



Labor Market Analysis for Program Recommendation Creative Career Occupations Cabrillo 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 Creative Career workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, Santa Cruz counties). There is a projected annual gap of about 336 students in the Bay region and 42 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1099.00 Other Fine and Applied Arts programs 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 Cabrillo College and in the region.

This report profiles Creative Career Occupations in the 12 county Bay region and in the SC-Monterey sub-region for Regional program recommendation at Cabrillo College.

- **Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013):** Create original artwork using any of a wide variety of media and techniques.
 Entry-Level Educational Requirement: Bachelor’s degree
 Training Requirement: Long-term on-the-job training
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%
- **Artists and Related Workers, All Other (27-1019):** All artists and related workers not listed separately.
 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: 26%

Occupational Demand

Table 1. Employment Outlook for Creative Career Occupations in Bay Region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Fine Artists, Including Painters, Sculptors, and Illustrators	1,980	2,103	123	6%	1,324	265	\$5	\$12
Artists and Related Workers, All Other	676	638	-38	-6%	377	75	\$11	\$29
Total	2,656	2,741	85	3%	1,701	340		

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
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Source: EMSI 2021.3

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 Creative Career Occupations in SC-Monterey Sub-region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Fine Artists, Including Painters, Sculptors, and Illustrators	247	263	16	7%	166	33	\$4	\$11
Artists and Related Workers, All Other	78	72	-5	-8%	43	9	\$5	\$12
Total	325	335	10	3%	209	42		

Source: EMSI 2021.3

SC-Monterey Sub-Region includes: Monterey, San Benito, Santa Cruz Counties

Job Postings in Bay Region and SC-Monterey Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Mar 2021 - Feb 2022)

Occupation	Bay Region	SC-Monterey
Fine Artists, Including Painters, Sculptors, and Illustrators	1,050	22
Artists and Related Workers, All Other	3	0

Source: Burning Glass

Table 4a. Top Job Titles for Creative Career Occupations for latest 12 months (Mar 2021 - Feb 2022) Bay Region

Title	Bay	Title	Bay
Technical Artist	53	Lead Lighting Artist	9
Lash Artist	48	Artist Assistant	8
Mac Artist	32	Technical Artist V	8
3D Artist	20	2D Artist	7
Illustrator	12	Digital Artist	7
Senior Technical Artist	12	Ui Artist	7
Lighting Artist	11	3D Character Artist	6
Specialty Artist - Mac	10	3D Technical Artist	6
Cgi Artist	9	Artist	6

Source: Burning Glass

**Table 4b. Top Job Titles for Creative Career Occupations for latest 12 months (Mar 2021 - Feb 2022)
SC-Monterey Sub-Region**

Title	SC-Monterey	Title	SC-Monterey
Mac Artist	4	Lash Artist	1
A Call To Artist	2	Live Music Venue Music Artist	1
Artist Assistant	1	Local Artist Long Term Assistant	1
Artist Candlemaking	1	Specialty Artist - Mac	1
Brass Specialist Teaching Artist /Yosal Artist	1	Specialty Artist - Mac*	1
Interdisciplinary Scholar and/or Artist of Asian Studies	3	Vapa Drawing And Painting	1

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Creative Career Workers in Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
Independent Artists, Writers, and Performers	1,729	2,045	18%	58%
Other Personal Care Services	104	124	19%	4%
Federal Government, Civilian, Excluding Postal Service	100	100	0%	3%
Other Spectator Sports	104	76	-27%	3%
Nail Salons	64	66	2%	2%
Graphic Design Services	67	65	-3%	2%
Interior Design Services	56	60	9%	2%
All Other Miscellaneous Store Retailers (except Tobacco Stores)	49	50	2%	2%
Colleges, Universities, and Professional Schools (State Government)	46	47	3%	2%
Motion Picture and Video Production	47	55	18%	1%

Source: EMSI 2021.3

Table 6. Top Employers Posting Creative Career Occupations in Bay Region and SC-Monterey Sub-Region (Mar 2021 - Feb 2022)

Employer	Bay	Employer	SC-Monterey
Estee Lauder Company	98	Estee Lauder Company	4
Facebook	30	University Of California	3

Employer	Bay	Employer	SC-Monterey
Disney	25	Ulta Beauty Inc.	2
Electronic Arts Incorporated	24	North Monterey County Unified	1
Deka Lash	22	John Stewart Company	1
Apple Inc.	17	Global Candle Gallery Of Monterey	1
Ulta Beauty Inc.	14	El Sistema Usa/Salinas	1

Source: Burning Glass

Educational Supply

There is one (1) community college in the Bay Region issuing one (1) award on average annually (last 3 years ending 2018-19) on TOP 1099.00 Other Fine and Applied Arts. In the SC-Monterey Sub-Region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

Table 7. Community College Awards on TOP 1099.00 Other Fine and Applied Arts in Bay Region

College	Subregion	Certificate Low	Total
Berkeley City	East Bay	1	1
Total		1	1

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 340 annual openings for the Creative Career occupational cluster and 4 annual (3-year average) awards for an annual undersupply of 336 students. In the SC-Monterey Sub-Region, there is also a gap with 42 annual openings and no annual (3-year average) awards for an annual undersupply of 42 students.

Student Outcomes

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

Metric Outcomes	Bay All CTE Programs	Cabrillo All CTE Programs	State 1099.00	Bay 1099.00	SC-Monterey 1099.00	Cabrillo 1099.00
Students with a Job Closely Related to Their Field of Study	74%	80%	60%	N/A	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$47,419	\$40,665	\$22,164	\$24,752	N/A	N/A
Median Change in Earnings for SWP Exiting Students	23%	23%	17%	13%	N/A	N/A
Exiting Students Who Attained the Living Wage	52%	47%	23%	N/A	N/A	N/A

Metric Outcomes	Bay All CTE Programs	Cabrillo All CTE Programs	State 1099.00	Bay 1099.00	SC-Monterey 1099.00	Cabrillo 1099.00
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Source: Launchboard Strong Workforce Program Median of 2017 to 2020.

Skills and Education

Table 9. Top Skills for Creative Career Occupations in Bay Region (Mar 2021 - Feb 2022)

Skill	Posting	Skill	Posting
Maya	353	Customer Relationship Management (CRM)	94
Adobe Photoshop	287	Adobe Illustrator	91
Python	179	3D Modeling / Design	87
Social Media	154	Graphic Design	84
Animation	125	C++	82
Cosmetics Industry Knowledge	125	Teaching	80
Customer Service	125	Adobe Aftereffects	76
EPIC Unreal Engine	124	Adobe Indesign	73
Retail Industry Knowledge	120	Adobe Acrobat	67
Zbrush	116	Adobe Creative Suite	65
Art Direction	115	Content Management	65
Sales Goals	108	Microsoft C#	62
Client Needs Assessment	97	3D computer graphics	58
Game Development	97	Painting	57

Source: Burning Glass

Table 10. Education Requirements for Creative Career Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	160	36%
Associate's degree	12	2%
Bachelor's degree and higher	277	62%

Source: Burning Glass

Note: 57% 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.

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 CCCCCO 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

For more information, please contact:

- Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), leila@baccc.net
- John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544