

## Program Endorsement Brief: 0506.40/Small Business and Entrepreneurship *The Business of Art Certificate*

Orange County Center of Excellence, April 2019

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### Summary

The Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to small business and entrepreneurship, **specifically, the business of art**. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with relevant occupations.

The following summarizes key findings from this data brief:

- The number of jobs for business of art occupations is projected to **increase by 14% through 2023**. Over **130 job openings** will be available annually due to new job growth and replacement need.
- In the past 12 months, there were **67 online job postings** for occupations related to the business of art in Los Angeles and Orange Counties.
- There are **18 community colleges** in the region that have programs listed under the same TOP Code (0506.40). Of those, 10 colleges are located in Los Angeles County and eight colleges are located in Orange County. None of these programs currently have a specific emphasis on preparing students for business of art occupations
- Between 2015 and 2018, community colleges in the region **conferred an average of 124 awards annually** (associate degrees and certificates) in related training programs under the same TOP code.
- **Two related program recommendation requests under the same TOP Code** were received between January 2018 and March 2019.

### Occupational Demand

To identify the occupational demand for the three business of art occupations included in this report (Administrative service managers; Business operations specialists, all other; and Sales representatives, wholesale and manufacturing, except technical and scientific products), occupational employment projections were limited to business of art workers employed in specific art-related industries. Art-related industries were identified using the North American Industry Classification System (NAICS) and are based on the Bureau of Economic Analysis's (BEA) Arts and Cultural Production Satellite Account (ACPSA).<sup>12</sup> A full list of the NAICS industry codes used in this report is included in Appendix A. Exhibit 1, on the following page, shows the five-year occupational demand projections for the three business of art occupations included in this report. Two of the three occupations have a typical entry-level education requirement of a bachelor's degree, but are considered middle-skill occupations because of the percentage of workers that have completed some college or an associate degree. In Los Angeles/Orange County, the number of jobs related to the business of art is projected to increase by 14% through 2023. There will be

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<sup>1</sup> Bureau of Economic Analysis, "Arts and Culture Continues to Grow in 2016," news release, March 19, 2019, <https://www.bea.gov/system/files/2019-03/acpsa0319.pdf>

<sup>2</sup> "NEA Guide to the U.S. Arts and Cultural production Satellite Account," National Endowment for the Arts, December 2013, Accessed April 17, 2019, [https://www.arts.gov/sites/default/files/nea\\_guide\\_white\\_paper.pdf](https://www.arts.gov/sites/default/files/nea_guide_white_paper.pdf).

134 job openings per year through 2023. Occupational demand data, by SOC code and occupation, is included in Appendix B.

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>3</sup>**

Geography	2018 Jobs	2023 Jobs	2018-2023 Change	2018-2023 % Change	Annual Openings
Los Angeles	1,307	1,482	175	13%	111
Orange	298	342	44	15%	23
<b>Total</b>	<b>1,611</b>	<b>1,830</b>	<b>219</b>	<b>14%</b>	<b>134</b>

**Wages**—Average entry-level and median hourly wages for business of art occupations in the region are \$19.76 and \$36.24, respectively. Average entry-level wages for these occupations are higher than the MIT Living hourly wage estimate for one adult in the region (\$14.36 in Los Angeles County, \$15.85 in Orange County). On average, experienced workers earn between \$57.20 and \$83.82, which is higher than the living wage estimate. Regional average wages are below the average statewide wage of \$41.28 for these occupations. Wage information, by county, is included in Appendix B.

**Job Postings**—There were 67 online job postings related to business of art occupations listed in the past 12 months. The highest number of job postings were for sales consultant, sales coordinator, and account manager. The top specialized skills were: sales, customer service, budgeting, music, and fine arts. The top three employers, by number of job postings, in the region were: Live Nation Worldwide, National Geographic Fine Art, and Universal Music.

**Educational Attainment**—The Bureau of Labor Statistics (BLS) lists high school diploma as the typical-entry level education required for sales representatives, wholesale and manufacturing, except technical and scientific products. The typical entry-level education required for administrative service managers and business operations specialists is a bachelor’s degree. Though these two occupations typically require a bachelor’s degree, they are considered middle-skill occupations because of the percentage of workers that have completed some college or an associate degree. The national-level educational attainment data indicates that between 23.7% and 37.8% of workers in the field have completed some college or an associate degree. Of the 33% of job postings listing a minimum education requirement in Los Angeles/Orange County, 14% (3) request a high school diploma or vocational training and 86% (19) request a bachelor’s degree. Zero job postings request an associate degree.

**Community College Supply**

Exhibit 2, on the following page, shows the three-year average number of awards conferred by community colleges in the related TOP code: Small Business and Entrepreneurship (0506.40). Mt. San Antonio has the most completions in the region. Though the colleges listed in the table below have programs with the same TOP code, none of these programs currently have a specific emphasis on preparing students for business of art occupations. Between January 2018 and

<sup>3</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

March 2019, there were two other related program recommendation requests from regional community colleges.

**Exhibit 2: Regional community college awards (certificates and degrees), 2015-2018**

TOP Code	Program	College	2015-16 Awards	2016-17 Awards	2017-2018 Awards	3-Year Award Average
0506.40	Small Business and Entrepreneurship	Cerritos	24	15	21	20
		Citrus	-	-	1	0
		Coastline	3	6	10	6
		Cypress	8	5	2	5
		Fullerton	3	1	3	2
		Glendale	3	1	2	2
		Golden West	-	-	3	1
		Irvine	3	29	18	17
		LA City	1	8	3	4
		LA Trade	4	8	7	6
		Mt San Antonio	32	26	18	25
		Pasadena	4	2	5	4
		Rio Hondo	4	6	15	8
		Saddleback	1	4	10	5
		Santa Ana	1	4	4	3
		Santa Monica	8	7	10	8
		Santiago Canyon	1	2	4	2
West LA	5	3	3	4		
		<b>Total/Average</b>	<b>105</b>	<b>127</b>	<b>139</b>	<b>124</b>

**Appendix A: Arts Industry NAICS Codes**

- 453920 - Art Dealers
- 611610 - Fine Arts Schools
- 711110 - Theater Companies and Dinner Theaters
- 711120 - Dance Companies
- 711130 - Musical Groups and Artists
- 711190 - Other Performing Arts Companies
- 711310 - Promoters of Performing Arts, Sports, and Similar Events with Facilities
- 711320 - Promoters of Performing Arts, Sports, and Similar Events without Facilities
- 711410 - Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures

- 712110 - Museums
- 712120 - Historical Sites
- 813211 - Grantmaking Foundations
- 813219 - Other Grantmaking and Giving Services

**Appendix B: Occupational demand and wage data by county**

**Exhibit 3. Los Angeles County**

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Administrative Services Managers (11-3011)	173	193	20	12%	15	\$28.97	\$48.49	\$82.10
Business Operations Specialists, All Other (13-1199)	1,100	1,250	150	14%	96	\$18.18	\$33.83	\$60.12
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	34	39	5	15%	Insf. data	\$11.69	\$25.01	\$55.59
	<b>1,307</b>	<b>1,482</b>	<b>175</b>	<b>13%</b>	<b>111</b>			

**Exhibit 4. Orange County**

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Administrative Services Managers (11-3011)	34	38	4	12%	Insf. data	\$31.95	\$55.21	\$86.89
Business Operations Specialists, All Other (13-1199)	264	304	40	15%	23	\$19.02	\$35.75	\$62.92
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	<10	<10	0	0%	Insf. data	\$12.22	\$25.34	\$59.70
	<b>298</b>	<b>342</b>	<b>44</b>	<b>15%</b>	<b>23</b>			

### Exhibit 5. Los Angeles and Orange Counties

Occupation (SOC)	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Administrative Services Managers (11-3011)	207	230	23	11%	18	\$29.86	\$50.72	\$83.82
Business Operations Specialists, All Other (13-1199)	1,364	1,554	190	14%	119	\$18.46	\$34.37	\$61.05
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	40	46	6	15%	Insf. data	\$11.78	\$25.11	\$57.20
	<b>1,611</b>	<b>1,830</b>	<b>219</b>	<b>14%</b>	<b>134</b>			

#### Appendix C: Sources

- O\*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (EMSI)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- MIT Living Wage
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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April 2019

