**Songwriting Occupations**

**Labor Market Information Report**

**Foothill College College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

March 2020

# Recommendation

Based on all available data, there appears to be an undersupply of Songwriting 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 123 students in the Bay region and 18 students in the Silicon Valley Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on Commercial Music-TOP 1005.00 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 Foothill College and in the region.

# Introduction

This report profiles Songwriting Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new program at Foothill College. Labor market information (LMI) is not available at the eight-digit SOC Code level for Music Composers and Arrangers (27-2041.04), therefore, the data shown in Tables 1 and 2 is for Music Directors and Composers(at the six digit SOC level). Tables 3, 4, 6, 9, 10 and 11 use job postings data from Burning Glass at the eight-digit SOC Code level for Music Composers and Arrangers (27-2041.04).

|  |
| --- |
| * **Music Directors and Composers (SOC 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.
 |
| Entry-Level Educational Requirement: Bachelor's degree |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 25% |

# Occupational Demand

**Table 1. Employment Outlook for Songwriting Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Music Directors and Composers |  1,506  |  1,512  | 6 | 0% |  936  |  187  | $16.07 | $25.46 |

*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 Songwriting Occupations in Silicon Valley Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Music Directors and Composers |  292  |  302  | 10 | 3% |  191  |  38  | $16.70 | $25.75 |

*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 |
| --- | --- | --- |
|  Music Directors | 56 | 20 |
|  Music Composers and Arrangers | 10 | 5 |
|  **TOTAL** | **66** | **25** |

*Source: Burning Glass*

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

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Summer Instructor, 3D Printing | 8 | Sports Director | 1 |
| Music Teacher | 6 | Songwriter | 1 |
| Music Director | 5 | Senior Producer, Voice | 1 |
| Voice Producer, Speech | 4 | Quantum Theory | 1 |
| Music Singer/Director | 4 | Organist | 1 |
| Slower Of Work Consider A Live-In Caregiving | 3 | Musical Director | 1 |
| Minister of Music | 3 | Music Director/Accompanist | 1 |
| Director, Music | 3 | Music Composer | 1 |
| Associate | 3 | Maestro A De Espanol - Privado | 1 |
| Slower Of Work Consider Caregiving In | 2 | Leader, Manufacturing Industry | 1 |
| Instructor, Director Of Choral/Vocal Studies | 2 | Empregada Domstica Em Tempo Integral | 1 |
| Director, Music,Arts | 2 | Director/Pianist | 1 |
| Wrangler/Composer | 1 | Director | 1 |
| Worship Music Director | 1 | Conductor Of Aspirante Youth Orchestra | 1 |

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

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Silicon Valley | Common Title | Silicon Valley |
| Voice Producer, Speech | 4 | Music Teacher | 1 |
| Summer Instructor, 3D Printing | 4 | Music Director | 1 |
| Slower Of Work Consider A Live-In Caregiving | 3 | Leader, Manufacturing Industry | 1 |
| Director, Music | 3 | Director/Pianist | 1 |
| Music Singer/Director | 2 | Director | 1 |
| Worship Music Director | 1 | Assistant Music Director, Special | 1 |
| Quantum Theory | 1 | Music Teacher | 1 |
| Musical Director | 1 |  |  |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Songwriting 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) |
| Religious Organizations (813110) | 662 | 682 | 3% | 44% |
| Independent Artists, Writers, and Performers (711510) | 262 | 264 | 1% | 17% |
| Musical Groups and Artists (711130) | 131 | 122 | -7% | 9% |
| Other Spectator Sports (711219) | 81 | 77 | -5% | 5% |
| Theater Companies and Dinner Theaters (711110) | 52 | 54 | 4% | 4% |
| Elementary and Secondary Schools (611110) | 48 | 50 | 4% | 3% |
| Promoters of Performing Arts, Sports, and Similar Events without Facilities (711320) | 36 | 36 | 0% | 2% |
| Dance Companies (711120) | 32 | 32 | 0% | 2% |
| Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures (711410) | 31 | 27 | -13% | 2% |
| Elementary and Secondary Schools (Local Government) (903611) | 26 | 26 | 0% | 2% |
| Promoters of Performing Arts, Sports, and Similar Events with Facilities (711310) | 21 | 21 | 0% | 1% |

*Source: EMSI 2019.4*

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Silicon Valley |
| Galileo Learning | 7 | Santa Rosa Symphony | 1 | Galileo Learning | 3 |
| Compass Sls & Ils | 5 | Santa Clara University | 1 | Compass Sls & Ils | 3 |
| Berkeley Broadway Singers | 5 | San Jose State University | 1 | Apple Inc. | 3 |
| Apple Inc. | 3 | San Jose Korean Presbyterian Church | 1 | Diocese San Jose | 2 |
| Notes For Notes | 2 | Private Non Profit | 1 | Berkeley Broadway Singers | 2 |
| National Children's Chorus | 2 | Presentation High School | 1 | The New Hope Band | 1 |
| Mills College | 2 | Pacific Edge Vocies | 1 | Starting Arts | 1 |
| Diocese San Jose | 2 | Opera San Jose | 1 | Santa Clara University | 1 |
| Chabot Las Positas Community College District | 2 | O2 Artisans Aggregate | 1 | San Jose State University | 1 |
| Youth Music Monterey | 1 | Music Ministry International | 1 | San Jose Korean Presbyterian Church | 1 |
| The New Hope Band | 1 | Mt Pleasant Elementary | 1 | Presentation High School | 1 |
| Sunnyslope Christian Center | 1 | Matthewchen Music | 1 | Opera San Jose | 1 |
| Starting Arts | 1 | KQED | 1 | Mt Pleasant Elementary | 1 |
| St Pauls Episcopal School | 1 | IBM | 1 | IBM | 1 |
| St Mary Health Care | 1 | Global Lt | 1 | Diocese Of San Jose In California | 1 |
| St Ignatius College Preparatory | 1 | Diocese Of San Jose In California | 1 |  |  |
| Skyline Community Church UCC | 1 | Diocese Of San Jose DSI | 1 |  |  |

*Source: Burning Glass*

# Educational Supply

There are five (5) community colleges in the Bay Region issuing 64 awards on average annually (last 3 years) on Commercial Music-TOP 1005.00. There are two colleges in the Silicon Valley Sub-Region issuing 20 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on Commercial Music-TOP 1005.00 in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ Units | Certificate Low Unit | Total |
| Cabrillo College  | Santa Cruz - Monterey |  1  |  0  |  2  |  3  |
| Diablo Valley College  | East Bay |  10  |  9  |  0  |  19  |
| Foothill College  | Silicon Valley |  11  |  2  |  0  |  13  |
| Los Medanos College  | East Bay |  5  |  5  |  12  |  22  |
| West Valley College | Silicon Valley | 0 |  7  | 0 |  7  |
| **Total Bay Region** |  **27**  |  **23**  |  **14**  |  **64**  |
| **Total Silicon Valley Sub-Region** | **11** | **9** | **0** | **20** |

# *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 187 annual openings for the Songwriting occupational cluster and 64 annual (3-year average) awards for an annual undersupply of 123 students. In the Silicon Valley Sub-Region, there is a small gap with 38 annual openings and 20 annual (3-year average) awards for an annual undersupply of 18 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on Commercial Music-TOP 1005.00**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | Foothill College (All CTE Programs) | State (1005.00) | Bay (1005.00) | Silicon Valley (1005.00) | Foothill College (1005.00) |
| % Employed Four Quarters After Exit | 74% | 77% | 63% | 64% | 69% | 64% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $15,301 | $4,540 | $4,867 | $11,841 | $4,867 |
| Median % Change in Earnings | 46% | 82% | 71% | 61% | 50% | 61% |
| % of Students Earning a Living Wage | 63% | 76% | 23% | 29% | 65% | 29% |

*Source: Launchboard Pipeline (version available on 3/2/20)*

# Skills, Certifications and Education

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Music | 41 | Media Production | 4 | Audio Systems | 2 |
| Teaching | 21 | Text to Speech (TTS) | 4 | Budget Management | 2 |
| Budgeting | 15 | Cooking | 3 | Cost Estimation | 2 |
| Cleaning | 13 | Customer Experience Improvement | 3 | Event Planning | 2 |
| Singing | 13 | Digital Audio | 3 | Graphic Design | 2 |
| Piano | 12 | Guitar | 3 | Injury Prevention | 2 |
| Scheduling | 12 | Human Computer Interaction | 3 | Invoice Approval | 2 |
| 3D Printing / Additive Manufacturing (AM) | 8 | Inventory Maintenance | 3 | Meal Preparation | 2 |
| Customer Service | 8 | Meal Planning | 3 | Music Production | 2 |
| Educational Programs | 8 | Medication Administration | 3 | Network Hardware/Software Maintenance | 2 |
| Artificial Intelligence | 5 | Multimedia | 3 | Pro Tools | 2 |
| Cardiopulmonary Resuscitation (CPR) | 5 | Music Theory | 3 | Program Implementation | 2 |
| Caregiving | 5 | Social Content | 3 | Project Management | 2 |
| Customer Contact | 5 | Social Media | 3 | Project Planning and Development Skills | 2 |
| Fundraising | 5 | Songwriting | 3 | Providing Warranties | 2 |

*Source: Burning Glass*

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

Note: 86% 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 |
| Driver's License | 7 | Counseling Certification | 1 |
| First Aid CPR AED | 5 | Certified Teacher | 1 |

*Source: Burning Glass*

**Table 11. Education Requirements for Songwriting Occupations in Bay Region** Note: 53% 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 | 5 | 16% |
| Associate Degree | 1 | 3% |
| Bachelor’s Degree or Higher | 23 | 81% |

*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/](http://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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