

## Memorandum

To: Philip Angove, Department Chair, Music, Folsom Lake College

From: Ebony J. Benzing, Research Manager, North/Far North Center of Excellence

Date: Monday, January 27, 2020

CC: Vicky Maryatt, Dean of Instruction, Career & Technical Education, Folsom Lake College

Re: Program endorsement request for three commercial music certificates

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## Background

Folsom Lake College is seeking a program endorsement report from the North/Far North Center of Excellence (NFN COE) for three proposed certificate programs in commercial music – commercial music performance, commercial music multimedia composition, and world music. The report would allow Folsom Lake to complete the Los Rios music department convergence process.

In July 2019, the NFN COE authored a report about commercial music occupations in the Greater Sacramento region. The report provides an overview of demand for three occupations – music directors and composers (SOC 27-2041), musicians and singers (27-2042), and public address (P.A.) system and other announcers (27-3012) – and awards in the related training program, Commercial Music (TOP 1005.00). The data in the report covers the 7-county Greater Sacramento region between 2008 and 2023. COE will use the data contained in that report to meet Folsom Lake's request. Several key findings are highlighted below.

The referenced report should accompany this memo as part of any program endorsement application package.

## Key findings

- Between 2008 and 2018, commercial music-related occupations added nearly 600 jobs in the Greater Sacramento region. Much of this job growth comes from workers classified as extended proprietors – workers who do not consider the job their primary source of employment. While jobs for regular employees (QCEW, non-QCEW, and the self-employed) declined by 92 jobs, jobs for extended proprietors grew by almost 700 in the last decade.
- There are 549 projected annual openings for the three occupations through 2023. One hundred ninety-eight of these jobs are for regular employees while the remaining 351 jobs are for extended proprietors.
- Median hourly wages for each of the occupations are above the regional living wage for a single adult. Wages range from a low of \$15.54 per hour for music directors and composers to a high of \$20.66 per hour for P.A. system and other announcers.
- Between 24 and 36% of incumbent workers in the three studied occupations have attended some college or earned an associate's degree. The typical entry-level education for musicians and singers and P.A. system and other announcers is less than a postsecondary certificate, while music directors and composers commonly require a bachelor's degree.

- There are four postsecondary training institutions, including three community colleges, that offer programs related to the studied careers: American River College, Folsom Lake College, Sacramento City College, and CSU Sacramento. Between 2015 and 2018, these colleges conferred an average of 79 awards in programs related to commercial music. The awards include 31 certificates, 24 associate degrees, and 24 bachelor degrees.

### Recommendations

- Based on a three-year average of annual awards in commercial music in the Greater Sacramento region (78 certificates and degrees), and projected yearly openings for related occupations (198 openings without extended proprietors and 549 with them), the region appears to have some demand for programs related to the occupation.

COE Recommendation		
Move forward with program	Program is not recommended	Additional information needed
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please contact Ebony Benzing, COE Research Manager, for further information at [Ebony.Benzing@losrios.edu](mailto:Ebony.Benzing@losrios.edu) or 916-563-3215.