

Labor Market Analysis for Program Recommendation: 1008.10/Commercial Dance (Commercial Dance)

Orange County Center of Excellence, September 2022



Summary

Program LMI Endorsement	Endorsed: All LMI Criteria Met <input type="checkbox"/>	Endorsed: Some LMI Criteria Met <input checked="" type="checkbox"/>	Not LMI Endorsed <input type="checkbox"/>
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Program LMI Endorsement Criteria

	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Supply Gap:	<i>Comments:</i> there is projected to be 146 annual job openings throughout Los Angeles and Orange counties for these commercial dance occupations, which is more than the 29 awards conferred by educational institutions.	
Living Wage: (Entry-Level, 25 th)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments:</i> all annual job openings for these commercial dance occupations have entry-level hourly wages significantly below the OC living wage of \$20.63.	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	<i>Comments:</i> The majority (73%) of annual job openings for these commercial dance occupations typically require no formal educational credential. However, nearly one-third of workers in the field have completed some college or an associate degree as their highest level of education.	

Emerging Occupation(s)		
Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>
<i>Comments:</i> N/A		

The Orange County Center of Excellence for Labor Market Research (OC COE) prepared this report to determine whether there is a supply gap in the Los Angeles/Orange County regional labor market related to two middle-skill occupations:

- Dancers (27-2031)
- Choreographers (27-2032)

Based on the available data there appears to be a supply gap for these commercial dance occupations. Though these occupations typically require a high school diploma or less, they typically require long-term on-the-job training and nearly one-third of workers in the field have completed a community college education. However, entry-level wages for these commercial dance occupations are significantly below the living wage. **Therefore, due to some of the regional labor market criteria being met, the COE endorses this proposed program.**

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for the occupations included in this report.

Exhibit 1: Occupational Demand and Supply in Los Angeles/Orange Counties

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25 th Percentile)	Typical Entry-Level Education	Community College Educational Attainment
Dancers (27-2031)	107	29	LA: \$15.18 OC: \$14.61	No formal educational credential	29%
Choreographers (27-2032)	39	Accounted for Above	LA: \$17.48 OC: \$17.80	High school diploma or equivalent	29%
Total	146	29	N/A	N/A	N/A

Demand:

- The number of jobs related to these commercial dance occupations are projected to increase 2% through 2026, equating to 146 annual job openings.
- Hourly entry-level wages for these commercial dance occupations range from \$14.61 to \$17.80 in Orange County, which is below the living wage of \$20.63.
- There were 168 online job postings for these commercial dance occupations over the past 12 months. The highest number of postings were for dance instructors, choreographers, and music video directors.
- The typical entry-level education for these commercial dance occupations ranges from no formal educational credential to a high school diploma or equivalent.
- Nearly one-third (29%) of workers in the field have completed some college or an associate degree as their highest level of educational attainment.

Supply:

- There was an average of 29 awards conferred annually by 7 community colleges in Los Angeles and Orange Counties from 2018 to 2021.
- There were no awards conferred by non-community college institutions between 2017 and 2020.
- Orange County community college students that exited commercial dance programs in the 2018-2019 academic year had a median annual wage of \$29,708 after exiting the program and 34% attained the regional living wage.
- Throughout Orange County, 83% of commercial dance students that exited their program in 2017-18 reported that they are working in a job closely related to their field of study. However, only six students responded to the CTE Outcomes Survey (CTEOS).

Demand

Occupational Projections:

Exhibit 2 shows the annual percent change in jobs for these commercial dance occupations from 2016 through 2026. Employment in these commercial dance occupations declined by nearly 30% from 2019 to 2020 due to the COVID-19 pandemic, which is significantly higher than the 7% decline across all occupations in the same period. While employment in these commercial dance occupations continued to decline into 2021, they are projected to increase each year through 2026 at a slightly higher rate than all occupations.

Exhibit 2: Annual Percent Change in Jobs for Commercial Dance Occupations, 2016-2026

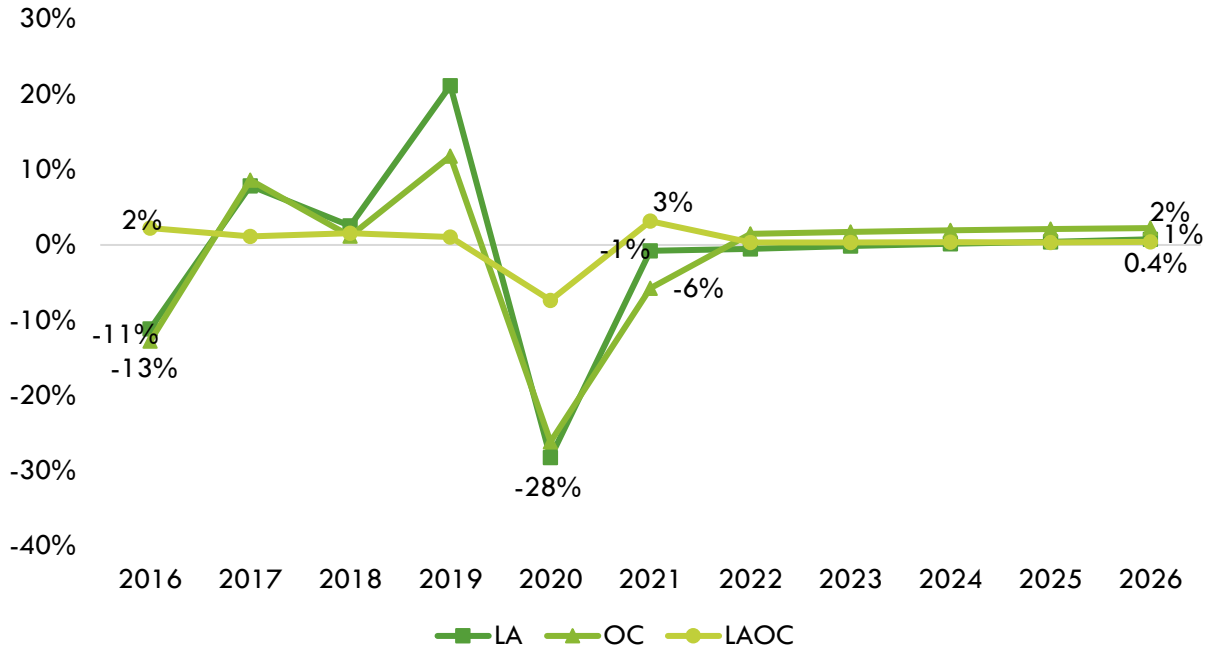


Exhibit 3 shows the five-year occupational demand projections for these commercial dance occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 2% through 2026. There is projected to be 146 jobs available annually.

Exhibit 3: Occupational Demand in Los Angeles and Orange Counties¹

Geography	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change	Annual Openings
Los Angeles	719	724	5	1%	121
Orange	135	148	13	10%	26
Total	854	873	18	2%	146

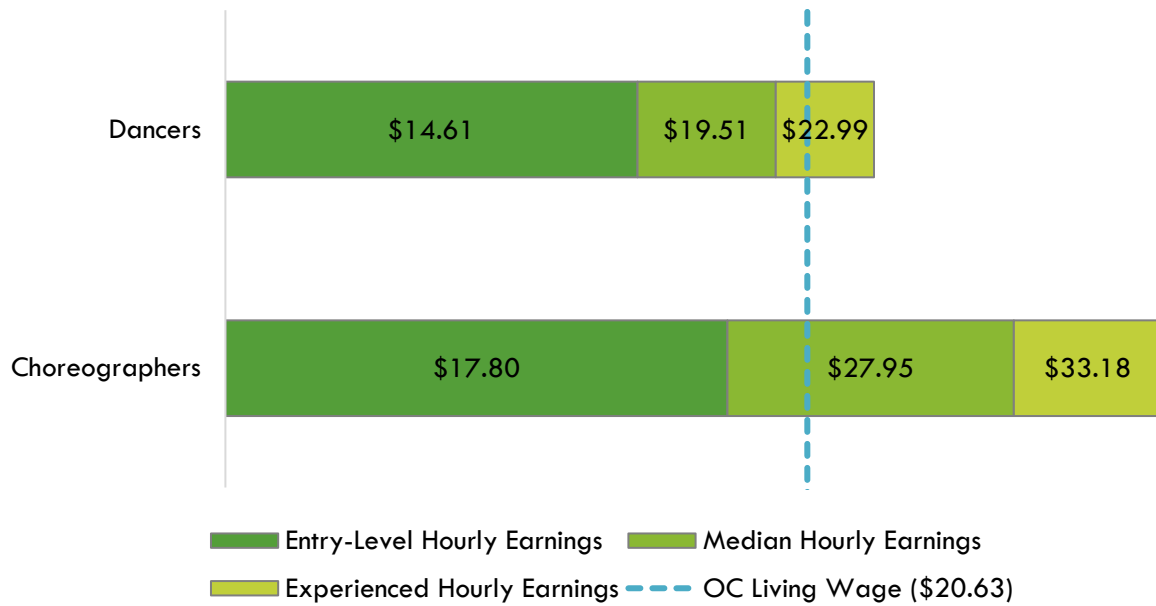
Wages:

The labor market endorsement in this report considers the entry-level hourly wages for these commercial dance occupations in Orange County as they relate to the county's living wage. Los Angeles County wages are included below in order to provide a complete analysis of the LA/OC region.

All annual openings for these commercial dance occupations have entry-level wages below the living wage for one adult (\$20.63 in Orange County). Typical entry-level hourly range between \$14.61 and \$17.80. Experienced workers can expect to earn wages between \$22.99 and \$33.18, which is above the living wage. Orange County's average wages are lower than the average statewide wage of \$29.65 for these occupations. Exhibit 4 shows the wage range for each of these commercial dance occupations in Orange County and how they compare to the regional living wage sorted from lowest to highest entry-level wage.

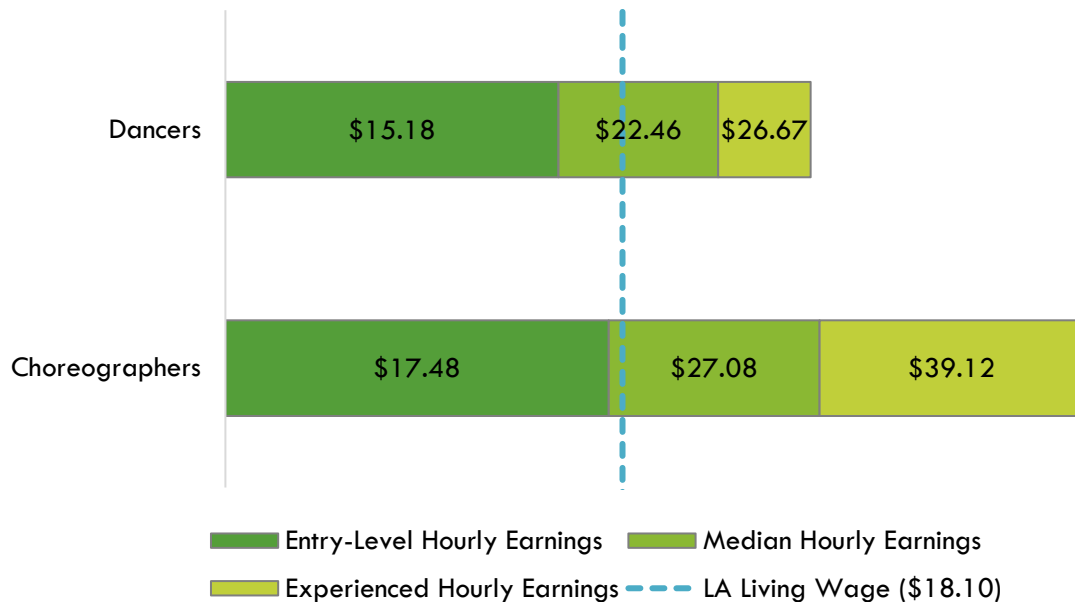
¹ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Exhibit 4: Wages by Occupation in Orange County



All annual openings for these commercial occupations have entry-level wages below the living wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$15.18 and \$17.48. Experienced workers can expect to earn between \$26.67 and \$39.12, which is higher than the living wage. Los Angeles County’s average wages are nearly equivalent to the average statewide wage of \$29.65 for these occupations. Exhibit 5 shows the wage range for each of these commercial dance occupations in Los Angeles County and how they compare to the regional living wage sorted from lowest to highest entry-level wage.

Exhibit 5: Wages by Occupation in Los Angeles County



Job Postings:

There were 168 online job postings related to these commercial dance occupations listed in the past 12 months. Exhibit 6 shows the number of job postings by occupation. Over 80% of job postings were for dancers and the remaining 19% were for choreographers.

Exhibit 6: Number of Job Postings by Occupation (n=168)

Occupation	Job Postings	Percentage of Job Postings
Dancers	136	81%
Choreographers	32	19%
Total Postings	168	100%

The top employers in the region, by number of job postings, are shown in Exhibit 7.

Exhibit 7: Top Employers by Number of Job Postings (n=168)

Employer	Job Postings	Percentage of Job Postings
Creation Station Dance	15	8.9%
Arts And Learning Conservatory	2	1.2%
South Coast Conservatory	2	1.2%
Six Flags Entertainment Corporation	2	1.2%
Off Broadway Kids	1	0.6%
After-School All-Stars	1	0.6%
Knott's Berry Farm	1	0.6%
Dream Team Entertainment And Events	1	0.6%
Iconma, L.L.C.	1	0.6%
Checkone2 Enterprises	1	0.6%

The top specialized, soft, and software/computer skills are shown in Exhibit 8, sorted from most frequently requested to lowest. The number of job postings for each skill is listed in parentheses.

Exhibit 8: Top Skills by Number of Job Postings (n=168)

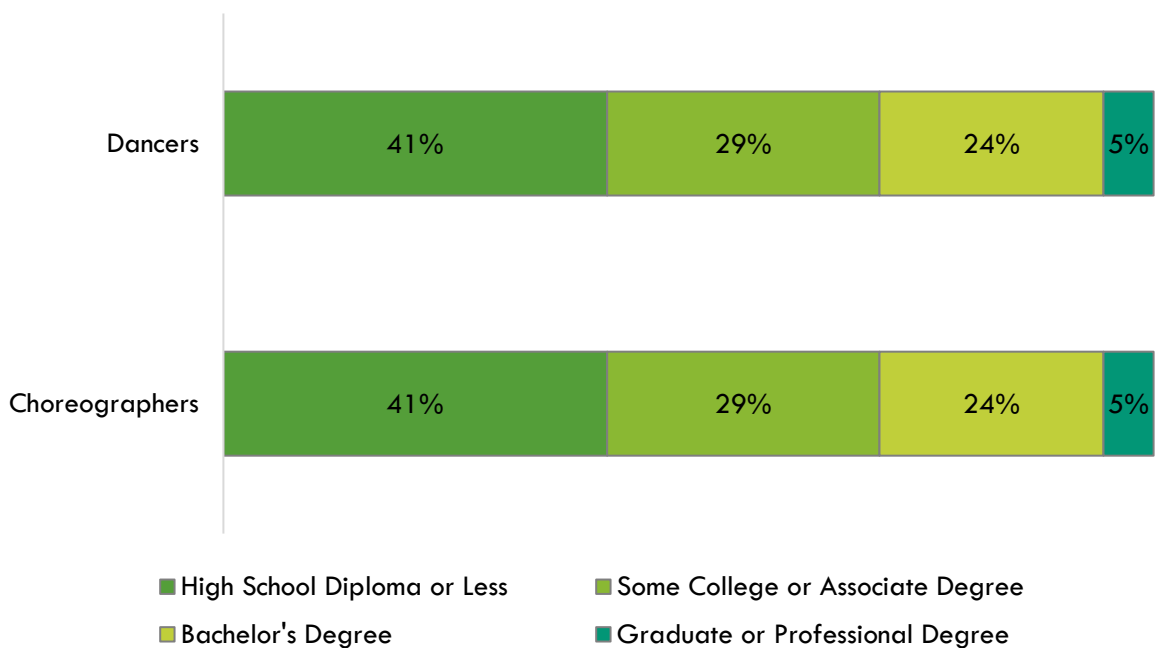
Top Specialized Skills	Top Soft Skills	Top Software and Computer Skills
Choreography (20)	Energetic (23)	TikTok (6)
Ballet (18)	Teaching (9)	Zoom (4)
Jazz (17)	Communications (5)	Snapchat (1)
Short Films (8)	Management (4)	Google Drive (1)
Musical Theater (7)	Leadership (4)	Swagger UI (1)
TikTok (6)	First Aid (3)	Freeform (Design Tool) (1)
Music Video (5)	Cleanliness (3)	Google Workspace (1)
Zoom (Video Conferencing Tool) (4)	Customer Service (3)	
Cosmetics (4)	Social Media (3)	
Photography Portfolio (3)	Open Mindset (2)	

Educational Attainment:

The Bureau of Labor Statistics (BLS) lists no formal educational credential as the typical entry-level education for *dancers* and a high school diploma or equivalent for *choreographers*. In Los Angeles and Orange counties, 73% of job openings typically require no formal educational credential. However, these commercial dance occupations typically require long-term on-the-job training and the national-level educational attainment data indicates 29% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 9 shows the educational attainment for each occupation, sorted by highest community college educational attainment to lowest.

Only 11% of the job postings for these commercial occupations listed a minimum education requirement in Los Angeles/Orange County. Of those, 89% (16) requested a high school diploma and 11% (2) requested a bachelor's degree.

Exhibit 9: National-level Educational Attainment for Occupations



Educational Supply

Community College Supply:

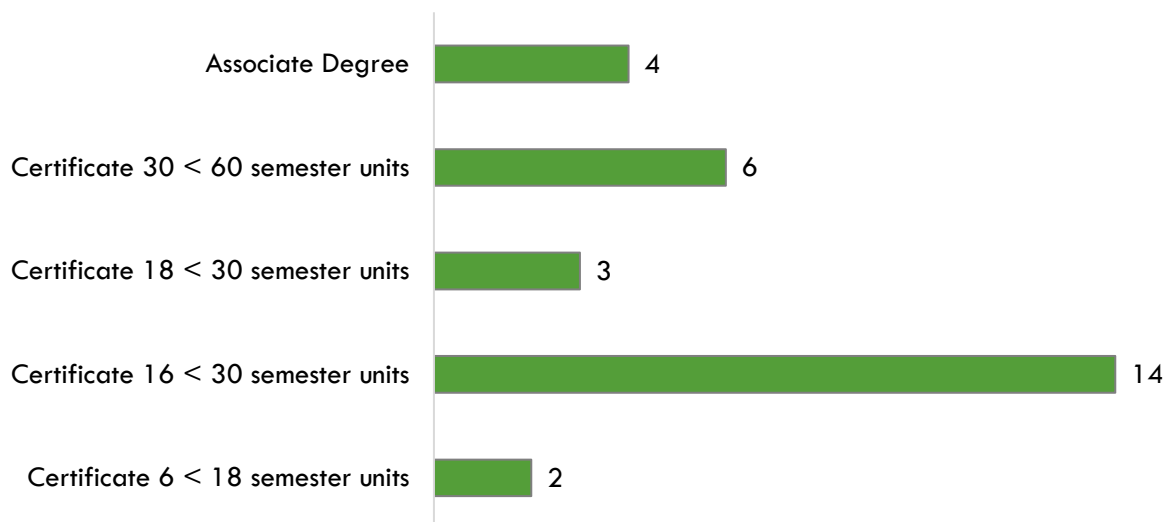
Exhibit 10 shows the three-year average number of awards conferred by community colleges in the related TOP code: Commercial Dance (1008.10). The colleges with the most completions in the region are Orange Coast and Glendale. Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

Exhibit 10: Regional Community College Awards (Certificates and Degrees), 2018-2021

TOP Code	Program	College	2018-2019 Awards	2019-2020 Awards	2020-2021 Awards	3-Year Award Average
1008.10	Commercial Dance	Cerritos	0	0	1	0
		Citrus	1	3	0	1
		Glendale	7	10	8	9
		Mt San Antonio	5	0	3	3
		LA Subtotal	13	13	12	13
		Cypress	1	0	0	0
		Irvine	2	1	4	2
		Orange Coast	15	18	10	14
		OC Subtotal	18	19	14	16
Supply Subtotal/Average			31	32	26	29
Supply Total/Average			31	32	26	29

Exhibit 11 shows the annual average community college awards by type from 2018-19 through 2020-21. Of the 29 awards, 48% (14) were for certificates between 16 and less than 30 semester units and 21% (6) were for certificates between 30 and 60 semester units.

Exhibit 11: Annual Average Community College Awards by Type, 2017-2020



Community College Student Outcomes:

Exhibit 12 shows the Strong Workforce Program (SWP) metrics for commercial dance programs in Coast Community College District (Coast CCD), the Orange County Region, and California. Of the 1,673 commercial dance students throughout Orange County, 53% attended a Coast CCD college. Over 58% of commercial dance students throughout the state attended an Orange County community college.

Additionally, Coast CCD and Orange County community college students that exited commercial dance programs in the 2018-19 academic year had median annual earnings of \$27,142 and \$29,708, respectively, which is higher than students throughout the state (\$26,668). However, these figures are significantly lower than the living wage in Orange County. Though 100% of Coast CCD students reported being employed in their field of study, only three students responded to the CTE Outcomes Survey.

Exhibit 12: Commercial Dance (1008.10) Strong Workforce Program Metrics, 2019-20²

SWP Metric	Coast CCD	OC Region	California
SWP Students	892	1,673	2,874
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	16%	13%	13%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	0	0	0
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	17	17	31
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2018-19)	57	126	221
SWP Students with a Job Closely Related to Their Field of Study (2017-18)	100%	83%	75%
Median Annual Earnings for SWP Exiting Students (2018-19)	\$27,142 (\$13.05/hr.)	\$29,708 (\$14.28/hr.)	\$26,668 (\$12.82/hr.)
Median Change in Earnings for SWP Exiting Students (2018-19)	11%	19%	26%
SWP Exiting Students Who Attained the Living Wage (2018-19)	37%	34%	32%

Non-Community College Supply:

For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for these commercial dance occupations; however, from 2017 to 2020, there were no commercial dance awards conferred by non-community college institutions.

² All SWP metrics are for 2019-20 unless otherwise noted.

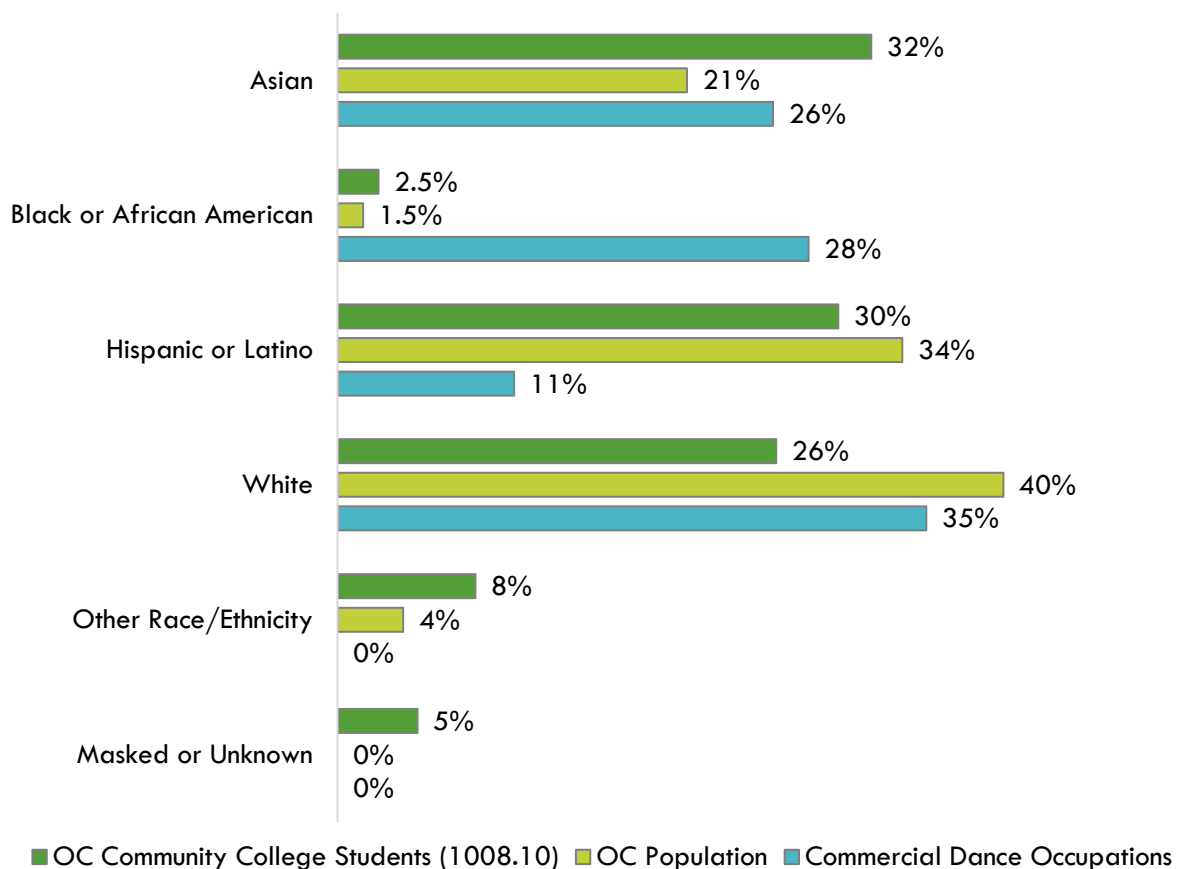
Regional Demographics

This section analyzes demographic data for Orange County community college students enrolled in commercial dance programs compared to the OC population, as well occupational data, for the purpose of identifying potential diversity and equity issues that can be addressed by community college programs.

Ethnicity:

Exhibit 13 shows the ethnicity of Orange County community college students enrolled in commercial dance programs compared to the overall Orange County population, as well as the two commercial dance occupations included in this report. Notably, 28% of workers employed in these commercial dance occupations are Black or African American, which is much higher than the population (1.5%) and community college commercial dance students (2.5%). Additionally, 30% of Orange County community colleges and 34% of the Orange County population are Hispanic or Latino, which is much higher than workers in these commercial dance occupations (11%).

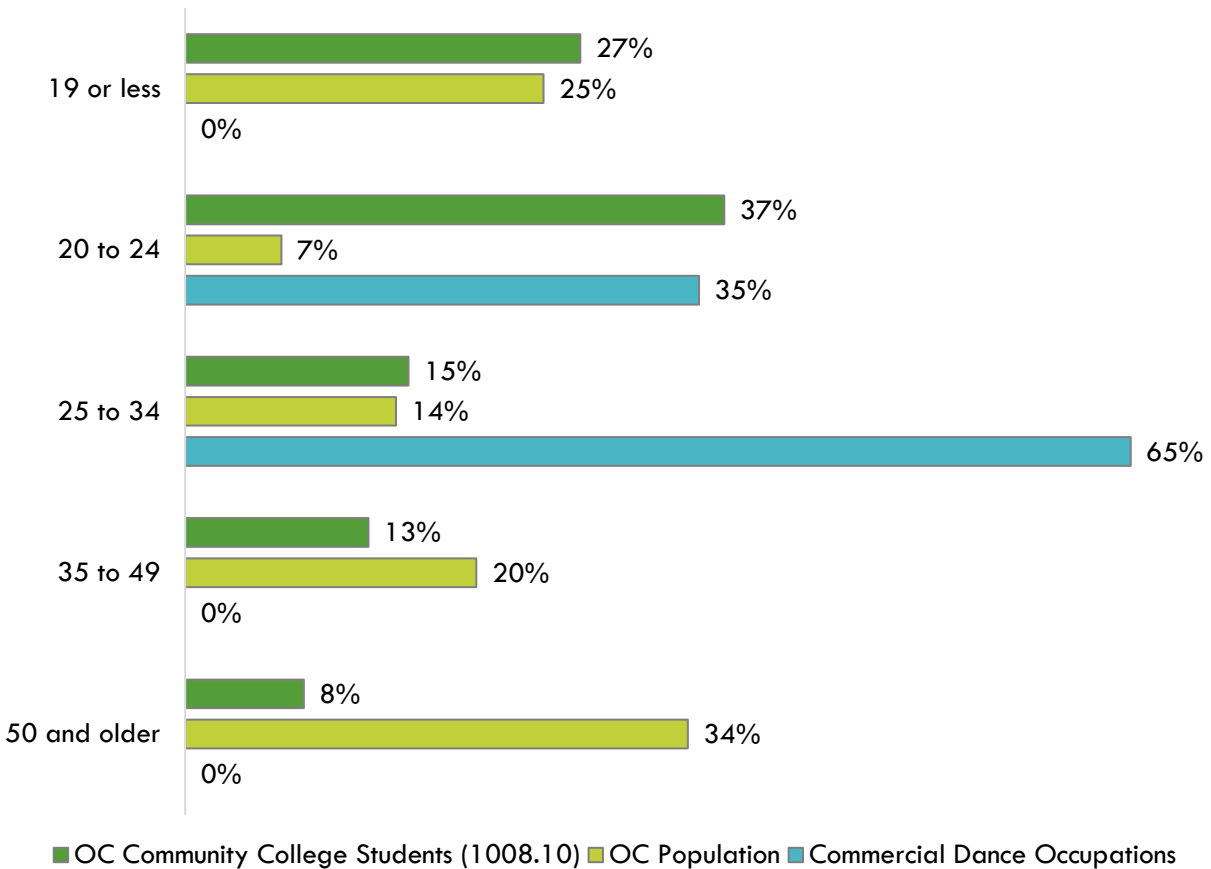
Exhibit 13: Program and County Demographics by Ethnicity



Age:

Exhibit 14 shows the age of Orange County community college students enrolled in commercial dance programs compared to the overall Orange County population, as well as the two commercial dance occupations included in this report. All of the workers employed in these occupations are between 20 and 34. Of those, 65% are 25 to 34, which is much higher than both Orange County commercial dance students (15%) and the Orange County population (14%). While the percentage of OC community college students age 20 to 24 (37%) is nearly identical to these commercial dance occupations (35%), both figures are much higher than the Orange County population (7%).

Exhibit 14: Program and County Demographics by Age

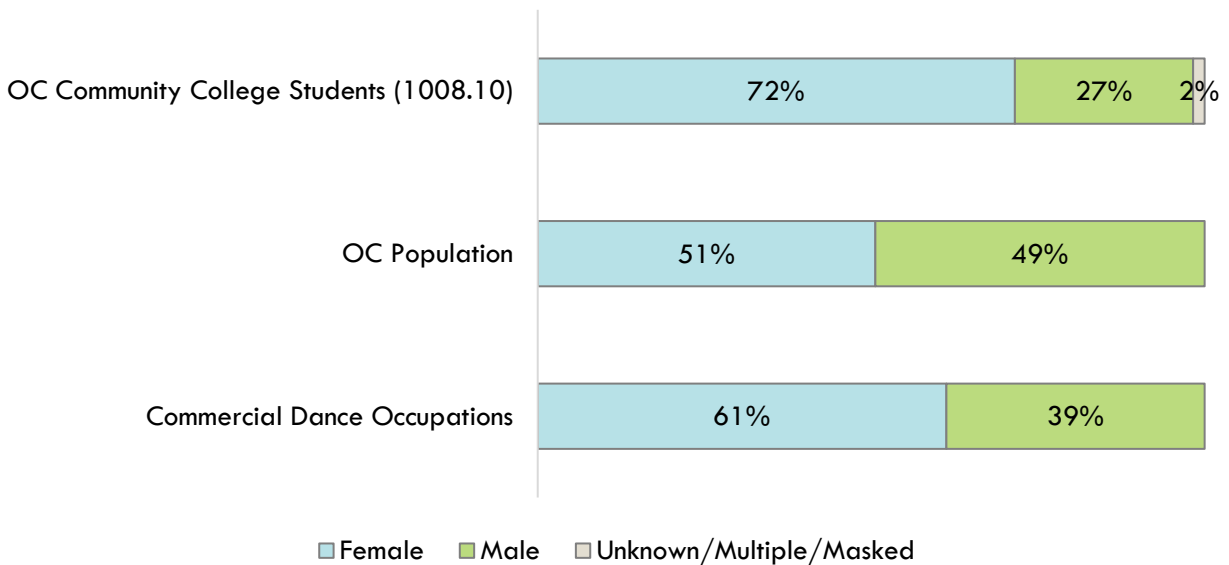


Sex:

Exhibit 15 shows the sex of Orange County community college students enrolled in commercial dance programs compared to the overall Orange County population as well as these commercial dance occupations.

Though the Orange County population is split nearly evenly between men and women, 72% of Orange County community college students and 61% of workers in these commercial dance occupations are women.

Exhibit 15: Program and County Demographics by Sex



Appendix A: Methodology

The OC COE prepared this report by analyzing data from occupations and education programs. Occupational data is derived from Lightcast, a labor market analytics firm that consolidates data from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS) and other government agencies. Program supply data is drawn from two systems: Taxonomy of Programs (TOP) and Classification of Instructional Programs (CIP).

Using a TOP-SOC crosswalk, the OC COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

The OC COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. The COE developed a "supply table" with this information, which is the source of the program supply data for this report. TOP code data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP code data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data), also known as IPEDS. TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education in the United States and Canada. Institutions outside of the California Community College system do not use TOP codes in their reporting systems.

Data included in this analysis represent the labor market demand for relevant positions most closely related to the proposed program as expressed by the requesting college in consultation with the OC COE. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study which can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.

All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

Appendix B: Data Sources

Data Type	Source
Occupational Projections, Wages, and Job Postings	<p>Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics and the American Community Survey. For more information, see https://lightcast.io/</p>
Living Wage	<p>The living wage is derived from the Insight Center’s California Family Needs Calculator, which measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, child care, health care, transportation, and taxes. For more information, see: https://insightcced.org/family-needs-calculator/</p> <p>The living wage for one adult in Orange County is \$20.63 per hour (\$42,910.40 annually). This figure is used by the CCCC to calculate the percentage of students that attained the regional living wage.</p>
Typical Education and Training Requirements, and Educational Attainment	<p>The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. BLS uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data. For more information, see https://www.bls.gov/emp/documentation/education/tech.htm</p>
Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences	<p>The O*NET database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations. For more information, see https://www.onetonline.org/help/online/</p>
Educational Supply	<p>The CCCC Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: https://datamart.cccc.edu</p> <p>The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</p>
Student Metrics and Demographics	<p>LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment,</p>

Data Type	Source
	<p>and earnings outcomes for California community college students. For more information, see: https://www.calpassplus.org/LaunchBoard/Home.aspx</p>
<p>Population and Occupation Demographics</p>	<p>The Census Bureau’s American Community Survey (ACS) is the premier source for detailed population and housing information. For more information, see: https://www.census.gov/programs-surveys/acs</p> <p>Data is sourced from IPUMS USA, a database providing access to ACS and other Census Bureau data products. For more information, see: https://usa.ipums.org/usa/about.shtml</p>

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