** Producers and Directors Occupations**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

February 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Producers and Directors compared to the demand for this occupation in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties). There is a projected annual gap of about 579 students in the Bay region and 311 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0612.20 - Film Production in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at City College of San Francisco and in the region.

# Introduction

This report profiles Producers and Directors in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new Directing Certificate at City College of San Francisco.

|  |
| --- |
| * **Producers and Directors (SOC 27-2012):** Produce or direct stage, television, radio, video, or motion picture productions for entertainment, information, or instruction. Responsible for creative decisions, such as interpretation of script, choice of actors or guests, set design, sound, special effects, and choreography.
 |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 18%* |

# Occupational Demand

**Table 1. Employment Outlook for Producers and Directors in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Producers and Directors | 5,395 | 5,891 | 496  | 9% | 2,979 | 596 | $20.28  | $33.77  |

*Source: EMSI 2019.1*

**Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Producers and Directors in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Producers and Directors | 3,178 | 3,370 | 192  | 6% | 1,626 | 325 | $21.65  | $38.59  |

*Source: EMSI 2019.1*

**Mid-Peninsula Sub-Region** includes San Francisco and San Mateo Counties

### Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Feb 2018 - Jan 2018)**

| Occupation | Bay Region | Mid-Peninsula |
| --- | --- | --- |
|  Producers (27-2012.01) | 1,346 | 840 |
|  Directors- Stage, Motion Pictures, Television, and Radio (27-2012.02) | 63 | 29 |
|  Talent Directors (27-2012.04) | 27 | 7 |
|  Program Directors (27-2012.03) | 23 | 9 |
|  Technical Directors/Managers (27-2012.05) | 1 | 1 |
|  **Total** | **1,460** | **886** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Producers and Directors for latest 12 months (Feb 2018 - Jan 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | Mid-Peninsula | Common Title | Bay | Mid-Peninsula |
| Producer | 254 | 179 | Integrated Producer | 11 | 7 |
| Associate Producer | 93 | 62 | Producer, Video | 8 | 5 |
| Video Producer | 88 | 50 | Senior Creative Producer | 8 | 7 |
| Senior Producer | 63 | 46 | Stage Manager | 8 | 6 |
| Creative Producer | 48 | 31 | Digital Editor/Producer | 6 | 6 |
| Content Producer | 46 | 31 | Senior Digital Producer | 6 | 5 |
| Digital Producer | 41 | 33 | Senior Video Producer | 6 | 5 |
| Video Editor | 37 | 15 | Assistant Producer, Digital | 5 | 3 |
| Executive Producer | 36 | 25 | Associate Digital Producer | 5 | 1 |
| News Producer | 36 | 23 | Associate Event Producer | 5 | 3 |
| Media Manager | 31 | 16 | Coordinator | 5 | 4 |
| Technical Producer | 24 | 14 | Director | 5 | 3 |
| Web Producer | 20 | 18 | Line Producer | 5 | 1 |
| Localization Producer | 14 | 0 | Multimedia Producer | 5 | 1 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Producers and Directors in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2017) | Jobs in Industry (2022) | % Change (2017-22) | % in Industry (2017) |
| Motion Picture and Video Production (512110) | 1,329 | 1,337 | 9% | 24.6% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 699 | 745 | 42% | 13.7% |
| Television Broadcasting (515120) | 585 | 598 | 6% | 11.0% |
| Teleproduction and Other Postproduction Services (512191) | 337 | 336 | 8% | 6.2% |
| Cable and Other Subscription Programming (515210) | 257 | 273 |  (8%) | 5.0% |
| Theater Companies and Dinner Theaters (711110) | 189 | 181 | 2% | 3.3% |
| Advertising Agencies (541810) | 158 | 159 | 3% | 2.9% |
| Independent Artists, Writers, and Performers (711510) | 163 | 154 |  (13%) | 2.8% |
| Radio Stations (515112) | 149 | 149 |  (9%) | 2.7% |
| Custom Computer Programming Services (541511) | 79 | 82 | 19% | 1.5% |
| Colleges, Universities, and Professional Schools (State Government) (902612) | 81 | 82 |  (2%) | 1.5% |
| Public Relations Agencies (541820) | 79 | 78 | 6% | 1.4% |
| Software Publishers (511210) | 68 | 71 | 25% | 1.3% |
| Radio Networks (515111) | 73 | 58 |  (30%) | 1.1% |

*Source: EMSI 2019.1*

**Table 6. Top Employers Posting Jobs for Producers and Directors in Bay Region and Mid-Peninsula Sub-Region (Feb 2018 - Jan 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Facebook | 35 | Electronic Arts Inc | 7 | Gap Inc. | 29 |
| Apple Inc. | 33 | Safeguard Scientifics Inc | 7 | Facebook | 25 |
| Gap Inc. | 30 | Stanford University | 7 | CBS Broadcasting | 18 |
| Google Inc. | 29 | Zynga | 7 | NBC | 14 |
| NBC | 27 | Akqa Incorporated | 6 | Disney | 13 |
| CBS Broadcasting | 18 | Got Light | 6 | Google Inc. | 10 |
| Disney | 13 | Kendo | 6 | Entercom Communications Corp | 9 |
| Critical Mass | 10 | Nexstar Broadcasting Group Inc | 6 | Kqed | 8 |
| Fox | 10 | Sony Electronics Inc | 6 | Electronic Arts Inc | 7 |
| Mediazoo | 10 | Telltale Games | 6 | Nexstar Broadcasting Group | 7 |
| Entercom Communications Corp | 9 | Telltale, Inc | 6 | Akqa Incorporated | 6 |
| Kqed | 9 | Ubisoft | 6 | Got Light | 6 |
| Hearst Television | 8 | Uc San Diego | 6 | Nexstar Broadcasting Group Incorporated | 6 |
| Nexstar Broadcasting Group | 8 | Udacity | 6 | Salesforce | 6 |
| Salesforce | 8 | 2K Games | 5 | Sony Electronics Inc | 6 |

*Source: Burning Glass*

# Educational Supply

There are four community colleges in the Bay Region issuing 17 awards on average annually (last 3 years) on TOP 0612.20 - Film Production. There are two colleges in the Mid-Peninsula Sub-Region issuing 14 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 0612.20 - Film Production in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| Canada | Mid-Peninsula | 24 |  |  |  |
| Chabot | East Bay | 32 |  |  |  |
| City College of San Francisco | Mid-Peninsula | 99 |  | 7 | 7 |
| Diablo Valley | East Bay | 92 |  |  |  |
| Foothill | Silicon Valley | 11 | 2 |  | 2 |
| Monterey Peninsula | Santa Cruz & Monterey | 12 | 1 |  | 1 |
| San Jose City | Silicon Valley | 14 |  |  |  |
| Skyline | Mid-Peninsula | 195 | 1 | 6 | 7 |
| **Total Bay Region** | **479** | **4** | **13** | **17** |
| **Total Mid-Peninsula Sub-Region** | **318** | **1** | **13** | **14** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 596 annual openings for the Producers and Directors occupation and 17 annual (3-year average) awards for an annual undersupply of 579. In the Mid-Peninsula Sub-Region, there is also a gap with 325 annual openings and 14 annual (3-year average) awards for an annual undersupply of 311.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0612.20 - Film Production**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | City College of San Francisco (All CTE Programs) | State (0612.20) | Bay (0612.20) | Mid-Peninsula (0612.20) | City College of San Francisco (0612.20) |
| % Employed Four Quarters After Exit | 74% | 73% | 68% | 63% | 67% | 67% |
| Median Quarterly Earnings Two Quarters After Exit | $23,396 | $10,170 | $9,555 | $6,796 | $8,139 | $5,975 |
| Median % Change in Earnings | 46% | 50% | 19% | 32% | 29% | 29% |
| % of Students Earning a Living Wage | 63% | 55% | 54% | 39% | 36% | 30% |

*Source: Launchboard Pipeline (version available on 2/13/19)*

# Skills and Education

**Table 9. Top Skills for Producers and Directors in Bay Region (Feb 2018 - Jan 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Project Management | 482 | Journalism | 120 | Merchandising | 74 |
| Budgeting | 445 | Project Planning and Development Skills | 118 | Instagram | 70 |
| Scheduling | 366 | Adobe Illustrator | 115 | Product Marketing | 70 |
| Video Production | 323 | Content Management | 113 | Website Production | 70 |
| Social Media | 298 | E-Commerce | 113 | Graphic Design | 69 |
| Adobe Photoshop | 277 | Game Development | 89 | Media Production | 69 |
| Broadcast Industry Knowledge | 171 | Music | 89 | Content Management Systems (CMS) | 66 |
| Quality Assurance and Control | 169 | Photography | 87 | Staff Management | 65 |
| Adobe Indesign | 155 | Stakeholder Management | 86 | Digital Marketing | 61 |
| Adobe Acrobat | 154 | Customer Contact | 79 | Digital Video | 61 |
| Adobe Premiere | 148 | Customer Service | 78 | Creative Development | 57 |
| Facebook | 145 | Product Management | 77 | Social Media Platforms | 57 |
| Adobe Creative Suite | 144 | Atlassian JIRA | 76 | Quality Management | 53 |
| Adobe Aftereffects | 139 | Multimedia | 76 | Software Development | 53 |
| Video Editing | 127 | Youtube | 75 | Product Development | 52 |

*Source: Burning Glass*

**Table 10. Education Requirements for Producers and Directors in Bay Region**

Note: 54% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |
| --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings |
| High school or vocational training | 45 (7%) |
| Associate Degree | 17 (3%) |
| Bachelor’s Degree or Higher | 609 (90%) |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

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