

Certificate of Achievement in Jewelry Entrepreneurship

The Jewelry Entrepreneurship Certificate of Achievement is designed to expand the skills needed for careers in jewelry including studio jewelers, bench jewelers, independent jewelry design and small metals fabrication contractors. In addition, the degree is designed to successfully prepare students for independent studio practice, self-marketing, client-based work or commissions, as well as employment in industrial manufacturing and contracting for other artists. There is a focus on professional development and studio management.

LBCC students will enter a fiercely competitive market where they will be rigorously compared with others for access to schools, programs, grant funding, clients, collectors, galleries, residencies, studio spaces and publicity. As a result, this LBCC program arms students with portfolios and certificates that build professional skills and increase their long-term chances of success.

This document outlines several sources of data which show a large percentage of students are interested in opening their own businesses as well as performing contract work. In fact, the data shows this is the norm for those currently working in this industry and as a result, traditional labor market data may not show an accurate picture of current employment and future industry growth.

Strategic National Arts Alumni Project (SNAAP) Survey – Self Employment

The Strategic National Arts Alumni Project surveys over 92,000 graduates in the arts each year. SNAAP is administered by the Indiana University Center for Postsecondary Research in collaboration with the Vanderbilt University Curb Center for Art, Enterprise and Public Policy. The 2014 SNAAP report found that more than 75 percent of SNAAP graduates have been self-employed at some point in their careers and 16 percent have started their own enterprises making traditional labor market data an imperfect representation of employment demand and industry growth.

Working artists are very likely to have their income coming from a number of revenue streams. In fact, as documented in the SNAAP report, two-thirds of working visual artists are self-employed, or as the government calls “non-employer” workers, and these jobs are not counted in official job surveys. Most full-time artists make their living through “clusters” of skills that are related and interconnected. They may use these skills for themselves, or others, or both.

Otis Report on the Creative Economy – Self-Employment

Many creative industries rely on freelance workers and independent contractors over wage and salary workers. The 2019 Otis Report on the Creative Economy shows that in the visual and performing arts (which includes jewelry professionals) there were *nearly three self-employed individuals for every salaried worker*. For this reason, true employment figures and growth are generally considered to be far higher, perhaps two to three times more robust than official data can capture.

Supplemental Data

December 3, 2019

Long Beach Survey – Self-Employment

A local 2017 student pre-entry and post-completion survey indicated that 78 percent of the students entering the program were interested in becoming an Art Jeweler, which would not be captured in traditional labor market data. Thirty-five percent of the respondents already had a jewelry business, and 20 percent relied on regular income of jewelry related activities. At the end of the term, surveyed students indicated they had increased their ability to write a business plan for their craft accelerating their ability to start their own business.

California Employment Development Department (EDD) – Job Growth

The most recent EDD data for Los Angeles-Long Beach area shows that craft artists working in the Applied Design areas specifically will see 1.4 percent growth annually, with 15.5 percent occurring from 2014 to 2024.