** Piano Teaching Occupations**

**Labor Market Information Report**

**Las Positas College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

November 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Piano Teaching workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties). There is a projected annual gap of about 2,088 students in the Bay region and 675 students in the East Bay Sub-Region. It is important to note that Piano Teachers are a sub-set of Self-Enrichment Education Teachers, therefore the data in Tables 1 and Tables 2 of this report likely overstates the demand for Piano Teachers. Therefore, the job postings data from Tables 4a and 4b may be more representative of the demand for Piano Teachers in the Bay region and East Bay sub-region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1005.00 - Commercial Music 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 Las Positas College and in the region.

# Introduction

This report profiles Piano Teaching Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Las Positas College.

|  |
| --- |
| * **Self-Enrichment Education Teachers (SOC 25-3021):** Teach or instruct courses other than those that normally lead to an occupational objective or degree. Courses may include self-improvement, nonvocational, and nonacademic subjects. Teaching may or may not take place in a traditional educational institution. Excludes “Fitness Trainers and Aerobics Instructors” (39-9031). Flight instructors are included with “Aircraft Pilots and Flight Engineers” (53-2010).
 |
| *Entry-Level Educational Requirement: High school diploma or equivalent* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%* |

# Occupational Demand

**Table 1. Employment Outlook for Commercial Music: Piano Teaching Fundamental Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Self-Enrichment Education Teachers |  16,005  |  17,681  | 1,676 | 10% |  10,762  |  2,152  | $11.69 | $23.31 |

*Source: EMSI 2019.2*

**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 Commercial Music: Piano Teaching Fundamental Occupations in East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Self-Enrichment Education Teachers |  5,105  |  5,757  | 652 | 13% |  3,578  |  716  | $12.18 | $22.45 |

*Source: EMSI 2019.2* **East Bay Sub-Region** includes Alameda and Contra Costa Counties

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

**Table 3. Number of Job Postings by Occupation for latest 12 months (November 2018 - October 2019)**

| Occupation | Bay Region | East Bay |
| --- | --- | --- |
|  Self-Enrichment Education Teachers | 1,599 | 465 |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Piano Teaching Occupations for latest 12 months (November 2018 - October 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Music Teacher | 224 | Teacher, Visual, Fashion | 15 |
| Dance Instructor | 203 | Piano Voice Teacher | 15 |
| Art Teacher | 178 | Life Enrichment Assistant | 15 |
| Piano Teacher | 83 | Engage Life Program Instructor - Atria | 13 |
| Tennis Camp Instructor | 45 | Activities Director | 13 |
| Summer Instructor, Elementary Art | 33 | Guitar Instructor | 12 |
| Teacher | 28 | Elementary Teacher | 12 |
| Life Enrichment Coordinator | 19 | Martial Arts Instructor | 11 |
| Gymnastics Instructor | 19 | Summer Instructor, Elementary Art In Area, | Careers At Galileo Bay | 10 |
| Voice Teacher | 17 | Pilates Instructor | 10 |
| Piano Instructor | 17 | Music Instructor | 10 |
| Guitar Teacher | 17 | Engage Life Program Instructor - Atria In | 9 |
| After-School Enrichment Instructor | 16 | Engage Life Program Instructor | 9 |
| Teaching Artist | 15 | Violin Teacher | 8 |

**Table 4b. Top Job Titles for Piano Teaching Occupations for latest 12 months (November 2018 - October 2019) East Bay Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | East Bay | Common Title | East Bay |
| Dance Instructor | 71 | Activities Director | 4 |
| Music Teacher | 63 | Voice Piano Teacher | 3 |
| Art Teacher | 57 | Visual Arts Teacher | 3 |
| Piano Teacher | 23 | Tumbling/Gymnastics Instructor | 3 |
| Summer Instructor, Elementary Art | 15 | Summer Instructor, Elementary Art  | 3 |
| Tennis Camp Instructor | 12 | Substitute Teacher | 3 |
| Teacher | 11 | Piano Instructor | 3 |
| Piano Voice Teacher | 10 | Piano Guitar Teacher | 3 |
| Guitar Instructor | 7 | Life Enrichment Manager, Activities | 3 |
| Life Enrichment Assistant | 5 | Life Enrichment Coordinator | 3 |
| Guitar Teacher | 5 | Kids Art Class Instructor | 3 |
| Teaching Artist | 4 | Gymnastics Instructor | 3 |
| Stem Enrichment Instructor | 4 | Golden Bear Gymnastics Instructor  | 3 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Piano Teaching Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Sports and Recreation Instruction (611620) | 2,774 | 2,816 | 12% | 17% |
| Exam Preparation and Tutoring (611691) | 2,579 | 2,645 | 14% | 16% |
| Fine Arts Schools (611610) | 2,082 | 2,116 | 12% | 13% |
| All Other Miscellaneous Schools and Instruction (611699) | 1,516 | 1,529 | 13% | 9% |
| Educational Support Services (611710) | 935 | 955 | 10% | 6% |
| Religious Organizations (813110) | 816 | 824 | 3% | 5% |
| Language Schools (611630) | 601 | 602 | 3% | 4% |
| Fitness and Recreational Sports Centers (713940) | 345 | 349 | 9% | 2% |
| Automobile Driving Schools (611692) | 318 | 315 | -1% | 2% |
| Civic and Social Organizations (813410) | 311 | 312 | 3% | 2% |
| Local Government, Excluding Education and Hospitals (903999) | 302 | 303 | 5% | 2% |
| Services for the Elderly and Persons with Disabilities (624120) | 229 | 233 | 22% | 1% |
| Elementary and Secondary Schools (Local Government) (903611) | 229 | 229 | 4% | 1% |
| Independent Artists, Writers, and Performers (711510) | 183 | 183 | 1% | 1% |
| Museums (712110) | 168 | 171 | 11% | 1% |
| Elementary and Secondary Schools (611110) | 157 | 160 | 8% | 1% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Piano Teaching Occupations in Bay Region and East Bay Sub-Region (November 2018 - October 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Kidztopros | 83 | Lisa Performing Arts | 10 | Kidztopros | 22 |
| Atria Senior Living | 56 | Fusion Academy | 10 | Galileo Learning | 16 |
| Galileo Learning | 48 | Tiffanys Dance Academy | 9 | Atria Senior Living | 15 |
| The Music Teachers Network | 25 | Musika Lessons | 9 | Village Music School Inc | 14 |
| Forbes Music Company | 20 | Conservatory At Home | 9 | The Music Teachers Network | 10 |
| Galileo Headquarters | 19 | Aspire Public Schools | 9 | Lisa Performing Arts | 8 |
| YMCA | 18 | Aegis Living | 9 | Gymboree Corporation | 8 |
| Gymboree Corporation | 18 | New Mozart School Music | 8 | Starland School Of Music | 7 |
| Elder Care Alliance | 18 | Myriad Music School And Dance Academy | 8 | Keep In Time Dance Academy | 7 |
| After School Music Academy | 18 | Kipp Bay Area Schools | 8 | Tiffanys Dance Academy | 6 |
| Village Music School Incorporated | 15 | Burlingame Country Club | 8 | San Ramon Valley Unified School District | 6 |
| Calcolor Academy | 15 | West Valley College | 7 | Oakland Unified School District | 6 |
| The CA Conservatory Of Music | 12 | University California | 7 | Galileo Headquarters | 6 |
| Mad Science Bay Area | 12 | Starland School Of Music | 7 | Fit Kids America Of The East Bay | 6 |
| Veksler Academy Of Music & Dance | 10 | San Ramon Valley Unified School District | 7 | Envision | 6 |
| School Rock | 10 | Paper Source | 7 | Aspire Public Schools | 6 |
| Santa Teresa Academy Of Music And Dance | 10 | Keep In Time Dance Academy | 7 | Superpower Of The Song | 5 |

*Source: Burning Glass*

# Educational Supply

There are five (5) community colleges in the Bay Region issuing 64 awards on average annually (last 3 years) on TOP 1005.00 - Commercial Music. There are two colleges in the East Bay Sub-Region issuing 41 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 1005.00 - Commercial Music in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ units | Certificate Low unit | Total |
| Cabrillo College  | Santa Cruz - Monterey |  1  |  0  |  2  |  3  |
| Diablo Valley College  | East Bay |  10  |  9  |  0  |  19  |
| Foothill College  | Silicon Valley |  11  |  2  |  0  |  13  |
| Los Medanos College  | East Bay |  5  |  5  |  12  |  22  |
| West Valley College | Silicon Valley |  |  7  |  |  7  |
| **Total Bay Region** |  **27**  |  **23**  |  **14**  |  **64**  |
| **Total East Bay Sub-Region** |  **15**  |  **14**  |  **12**  |  **41**  |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 2,152 annual openings for the Piano Teaching occupational cluster and 64 annual (3-year average) awards for an annual undersupply of 2,088 students. In the East Bay Sub-Region, there is also a gap with 716 annual openings and 41 annual (3-year average) awards for an annual undersupply of 675 students.

It is important to note that Piano Teachers are a sub-set of Self-Enrichment Education Teachers, therefore the data in Tables 1 and Tables 2 of this report likely overstates the demand for Piano Teachers. Therefore, the job postings data from Tables 4a and 4b may be more representative of the demand for Piano Teachers in the Bay region and East Bay sub-region.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1005.00 - Commercial Music**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | Las Positas College (All CTE Programs) | State (1005.00) | Bay (1005.00) | East Bay (1005.00) | Las Positas College (1005.00) |
| % Employed Four Quarters After Exit | 74% | 75% | 63% | 64% | 68% | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,000 | $4,540 | $4,867 | $4,406 | n/a |
| Median % Change in Earnings | 46% | 28% | 71% | 61% | 68% | n/a |
| % of Students Earning a Living Wage | 63% | 64% | 23% | 29% | 28% | n/a |

*Source: Launchboard Pipeline (version available on 11/5/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Piano Teaching Occupations in Bay Region (November 2018 - October 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Teaching | 1,230 | Painting (Art) | 46 | Long-Term Care | 22 |
| Music | 581 | Tennis | 45 | Home Care | 21 |
| Piano | 249 | Event Planning | 44 | Curriculum Design | 19 |
| Lesson Planning | 160 | Lifting Ability | 36 | Curriculum Development | 19 |
| Guitar | 144 | Sales | 36 | Early Childhood Education | 19 |
| Scheduling | 143 | Assisted Living | 33 | Learning Styles | 17 |
| Customer Service | 137 | Budgeting | 33 | Special Education | 17 |
| Cardiopulmonary Resuscitation (CPR) | 105 | Tutoring | 32 | Staff Management | 17 |
| Gymnastics | 87 | Social Media | 31 | Newsletters | 15 |
| Educational Programs | 82 | Yoga | 28 | Administrative Functions | 14 |
| Cleaning | 69 | Child Care | 26 | Adult Education | 14 |
| Robotics | 59 | Fine Arts | 26 | Cooking | 14 |
| Music Theory | 48 | Faculty Training | 25 | Customer Billing | 14 |
| Singing | 47 | Elder Care | 23 | Experiments | 14 |
| Painting | 46 | Art History | 22 | Nurturing Environment | 14 |

*Source: Burning Glass*

**Table 10. Certifications for Piano Teaching Occupations in Bay Region (November 2018 - October 2019)**

Note: 81% 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.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Driver's License | 184 | Food Handler Certification | 4 |
| First Aid CPR AED | 71 | CDL Class B | 4 |
| Certified Teacher | 33 | Food Service Certification | 3 |
| Massage Therapist Certification | 10 | American Heart Association Certification | 3 |
| Athletic Trainer Certification | 10 | Teaching English As A Foreign Language (TEFL) | 2 |
| Basic Life Saving (BLS) | 9 | Mixed Martial Arts | 2 |
| Basic Cardiac Life Support Certification | 8 | Good Conduct | 2 |
| Certified Outpatient Coding (COC) | 5 | CDL Class A | 2 |
| Certified Fitness Instructor | 5 | Six Sigma Black Belt Certification | 1 |
| ServSafe | 4 | Real Estate Certification | 1 |
| Personal Fitness Trainer Certification | 4 | Quality Service | 1 |
| Group Exercise Instructor | 4 | Dance Certification | 1 |

*Source: Burning Glass*

**Table 11. Education Requirements for Piano Teaching Occupations in Bay Region**

Note: 55% 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.

|  |  |  |
| --- | --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
| High school or vocational training | 237 | 33% |
| Associate Degree | 34 | 5% |
| Bachelor’s Degree or Higher | 417 | 62% |

*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/](http://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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