

## Commercial Dance

June 2018

---

### Research Summary

The Los Angeles/Orange County Center of Excellence (COE) compiled this report to provide regional labor market supply and demand data related to **commercial dance**.

The following list summarizes key findings from this brief:

- The number of jobs for commercial dance-related occupations is expected to increase by 5% through 2021, **resulting in over 115 annual openings**.
- The average entry-level hourly earnings for commercial dance-related occupations are **below** the MIT Living Wage<sup>1</sup> estimate for Los Angeles County – \$13.54, per hour.
- In 2017, there were **115 employer job ads** for commercial dance-related jobs.
- Nearly half of the current workforce (40%) has some postsecondary coursework training.
- Between 2014 and 2017, community colleges in the county conferred an average of eight awards (associate degrees and certificates).

---

<sup>1</sup> MIT Living Wage Calculator. <http://livingwage.mit.edu/>

## Occupation Codes and Descriptions

Currently, there are three occupations in the standard occupational classification (SOC) system related to commercial dance. The occupation titles and descriptions, as well as reported job titles are included in Exhibit 1.

**Exhibit 1 – Occupations, descriptions and sample job titles**

SOC Code	Title	Description	Sample of Reported Job Titles
27-2031	Dancers	Perform dances. May perform on stage, for on-air broadcasting, or for video recording.	Ballerina, Balley Company Member, Ballet Dancer, Ballet Soloist, Belly Dancer, Company Dancer, Dance Artist, Dancer, Performing Artist, Soloist Dancer
27-2032	Choreographers	Create new dance routines. Rehearse performance of routines. May direct and stage presentations.	Artistic Director, Choreographer, Dance Director
25-3021	Self-Enrichment Education Teachers	Teach or instruct courses other than those that normally lead to an occupational objective or degree. Courses may include self-improvement, nonvocational, and nonacademic subjects. Teaching may or may not take place in a traditional educational institution.	<b>Ballet Teacher</b> , Ceramics Instructor, <b>Dance Instructor</b> , Driving Instructor, Flute Teacher, Gymnastics Instructor, Martial Arts Instructor, Piano Teacher, Scuba Diving Instructor, Swimming Instructor

Source: O\*NET Online

## Current and Future Employment

In Los Angeles County, the number of jobs related to commercial dance occupations is expected to increase by 5% over the next five years. Nearly 120 job opportunities will be available annually for dancers and choreographers through 2021 due to new job growth and replacement need (e.g., retirements).

Commercial dance teachers fall under a different SOC code: Self-Enrichment Education Teachers (25-3021). The SOC code for self-enrichment education teachers counts teachers of many disciplines, including ceramics, driving, and swimming. There are currently 11,757 self-enrichment education teachers in the county, and some of those are dance teachers. Exhibit 2 contains detailed employment projections data for dancers and choreographers. There are more dance jobs in the region than listed in Exhibit 2, including dance teacher jobs; however, there is not isolated traditional labor market data to support this position.

**Exhibit 2 – Five-year projections for commercial dance-related occupations**

SOC	Occupation	2016 Jobs	2021 Jobs	2016 - 2021 Change	2016 - 2021 % Change	Annual Openings
27-2031	Dancers	593	624	31	5%	88
27-2032	Choreographers	202	211	9	4%	29
<b>TOTAL</b>		<b>795</b>	<b>835</b>	<b>40</b>	<b>5%</b>	<b>117</b>

Source: Economic Modeling Specialists International (EMSI)

## Earnings

In Los Angeles County, the entry-level average wage for commercial dance-related occupations is between \$10.83 and \$12.68 per hour, which is below the MIT Living Wage estimate of \$13.54 per hour for a single adult.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings is represented by the 10<sup>th</sup> percentile of wages, median hourly earnings is represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings is represented by the 90<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for commercial dance-related occupations**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings	Average Annual Earnings
27-2032	Choreographers	\$12.68	\$24.09	\$29.51	\$47,000
27-2031	Dancers	\$10.83	\$16.96	\$19.28	\$34,000

Source: Economic Modeling Specialists International (EMSI)

## Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. It is also used to isolate job titles within SOC codes. Employer job postings are consulted to understand who is employing commercial dance workers, and what they are looking for in potential candidates. To identify dance teachers, as well as dancers and choreographers, the terms “dance teacher/ instructor/ coach/ assistant” were isolated; therefore, the only self-enrichment education teachers (25-3021) that are included in the real-time labor market data are dance or dance-related teachers.

### Top Titles

The top job titles for employers posting ads for dance workers are listed in Exhibit 4. Dance instructor is mentioned as the job title in 78% of all relevant job postings (90 postings).

**Exhibit 4 –Job titles (n=115)**

Title	Job Postings, Full Year 2017
Dance Instructor	90
Dance Coach	9
Dance Assistant	2
Fitness Instructor	2

Source: Labor Insight/Jobs (Burning Glass)

### Top Employers

Exhibit 5 lists the major employers hiring professionals in the field of commercial dance. Employers included public school districts, charter schools, afterschool mentoring or recreation programs, and dance studios. The top worksite cities in the region for these occupations were Los Angeles, Manhattan Beach, Torrance, West Covina, and Culver City.

**Exhibit 5 – Employers online job ads (n=41)**

A Place Called Home	A World Fit For Kids	Alliance College Ready Public Schools	Aquila
Archdiocese of Los Angeles	Arthur Murray Dance Studio	Arts in Action	Aspire Public Schools
Assurance Learning Academy	Central City Value High School	City of Los Angeles Department of Recreation and Parks	College of the Canyons
East Whittier City School District	Equitas Academy Charter School	Granada Hills Charter High School	ICEF Public Charter Schools
Inner City Education Foundation	International City Theatre	Jumpin Gymkids	KIPP LA Schools

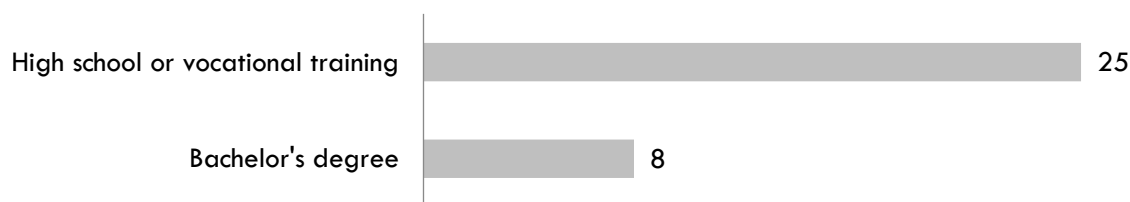
Bancroft Middle School Afterschool Program	Lynwood Unified School District	Michael Sorensen	Odyssey Charter School
PUC National	Redondo Beach Unified	Rise Academy of Dance	Santa Monica Malibu Unified
Southern California Regional Occupational center	The School of Arts and Enterprise	Troy University	West Covina Unified
Westside Waldorf School	William S. Hart Union High School District	Youth Policy Institute	

Source: Labor Insight/Jobs (Burning Glass)

### Advertised Education Levels

Exhibit 6 displays the education level requested by employers in online job ads. The majority of employers were looking for a candidate with a high school education. Approximately 71% of job postings did not specify a level of education.

**Exhibit 6 – Education requirements for dance occupations (n=33)**



Source: Labor Insight/Jobs (Burning Glass)

### Education and Training

Exhibit 7 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training, and percentage of workers in the field who hold a community college award or have completed some postsecondary courses. About 40% of the workforce in each occupation has completed some community college education as their highest level of education.

**Exhibit 7 – Education and training requirements**

SOC	Occupation	Typical entry-level education	Typical on-the-job training	% of Community College Award Holders or Some Postsecondary Coursework
27-2031	Dancers	No formal education	Long-term	40%
27-2032	Choreographers	HS diploma/equivalent	Long-term	40%

Source: Economic Modeling Specialists International, Bureau of Labor Statistics Employment Projections (Educational Attainment)

In Los Angeles County, three community colleges have conferred awards in programs that have historically trained students for the occupations of interest. Between 2014 and 2017, there was an average of eight community college awards conferred annually across the one program, Commercial Dance (1008.10).

It is important to note that an award is not equivalent to a single person in search of a job opening, since a student may earn more than one award (e.g. an associate degree and a certificate).

**Exhibit 8 – CCC Student Awards (by TOP and College)**

TOP Code	Program	College	2014-15 Awards	2015-16 Awards	2016-2017 Awards	3-Year Award Average
1008.10	Commercial Dance	Citrus	N/A	1	2	2
		Glendale	7	6	5	6
		Mt San Antonio	N/A	1	2	2
<b>Total</b>			<b>7</b>	<b>8</b>	<b>9</b>	<b>8</b>

Source: California Community Colleges Chancellor’s Office MIS Data Mart

**Student Outcomes**

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the Commercial Dance Taxonomy of Program (TOP) code (1008.10) in Los Angeles County for the 2015-16 academic year.

- The median earnings in the second fiscal quarter after exit are \$5,415
- 23% of students are earning a living wage
- 69% of students are employed within six months after completing a program

Source: CTE LaunchBoard

**Sources**

O\*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor’s Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, and Statewide CTE Outcomes Survey

## Notes

Data included in this analysis represents the labor market demand for positions most closely related to commercial dance. Standard occupational classification (SOC) codes were chosen based on the national education level required for employment (associate degree and postsecondary certificate) as well as the proportion of current workers who hold a community college award or have had some community college training. This selection process narrows the labor market analysis to the most relevant employment opportunities for students with community college education and/or training.

Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.