

Program Endorsement Brief: 1005.00/Commercial Music DJ Production Artist

Los Angeles/Orange County Center of Excellence, February 2020

Summary Analysis

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to two middle-skill occupations: audio and video equipment technicians (27-4011), and sound engineering technicians (27-4014). Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.¹ This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

According to the Bureau of Labor Statistics, DJs are classified as *public address system and other announcers* (27-3012) and typically need a high school diploma with some short-term on-the-job training. **With entry-level wages near that of the California minimum wage (\$12.12 in the region) and no higher education necessary to perform work-related tasks, DJs do not need formal community college training.**² However, if courses within the DJ Production Artist program go beyond training students to become DJs and train for other related technical occupations, such as audio and video equipment technicians or sound engineering technicians, a community college program would be appropriate for occupational training. **If the DJ Production Artist program trains for technical occupations such as audio and video equipment technicians and sound engineering technicians, then the data provided within this report is accurate.**

Furthermore, based on the available data, there does not appear to be a supply gap for these two middle-skill commercial music occupations in the region. However, since this report considers the supply from 11 programs that may train for the occupations of interest and these programs are broad, the number of qualified student completers may be overstated. Therefore, the COE **cautiously endorses this proposed program**. Reasons include:

¹ The COE classifies middle-skill jobs as the following:

- 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.

² Bureau of Labor Statistics Occupational Outlook Handbook.

Demand:

- Over the next five years, there is projected to be **1,449 jobs available annually** in the region due to new job growth and replacement.
- The national-level educational attainment data indicates 44.1% of workers in the field have completed some college or an associate degree.
- **Typical entry-level hourly wages** for middle-skill commercial music occupations throughout the region are between \$16.23 and \$17.64, which is **above the California Family Needs Calculator hourly wage for one adult in Los Angeles County**, and below the hourly wage for one adult in Orange County (\$15.04 in Los Angeles County and \$17.36 in Orange County).³
 - Experienced workers can expect to earn between \$35.69 and \$51.13 per hour, which exceeds the California Family Needs Calculator wage estimate for both counties.

Supply:

- Currently, **25 community colleges** in the region offer programs that have historically trained for the two occupations of interest, conferring an average of **984 awards annually** between 2015 and 2018.
- Between 2013 and 2016, there were an average of **928 awards conferred annually** in related training programs by non-community college institutions throughout the region.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for two middle-skill occupations: Audio and Video Equipment Technicians (27-4011) and Sound Engineering Technicians (27-4014). In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 4% through 2023. There will be nearly 1,450 job openings per year through 2023 due to job growth and replacements.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties⁴

Geography	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change	Annual Openings
Los Angeles	13,038	13,516	478	4%	1,292
Orange	1,451	1,563	112	8%	157
Total	14,489	15,079	590	4%	1,449

³ Living wage data was pulled from California Family Needs Calculator on 2/6/20. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

⁴ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages — Typical entry-level hourly wages for middle-skill music-related occupations throughout the region are between \$16.23 and \$17.64.⁵ Entry-level wages for sound engineering technicians are higher than the California Family Needs Calculator hourly wage for one adult in the region (\$15.04 in Los Angeles County and \$17.36 in Orange County)⁶, while entry-level wages for audio and video equipment technicians are higher than the living wage in Los Angeles County, but not in Orange County. Experienced workers can expect to earn between \$35.69 and \$51.13, which is higher than the California Family Needs Calculator wage estimates for both counties. Wage information, by county, is included in Appendix A.

Job Postings — There were 1,253 online job postings for middle-skill music-related occupations listed in the past 12 months. The highest number of job postings were for audio/visual technician, video technician, applications engineer, engineer, and sound designer. The top skills were: repair, customer service, audio/visual knowledge, scheduling and operations management. The top three employers, by number of job postings, in the region were: PSAV Presentation Services, Five Star Audio Visual, and Extron Electronics. Of the 1,253 online job postings, 51% list a minimum education requirement.

Educational Attainment — The Bureau of Labor Statistics (BLS) lists a postsecondary certificate as the typical entry-level education for these two occupations. The national-level educational attainment data indicates 44.1% of workers in the field have completed some college or an associate degree. Of the 51% of middle-skill commercial music job postings listing a minimum education requirement in Los Angeles/Orange County, 52% (331) requested a high school diploma, 41% (264) requested a bachelor's degree, and 7% (46) requested an associate degree.

Supply

Community College Supply — Exhibit 2 shows the annual and three-year average number of awards conferred by community college programs that have historically trained for the occupations of interest. Supply data is provided for: Commercial Music (1005.00), Radio and Television (0604.00), and Television (including combined TV/Film/Video) (0604.20). The colleges with the most completions in the region are: LA City, LA Valley, Saddleback and Citrus. Over the past 12 months, there were 12 other related program recommendation requests from regional community colleges.

⁵ Entry-level wage is defined as the twenty-fifth percentile hourly wage. Wages for experienced workers are defined as the seventy-fifth percentile hourly wage.

⁶ Living wage data was pulled from California Family Needs Calculator on 2/6/20. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

Exhibit 2: Regional community college awards (certificates and degrees), 2015-2018

TOP Code	Program	College	2015-2016 Awards	2016-2017 Awards	2017-2018 Awards	3-Year Award Average
0604.00	Radio and Television	LA Valley	21	10	14	15
		Long Beach	5	6	10	7
		Santa Monica	23	19	27	23
		LA Subtotal	49	35	51	45
		Fullerton	0	0	2	1
		Saddleback	37	69	40	49
		Santiago Canyon	0	0	2	1
		OC Subtotal	37	69	44	50
Supply Subtotal/Average			86	104	95	95
0604.20	Television (including combined TV/Film/Video)	Compton	0	3	2	2
		El Camino	14	19	20	18
		Glendale	6	8	2	5
		LA City	97	96	56	83
		LA Pierce	0	0	5	2
		LA Valley	28	30	20	26
		Long Beach	5	0	9	5
		Mt San Antonio	15	16	21	17
		Pasadena	8	4	9	7
		LA Subtotal	173	176	144	164
		Fullerton	26	24	27	26
		Orange Coast	0	0	5	2
		Saddleback	2	6	6	5
		Santa Ana	7	5	11	8
		OC Subtotal	35	35	49	40
		Supply Subtotal/Average			208	211
0612.20	Film Production	Cerritos	6	5	6	6
		LA City	67	58	34	53
		LA Valley	19	12	10	14
		Long Beach	0	0	4	1
		Santa Monica	10	24	27	20
		West LA	28	29	37	31
		LA Subtotal	130	128	118	125
		Orange Coast	46	36	48	43
		Saddleback	9	7	9	8

TOP Code	Program	College	2015-2016 Awards	2016-2017 Awards	2017-2018 Awards	3-Year Award Average
		OC Subtotal	55	43	57	52
		Supply Subtotal/Average	185	171	175	177
0614.40	Animation	Cerritos	3	4	3	3
		East LA	9	3	6	6
		El Camino	1	0	1	1
		Glendale	3	4	6	4
		LA Mission	3	4	4	4
		Mt San Antonio	26	19	53	33
		Rio Hondo	10	11	11	11
		Santa Monica	13	12	17	14
		LA Subtotal	68	57	101	75
		Cypress	1	9	3	4
		Fullerton	0	0	1	0
		Irvine	0	0	1	0
		Santa Ana	2	5	2	3
		OC Subtotal	3	14	7	8
		Supply Subtotal/Average	71	71	108	83
1005.00	Commercial Music	Cerritos	6	4	9	6
		Citrus	71	40	58	56
		Glendale	0	0	3	1
		LA City	276	212	183	224
		LA Harbor	10	9	2	7
		LA Valley	17	18	21	19
		Long Beach	7	7	4	6
		LA Subtotal	387	290	280	319
		Cypress	13	13	15	14
		Fullerton	7	12	6	8
		Orange Coast	4	7	3	5
		Saddleback	0	1	11	4
		Santa Ana	4	2	5	4
		OC Subtotal	28	35	40	34
		Supply Subtotal/Average	415	325	320	353
1006.00	Technical Theater	Citrus	3	4	9	5
		East LA	1	0	10	4
		LA City	5	20	0	8

TOP Code	Program	College	2015-2016 Awards	2016-2017 Awards	2017-2018 Awards	3-Year Award Average
		LA Pierce	10	10	12	11
		LA Valley	0	6	2	3
		Long Beach	0	0	1	0
		Pasadena	0	0	2	1
		Santa Monica	8	11	16	12
		LA Subtotal	27	51	52	43
		Cypress	3	6	3	4
		Fullerton	18	22	10	17
		Golden West	0	3	0	1
		Irvine	2	5	2	3
		Saddleback	1	1	2	1
		Santa Ana	1	1	3	2
		OC Subtotal	25	38	20	28
		Supply Subtotal/Average	52	89	72	71
		Supply Total/Average	1,017	971	963	984

Non-Community College Supply — It is important to consider the supply from non-community college institutions in the region that provide training programs for middle-skill music-related occupations. Exhibit 3 shows the annual and three-year average number of awards conferred by institution and program: Radio and Television (09.0701), Radio and Television Broadcasting Technology/Technician (10.0202), Recording Arts Technology/Technician (10.0203), Music Technology (50.0913), and Music Management (50.1003). Due to different data collection periods, the most recent three-year period of available data is from 2013 to 2016. Between 2013 and 2016, non-community college institutions in the region conferred an average of 928 awards annually in related training programs.

Exhibit 3: Regional Non-Community College awards, 2013-2016

CIP Code	Program	College	2013-2014 Awards	2014-2015 Awards	2015-2016 Awards	3-Year Award Average
09.0701	Radio and Television	The Academy of Radio and TV Broadcasting	36	11	20	22
		East San Gabriel Valley Regional Occupational Program	31	6	14	17
10.0202	Radio and Television Broadcasting Technology/Technician	National Polytechnic College	19	5	-	8
		The Academy of Radio and TV Broadcasting	37	8	16	20

10.0203	Recording Arts Technology/Technician	Argosy University-The Art Institute of California-Hollywood	-	1	16	6
		Argosy University-The Art Institute of California-Los Angeles	1	12	11	8
		Los Angeles Film School	611	320	214	382
		Musicians Institute	219	171	184	191
50.0913	Music Technology	SAE Institute of Technology-Los Angeles	96	166	120	127
		Los Angeles College of Music	2	26	11	13
		Los Angeles Film School	-	49	126	58
50.1003	Music Management	Musicians Institute	83	90	51	75
Supply Total/Average			1,135	865	783	928

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Audio and Video Equipment Technicians (27-4011)	9,044	9,488	444	5%	920	\$16.40	\$22.65	\$36.06
Sound Engineering Technicians (27-4014)	3,994	4,028	34	1%	372	\$17.73	\$31.03	\$51.42
Total	13,038	13,516	478	4%	1,292			

Exhibit 5. Orange County

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Audio and Video Equipment Technicians (27-4011)	1,141	1,239	98	9%	126	\$14.84	\$20.50	\$32.64
Sound Engineering Technicians (27-4014)	309	324	15	5%	31	\$16.52	\$28.91	\$47.50
Total	1,451	1,563	112	8%	157			

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Audio and Video Equipment Technicians (27-4011)	10,185	10,727	542	5%	1,046	\$16.23	\$22.41	\$35.69
Sound Engineering Technicians (27-4014)	4,304	4,352	48	1%	403	\$17.64	\$30.88	\$51.13
Total	14,489	15,079	590	4%	1,449			

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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