

# Theatre Arts Occupations

# Labor Market Information Report

# Santa Rosa Junior College

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

**March 2021**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Theatre Arts workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano and Sonoma counties). There is a projected annual gap of about 308 students in the Bay region and 43 students in the North Bay Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1006.00 - Technical Theater 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 Santa Rosa Junior College and in the region.

This report profiles Theatre Arts Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Santa Rosa Junior College.

* **Set and Exhibit Designers (27-1027):** Design special exhibits and movie, television, and theater sets. May study scripts, confer with directors, and conduct research to determine appropriate architectural styles.
  Entry-Level Educational Requirement: Bachelor’s degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 29%
* **Lighting Technicians and Media and Communication Equipment Workers, All Other (27-4098):** All media and communication equipment workers not listed separately.
  Entry-Level Educational Requirement: High school diploma or equivalent
  Training Requirement: Short-term on-the-job training
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%
* **Costume Attendants (39-3092):** Select, fit, and take care of costumes for cast members, and aid entertainers. May assist with multiple costume changes during performances.
  Entry-Level Educational Requirement: High school diploma or equivalent
  Training Requirement: Short-term on-the-job training
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 35%
* **Makeup Artists, Theatrical and Performance (39-5091):** Apply makeup to performers to reflect period, setting, and situation of their role.
  Entry-Level Educational Requirement: Postsecondary nondegree award
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 40%
* **Riggers (49-9096):** Set up or repair rigging for construction projects, manufacturing plants, logging yards, ships and shipyards, or for the entertainment industry.
  Entry-Level Educational Requirement: High school diploma or equivalent
  Training Requirement: Moderate-term on-the-job training
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 43%

## Occupational Demand

**Table 1. Employment Outlook for Theatre Arts Occupations in Bay Region**

| **Occupation** | **2019 Jobs** | **2024 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Set and Exhibit Designers | 1,550 | 1,575 | 25 | 2% | 820 | 164 | $ 12.33 | $ 22.33 |
| Lighting Technicians and Media and Communication Equipment Workers, All Other | 609 | 635 | 26 | 4% | 371 | 74 | $ 15.43 | $ 26.02 |
| Costume Attendants | 192 | 207 | 15 | 8% | 244 | 49 | $ 15.54 | $ 19.32 |
| Makeup Artists, Theatrical and Performance | 77 | 85 | 8 | 10% | 54 | 11 | $ 25.34 | $ 41.95 |
| Riggers | 144 | 170 | 26 | 18% | 100 | 20 | $ 21.47 | $ 29.82 |
| **Total** | **2,572** | **2,672** | **100** | **4%** | **1,589** | **318** | **$14.20** | **$23.99** |
| Source: EMSI 2020.4 |

**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 Theatre Arts Occupations in North Bay Sub-region**

| **Occupation** | **2019 Jobs** | **2024 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Set and Exhibit Designers | 243 | 247 | 4 | 2% | 128 | 26 | $ 11.04 | $ 20.94 |
| Lighting Technicians and Media and Communication Equipment Workers, All Other | 93 | 89 | -4 | -4% | 53 | 11 | $ 16.30 | $ 24.47 |
| Costume Attendants | 14 | 14 | 0 | 0% | 17 | 3 | $ 14.32 | $ 17.72 |
| Makeup Artists, Theatrical and Performance | 0 | 0 | 0 | 0% | 0 | 0 | $ 0 | $ 0 |
| Riggers | 28 | 31 | 3 | 11% | 18 | 4 | $ 12.68 | $ 16.94 |
| **Total** | **378** | **381** | **3** | **1%** | **216** | **44** | **$12.58** | **$21.39** |
| Source: EMSI 2020.4 |

**North Bay Sub-Region includes:** Marin, Napa, Solano and Sonoma Counties

### Job Postings in Bay Region and North Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Mar 2020 - Feb 2021)**

| **Occupation** | **Bay Region** | **North Bay** |
| --- | --- | --- |
| Costume Attendants | 149 | 18 |
| Makeup Artists, Theatrical and Performance | 55 | 3 |
| Riggers | 40 | 6 |
| Set and Exhibit Designers | 29 | 0 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Theatre Arts Occupations for latest 12 months (Mar 2020 - Feb 2021) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Rigger | 12 | Journeyman Rigger | 3 |
| Freelance Hair And Makeup Artist | 12 | Wardrobe Attendant | 2 |
| Hair And Makeup Artist | 9 | Set/Sdet | 2 |
| Makeup Artist And Stylist | 5 | Senior Character  | 2 |
| Rigging And Tool Move Foreman | 4 | Rigger Worker | 2 |
| Makeup Artist | 4 |  |  |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Theatre Arts Occupations for latest 12 months (Mar 2020 - Feb 2021) North Bay Sub-Region**

| **Title** | **North Bay** |
| --- | --- |
| Journeyman Rigger | 4 |
| Rigger | 2 |
| Freelance Hair And Makeup Artist | 2 |
| Costume Waver | 2 |
| Shower/Laundry And Clothing Repair Specialist | 1 |
| Makeup Artist | 1 |

## Industry Concentration

**Table 5. Industries hiring Theatre Arts Workers in Bay Region**

| **Industry – 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2019)** | **Jobs in Industry (2024)** | **% Change (2019-24)** | **% Occupation Group in Industry (2019)** |
| --- | --- | --- | --- | --- |
| Graphic Design Services | 446 | 405 | -9% | 18% |
| Interior Design Services | 371 | 367 | -1% | 15% |
| Motion Picture and Video Production | 208 | 224 | 8% | 9% |
| Federal Government, Civilian, Excluding Postal Service | 115 | 115 | 1% | 5% |
| Theater Companies and Dinner Theaters | 121 | 105 | -13% | 4% |
| Other Specialized Design Services | 74 | 72 | -2% | 3% |
| Industrial Design Services | 57 | 53 | -7% | 2% |
| Television Broadcasting | 53 | 53 | 0% | 2% |
| Colleges, Universities, and Professional Schools (State Government) | 44 | 45 | 1% | 2% |
| Independent Artists, Writers, and Performers | 43 | 43 | 0% | 2% |
| Source: EMSI 2020.4 |

**Table 6. Top Employers Posting Theatre Arts Occupations in Bay Region (Mar 2020 - Feb 2021)**

| **Employer** | **Bay** |
| --- | --- |
| Amazon | 105 |
| Pink Chique | 19 |
| Windward Company Inc. | 21 |
| Envision | 6 |
| Source: Burning Glass |

## Educational Supply

There is are six (6) community colleges in the Bay Region issuing 10 awards on average annually (last 3 years ending 2018-19) on TOP 1006.00 - Technical Theater. In the North Bay Sub-Region, there is one (1) community college that issued 1 award on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 1006.00 - Technical Theater in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- |
| Diablo Valley | East Bay | 2 | 1 | 3 |
| Foothill | Silicon Valley | 2 | 0 | 2 |
| Las Positas | East Bay | 0 | 2 | 2 |
| Monterey | SC-Monterey | 0 | 1 | 1 |
| Solano | North Bay | 0 | 1 | 1 |
| West Valley | Silicon Valley | 1 | 0 | 1 |
| **Total** |  | **5** | **5** | **10** |
| 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 318 annual openings for the Theatre Arts occupational cluster and 10 annual (3-year average) awards for an annual undersupply of 308 students. In the North Bay Sub-Region, there is also a gap with 44 annual openings and 1 annual (3-year average) award for an annual undersupply of 43 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1006.00 - Technical Theater**

| **Metric Outcomes** | **Bay****All CTE Program** | **SRJC****All CTE Program** | **State 1006.00** | **Bay 1006.00** | **North Bay 1006.00** | **SRJC 1006.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study\* | 75% | 72% | 57% | N/A | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | $45,864 | $40,840 | $19,370 | $26,248 | $24,418 | $26,270 |
| Median Change in Earnings for SWP Exiting Students | 31% | 33% | 43% | 35% | N/A | N/A |
| Exiting Students Who Attained the Living Wage | 53% | 58% | 23% | 16% | N/A | N/A |
| Source: Launchboard Strong Workforce Program from version 2018-19).\* Data from version 2017-18 |

## Skills, Certifications and Education

**Table 9. Top Skills for Theatre Arts Occupations in Bay Region (Mar 2020 - Feb 2021)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Scheduling | 160 | Hazard Identification | 7 |
| Dollies | 103 | Scissor Lifts | 7 |
| Hand Trucks | 103 | Teaching | 7 |
| Cosmetics Industry Knowledge | 20 | Web Development | 7 |
| Hair Styling | 16 | Cleaning | 6 |
| Power Tools | 14 | Lifting Ability | 6 |
| Forklift Operation | 13 | Sales Goals | 6 |
| Hoisting Equipment | 12 | Budgeting | 5 |
| Repair | 11 | Film Production | 5 |
| Instagram | 10 | Painting | 5 |
| Occupational Health and Safety | 10 | Sales | 5 |
| Customer Service | 8 | Welding | 5 |
| Retail Industry Knowledge | 8 | Copying | 4 |
| Deposit Collection | 7 | Customer Contact | 4 |
| Source: Burning Glass |

**Table 10. Certifications for Theatre Arts Occupations in the Bay Region (Mar 2020 - Feb 2021)**

| **Certification** | **Posting** | **Certification** | **Posting** |
| --- | --- | --- | --- |
| Driver's License | 21 | Security Clearance | 2 |
| Cosmetology License | 17 | Mobile Crane Operator | 2 |
| Makeup Artist | 5 | Certified Hair Stylist | 1 |
| OSHA Forklift Certification | 3 | CDL Class A | 1 |
| Source: Burning Glass*Note: 75% 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.* |

**Table 11. Education Requirements for Theatre Arts Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 131 | 100% |
| 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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