



Program Endorsement Brief

COMMERCIAL MUSIC : AUDIO & MUSIC PRODUCTION

North/Far North Center of Excellence
SEPTEMBER 2020

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COVID-19 Statement: This report includes employment projection data by EMSI. 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 or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

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Summary

The North/Far North Center of Excellence for Labor Market Research prepared this report to provide regional labor market supply and demand data related to audio and music production occupations in the North (Greater Sacramento) region. This report focuses on one above-middle-skill occupation - music directors and composers (27-2041) - and two middle-skill occupations - audio and video equipment technicians (27-4011) and sound engineering technicians (27-4014).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 existing community college programs.

Key findings include:

- The North (Greater Sacramento) region had 880 jobs for audio and music production occupations in 2019. Jobs for audio and music production occupations are projected to increase by 3% through 2024.
- Over the next five years, audio and music production occupations are projected to have 109 annual openings in the North (Greater Sacramento) region.
- All three audio and music production occupations earn wages at or above the North (Greater Sacramento) region's living wage of \$13.18 per hour.
- Between 17% and 39% of existing workers in the three audio and music production occupations have education consistent with community college offerings (some college or an associate degree).
- Analysis of postsecondary awards in the North (Greater Sacramento) region shows that, on average, 63 awards were issued each year between the 2016-2017 and 2018-2019 academic years.

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.

Introduction

The North/Far North Center of Excellence was asked to provide labor market information for a proposed program at a regional community college. This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

- Music directors and composers (27-2041)
- Audio and video equipment technicians (27-4011)
- Sound engineering technicians (27-4014)

A review of related programs revealed the following program(s), and Taxonomy of Programs (TOP) code(s) are appropriate for inclusion in this report:

- Commercial music (1005.00)

The corresponding Classification of Instructional Programs (CIP) code(s) are:

- Recording Arts Technology/Technician (10.0203)

The SOC titles, SOC codes, and job descriptions from the Bureau of Labor Statistics (BLS) and O*Net OnLine are shown below.

Music directors and composers (27-2041)

Conduct, direct, plan, and lead instrumental or vocal performances by musical groups, such as orchestras, bands, choirs, and glee clubs. Includes arrangers, composers, choral directors, and orchestrators.

Audio and video equipment technicians (27-4011)

Set up, or set up and operate audio and video equipment including microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, sound and mixing boards, and related electronic equipment for concerts, sports events, meetings and conventions, presentations, and news conferences. May also set up and operate associated spotlights and other custom lighting systems.

Sound engineering technicians (27-4014)

Operate machines and equipment to record, synchronize, mix, or reproduce music, voices, or sound effects in sporting arenas, theater productions, recording studios, movies, and video productions.

Occupational Demand

Exhibit 1 summarizes the five-year projected job growth for the selected occupations in the North (Greater Sacramento), North/Far North, and California.

Exhibit 1. Employment and projected demand, 2019-2024

Occupation	SOC	2019 Jobs	2024 Jobs	2019-2024 Jobs Change	2019-2024 Jobs % Change	2019-2024 Annual Openings
Music Directors and Composers	27-2041	324	318	(6)	(2%)	39
Audio and Video Equipment Technicians	27-4011	460	496	36	8%	59
Sound Engineering Technicians	27-4014	96	95	(1)	(1%)	11
North (Greater Sacramento) region	TOTAL	880	910	30	3%	109
Music Directors and Composers	27-2041	435	431	(4)	(1%)	53
Audio and Video Equipment Technicians	27-4011	639	691	52	8%	83
Sound Engineering Technicians	27-4014	110	109	(1)	(1%)	12
North/Far North region	TOTAL	1,184	1,232	48	4%	148
Music Directors and Composers	27-2041	6,810	6,828	18	0%	830
Audio and Video Equipment Technicians	27-4011	17,596	18,448	852	5%	2,102
Sound Engineering Technicians	27-4014	5,655	5,489	(166)	(3%)	606
California	TOTAL	30,062	30,765	703	2%	3,537

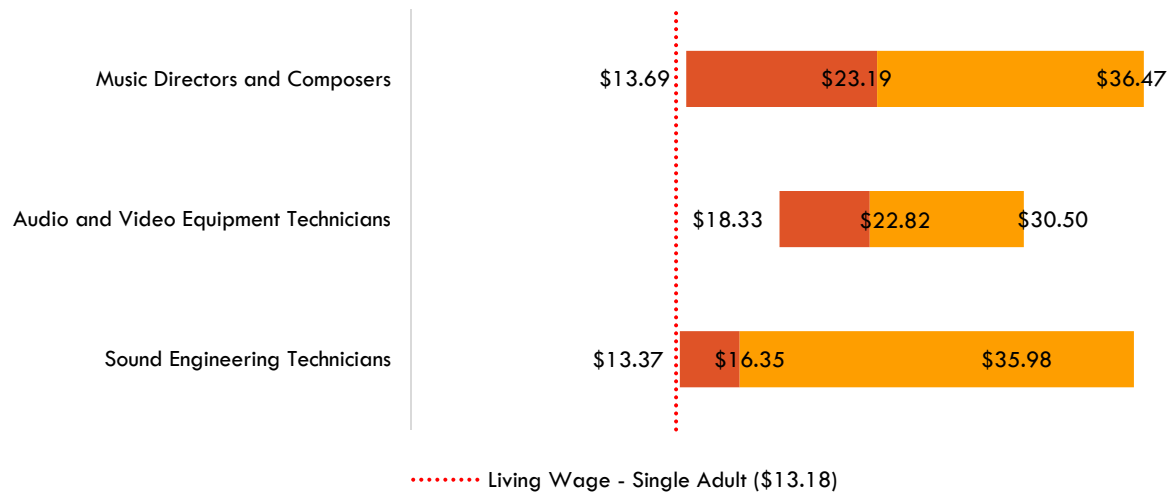
Wages

Exhibits 2 and 3 compare the entry-level, median, and experienced wages for the selected occupations to the North (Greater Sacramento) living wage for a single adult.²

Exhibit 2. Entry-level, median, and experienced hourly wages by occupation and skill level

Occupation	Skill Level	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Music Directors and Composers	Above Middle Skill	\$13.69	\$23.19	\$36.47
Audio and Video Equipment Technicians	Middle Skill	\$18.33	\$22.82	\$30.50
Sound Engineering Technicians	Middle Skill	\$13.37	\$16.35	\$35.98

Exhibit 3. Comparison of wages by occupation, North (Greater Sacramento) region



² Living wage is defined as the level of income a single adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. The 25th-percentile and 75th-percentile hourly wages are used as proxy for entry-level and experienced-level wages.

Job Postings

This section of the report analyzes recent data from online job postings (real-time LMI). Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical data. Job postings data comes from Burning Glass Labor Insights and represents new listings posted online within the last year, from September 1, 2019, to August 31, 2020.

Occupations and Job Titles

Exhibit 4 details the number of online job postings for the selected occupations. Burning Glass identified a pool of 113 job postings for the selected occupations in the North (Greater Sacramento) region.

Exhibit 4. Number of job postings by occupation

Occupation	Job Postings	Share of Job Postings
Audio and Video Equipment Technicians	78	69%
Sound Engineering Technicians	28	25%
Music Directors and Composers	7	6%
Total Job Postings	113	100%

Exhibit 6 shows the top 10 job titles with the most job postings and the share of job postings. All 113 job postings included a job title.

Exhibit 6. Top jobs titles for selected occupations in the North (Greater Sacramento) region

Job Title	Job Postings	Share of Job Postings
Audio Visual Technician	6	5%
Video Conferencing Technician	4	4%
Audio Technician	4	4%
Video/Audio	3	3%
Theatre Arts Technical Adjunct Assistant Professor	3	3%
Stagehand/Production Toyota Amphitheatre	3	3%
Senior Broadcast Engineer	3	3%
Broadcast Engineer	3	3%
Broadcast Delivery Engineer II	3	3%
Audio/Video Technician	3	3%

Employers

Exhibit 7 shows the top 10 employers for job postings related to the selected occupations.

Exhibit 7. Top employers for selected occupations in the North (Greater Sacramento) region

Employer	Job Postings	Share of Job Postings
University of California, Davis	10	11%
Los Rios Community College District	9	9%
Specialized Audio & Video, Inc.	4	4%
Tribune Company	3	3%
Psav Presentation Services	3	3%
Live Nation Worldwide	3	3%
Exhibitone Corporation	3	3%
Excell	3	3%
Audio Visual Management Solutions	3	3%
Paradyne Sound Vision	2	2%

Skills and Certifications

Exhibit 8 shows the top 10 specialized skills for the selected occupations. Ninety-three job postings included skills information.

Exhibit 8. Top skills for selected occupations in the North (Greater Sacramento) region

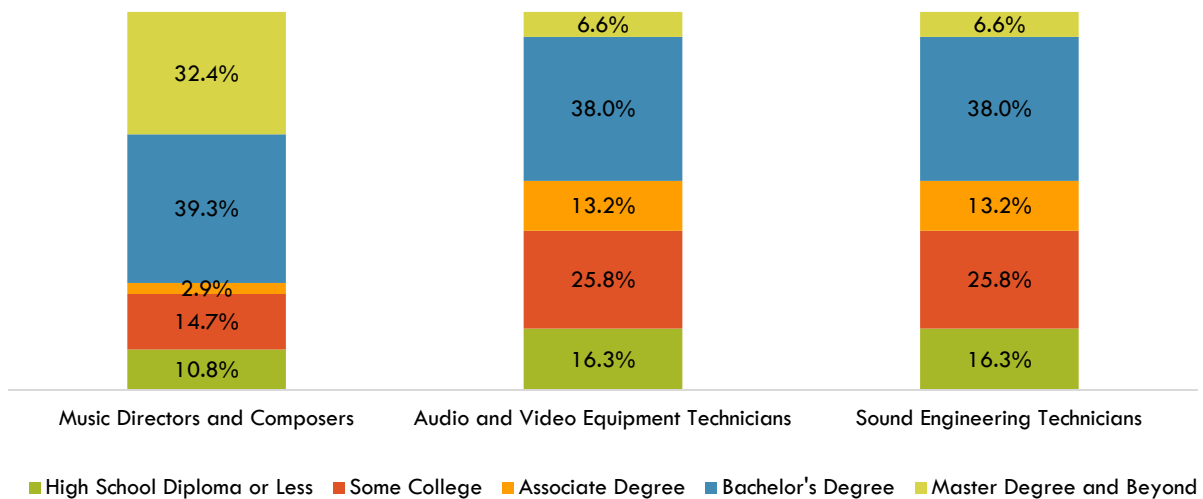
Specialized Skill	Job Postings	Share of Job Postings
Customer Service	28	30%
Scheduling	23	25%
Repair	19	20%
Audio Systems	18	19%
Broadcast Industry Knowledge	15	16%
Video Conferencing	15	16%
Cabling	13	14%

Specialized Skill	Job Postings	Share of Job Postings
Audio / Visual Knowledge	12	13%
Technical Support	12	13%
Customer Contact	11	12%

Education and Training Requirements

The U.S. Census Bureau and Bureau of Labor Statistics collects data on the level of education achieved by workers employed in occupations. Exhibit 9 shows the national-level educational attainment of the current workforce in the selected occupations.

Exhibit 9. Educational attainment for selected occupations, 2018



The Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which the BLS publishes projections data. Exhibit 10 shows the entry-level job requirements for the selected occupations.

Exhibit 10. Typical education, training, and work experience for selected occupations

Occupation	Typical Entry-Level Education Required	Work Experience Required	Typical On-the-job Training Required
Music Directors and Composers	Bachelor's degree	Less than five years	None
Audio and Video Equipment Technicians	Postsecondary nondegree award	None	Short-term on-the-job training
Sound Engineering Technicians	Postsecondary nondegree award	None	Short-term on-the-job training

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. Exhibit 11 shows the TOP and CIP codes related to the selected occupations.

Exhibit 11. Related TOP and CIP programs and codes for the selected occupations

TOP Programs and Codes	CIP Programs and Codes
Commercial Music (1005.00)	Recording Arts Technology/Technician (10.0203)

Community College Supply

Exhibit 12 compares the average number of certificates and degrees conferred by North (Greater Sacramento) region community colleges in the selected programs over the last three academic years.

Exhibit 12. Regional community college awards (certificates and degrees), 2016-17 through 2018-19

Program	College	Annual Awards 2016-2017	Annual Awards 2017-2018	Annual Awards 2018-2019	3-Year Annual Awards Average
Commercial Music- 1005.00	American River	24	61	53	46
	Folsom Lake	0	2	2	1
	Lake Tahoe	1	2	0	1
	Sacramento City	7	13	25	15
	Sierra	0	0	0	-
Totals		32	78	80	63

Exhibit 13 shows the distribution of issued awards by type.

Exhibit 13. Regional community college awards by type, 2016-17 through 2018-19



Other Postsecondary Supply

It is crucial to consider the supply from non-community college institutions in the region that provides training for the selected occupations.

No other postsecondary training providers in the North (Greater Sacramento) region offers a program in Recording Arts Technology/Technician (10.0203).

Findings

- The North (Greater Sacramento) region had 880 jobs for audio and music production occupations in 2019. Most positions were held by audio and video equipment technicians, at 460 jobs.
- Jobs for audio and music production occupations are projected to increase by 3% over the next five years. However, all growth is projected to come from jobs for audio and video equipment technicians, which will add 36 new jobs by 2024. Music directors and composers and sound engineering technicians are projected to lose seven positions over the next five years.
- Over the next five years, audio and music production occupations are projected to have 109 annual openings in the North (Greater Sacramento) region.
- All three audio and music production occupations earn wages at or above the North (Greater Sacramento) region's living wage of \$13.18 per hour. Audio and video equipment technicians had the highest entry-level wage at \$18.33 per hour. Sound engineering technicians had the lowest entry-level wage at \$13.37 per hour.
- According to real-time labor market information, there were 113 online job postings for the three audio and music production occupations between September 1, 2019, and August 31, 2020. Seventy percent of job postings listed online in the last 12 months were for audio and video equipment technicians.
- Between 17% and 39% of existing workers in the three audio and music production occupations have education consistent with community college offerings (some college or an associate degree). Audio and visual equipment technicians and sound engineering technicians typically require a postsecondary nondegree award for entry-level work. Music directors and composers need a bachelor's degree.
- Analysis of postsecondary awards in the North (Greater Sacramento) region shows that, on average, 63 awards were issued each year between the 2016-2017 and 2018-2019 academic years.

Recommendations

- Based on a three-year average of annual awards in related North (Greater Sacramento) region programs (63 certificates and degrees) and projected yearly openings (109 openings), the region seems to have room for new training programs related to the occupation.

COE Recommendation		
Move forward with the program	Program is not recommended	Additional information needed
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix A. Methodology and Sources

Occupations in this report were identified using O*Net. Findings in this report were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

Sources used for data analysis purposes in this report include:

- U.S. Department of Labor/Employment and Training Administration (DOLETA) O*NET Online
- Burning Glass, Labor Insight/Jobs
- Economic Modeling Specialists, International (EMSI)
- California Employment Development Department, Labor Market Information Division (EDD, LMID)
- Bureau of Labor Statistics, Occupational Employment Statistics (OES)
- California Community Colleges Chancellor's Office, Cal-PASS Plus LaunchBoard
- Living Insight Center for Community Economic Development, Self-Sufficiency Standard Tool for California
- California Community Colleges Chancellor's Office Management Information Systems (MIS Data Mart)
- U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS)

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