

Commercial Dance Occupations Labor Market Analysis: San Diego County

January 2019

Summary

According to available labor market information, there is a small demand for occupations that could be trained by a *Commercial Dance* program. For the purpose of this report, these occupations are referred to as “Commercial Dance Occupations.” *Commercial Dance Occupations* in San Diego County have a labor market demand of 21 annual job openings. Two educational institutions in San Diego County supply eight awards for these occupations, suggesting that there is a small supply gap.

The following list summarizes findings from the labor market analysis for *Commercial Dance Occupations*:

- Between 2018 and 2023, the number of jobs for *Commercial Dance Occupations* are projected to have no change.
- Employers in San Diego County will need to hire 21 workers annually to fill new jobs and backfill jobs due to attrition such as retirement or turnover.
- Between 2010 and 2018, there was an average of nine online job postings per year for *Commercial Dance Occupations* in San Diego County.
- On average, the median hourly earnings for *Commercial Dance Occupations* is \$18.54; this is more than the Self-Sufficiency Standard for a single adult in San Diego County, which is \$15.99 per hour.
- There is one Taxonomy of Programs (TOP) code and one Classification of Instructional Programs (CIP) code related to *Commercial Dance Occupations*.
- According to TOP data, two community colleges supply the region with awards for these occupations: MiraCosta College and Palomar College.
- Comparing labor demand (annual openings) with labor supply suggests that there is a supply gap for these occupations in San Diego County, with 21 annual openings and eight awards. Comparatively, there are 316 annual openings in California and 24 awards.
- Between January 1, 2016 and December 31, 2018, the top five employers in San Diego County for these occupations were Carnival Entertainment, Hard Rock Hotel San Diego, Heartlight Dance, San Diego Musical Theatre, and Subway.

- Based on online job postings between January 1, 2016 and December 31, 2018, the top listed educational requirement for *Commercial Dance Occupations* is a high school diploma or vocational training or bachelor's degree.

Introduction

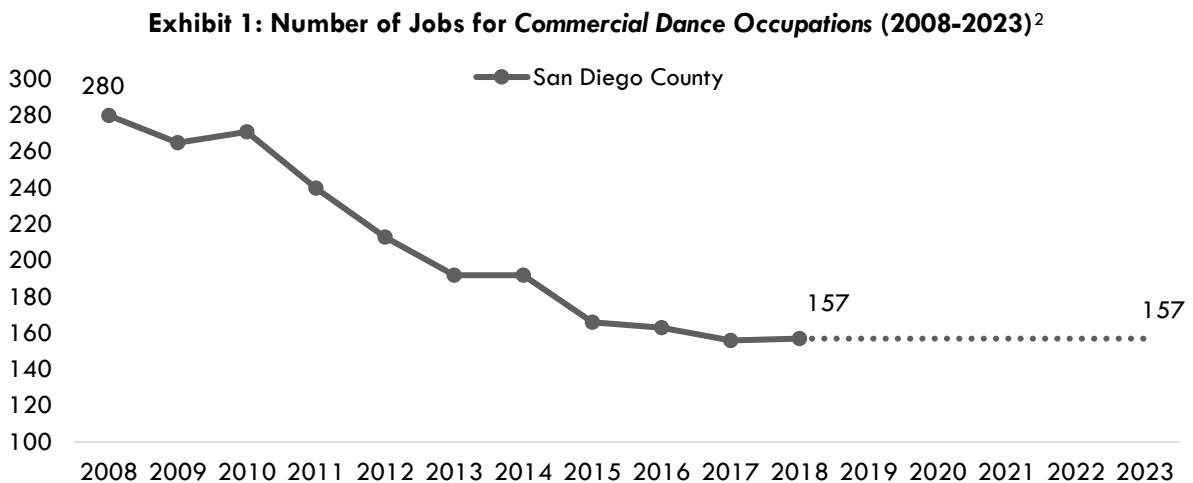
This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Dancers** (SOC 27-2031): Perform dances. May perform on stage, for on-air broadcasting, or for video recording.
- **Choreographers** (SOC 27-2032): Create new dance routines. Rehearse performance of routines. May direct and stage presentations.

For the purpose of this report, these occupations are referred to as *Commercial Dance Occupations*.

Projected Occupational Demand

Between 2018 and 2023, *Commercial Dance Occupations* are projected to have no change (Exhibit 1). Employers in San Diego County will need to hire 21 workers annually to fill new jobs and backfill jobs due to attrition such as retirement or turnover.



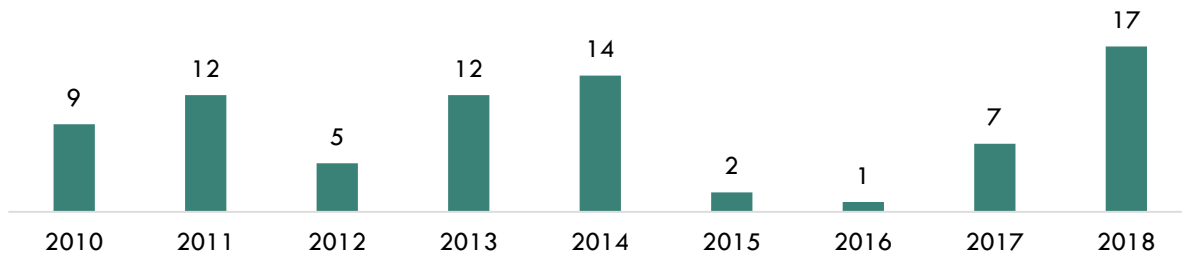
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

² Economic Modeling Specialists, Int'l. (EMSI). San Diego (6073). 2018.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2008-2023.

Online Job Postings

Between 2010 and 2018, there was an average of **nine** online job postings per year for *Commercial Dance Occupations* in San Diego County (Exhibit 2).

Exhibit 2: Number of Online Job Postings for Commercial Dance Occupations in San Diego County (2010-2018)³



Earnings

The median hourly earnings of *Commercial Dance Occupations* range from **\$16.90 to \$20.17** (Exhibit 3a). On average, the median hourly earnings for *Commercial Dance Occupations* is **\$18.54**; this is more than the Self-Sufficiency Standard for a single adult in San Diego County, which is **\$15.99** per hour (Exhibit 3b).⁴

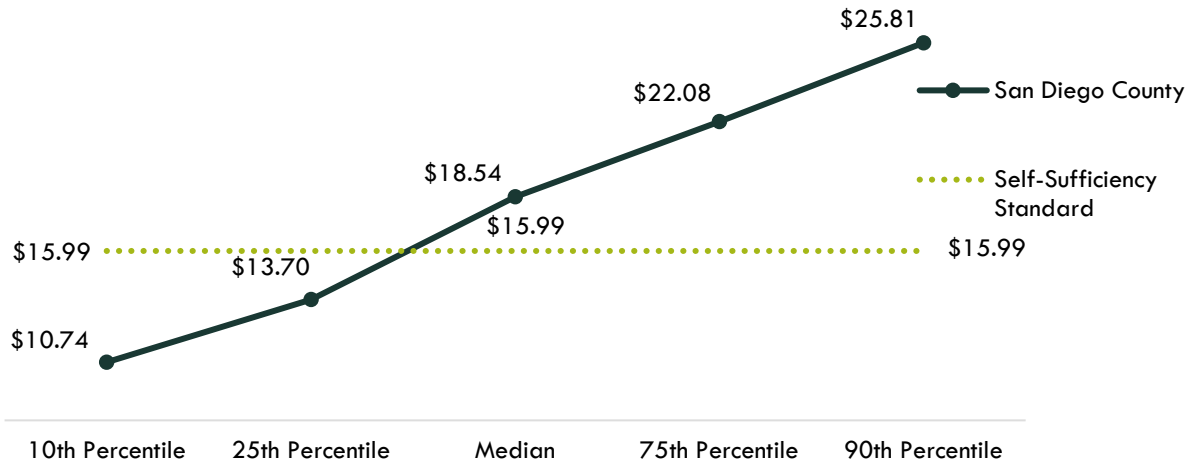
Exhibit 3a: Hourly Earnings for Commercial Dance Occupations in San Diego County

Occupational Title	Entry-Level Hourly Earnings (10 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (90 th Percentile)
Choreographers	\$10.51	\$20.17	\$29.74
Dancers	\$10.98	\$16.90	\$21.87

³ Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2010-2018.

⁴ The self-sufficiency wage in San Diego for one adult is \$15.99 (insightcced.org/2018-self-sufficiency-standard).

Exhibit 3b: Hourly Earnings for Commercial Dance Occupations in San Diego County⁵



Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁶ There is **one** TOP code and **one** CIP code related to *Commercial Dance Occupations* (Exhibit 4).

Exhibit 4: Related TOP and CIP Codes for Commercial Dance Occupations

Commercial Dance Occupations

TOP 100810: Commercial Dance

CIP 50.0399: Dance, Other

According to TOP data, **two** community colleges supply the region with awards for these occupations: **MiraCosta College and Palomar College**. According to CIP data, **no** non-community college supplies the region with awards (Exhibit 5).

⁵ EMSI. San Diego (6073). 2018.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2018-2023.

⁶ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

**Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2013-14 through PY2016-17 Average)**

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY14-15 to PY16-17)	Other Educational Institutions 3-Yr Annual Average Awards (PY13-14 to PY15-16)	3-Yr Total Average Supply (PY13-14 to PY16-17)
100810	Commercial Dance	8	0	8
	• MiraCosta	1	0	
	• Palomar	7	0	
50.0399	Dance, Other	0	0	0
			Total	8

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁷ suggests that there is a **supply gap** for these occupations in San Diego County, with **21** annual openings and **eight** awards. Comparatively, there are **316** annual openings in California and **24** awards⁸ (Exhibit 6).

Exhibit 6: Labor Demand (Annual Openings) Compared to Labor Supply (Average Annual Awards)

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	21	8	13
California	316	24	292

Please note: This is a basic analysis of supply and demand of labor. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed. Additionally, the data does not include workers who are currently in the labor force who could fill these positions or workers who are not captured by publicly available data.

⁷ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁸ Centers of Excellence Student Outcomes supply table. (coecc.net/Supply-and-Demand.aspx).

Student Outcomes

Based on the information available in the CTE LaunchBoard, students who took courses in the related TOP codes exhibited the following outcomes (Exhibit 7).

**Exhibit 7: Strong Workforce Program Metrics for TOP 100810: Commercial Dance
San Diego-Imperial Region vs. California (PY2015-16)**

Metric	San Diego-Imperial	California
Number of course enrollments ⁹	976	2,945
Completed 12+ CTE units in one year ¹⁰	28	139
Completed 48+ CTE contact hours in one year ¹¹	0	N/A
Number of students who got a degree or certificate ¹²	N/A	19
Number of students who transferred ¹³	33	116
Employed in the second fiscal quarter after exit ¹⁴	65%	68%
Employed in the fourth fiscal quarter after exit ¹⁵	59%	61%
Job closely related to field of study ¹⁶	N/A	N/A
Median earnings in the second fiscal quarter after exit ¹⁷	\$8,627	\$6,598
Median change in earnings ¹⁸	N/A	42%
Attained a living wage ¹⁹	N/A	29%

⁹ The number of enrollments in courses assigned to the TOP code in the selected year.

¹⁰ The number of students who completed 12 or more credit CTE units.

¹¹ The number of students who completed 48 or more noncredit CTE instructional contact hours.

¹² The number of unduplicated students who earned a locally-issued certificate, Chancellor's Office approved certificate, associate degree, and/or California Community Colleges bachelor's degree in the selected TOP code.

¹³ Students who took non-introductory courses or completed a California Community Colleges Chancellor's Office award in the selected TOP code in selected year who subsequently enrolled for the first time in a four-year institution the following year.

¹⁴ Among all exiters with a valid SSN, the percentage who were employed two quarters after exiting California Community Colleges.

¹⁵ Among exiting students with a valid SSN, the percentage who were employed four quarters after exiting California Community Colleges.

¹⁶ Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

¹⁷ Among exiting students, the median second-quarter earnings one year after the year in which they exited California Community Colleges.

¹⁸ Among exiting students with a valid SSN, the percentage change in earnings one year before and one year after exiting California Community Colleges.

¹⁹ Among completers and skills builders who exited, the proportion of students who attained a living wage.

Top Employers and Work Locations

Between January 1, 2016 and December 31, 2018, the top five employers in San Diego County for these occupations were [Carnival Entertainment](#), [Hard Rock Hotel San Diego](#), [Heartlight Dance, San Diego Musical Theatre](#), and [Subway](#) (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for Commercial Dance Occupations²⁰

Top Employers	
<ul style="list-style-type: none">• Carnival Entertainment• Hard Rock Hotel San Diego• Heartlight Dance• San Diego Musical Theatre• Subway	<ul style="list-style-type: none">• Club Med• Escondido Union High School District• Luxe Kurves Magazine• Malashock Dance Studio• Seaworld Parks & Entertainment

Skills, Education, and Certifications

Commercial Dance Occupations have educational requirements ranging from no formal educational credential to a high school diploma or equivalent (Exhibit 9a).

Exhibit 9a: Educational Requirements for Commercial Dance Occupations²¹

Occupational Title	Typical Entry-Level Education
Choreographers	High school diploma or equivalent
Dancers	No formal educational credential

Based on online job postings between January 1, 2016 and December 31, 2018, the top listed educational requirement for the two *Commercial Dance Occupations* is a [high school diploma or vocational training or bachelor's degree](#) (Exhibit 9b).²²

²⁰ Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2016-2018.

²¹ EMSI. San Diego (6073). 2018.04 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2018-2023.

²² Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2016-2018.

Exhibit 9b: Educational Requirements for Commercial Dance Occupations in San Diego County²³

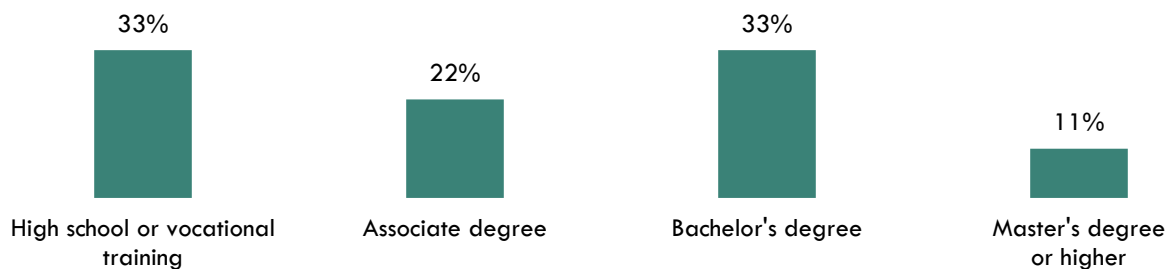


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2016 and December 31, 2018.

Exhibit 10: Top Skills for Commercial Dance Occupations in San Diego County²⁴

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Music • Singing • Customer Contact • Customer Service • Teaching 	<ul style="list-style-type: none"> • Positive Disposition • Teamwork / Collaboration • Detail-Oriented • English • Listening 	<ul style="list-style-type: none"> • N/A

Tina Ngo Bartel, Director

John Edwards, Research Analyst

San Diego-Imperial Center of Excellence for Labor Market Research

tngobartel@miracosta.edu

jedwards@miracosta.edu



²³ Bureau of Labor Statistics, Educational attainment for workers 25 years and older by detailed occupation. bls.gov/emp/ep_table_111.htm.

²⁴ Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2016-2018.

Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

San Diego Mesa College
School of Exercise Science, Health, Dance
San Diego Community College District

Career Technical Education Advisory Committee Meeting - Dance

Tuesday, September 15, 2020. 2:00 PM – 4:00 PM

MEETING MINUTES

- I. Call to Order
2:05 PM by Committee Chair Blythe Barton
- II. Membership Update
 1. Voting Members: Angie Bunch, Trishaa Camp, Matt Carney, Araceli Carrera, Nikki Dunnan, Kenneth Green, Jamie Nixon, Emily Miller and Summer Williams
 2. Advisory Members (Non-Voting): Blythe Barton (Committee Chair), Donna Flournoy (Dance Faculty), Ed Helscher (School Chair)
 3. Guests: Aulani Chun (Retired Faculty), Faith Jensen Ismay (Dance Faculty) and Katie Ryan (Dance Faculty)
 4. Voting Members ABSENT: Matt Carney, Kenneth Green
- III. Background on Mesa Dance
 1. What is (CTE) – Career Technical Education
 - i. Funding, Certificates
 2. Goals of the Advisory Committee
 - i. Learn and share research-based practices to better serve our student groups at the Community College levels. Bridge the gap into a four- year institution, business/Dance Studio, Commercial dance workforce.
 - ii. Reaffirm our understanding that all students benefit from the ongoing refinement of equitable practices.
 - iii. Provide a forum for administrators, Faculty/Staff, and Professionals to discuss the complexities of student’s success and equity.
 - iv. Thoughts on how to retain student populations.
 3. What is San Diego Mesa College Dance?
 4. Dance Program Awards:
 - i. Associate of Arts Degree
 - Dance
 - ii. Certificates of Achievement
 - Commercial Dance
 - Choreography
 - iii. Certificate of Performance
 - Dance
 - Deactivated and Removed
- IV. Program Curriculum Updates
 1. Adjustment of **Commercial Dance Certificate of Achievement** course requirements - REMOVALS

- i. The course DANC179AB – Advanced Commercial Dance is being deactivated due to enrollment changes and has thus been removed from the certificate.
 - Motion to remove DANC178A from **Commercial Dance Certificate of Achievement**
 - Angie Bunch
 - Trishaa Camp seconded the motion
 - Motion carried with majority
 - a. 7 voted to approve
 - b. 0 voted against
 - ii. Dramatic Arts DRAM103 – Acting for nonmajors is not currently offered in a regular time table
 - Motion to remove course from **Commercial Dance Certificate of Achievement**
 - Trishaa Camp
 - Nikki Dunnan seconded the motion
 - Motion carried with majority
 - a. 7 voted to approve
 - b. 0 voted against
- 2. Adjustment of **Commercial Dance Certificate of Achievement** course requirements – RENUMBERING AND UNIT REDUCTION
 - i. Music MUSC 120 – Beginning Voice has recently gone through a numbering change
 - ii. Course MUSC 120 is being renumbered to MUSC134A with a unit reduction from 2 units to 1 unit
 - Motion to accept the number and unit revision of MUSC 120 to MUSC 134A as it is reflected in **Commercial Dance Certificate of Achievement**
 - Angie Bunch
 - Emily Miller seconded the motion
 - Motion carried with majority
 - a. 7 voted to approve
 - b. 0 voted against
- 3. Adjustment of **Commercial Dance Certificate of Achievement** course requirements - ADDITIONS
 - i. Dramatic Arts DRAM 132 – Beginning Acting is offered quite frequently
 - Motion to add DRAM 132 to **Commercial Dance Certificate of Achievement**
 - Trishaa Camp
 - Angie Bunch seconded the motion
 - Motion carried with majority
 - a. 7 voted to approve
 - b. 0 voted against
- 4. Renumbering of Dance Courses
 - i. Due to redistribution of lab and lecture credits we renumbered our primary technique courses.
 - Ballet DANC110 adjusted to DANC112
 - Tap DANC115 adjusted to DANC117

- Hip Hop DANC120 adjusted to DANC122
- Jazz DANC 135 adjusted to DANC137
- Modern DANC140 adjusted to DANC142
- Improvisation DANC177 adjusted to DANC176
 - a. Motion to accept DANC renumbering for **Commercial Dance Certificate of Achievement**
 - b. Emily Miller
 - c. Angie Bunch seconded the motion
 - d. Motion carried with majority
 - i. 7 voted to approve
 - ii. 0 voted against
 - e. Motion to accept DANC renumbering for **Choreography Certificate of Achievement**
 - f. Trishaa Camp
 - g. Summer Williams seconded the motion
 - h. Motion carried with majority
 - i. 7 voted to approve
 - ii. 0 voted against

5. Narrative Revisions

- i. In order to stay compliant with CTE regulations, we have rewritten the narrative for both COA Choreography and COA Commercial Dance. They are now reflective of our current course offerings. These narratives will be submitted to Region X.
 - Motion to accept the narrative revision in **Commercial Dance Certificate of Achievement** (With Editorial Clean-ups)
 - Nikki Dunnan
 - Summer Williams seconded the motion
 - Motion carried with majority
 - a. 7 voted to approve
 - b. 0 voted against
 - Motion to accept the narrative revision in **Choreography Certificate of Achievement** (With Editorial Clean-ups)
 - Nikki Dunnan
 - Angie Bunch seconded the motion
 - Motion carried with majority
 - a. 7 voted to approve
 - b. 0 voted against

Presentation of Certificate of Achievement to Region X

- ii. Vote to present revisions in **Commercial Dance Certificate of Achievement**
- iii. Trishaa Camp moved
- iv. Angie Bunch seconded the motion
- v. Motion carried with majority
 - 7 voted to approve
 - 0 voted against
 - 2 abstained
- vi. Vote to present revisions in **Choreography Certificate of Achievement**
- vii. Emily Miller moved
- viii. Trishaa Camp seconded the motion

- ix. Motion carried with majority
 - 7 voted to approve
 - 0 voted against

V. Round Table for the Good of the Order

Adjournment
3:30 PM

Next Meeting TBD