Technical Writers		●	●		150	12	7.9%	\$72,571
15-1134	Web and Digital Communications	●		●	●	360	134	28.4%	\$78,978
27-1024	Graphic Designers		●	●		390	0	0.0%	\$52,333
27-4032	Film & Video Editors		●	●	●	430	12	12%	\$59,040
27-3031	Public Relations					600		9%	\$58,020

Table 4: LMI by Standard Occupation Code (SOC) (Questions/Analysis)

(see instructions on page 7, LMI Instructions & Guidance Document)

3. How closely related to the program of study are the identified occupations (SOCs)?

The program of study offers students a broad overview of a number of careers that are projected to be in high demand through 2024 and beyond. Digital Communication Technology prepares student to work in a variety of career fields, such as Web Design, Digital Communications, and Film & Video Editing. Students who study in this program of study will have a unique skill set that gives them experience in a number of growing occupations.

4. Are there adequate state-level projected job openings or employment growth projections at the occupation level to justify starting a new program of study? Do the occupations related to the program of study rank as high skill, high wage and/or high demand?

The program of study prepares students in developing next general skills aimed toward identified growth areas of: Multimedia Artists and Animators; Writers and Authors; Producers and Directors; Technical Writers; Web and Digital Communications; Film & Video Editors; and Public Relations. Focus of the knowledge and skill development is to prepare learners to become next generation creators of digital content to support students into careers targeted throughout the cluster of related occupations. The cluster of occupations all include opportunity into high wage and high demand careers through completion of postsecondary study and work experience within the cluster.

Table 5: LMI Supply Indicators by Secondary & Post-Secondary Levels

(see instructions on page 8, LMI Instructions & Guidance Document)

			Program Completion/Enrollment			
Program Code (CIP)	Program (CIP) Title	School	2011-12	2012-13	2013-14	2014-15
Total Secondary Programs of Study						
3.03604011	Digital Communication Technology	Appoquinimink High School	NA	NA	NA	NA
3.03604022	Digital Communication Technology	Middletown High School	NA	NA	NA	NA
3.03604033	Digital Communication Technology	Odessa High School	NA	NA	NA	NA
Total Post-Secondary Programs of Study						
50.0402	Commercial and Advertising Art	Delaware Technical Community College	16	19	13	13
09.0702	Digital Communication and Media/Multimedia	Delaware Technical Community College	19	17	11	10
11.0801	Web Page, Digital/Multimedia and Information Resources Design	Wilmington University	8	10	14	10
09.0702	Digital Communication and Media/Multimedia	Wilmington University	-	-	-	10
50.0605	Photography	Delaware Technical Community College	3	8	12	6
50.0605	Photography	Delaware College of Art and Design	15	14	12	14

Table 5: LMI Supply Indicators by Secondary & Post-Secondary Levels (Questions/Analysis)

(see instructions on page 9, LMI Instructions & Guidance Document)

5. How is the secondary program of study articulated to or in any way related to the identified post-secondary program(s)?

The secondary Program of Study is in negotiation for articulated with up to three (3) credits at Delaware Tech and Community College (DTCC) in VSC115 Intro to Design. Further articulation is being explored with the following: Wilmington University; Delaware College of Art and Design; and Delaware State University.

6. How does the annual completion data at the secondary and post-secondary level compare to the projected career pathway-related projected job openings in Table 4?

The job outlook in this program of study outpaces average growth within identified growth areas of: Multimedia Artists and Animators; Writers and Authors; Producers and Directors; Technical Writers; Web and Digital Communications; Film & Video Editors; and Public Relations. Data supports the need for workers in the referenced growth areas due to above average data reported from statewide, regional, and national sources.

Table 6: Other LMI Data Including Real-Time LMI (Questions/Analysis)

(see instructions on page 10, LMI Instructions & Guidance Document)

7. Are there additional LMI data (demand & supply) at the local, county, state, or Mid-Atlantic region that support starting a new program of study in this pathway? This includes additional occupations for which there is not an SOC, any other analysis of LMI data, and any additional information on demand & supply factors that influence employment which can include real-time labor market information.

Additional data Local data from BLS.gov website:

- <https://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>
- <https://www.bls.gov/ooh/media-and-communication/film-and-video-editors-and-camera-operators.htm>
- <https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>