WIN WORKFORCE INTELLIGENCE NETWORK

ARTS, A/V TECHNOLOGY AND COMMUNICATIONS

OCCUPATION AND TRAINING OUTLOOK

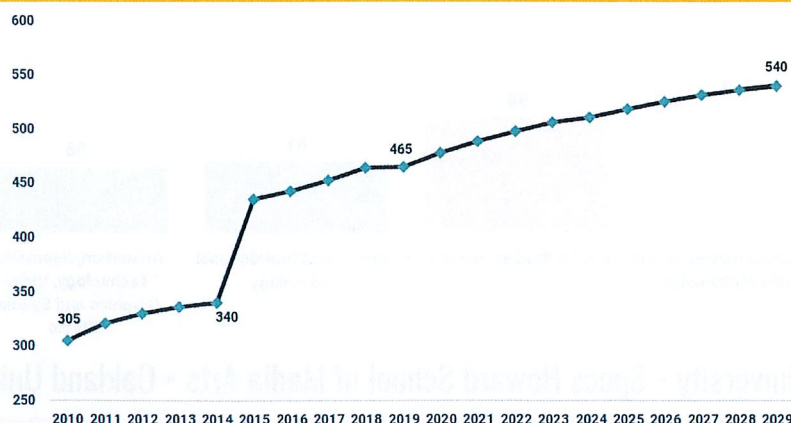### MACOMB COUNTY | JANUARY 2020

INTRODUCTION

Arts, AV Technology, and Communications workers need to be skilled in designing, producing, and exhibiting multimedia content as well as the technical equipment involved. Visual and performing arts and design, journalism, and entertainment services all rely on these individuals. Many occupations in this cluster typically require a bachelor's degree. Careers can range from graphic design to broadcast journalism with a focus on the advanced technologies that are used for presentation and entertainment in many venues.

465 WORKERS EMPLOYED

WAGE DISTRIBUTION AND JOB OPENINGS

	ENTRY	MEDIAN	EXPERIENCED	ANNUAL OPENINGS
Audio-Visual and Multimedia Collections Specialists	$11.27	$25.41	$37.35	1
Fine Artists, Including Painters, Sculptors, and Illustrators	$1.49	$13.45	$40.47	13
Multimedia Artists and Animators	$4.30	$25.44	$42.13	9
Technical Writers	$22.59	$34.99	$48.57	15
Audio and Video Equipment Technicians	$9.25	$16.98	$28.76	10

EMPLOYMENT OVER TIME

Chart showing employment values: 305 (2010), 340 (2014), 465 (2019), 540 (2029). X-axis years 2010–2029, Y-axis 250–600.

TOP POSTING EMPLOYERS

- ABC Warehouse
- General Motors Company
- Walton Corporation
- Asrc Federal Holding Company, LLC
- BAE SYSTEMS PLC
- Amtec Human Capital, Inc.
- Tech USA, Inc.
- J&J Sports Productions, Inc.
- Kbr, Inc.
- Kforce Inc.

INDUSTRY EXPERTISE

The top industries demanding workers are Administrative and Support and Waste Management and Remediation Services, Professional, Scientific, and Technical Services, and Retail Trade. Entry level workers are often hired by staffing companies (Administrative and Support), although employers may offer no training to short or long-term on-the-job training. The skills they seek in the workplace are below.
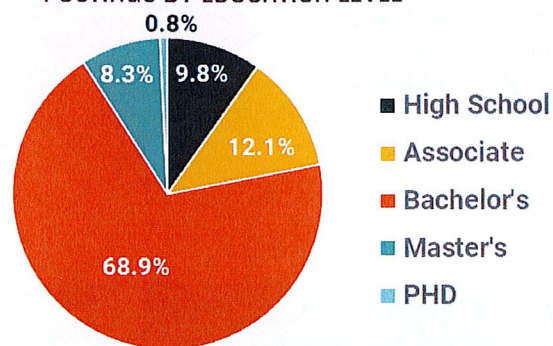
TECHNICAL SKILLS

- Technical Writing
- Technical Communication
- Extensible Markup Language (XML)
- Technical Documentation
- Technical Data Management Systems
- Engineering Drawings
- Adobe Acrobat
- Illustration
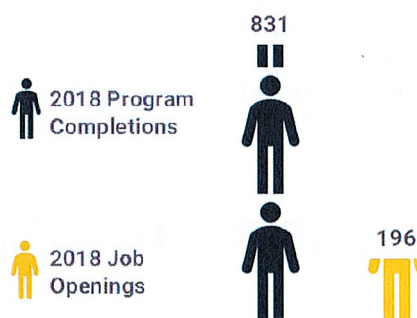- Selling Techniques
- Language Translation

SOFT SKILLS

- Microsoft Excel
- Microsoft Office
- Microsoft PowerPoint
- Writing
- Interpersonal Skills
- Research
- Communications
- Leadership
- Customer Service
- Problem Solving

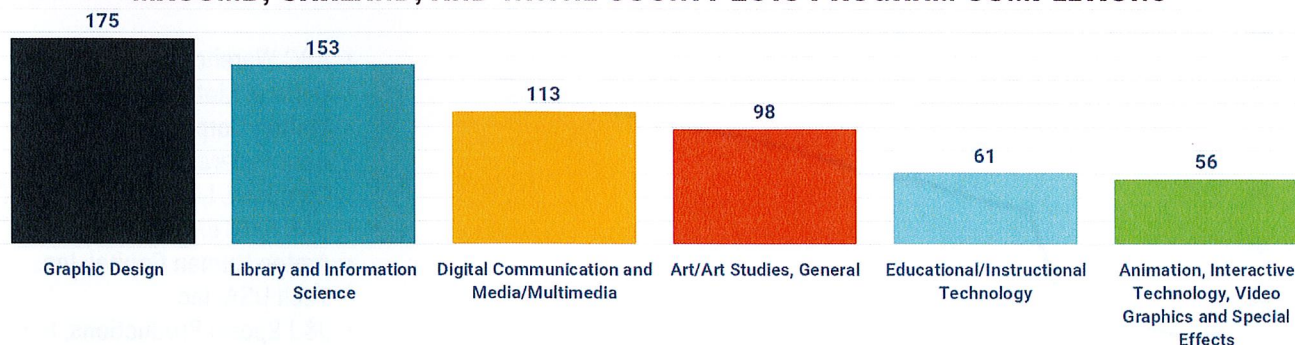## EDUCATION AND CREDENTIALS

POSTINGS BY EDUCATION LEVEL

- 0.8%
- 9.8%
- 8.3%
- 12.1%
- 68.9%

- High School
- Associate
- Bachelor's
- Master's
- PHD

JOB OPENINGS VS COMPLETIONS

- 2018 Program Completions — 831
- 2018 Job Openings — 196

TOP POSTED CERTIFICATIONS

- Automotive Service Excellence (ASE) Certification
- Certified Professional Resume Writer
- Microsoft Certified Professional
- Microsoft Certified Systems Engineer

MACOMB, OAKLAND, AND WAYNE COUNTY 2018 PROGRAM COMPLETIONS

- Graphic Design — 175
- Library and Information Science — 153
- Digital Communication and Media/Multimedia — 113
- Art/Art Studies, General — 98
- Educational/Instructional Technology — 61
- Animation, Interactive Technology, Video Graphics and Special Effects — 56

Schools Offering Programs: Wayne State University • Specs Howard School of Media Arts • Oakland University

Utica Community Schools CTE

CTE Course Offerings in the Arts, A/V Technology and Communications Pathway

At Utica Center for Science and Industry (CSI)

- Multimedia Production I
- Multimedia Production II
- CTE Visual Technology

Senior year option of School to Work placement

csi
Center for Science & Industry

School to Work