

Program Endorsement Brief: 1005.00 – Commercial Music Commercial Music (Certificate of Achievement)

Los Angeles/Orange County Center of Excellence, November 2021

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input checked="" type="checkbox"/>	Endorsed: Some Criteria Met <input type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Living Wage: (Entry-Level, 25th)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>	

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 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 the two occupations of interest in the region. In addition to the Bureau of Labor Statistics (BLS) listing a postsecondary non-degree award as the typical entry-level education for both occupations, the majority (66%) of annual openings in Los Angeles County have entry-level wages that exceed the self-sufficiency standard wage. **Therefore, due to all the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **1,009 jobs available annually** in the region due to new job growth and replacements, **which is more than the 842 awards conferred annually** by educational institutions in the region.

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.

- **Living Wage Criteria** – In Los Angeles County, the majority (66%) of annual job openings for these occupations have entry-level wages above the self-sufficiency standard wage (\$18.10/hour).²
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a **postsecondary non-degree award** as the typical entry-level education for both occupations in this report.
 - National-level educational attainment data indicates that **38% of workers in the field have completed some college or an associate degree.**

Supply:

- Between 2017 and 2020, **13 community colleges** in the LA/OC region issued awards in commercial music programs, conferring an average of **330 awards.**
- Between 2016 and 2019, non-community college institutions in the region conferred an average of **512 awards in relevant programs.**

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the two occupations of interest. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 2% through 2025. There will be more than 1,000 job openings per year through 2025 due to job growth and replacements.

This report includes employment projection data by Emsi which uses EDD information. Emsi’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the full impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the full impacts of COVID-19 into account.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	8,825	9,001	176	2%	918
Orange	885	891	6	1%	91
Total	9,710	9,892	182	2%	1,009

² Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 11/9/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

³ 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

The labor market endorsement in this report considers the hourly wages for the two occupations of interest in Los Angeles County, as they relate to the county's self-sufficiency standard wage.

Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County — The majority (66%) of annual openings for the two occupations have entry-level wages **above** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$17.16 and \$20.68.

Experienced workers can expect to earn wages between \$44.16 and \$51.32, which are above the self-sufficiency standard wage estimate.

Orange County — Both occupations have entry-level wages **below** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$15.80 and \$19.30. Experienced workers can expect to earn wages between \$41.35 and \$48.75, which are above the self-sufficiency standard wage estimate.

Job Postings

Over the past 12 months, there have been 776 online job postings related to the two occupations of interest in the region. The highest number of job postings were for audio-visual technician, audio engineer, audio-visual event technician, sound mixer, and sound designer. The top skills were repair, customer service, audio engineering, broadcast industry knowledge, and music. The top employers, by number of job postings, in the region were Encore, Live Nation, Diversified, FOX, Sony, and Blizzard Entertainment.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the full impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education for both occupations in this report. National-level educational attainment data indicates that 38% of workers in the field have completed some college or an associate degree. Of the 31% of job postings listing a minimum education requirement in Los Angeles/Orange County, 85% (207) requested high school diploma or vocational training and 15% (37) requested an associate degree.

Educational Supply

Community College Supply — Exhibit 2 shows the annual and three-year average number of awards conferred by community colleges in commercial music programs (TOP 1005.00). The college with the most completions in the region is LA City. Over the past 12 months, there were five other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
1005.00	Commercial Music	Cerritos	9	3	5	6
		Citrus	58	58	51	56
		Glendale	3	-	-	1
		LA City	183	313	129	208
		LA Harbor	2	6	4	4
		LA Valley	21	7	10	13
		Long Beach	4	-	-	1
		LA Subtotal	280	387	199	289
		Cypress	15	9	17	14
		Fullerton	6	5	10	7
		Irvine Valley	-	1	1	1
		Orange Coast	3	7	8	6
		Saddleback	11	7	9	9
		Santa Ana	5	7	4	5
		OC Subtotal	40	36	49	42
		Supply Total/Average			320	423

Non-Community College Supply — For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that may provide the necessary training. Exhibit 3 shows the annual and three-year average number of awards conferred in programs crosswalked to the TOP in Exhibit 2. Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 512 awards.

Exhibit 3: Regional non-community college awards, 2016-2019

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
10.0203	Recording Arts Technology/Technician	Los Angeles Film School	161	139	54	118
		SAE Institute of Technology-Los Angeles	121	74	-	65
50.0913	Music Technology	Los Angeles College of Music	14	10	3	9
		Los Angeles Film School	211	329	416	319
50.1003	Music Management	Los Angeles College of Music	1	-	2	1
Supply Total/Average			508	552	475	512

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 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 Technicians (27-4011)	5,775	5,923	148	3%	606	\$20.68	\$30.83	\$44.16
Sound Engineering Technicians (27-4014)	3,050	3,078	28	1%	312	\$17.16	\$30.25	\$51.32
Total	8,825	9,001	176	2%	918			

Exhibit 5. Orange County

Occupation (SOC)	2020 Jobs	2025 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 Technicians (27-4011)	659	662	4	1%	67	\$19.30	\$28.73	\$41.35
Sound Engineering Technicians (27-4014)	227	229	2	1%	24	\$15.80	\$28.43	\$48.75
Total	885	891	6	1%	91			

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Audio and Video Technicians (27-4011)	6,434	6,585	151	2%	673	Postsecondary non-degree award
Sound Engineering Technicians (27-4014)	3,276	3,307	31	1%	336	Postsecondary non-degree award
Total	9,710	9,892	182	2%	1,009	

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
- 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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