

Memorandum

To: Judy Beachler, Cosumnes River College (CRC)

Cc: Torence Powell: Associate Vice President, Cosumnes River College

From: Aaron Wilcher, Director, Center of Excellence (COE), North-Far North region

Date: February 8, 2019

Re: Program endorsement request for Music Entrepreneurship

Background

Cosumnes River College requested a program endorsement report from the COE regarding Music Entrepreneurial Arts (Composition and Instruction). The COE provided a related report for American River College in March, 2018 that should accompany the present memo as supporting documentation for the program endorsement process for the NFN regional consortium.

In the present memo, the COE provides updated occupational data for music instruction professions. Composition is not measured based on the education level required (bachelor's). The memo also contains specific award data for the NFN region for program areas.

Findings

- The job market for music instruction is difficult to define or analyze. There is no direct SOC code. As a result, occupational analysis relied on the broader self-enrichment education teacher category that counts jobs in unrelated areas of expertise (i.e., athletic coaching, art instruction).
- The rate of job growth for self-enrichment education teachers is positive; however, the available data does not break out music instruction as its own category. Due to this limitation, the expected demand for music instruction is unknown.
- The large majority (>80%) of music instruction job postings in the study region were for music teachers. A review of these postings found that nearly all required a bachelor's degree and were for a primary instructor. Broader salary and education estimates based on Burning Glass data were inconclusive since less than one-third of the total job postings contained this information. On a whole, there were only 62 related job postings returned for the prior twelve-month period.
- A large percentage of workers in self-enrichment education teaching jobs are self-employed, 42 percent of the total as of 2017. This percentage is far greater than the percentage of self-employed persons in the overall North region economy, which was 8 percent in 2017.
- The top employers regionally were public school districts. The majority of jobs as well as current job postings are in the Sacramento MSA. Fewer than 10 percent of jobs fell outside the metro area, but were within the North region. Nearly half of all current postings were for positions in the City of Sacramento.
- Occupational data is offered for Musicians and Singers (SOC 27-2042). There are a total of 1,200 jobs in the 7-county Sacramento region in the category; the median hourly earnings rate is \$18.73 per hour. About 680 jobs of the 1,200 are self-employed workers, about 57 percent. Median hourly earnings for the self-employed workers is roughly the same. For employed workers, the median average is considerably higher, \$24 per hour. The wages are above the living wage for a one adult household, \$11.73 per hour, but below the living wage for a one adult, one child household, \$25.99.

- The region produces about 50 awards annually for Commercial Music (TOP 1005.00), and about 30 awards for Music (TOP 1004.00). The five-year projected annual openings for the related occupation is 120.

Recommendations

- The labor market for music entrepreneurship is difficult to define or assess. Data suggests half of musicians are self-employed. The available data indicate that annual openings are just more than what the region produces in related programs.
- The wage data suggests a low, but acceptable level.
- The COE recommends moving forward with the program.

Please contact Aaron Wilcher, COE director, for further information at wilchea@losrios.edu or 916-563-3233.