

# KEY\_STATISTICS\_AT\_A\_GLANCE

## Bishop Diego Media Arts & Technology Center

### Key Statistics & Quick Reference Guide

Strategic Planning Report - At-a-Glance Summary  
November 2025

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#### Executive Dashboard

#### Job Market Opportunity (2030 Forecast)

Metric	Value	Source
New jobs created globally 2025-2030	170 million	WEF Future of Jobs 2025
Jobs displaced by automation	92 million	WEF Future of Jobs 2025
Net new jobs	78 million	WEF Future of Jobs 2025
Percentage of jobs transformed	22%	WEF Future of Jobs 2025
Worker skills becoming outdated	39%	WEF Future of Jobs 2025
Top fastest-growing skill	AI & Big Data	WEF Future of Jobs 2025
#2 fastest-growing skill	Networks & Cybersecurity	WEF Future of Jobs 2025
#3 fastest-growing skill	Technology Literacy	WEF Future of Jobs 2025



## Career Salary Ranges (Top 50 Jobs Researched)

Career Tier	Entry-Level	Mid-Level	Senior-Level
AI/ML & Data Science	\$90K - \$120K	\$120K - \$180K	\$180K - \$250K+
Cybersecurity	\$90K - \$125K	\$125K - \$175K	\$175K - \$250K+
Software Development	\$80K - \$110K	\$110K - \$160K	\$160K - \$220K
Digital Media Production	\$50K - \$70K	\$70K - \$110K	\$110K - \$180K
UX/UI Design	\$60K - \$85K	\$85K - \$130K	\$130K - \$180K
Audio Production	\$45K - \$70K	\$70K - \$105K	\$105K - \$150K
Game Design & Development	\$55K - \$80K	\$80K - \$130K	\$130K - \$200K+
Digital Marketing	\$50K - \$75K	\$75K - \$120K	\$120K - \$180K

**Average across all 50 jobs:** - Entry: \$50K - \$85K - Mid: \$75K - \$125K - Senior: \$110K - \$180K



## Competitive Landscape

### Santa Barbara County Private High Schools

School	Enrollment	STEM Programs	Media Arts Programs	Tech Career Focus	Opportunity Gap
Cate School (#1)	298	✗	⚠️ Traditional arts	✗	No professional media production
Midland School (#2)	72	✗	✗	✗	Explicit mini
Laguna Blanca (#3)	461	✅ Strong	✗	⚠️ STEM only	No cross-media integration
Dunn School (#4)	215	✗	✗	✗	No differentiation



School	Enrollment	STEM Programs	Media Arts Programs	Tech Career Focus	Oppo Gap
Anacapa School (#5)	48	✗	✗	✗	Very
Bishop Diego (#6)	290	⚠	⚠ OPPORTUNITY	⚠ OPPORTUNITY	PRIM POSI

**Key Insight:** Zero competitors offer comprehensive creative media + technology education with career focus.

### Santa Barbara County Demographics

Metric	Value
Median Household Income	\$95,977
Mean Household Income	\$137,063
Families Below Poverty Line	7.6%
SBUSD Enrollment Decline (10 years)	-2,000 students (13%)
California K-12 Enrollment Decline (2019-2023)	-5.2%

**Implication:** Affluent market seeking differentiated education; enrollment pressure creates opportunity for private school capture.

### Investment & ROI Summary

#### Capital Investment (4-Year Phased Plan)

Phase	Timeline	Investment	Key Deliverables
Phase 1: Foundation	Year 1 (2026-27)	\$210K - \$300K	Video studio, podcast suite, digital media lab, Tracks 1 & 2 launch
Phase 2: Expansion	Year 2 (2027-28)	\$110K - \$150K	Esports arena, audio suite, Tracks 3 & 4 launch
Phase 3: Distinction	Year 3 (2028-29)	\$115K - \$150K	Virtual production, Track 5 launch, all tracks operational



Phase	Timeline	Investment	Key Deliverables
<b>Phase 4+: Leadership</b>	Year 4+ (2029-30)	\$75K - \$125K/year	Continuous improvement, equipment refresh
<b>TOTAL 4-YEAR</b>		<b>\$510K - \$725K</b>	Complete Media Arts & Technology Center

**Plus Marketing:** \$75K - \$120K over 4 years

**TOTAL CAPITAL NEED:** \$585K - \$845K

## Funding Sources

Source	Target Amount	Strategy
<b>Capital Campaign (Donations)</b>	\$500K - \$700K	Major donors, naming opportunities, alumni giving
<b>Grants &amp; Sponsorships</b>	\$100K - \$200K	Foundations, corporate sponsors (Adobe, Apple, Google)
<b>Revenue Generation</b>	\$50K - \$110K/year	Lab fees, summer camps, equipment rentals
<b>Operating Budget Reallocation</b>	Varies	Strategic priority allocation

## Revenue Projections (Steady State, Year 5)

Revenue Source	Annual Amount
<b>Enrollment Growth (50-80 new students x \$15-20K tuition)</b>	\$750K - \$1.6M (total tuition)
<b>Lab Fees (120-140 students x \$150-\$250)</b>	\$18K - \$35K
<b>Summer Camps (net revenue)</b>	\$20K - \$35K
<b>Equipment Rentals (20 days x \$500-2K)</b>	\$10K - \$40K
<b>TOTAL NEW ANNUAL REVENUE</b>	\$798K - \$1.7M+



**ROI Timeline:** Program investment fully paid back through enrollment growth by Year 4-5.

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## The Five Learning Tracks

### Track 1: Digital Media Production & Broadcasting

- **Target Careers:** Video Producer, Broadcast Journalist, Content Creator, Documentary Filmmaker
- **Salary Range:** \$55K - \$130K+ (mid to senior)
- **Key Tools:** Adobe Premiere Pro, professional cameras, video studio, lighting
- **Certifications:** Adobe Premiere Pro, Adobe After Effects, FAA Part 107 (drone)
- **Portfolio:** Demo reel + 8-10 video projects + senior capstone film

### Track 2: Creative Technology & Design

- **Target Careers:** UX/UI Designer, Graphic Designer, Motion Graphics Artist, Brand Designer, 3D Artist
- **Salary Range:** \$60K - \$180K+ (entry to senior)
- **Key Tools:** Adobe Creative Cloud, Figma, Blender, digital media lab
- **Certifications:** Adobe (Photoshop, Illustrator, InDesign), Google UX Design
- **Portfolio:** Website + 12-20 design projects + 3-5 case studies

### Track 3: Audio Production & Podcasting

- **Target Careers:** Podcast Producer, Audio Engineer, Sound Designer, Music Producer
- **Salary Range:** \$45K - \$140K+ (entry to senior)
- **Key Tools:** Pro Tools, Logic Pro, podcast suite, professional microphones
- **Certifications:** Portfolio-based (no formal high school certifications)
- **Portfolio:** Published podcast series + audio demo reel + music or sound design work

### Track 4: Game Design & Interactive Media

- **Target Careers:** Game Designer, Unity/Unreal Developer, Esports Broadcaster, Level Designer
- **Salary Range:** \$55K - \$200K+ (entry to senior in AAA studios)
- **Key Tools:** Unity, Unreal Engine, C#, esports arena, game development workstations



- **Certifications:** Unity Certified User, Unity Certified Programmer
- **Portfolio:** 5-8 playable games + senior capstone game + design documentation

## Track 5: Digital Marketing & Social Media

- **Target Careers:** Social Media Manager, Digital Marketing Strategist, Content Strategist, SEO Specialist
- **Salary Range:** \$50K - \$180K+ (entry to senior/director)
- **Key Tools:** Social media platforms, Google Analytics, Adobe Creative Cloud, SEO tools
- **Certifications:** Google Digital Marketing & E-commerce, Google Analytics, HubSpot, Meta Blueprint
- **Portfolio:** Marketing portfolio website + managed accounts + campaign case studies



## Enrollment Projections

Year	Media Arts Enrollment	Total School Enrollment	% in Media Arts	Enrollment Growth
<b>Baseline (2025-26)</b>	0	290	0%	-
<b>Year 1 (2026-27)</b>	25-30	300	10%	+10
<b>Year 2 (2027-28)</b>	50-60	315	19%	+15
<b>Year 3 (2028-29)</b>	80-100	330	27%	+15
<b>Year 4 (2029-30)</b>	100-120	340	32%	+10
<b>Year 5 (2030-31)</b>	120-140	350-375	35%	+10-35




**4-Year Enrollment Growth:** +50 to +85 students (17-29% increase)

**Financial Impact (Year 5):** - 60-85 net new students x \$16,000 avg tuition = **\$960K - \$1.36M new annual tuition revenue** - Plus lab fees, camps, rentals = **Additional \$48K - \$110K**







# Success Metrics (Year 5 Targets)




## Enrollment Metrics

-  **120-140 students** enrolled in Media Arts tracks (35% of student body)
-  **95%+ retention rate** for students in tracks
-  **50%+ conversion rate** for prospective Media Arts students (vs. 30-40% baseline)





## Academic & Outcomes Metrics

-  **80%+ of track students** earn  $\geq 1$  industry certification by graduation
-  **100% of track seniors** graduate with professional portfolio
-  **25%+ of track students** accepted to top-tier specialized college programs (USC Film, NYU, Stanford CS, RISD, etc.)
-  **50%+ of 11th-12th graders** complete internship or mentorship





## Program Quality Metrics

-  **10+ festival/competition submissions** annually; 3-5 awards/laurels per year
-  **90%+ student satisfaction** in program surveys
-  **90%+ faculty retention** of specialized teachers

## Financial Metrics

-  **Tuition revenue increase exceeds facility investment** (ROI positive by Year 5)
-  **\$750K - \$1M raised** in capital campaign over 3 years
-  **\$40K - \$60K gross revenue** from summer camps annually
-  **\$18K - \$35K revenue** from lab fees

## Marketing & Awareness Metrics

-  **3x increase** in website traffic to admissions pages
  -  **Instagram: 2K-5K followers, YouTube: 1K-3K subscribers**
  -  **10+ press mentions** per year (local/regional/national)
  -  **100-200 prospective families** attend open houses and events annually
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# Critical Success Factors

## 1. Bold Leadership

- Commit fully to vision
- Communicate consistently to all stakeholders
- Champion program as strategic priority

## 2. Strategic Investment

- Prioritize professional-grade facilities and equipment
- Don't compromise on quality (industry-standard tools required)
- Phase implementation to manage risk but don't delay unnecessarily

## 3. Faculty Recruitment

- Hire industry professionals who can inspire students
- Seek teachers with real media/tech/design careers
- Offer competitive compensation and creative freedom
- Target: 3-4 full-time specialized faculty + 2-3 adjuncts

## 4. Marketing Excellence

- Tell compelling story to differentiate from all competitors
- Showcase student work constantly (social media, events, website)
- Target specific audience segments with tailored messaging
- Generate press coverage for launch and milestones

## 5. Execution Discipline

- Follow phased plan with clear milestones
- Measure KPIs quarterly
- Iterate based on data and feedback
- Celebrate wins publicly

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## Key Risks & Mitigation






Risk	Likelihood	Impact	Mitigation
<b>Insufficient initial enrollment</b>	Medium	High	Early marketing (12-18 months pre-launch), pilot courses for



<b>Risk</b>	<b>Likelihood</b>	<b>Impact</b>	<b>Mitigation</b>
<b>Difficulty hiring qualified faculty</b>	Medium	High	current students, open to all grades Recruit nationally, competitive salaries, emphasize unique opportunity, consider industry professionals
<b>Technology becomes obsolete</b>	High	Medium	Equipment refresh cycle, flexible infrastructure, focus on foundational skills not just tools
<b>Competitive response</b>	Low-Medium	Medium	First-mover advantage, deep industry partnerships, continuous innovation
<b>Insufficient capital campaign</b>	Medium	High	Phased implementation, equipment donations, grants, revenue generation (camps, fees)






## **Next Steps (First 90 Days)**

### **Month 1-30**






1.  Form Strategic Planning Committee
2.  Conduct facility assessment with architect
3.  Launch capital campaign (identify major donors)
4.  Begin faculty recruitment process
5.  Soft-launch marketing to current families



## Month 31-60

1.  Finalize facility design and equipment specifications
2.  Award construction and equipment contracts
3.  Continue faculty recruitment (target hires by Month 60)
4.  Develop detailed Year 1 curricula (Tracks 1 & 2)
5.  Launch “The Future is Here” public marketing campaign

## Month 61-90

1.  Complete facility renovations
  2.  Install equipment and test systems
  3.  Onboard and train new faculty
  4.  Finalize first cohort enrollment (25-30 students)
  5.  **LAUNCH** Media Arts & Technology Center (Fall 2026)
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## Quick Reference Contacts

### Research Sources

- **BLS Employment Projections:** [bls.gov/emp](https://bls.gov/emp)
- **WEF Future of Jobs Report:** [weforum.org/publications/the-future-of-jobs-report-2025](https://weforum.org/publications/the-future-of-jobs-report-2025)
- **Niche School Rankings:** [niche.com/k12](https://niche.com/k12)

### Industry Certification Resources

- **Adobe Certified Professional:** [adobe.com/education](https://adobe.com/education)
- **Google Career Certificates:** [grow.google/certificates](https://grow.google/certificates)
- **Unity Certifications:** [unity.com/products/unity-certifications](https://unity.com/products/unity-certifications)
- **FAA Part 107 Drone Certification:** [faa.gov/uas](https://faa.gov/uas)

### Professional Organizations

- **NCEA (Catholic Education):** [ncea.org](https://ncea.org)
- **ISTE (Technology in Education):** [iste.org](https://iste.org)
- **NAB (Broadcasting Education):** [nab.org/education](https://nab.org/education)

### Equipment Vendors (Education Pricing)

- **Adobe Creative Cloud for Education:** [adobe.com/education](https://adobe.com/education)
  - **Apple Education:** [apple.com/education](https://apple.com/education)
  - **B&H Photo Video (AV Equipment):** [bhphotovideo.com](https://bhphotovideo.com)
  - **Adorama (AV Equipment):** [adorama.com](https://adorama.com)
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## Bottom Line

**The Opportunity:** - Zero competitors offering comprehensive creative media + technology education - High-demand, high-paying careers (avg \$50K-\$180K) - Affluent market with families seeking differentiation - Student passion for gaming, content creation, technology at all-time high

**The Investment:** - \$585K - \$845K capital over 4 years - 3-4 specialized faculty positions - Marketing and launch support

**The Return:** - 50-85 new students enrolled (17-29% growth) - \$960K - \$1.36M new annual tuition revenue by Year 5 - Regional/national recognition and competitive differentiation - Student career and college outcomes that justify investment

**The Recommendation:** ☒ **Launch Media Arts & Technology Center in Fall 2026**

☒ **Phased 4-year implementation (Tracks 1 & 2 → All 5 tracks)**

☒ **Position Bishop Diego as THE creative technology school in Santa Barbara County**

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**The research is done. The plan is clear. The future is calling.**

**Let's build it.**

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For complete details, see full strategic planning report (6 documents, 200+ pages)