



Musical Theater Occupations Labor Market Information Report West Valley College

Prepared by the San Francisco Bay Center of Excellence
for Labor Market Research
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Recommendation

Based on all available data, there appears to be an undersupply of Musical Theater workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara County). There is a projected annual gap of about 1,176 students in the Bay region and 373 students in the Silicon Valley Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1099.00 - Other Fine and Applied Arts in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at West Valley College and in the region.

Introduction

This report profiles Musical Theater Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new program at West Valley College.

- **Actors (SOC 27-2011):** Play parts in stage, television, radio, video, motion picture productions, or other settings for entertainment, information, or instruction. Interpret serious or comic role by speech, gesture, and body movement to entertain or inform audience. May dance and sing.
Entry-Level Educational Requirement: *Some college, no degree*
Training Requirement: *Long-term on-the-job training*
Percentage of Community College Award Holders or Some Postsecondary Coursework: 29%
- **Musicians and Singers (SOC 27-2042):** Play one or more musical instruments or sing. May perform on stage, for on-air broadcasting, or for sound or video recording.
Entry-Level Educational Requirement: *No formal educational credential*
Training Requirement: *Long-term on-the-job training*
Percentage of Community College Award Holders or Some Postsecondary Coursework: 25%
- **Dancers (SOC 27-2031):** Perform dances. May perform on stage, for on-air broadcasting, or for video recording
Entry-Level Educational Requirement: *No formal educational credential*
Training Requirement: *Long-term on-the-job training*
Percentage of Community College Award Holders or Some Postsecondary Coursework: 31%

- **Choreographers (SOC 27-2032):** Create new dance routines. Rehearse performance of routines. May direct and stage presentations.

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: Long-term on-the-job training

Percentage of Community College Award Holders or Some Postsecondary Coursework: 31%

Occupational Demand

Table 1. Employment Outlook for Musical Theater Occupations in Bay Region

Occupation	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	25% Hourly Wage	Median Hourly Wage
Actors	1,785	1,925	140	8%	1,245	249	\$13.69	\$22.17
Musicians and Singers	5,994	6,094	100	2%	3,812	762	\$15.47	\$29.85
Dancers	519	515	-4	-1%	460	92	\$13.17	\$17.03
Choreographers	390	400	11	3%	363	73	\$35.45	\$45.34
TOTAL	8,688	8,934	246	3%	5,880	1,176	\$15.87	\$28.20

Source: EMSI 2019.4

Bay Region includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Musical Theater Occupations in Silicon Valley Sub-Region

Occupation	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	25% Hourly Wage	Median Hourly Wage
Actors	535	592	56	11%	389	78	\$12.74	\$20.49
Musicians and Singers	1,843	1,915	72	4%	1,203	241	\$14.44	\$27.91
Dancers	120	126	6	5%	114	23	\$12.87	\$18.09
Choreographers	170	177	7	4%	158	32	\$33.15	\$41.99
TOTAL	2,669	2,811	142	5%	1,865	373	\$15.22	\$26.87

Source: EMSI 2019.4

Silicon Valley Sub-Region includes Santa Clara County

Job Postings in Bay Region and Silicon Valley Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (March 2019 - February 2020)

Occupation	Bay Region	Silicon Valley
Actors	516	128
Musicians, Instrumental	105	22
Singers	30	12
Choreographers	17	5
Dancers	15	2
TOTAL	683	169

Source: Burning Glass

Table 4a. Top Job Titles for Musical Theater Occupations for latest 12 months (March 2019 - February 2020) Bay Region

Common Title	Bay	Common Title	Bay
With Kids - Aba	271	Singer	5
Actor	39	Performer	5
Presenter/Performer	33	Dancer	5
Crew	21	Crew, Information And Technology Industry	5
Musician	15	Costume Character	5
Birthday Party Performer	13	Bell Ringer	5
42R Army Bandperson	12	Worship Accompanist	4
Agent	10	With Kids Aba - Walk In Interviews	4
Accompanist	7	Web Engineer	4
Organist	6	Vocalist	4
Crew, Entertainment And Recreation Industry	6	Stand-Up Paddleboarding Instructor	4
Presenter/Performer	33	Serious About A	4

Table 4b. Top Job Titles for Musical Theater Occupations for latest 12 months (March 2019 - February 2020) Silicon Valley Sub-Region

Common Title	Silicon Valley	Common Title	Silicon Valley
With Kids - Aba	51	SFDC Professionals	2
Actor	15	Serious Individuals	2
Presenter/Performer	10	Professionals	2
Crew, Entertainment And Recreation Industry	6	Musician	2
Agent	6	Entertainment Performer	2
Crew	5	Crew, Information And Technology Industry	2
With Kids Aba - Walk In Interviews	4	Choir Accompanist	2
Aba- With Kids	4	Character Escort Entertainment	2
42R Army Bandperson	4	Birthday Party Performer	2
Serious About A	3	Army Bandperson	2
Upcoming Auditions Near	2	Accompanist	2
Stand-Up Paddleboarding Instructor	2	Workday HCM Role	1

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Musical Theater Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2018)	Jobs in Industry (2022)	% Change (2018-22)	% in Industry (2018)
Independent Artists, Writers, and Performers (711510)	1,895	2,024	7%	22%
Religious Organizations (813110)	1,641	1,689	3%	19%
Musical Groups and Artists (711130)	1,174	1,110	-5%	13%

Theater Companies and Dinner Theaters (711110)	627	678	8%	7%
Other Spectator Sports (711219)	459	441	-4%	5%
Dance Companies (711120)	306	307	0%	3%
Motion Picture and Video Production (512110)	268	274	2%	3%
Promoters of Performing Arts, Sports, and Similar Events without Facilities (711320)	227	226	0%	3%
Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures (711410)	182	164	-10%	2%
Promoters of Performing Arts, Sports, and Similar Events with Facilities (711310)	164	180	10%	2%
Drinking Places (Alcoholic Beverages) (722410)	125	140	12%	1%
Colleges, Universities, and Professional Schools (611310)	102	115	13%	1%
Exam Preparation and Tutoring (611691)	101	111	10%	1%
Sports and Recreation Instruction (611620)	100	109	9%	1%
Sports Teams and Clubs (711211)	102	94	-8%	1%

Source: EMSI 2019.4

Table 6. Top Employers Posting Musical Theater Occupations in Bay Region and Silicon Valley Sub-Region (March 2019 - February 2020)

Employer	Bay	Employer	Bay	Employer	Silicon Valley
Card	63	Monterey Bay Aquarium	6	Woodland Hills	13
Woodland Hills	62	Skills Global, Llc	5	Card	12
The Center For Autism And Related Disorders, Inc	41	OSI Engineering	5	California Weekly Explorer Incorporated	11
California Weekly Explorer Incorporated	35	AMC Theatres	5	The Center For Autism And Related Disorders, Inc	9
Carnival Entertainment	22	Mah Benefits	4	Off Couch Incorporated	7
Trader Joe's	20	Fratello Marionettes	4	Army National Guard	6
Army National Guard	16	Community Presbyterian Church	4	Trader Joe's	5
Center For Autism And Related Disorders	12	Zum	3	Los Gatos Theatre	5
US Army	8	Santa Clara University	3	Santa Clara University	3
Mad Science Of Mount Diablo	8	Salem Kroc 2 0	3	Mah Benefits	3
Mad Science Bay Area	8	Microdental Laboratories	3	Mad Science Bay Area	3
Six Flags Incorporated	7	Flagship Entertainment	3	American Immersion Theater	3
Off Couch Incorporated	7	Avid4 Adventure	3	Zum	2

Source: Burning Glass

Educational Supply

There are no community colleges in the Bay Region issuing awards on average annually (last 3 years) on TOP 1099.00 - Other Fine and Applied Arts.

Source: Data Mart

Note: The annual average for awards is 2015-16 to 2017-18.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 1,176 annual openings for the Musical Theater occupational cluster and no annual (3-year average) awards for an annual undersupply of 1,176 students. In the Silicon Valley Sub-Region there is also a gap with 373 annual openings and no annual (3-year average) awards for an annual undersupply of 373 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1099.00 - Other Fine and Applied Arts

2015-16	Bay (All CTE Programs)	West Valley College (All CTE Programs)	State (1099.00)	Bay (1099.00)	Silicon Valley (1099.00)	West Valley College (1099.00)
% Employed Four Quarters After Exit	74%	68%	55%	n/a	n/a	n/a
Median Quarterly Earnings Two Quarters After Exit	\$10,550	\$9,771	\$12,050	n/a	n/a	n/a
Median % Change in Earnings	46%	41%	40%	n/a	n/a	n/a
% of Students Earning a Living Wage	63%	57%	25%	n/a	n/a	n/a

Source: Launchboard Pipeline (version available on 3/30/20)

Skills, Certifications and Education

Table 9. Top Skills for Musical Theater Occupations in Bay Region (March 2019 - February 2020)

Skill	Postings	Skill	Postings	Skill	Postings
Employee Training	286	Surgery	76	Scheduling	37
Faculty Training	286	Administrative Support	67	Travel Arrangements	37
Applied Behavior Analysis	285	Singing	67	Piano	35
Behavior Analysis	284	Patient Assistance	66	Music Theory	31
Treatment Planning	283	Babysitting	50	Percussion Instruments	29
Health Insurance Portability and Accountability Act (HIPAA)	282	Caregiving	50	Lifting Ability	27
HIPPA Compliance	282	Child Development	50	Elementary Education	24
Autism Diagnosis / Treatment / Care	275	Hospice	49	Cash Register Operation	20
Teaching	191	Behavioral Health	48	Cleaning	19
Test Administration	143	Developmental Disabilities	48	Sales	16
Child Care	135	Psychology	48	Guest Services	12
Social Services	131	Special Education	48	Public Speaking	11
Mental Health	113	Customer Service	43	Repair	11
Music	106	Guitar	39	Wardrobe Maintenance	11
Pediatrics	76	Expense Reports	37	HTML5	10

Source: Burning Glass

Table 10. Certifications for Musical Theater Occupations in Bay Region (March 2019 - February 2020)

Note: 50% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

Certification	Postings	Certification	Postings
Board Certified Behavior Analyst (BCBA)	284	Registered Environmental Health Specialist	2
Board Certified Assistant Behavior Analyst (BCaBA)	270	Microsoft Certified Professional (MCP)	2
Driver's License	182	ITIL Certification	2
Psychologist License	14	IT Infrastructure Library (ITIL) Certification	2
Certified Lifeguard	6	CompTIA Network+	2
First Aid CPR AED	3	Certified A+ Technician	2
CA License	3	Group Exercise Instructor	1
Board Certified/Board Eligible	3	Counseling Certification	1

Source: Burning Glass

Table 11. Education Requirements for Musical Theater Occupations in Bay Region

Note: 44% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	324	84%
Associate Degree	10	3%
Bachelor's Degree or Higher	32	13%

Source: Burning Glass

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

Sources

O*Net Online
 Labor Insight/Jobs (Burning Glass)
 Economic Modeling Specialists International (EMSI)
 CTE LaunchBoard www.calpassplus.org/Launchboard/
 Statewide CTE Outcomes Survey
 Employment Development Department Unemployment Insurance Dataset
 Living Insight Center for Community Economic Development
 Chancellor's Office MIS system

Contacts

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