

Program Endorsement Brief:

Commercial Music Occupations in the Greater Sacramento region

North Far North Center of Excellence, July 2019

INTRODUCTION

This report provides an overview of the labor market demand and educational program supply for commercial music occupations in the Greater Sacramento region and the broader 22-county North Far North region.

SUMMARY OF KEY FINDINGS

- Over the last ten years, commercial music-related occupations added almost 600 jobs in the Greater Sacramento region. Much of this growth is attributed to extended proprietor workers.
- More than half of the Greater Sacramento jobs for commercial music occupations are extended proprietor jobs.
- Median hourly wages for the three occupations general fall between the Sacramento living wage thresholds of one-adult and a one-adult, one-child household.
- Community colleges offering commercial music programs should align intended course and program outcomes with industry need.

The report contains the following sections:

- Occupational demand,
- Wages and job postings,
- Education and training,
- Regional program supply, and
- Findings and recommendations.

OCCUPATIONAL DEMAND

The following Standard Occupational Classification (SOC) codes related to the proposed program were included in the analysis:

| 27-2041.00 – Music Directors and Composers | |
|--|--|
| Description: | Conduct, direct, plan, and lead instrumental or vocal performances by musical groups, such as orchestras, bands, choirs, and glee clubs. Includes arrangers, composers, choral directors, and orchestrators. |
| Sample job titles: | Artistic Director, Children's Choir Director, Choir Director, Conductor, Handbell Choir Director, Liturgical Music Director, Music Director, Music Minister, Music Ministries Director, Orchestra Director; Composer, Creative Director, Film Composer, Jingle Writer, Music Arranger, Music Composer, Music Producer, Songwriter. |

| 27-2042.00 – Musicians and Singers | |
|------------------------------------|---|
| Description: | Play one or more musical instruments or sing. May perform on stage, for on-air broadcasting, or for sound or video recording. |
| Sample job titles: | Choir Member, Entertainer, Gospel Singer, Opera Singer, Singer, Singer-Songwriter, Singing Messenger, Singing Telegram Performer, Tenor, Vocalist; Cellist, English Horn Player, Horn Player, Musician, Oboist, Orchestra Musician, Percussionist, Timpanist, Violinist, Violist. |

| 27-3012.00 – Public Address System and Other Announcers | |
|---|---|
| Description: | Make announcements over public address system at sporting or other public events. May act as master of ceremonies or disc jockey at weddings, parties, clubs, or other gathering places. |
| Sample job titles: | Announcer, Bingo Caller, Disc Jockey (DJ), Emcee, Entertainer, Event Host, Master of Ceremonies (MC), Mobile Disc Jockey (Mobile DJ), Public Address Announcer (PA Announcer), Track Announcer. |

Exhibit 1 summarizes the job trends by SOC codes in the 7-county Greater Sacramento region, the 22-county North Far North region, and California.

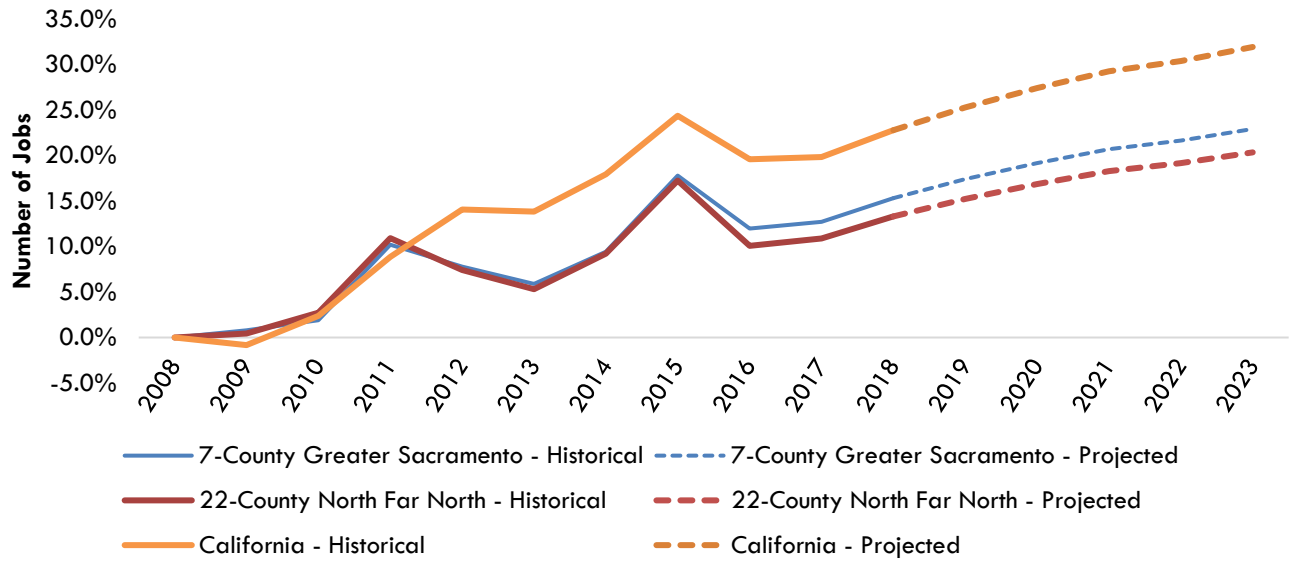
Exhibit 1. Employment and projected occupational demand¹

| Occupation | SOC | 2008 Jobs | 2018 Jobs | 2023 Jobs | 2018-23 % Change | Annual Openings |
|--|---------------|---------------|----------------|----------------|---------------------|--------------------|
| Music Directors and Composers | 27-2041 | 610 | 633 | 675 | 6.7% | 90 |
| Musicians and Singers | 27-2042 | 2,878 | 3,379 | 3,596 | 6.4% | 400 |
| Public Address System and Other Announcers | 27-3012 | 406 | 480 | 515 | 7.5% | 59 |
| GREATER SACRAMENTO | TOTALS | 3,895 | 4,491 | 4,787 | 6.6% | 549 |
| Music Directors and Composers | 27-2041 | 844 | 870 | 927 | 6.5% | 124 |
| Musicians and Singers | 27-2042 | 3,955 | 4,561 | 4,836 | 6.0% | 547 |
| Public Address System and Other Announcers | 27-3012 | 538 | 616 | 660 | 7.1% | 76 |
| NORTH FAR NORTH | TOTALS | 5,338 | 6,048 | 6,424 | 6.2% | 747 |
| Music Directors and Composers | 27-2041 | 13,351 | 14,851 | 16,017 | 7.8% | 2,039 |
| Musicians and Singers | 27-2042 | 63,849 | 79,537 | 85,313 | 7.3% | 9,104 |
| Public Address System and Other Announcers | 27-3012 | 7,652 | 9,791 | 10,606 | 8.3% | 1,209 |
| CALIFORNIA | TOTALS | 84,851 | 104,180 | 111,936 | 7.4% | 12,352 |

¹ Emsi 2019.2; QCEW Employees, Non-QCEW Employees, Self-Employed and Extended Proprietors. The 7-county Greater Sacramento region includes El Dorado, Placer, Nevada, Sacramento, Sutter, Yolo and Yuba. The 22-county North Far North region includes the aforementioned counties as well as Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama and Trinity.

Exhibit 2 compares the rates of change of the total number of jobs between 2008 and 2018 in the Greater Sacramento region, the North Far North region, and California. It also compares occupational demand projections from 2018 through 2023 across the same areas. The rate of change is indexed to the base year 2008 total number of jobs.

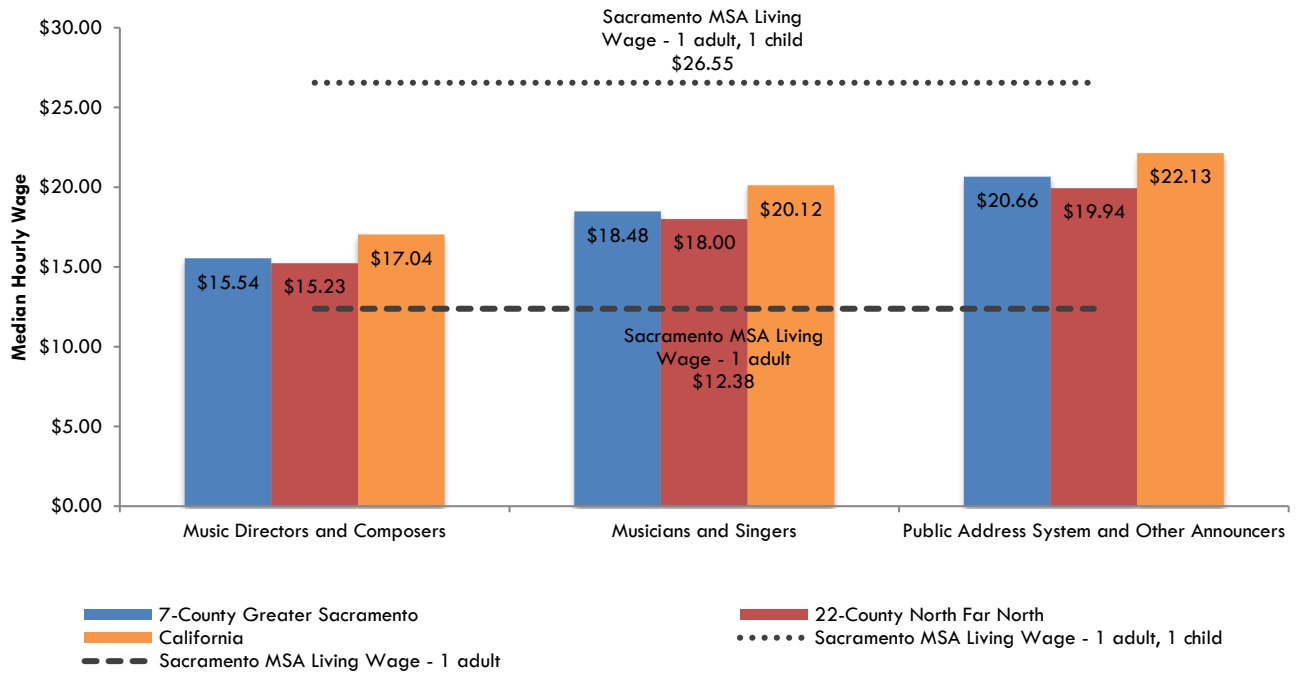
Exhibit 2. Rate of Change for Selected Occupations²



WAGES AND JOB POSTINGS

Exhibit 3 compares the median hourly wages of the selected occupations in the study regions to the Sacramento Metropolitan Statistical Area (MSA) living wage for a one-adult household and a one-adult, one-child household.³

Exhibit 3. Wages for selected occupations⁴



² Ibid.

³ Living Wage Calculator: Counties and Metropolitan Statistical Areas in California, <http://livingwage.mit.edu/>

⁴ Emsi 2019.2; QCEW Employees, Non-QCEW Employees, Self-Employed, and Extended Proprietors.

Burning Glass identified a pool of 40 job postings in the Greater Sacramento region for the selected occupations. This data represents job listings posted online within the last year, from July 1, 2018, through June 30, 2019.

Exhibit 4 shows the number of job postings by county for the selected occupations.

Exhibit 4. Top job postings locations for selected occupations⁵

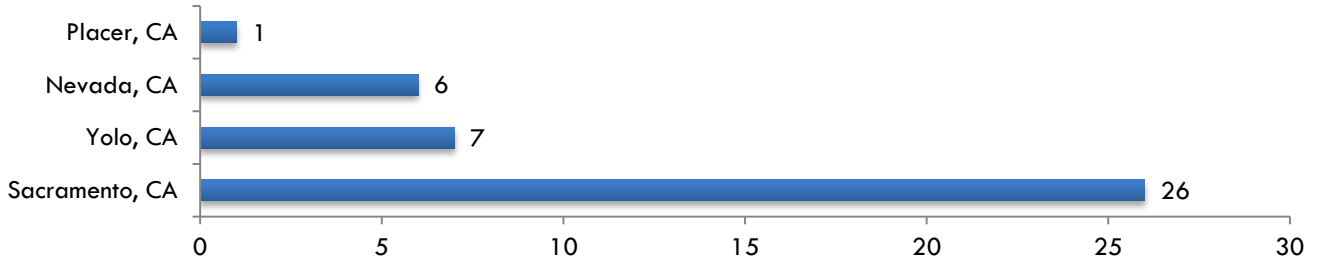


Exhibit 5 lists the employers with the most job openings for the selected occupations within the study region. Of the 40 job postings, 32 included the employer’s name.

Exhibit 5: Top employers by number of job postings⁶

| Employer | Greater Sacramento (n = 32) | |
|--|-----------------------------|---------------------|
| | Number of Postings | Percent of Postings |
| US Army | 3 | 9.4% |
| Salvation Army | 3 | 9.4% |
| Los Rios Community College District | 3 | 9.4% |
| Level 2 Logistics Division Division Of Estes | 2 | 6.3% |
| Estes West | 2 | 6.3% |
| Camp Augusta | 2 | 6.3% |
| Associated Students Incorporated | 2 | 6.3% |
| University California | 1 | 3.1% |
| Unitarian Universalist Society Of Sacramento | 1 | 3.1% |
| Tahoe Truckee Unified School District | 1 | 3.1% |

⁵ Ibid.

⁶ Ibid.

Exhibit 6 shows the top job titles for the selected occupations in the Greater Sacramento region. All 40 job postings included job titles.

Exhibit 6. Top job titles by number of job postings⁷

| Job Title | Greater Sacramento (n = 40) | |
|--|-----------------------------|---------------------|
| | Number of Postings | Percent of Postings |
| Jockey | 5 | 12.5% |
| Music Director | 3 | 7.5% |
| Adjunct Assistant Music Professor, Music | 3 | 7.5% |
| Special Musician | 2 | 5.0% |
| Piano Accompanist | 2 | 5.0% |
| Mc (Emcee) | 2 | 5.0% |
| Corps Piano Player | 2 | 5.0% |
| Choir Accompanist | 2 | 5.0% |
| Worship Vocalist | 1 | 2.5% |
| Worship Drummer | 1 | 2.5% |

Exhibit 7 shows the skills most in-demand for the selected occupations in the Greater Sacramento region. 25 of the 40 job postings included required skills information.

Exhibit 7. Top skills by number of job postings⁸

| Skill | Greater Sacramento (n = 25) | |
|---------------------------|-----------------------------|---------------------|
| | Number of Postings | Percent of Postings |
| Music | 24 | 96.0% |
| Teaching | 7 | 28.0% |
| Singing | 7 | 28.0% |
| Piano | 5 | 20.0% |
| Music Theory | 5 | 20.0% |
| Hand Trucks | 5 | 20.0% |
| Forklift Operation | 5 | 20.0% |
| Guitar | 4 | 16.0% |
| Student Learning Outcomes | 3 | 12.0% |
| Learning Styles | 3 | 12.0% |

⁷ Ibid.

⁸ Ibid.

EDUCATION AND TRAINING

Exhibit 9 shows the average educational attainment for workers 25 years and older by occupation across the U.S. This data represents survey responses from the existing workforce from 2016-2017.

Exhibit 9. Typical educational attainment for selected occupations, nationally⁹

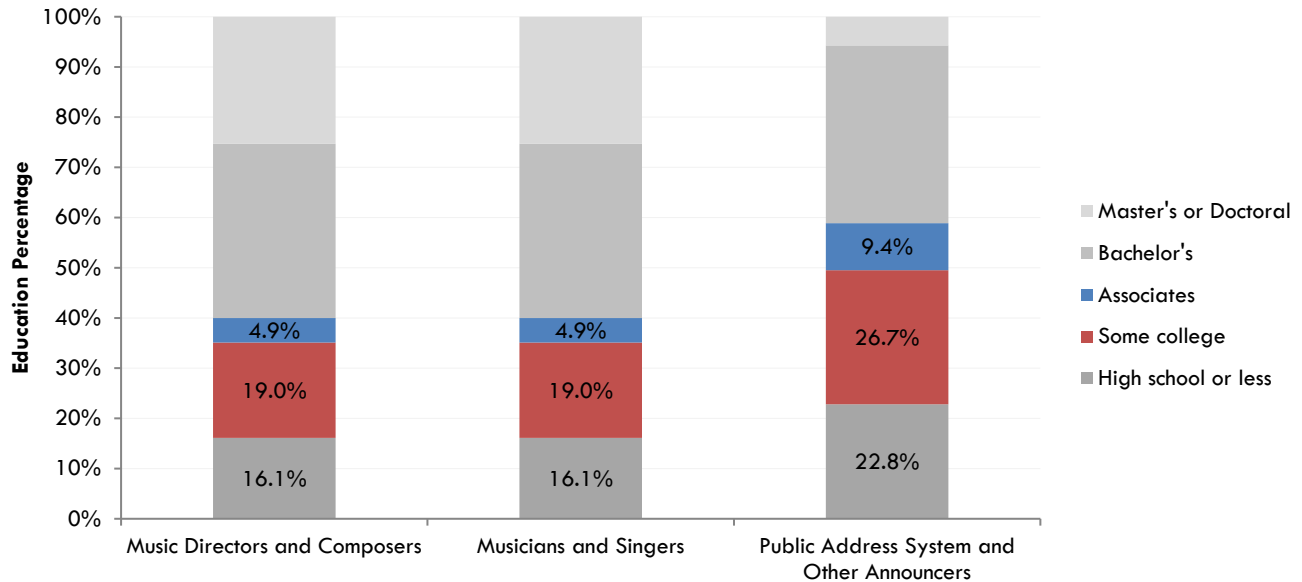


Exhibit 10 shows the standard entry-level education requirements, on-the-job training, and work experience requirements for the selected occupations in the Greater Sacramento region.

Exhibit 10. Typical education, training, and work experience for selected occupations¹⁰

| Occupations | SOC | Typical Entry-Level Education | Typical On-The-Job Training | Work Experience Required |
|--|---------|-----------------------------------|-----------------------------|--------------------------------|
| Music Directors and Composers | 27-2041 | Bachelor's degree | Less than five years | None |
| Musicians and Singers | 27-2042 | No formal educational credential | None | Long-term on-the-job training |
| Public Address System and Other Announcers | 27-3012 | High school diploma or equivalent | None | Short-term on-the-job training |

PROGRAM SUPPLY

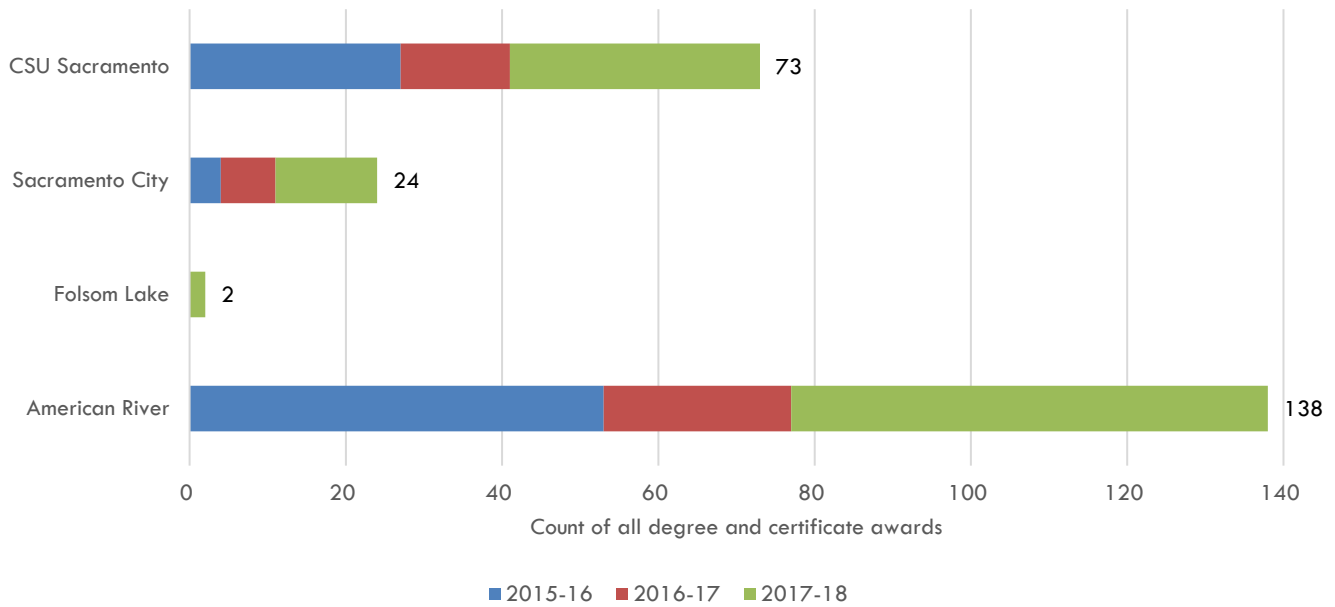
Analysis of existing educational programs shows that there is one Taxonomy of Program (TOP) codes related to training for commercial music occupations: 1005.00 – Commercial Music. The corresponding Classification of Instructional Programs (CIP) codes for this program is 10.0203 – Recording Arts Technology/Technician. Another possible CIP is 50.0903 – Music Performance, General.

Exhibit 11 compares the average total number of awards (certificates and degrees) conferred by colleges offering programs in the related TOP and CIP codes in the Greater Sacramento region over the last three academic years.

⁹ Bureau of Labor Statistics. Educational Attainment for Workers 25 Years and Older by Detailed Occupation, 2016-2017, <https://www.bls.gov/emp/tables/educational-attainment.htm>.

¹⁰ Emsi 2019.2; QCEW Employees, Non-QCEW Employees, Self-Employed and Extended Proprietors.

Exhibit 11. Average annual awards conferred by Greater Sacramento post-secondary institutions, 2015-2018¹¹



Exhibits 12 and 13 display program awards by level and year for the selected education programs over the last three academic years.

Exhibit 12. Program awards conferred by Greater Sacramento community colleges, 2015-2018¹²

| Program | | Certificates | | | | Associate | | | |
|----------------------------|-----------------|--------------|-----------|-----------|------------|-----------|-----------|-----------|------------|
| | | 2015-16 | 2016-17 | 2017-18 | 3-Year Avg | 2015-16 | 2016-17 | 2017-18 | 3-Year Avg |
| 1005.00 – Commercial Music | American River | 28 | 10 | 42 | 27 | 25 | 14 | 19 | 19 |
| | Folsom Lake | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 |
| | Sacramento City | 0 | 3 | 7 | 3 | 4 | 4 | 6 | 5 |
| | Totals | 28 | 13 | 51 | 31 | 29 | 18 | 25 | 24 |

Exhibit 12. Program awards conferred by Greater Sacramento post-secondary institutions, 2014-2017¹³

| Program | | Bachelor's degrees | | | |
|--------------------------------------|----------------|--------------------|-----------|-----------|------------|
| | | 2014-15 | 2015-16 | 2016-17 | 3-Year Avg |
| 50.0903 – Music Performance, General | CSU Sacramento | 27 | 14 | 32 | 24 |
| | Totals | 27 | 14 | 32 | 24 |

¹¹ COE Supply Tables, California Community Colleges Chancellor's Office DataMart, and Integrated Postsecondary Education Data System (IPEDS).

¹² Ibid.

¹³ Ibid.

FINDINGS

- More than half of the Greater Sacramento jobs for Music Directors and Composers, Musicians and Singers, and Public Address Systems and Other Announcers are considered “extended proprietor” jobs. In other words, workers who find this job and income to be peripheral to another source of primary employment fill more than half of these jobs. Including extended proprietors into this data set gives a complete picture of all employee and self-employed job counts and income levels. See the tables in appendix B for additional comparisons.
- Between 2008 and 2018, commercial music-related occupations added almost 600 jobs in the Greater Sacramento region. Much of this growth is attributed to workers in the extended proprietor group. While regular employees lost about 92 jobs, extended proprietors gained almost 700 jobs over the last ten years.
- While extended proprietor jobs for music directors and composers and public address systems and other announcers hover around 50% of the job count, freelance musicians and singers account for two-thirds of the projected 2023 job counts and annual openings, indicating fewer options for regular employment in this occupation. The tendency toward non-regular work is mirrored in Burning Glass data, where COE identified 40 online job posts for commercial music-related occupations between July 1, 2018, and June 30, 2019.
- While there is variation in wage data by occupation and type of worker, median hourly wages for the three occupations general fall between the Sacramento living wage thresholds of one-adult and a one-adult, one-child household.
- Average educational attainment for music directors and composers and musicians and singers is a bachelor’s degree. Typical entry-level education for employment for music directors and composers is a bachelor’s degree, while public address system and other announcers require at least a high school diploma. There is no formal education credential needed for the employment of musicians and singers.
- California community colleges confer, on average, 31 certificates and 24 associate degrees per year.
- CSU Sacramento offers a similar bachelor degree conferring program in music performance. CSU Sacramento annually confers, on average, 24 bachelor degrees.

RECOMMENDATIONS

Examination of regular employee data shows that regular wage and salary employee jobs are on the decline for workers in these occupations. In other words, commercial music workers are more likely to engage in gig and freelance jobs than regular employed jobs. Therefore, students completing credentials in this area should be aware of the likelihood of finding regular employment in these occupations.

- Community colleges offering commercial music programs should be frank and direct when communicating career options to students in this program and disclose the likelihood of finding regular employment with students.
- Since most jobs for the related occupations fall into gig and freelance types of work, community colleges should also encourage students to pursue additional coursework, such as business management and money management, that would enable them to successfully compete in gig and freelance economies and against workers with higher education credentials.
- Community colleges offering commercial music programs should devise a better method to track completers to align intended course and program outcomes with industry need to ensure graduates can effectively compete in gig and freelance economies.

- Based on a three-year average of annual awards in commercial music programs in the Greater Sacramento region (79 certificates and degrees¹⁴), and projected yearly openings for commercial music-related occupations (198 openings without extended proprietors and 549 with them), Greater Sacramento appears to have some demand for training related to the workforce.

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

¹⁴ Calculation based on 2015-2018. Data for UTI in 2017-18 estimated using 2014-2017 three-year average. Data for Charles A Jones in 2016-17 and 2017-18 estimated at 0 due to Automotive Collision program no longer existing.

METHODOLOGY

Occupations in this report were identified using O*Net. Findings in this report were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

APPENDIX A: DATA SOURCES

Sources used for data analysis purposes in this report include:

- U.S. Department of Labor/Employment and Training Administration (DOLETA) O*NET Online
- Burning Glass, Labor Insight/Jobs
- Economic Modeling Specialists, International (EMSI)
- California Employment Development Department, Labor Market Information Division (EDD, LMID)
- Bureau of Labor Statistics, Occupational Employment Statistics (OES)
- California Community Colleges Chancellor's Office, Cal-PASS Plus LaunchBoard
- Living Insight Center for Community Economic Development, Self-Sufficiency Standard Tool for California
- California Community Colleges Chancellor's Office Management Information Systems (MIS Data Mart)
- U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS)

APPENDIX B: COMPARISONS OF JOB COUNTS BETWEEN REGULAR EMPLOYEES AND EXTENDED PROPRIETORS

Table B1 compares jobs counts for regular employees (wage and salary workers) to extended proprietors at three distinct timepoints over 15 years. Regular employees include QCEW, Non-QCEW, and self-employed populations, while extended proprietors are defined as workers who do not consider the occupation their primary source of income.

Table B1. Comparison job counts between regular employees and extended proprietors in the Greater Sacramento region, 2008-2023¹⁵

| Occupation | 2008 Jobs w/o ext proprietors | 2008 Jobs w/ extended proprietors | % 2008 Jobs for extended proprietors | 2018 Jobs w/o ext proprietors | 2018 Jobs w/ extended proprietors | % 2018 Jobs for extended proprietors | 2023 Jobs w/o ext proprietors | 2023 Jobs w/ ext proprietors | % 2023 Jobs for extended proprietors |
|--|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------|------------------------------|--------------------------------------|
| Music Directors and Composers | 341 | 610 | 44.1% | 306 | 633 | 51.6% | 312 | 675 | 53.8% |
| Musicians and Singers | 1,244 | 2,878 | 56.8% | 1,172 | 3,379 | 65.3% | 1,185 | 3,596 | 67.0% |
| Public Address System and Other Announcers | 192 | 406 | 52.7% | 203 | 480 | 57.6% | 209 | 515 | 59.4% |
| Total | 1,777 | 3,895 | 54.4% | 1,681 | 4,491 | 62.6% | 1,706 | 4,787 | 64.4% |

Table B2 compares annual openings for the groups defined above.

Table B2. Comparison of annual job openings between regular employees and extended proprietors¹⁶

| Occupations | Annual openings w/o extended proprietors | Annual opening w/ extended proprietors | % of Annual openings for extended proprietors |
|--|--|--|---|
| Music Directors and Composers | 43 | 90 | 52.6% |
| Musicians and Singers | 132 | 400 | 67.0% |
| Public Address System and Other Announcers | 23 | 59 | 60.0% |
| Total | 198 | 549 | 63.9% |

For more information, please contact:

Ebony J. Benzing, Manager
 Center of Excellence, North Far North Region
Ebony.Benzing@losrios.edu

July 2019



¹⁵ Emsi 2019.2; QCEW Employees, Non-QCEW Employees, Self-Employed and Extended Proprietors.

¹⁶ Ibid.