

Program Endorsement Brief: 1005.00/Commercial Music

Los Angeles/Orange County Center of Excellence, January 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.

Based on the available data there appears to be a supply gap for these middle-skill commercial music occupations in the region. **Therefore, the COE endorses this proposed program.** Reasons include:

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 replacements, **which is more than the 1,213 awards conferred annually** by educational institutions in the region.
- The national-level educational attainment data indicates 44.1% of workers in the field have completed some college or an associate degree.

Supply:

- There are **12 community colleges** in the region that have commercial music programs, conferring an average of **353 awards annually** between 2015 and 2018.
- Between 2013 and 2016, there were an average of **860 awards conferred annually** in three related training programs by six non-community college institutions in the region.

Occupational Demand

Exhibit 1, on the following page, shows the five-year occupational demand projections for these middle-skill commercial music occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 4% through 2023. There will be more than 1,400 job openings per year through 2023 due to job growth and replacements.

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.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties²

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

Wages—Typical entry-level hourly wages for middle-skill commercial music occupations throughout the region are between \$16.23 and \$17.64.³ 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)⁴. Entry-level wages for audio and video equipment technicians are higher than the living hourly wage in Los Angeles County, and lower than the living hourly wage 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. Regional average wages are above the average statewide wage of \$30.25 for these two occupations. Wage information, by county, is included in Appendix A.

Job Postings—There were 1,291 online job postings related to middle-skill commercial music listed in the past 12 months. The highest number of job postings were for audio visual technician, video technician, applications engineer, sound designer, and theater technician. 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 Quinn Group. Of the 1,291 online job postings, 50% list a minimum education requirement.

Educational Attainment—The Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education for audio and video equipment technicians and sound engineering technicians. The national-level educational attainment data indicates 44.1% of workers in the field have completed some college or an associate degree. Of the 50% of middle-skill commercial music job postings listing a minimum education requirement in Los Angeles/Orange County, 50% (323) requested a high school diploma, 42% (271) requested a bachelor’s degree and 9% (57) requested an associate degree.

Supply

Community College Supply—Exhibit 2, on the following page, shows the three-year average number of awards conferred by community colleges in the related TOP code: Commercial Music (1005.00). The colleges with the most completions in the region are: LA City and Citrus. Over the

² Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

³ 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.

⁴ Living wage data was pulled from California Family Needs Calculator on 1/6/2020. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

past 12 months, there were three other related program recommendation requests from regional community colleges.

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
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 Total/Average			415	325

IF APPLICABLE: Non-Community College Supply—It is important to consider the supply from four-year institutions in the region that provide training programs for middle-skill commercial music occupations. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: Recording Arts Technology/Technician (10.0203), Music Technology (50.0913), 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, four-year colleges in the region conferred an average of 860 awards annually in related training programs.

CIP Code	Program	College	2013-2014 Awards	2014-2015 Awards	2015-2016 Awards	3-Year Award Average
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
		SAE Institute of Technology- Los Angeles	96	166	120	127
Supply Subtotal/Average			927	670	545	714
50.0913	Music Technology	Los Angeles College of Music	2	26	11	13
		Los Angeles Film School	-	49	126	58
Supply Total/Average			2	75	137	71
50.1003	Music Management	Musicians Institute	83	90	51	75
Supply Subtotal/Average			83	90	51	75
Supply Total/Average			1,012	835	733	860

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 (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th 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 (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th 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)

For more information, please contact:

Juan Madrigal, Assistant Director
Los Angeles/Orange County Center of Excellence
jmadrigal@mtsac.edu

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