








Commercial Dance Occupations

Labor Market Analysis: San Diego County

April 2021

Summary

| NEW PROGRAM RECOMMENDATION? | EVIDENCE OF A SUPPLY GAP? | AT OR ABOVE THE LIVING WAGE? | EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED |
|---|---|---|--|
|  <p>Do Not Proceed with New Program</p> |   <p>NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING</p> <p>HIGH</p>  |   <p>NUMBER OF ANNUAL JOB OPENINGS</p> <p>LOW</p>  | <ul style="list-style-type: none"> <input type="checkbox"/> Bachelor's Degree <input checked="" type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input checked="" type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship |

This brief provides labor market information about *Commercial Dance Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Commercial Dance Occupations* include “Dancers” and “Choreographers.” According to available labor market information, *Commercial Dance Occupations* in San Diego County have a labor market demand of 34 annual job openings (while average demand for a single occupation in San Diego County is 277 annual job openings), and eight educational institutions in San Diego County supply 67 awards for this occupation, suggesting that there is an oversupply in the labor market. Entry-level wages are below the living wage and median wages for these occupations are above the living wage. This brief recommends that colleges do not proceed with developing a **new** program for this occupation, but defers to the region for a program modification because 1) a low number of annual job openings exist; 2) entry-level wages are below the living wage; 3) an oversupply exists for this occupation; and 4) several institutions provide training for these occupations, including, but not limited to, non-community-college providers such as the Culture Shock Dance Center, San Diego Danceworks, and Malashock. Colleges should also note that the percentage of students who obtained a living wage after completing a related program is **below** the state average for students who complete Career Education programs in general.

Introduction

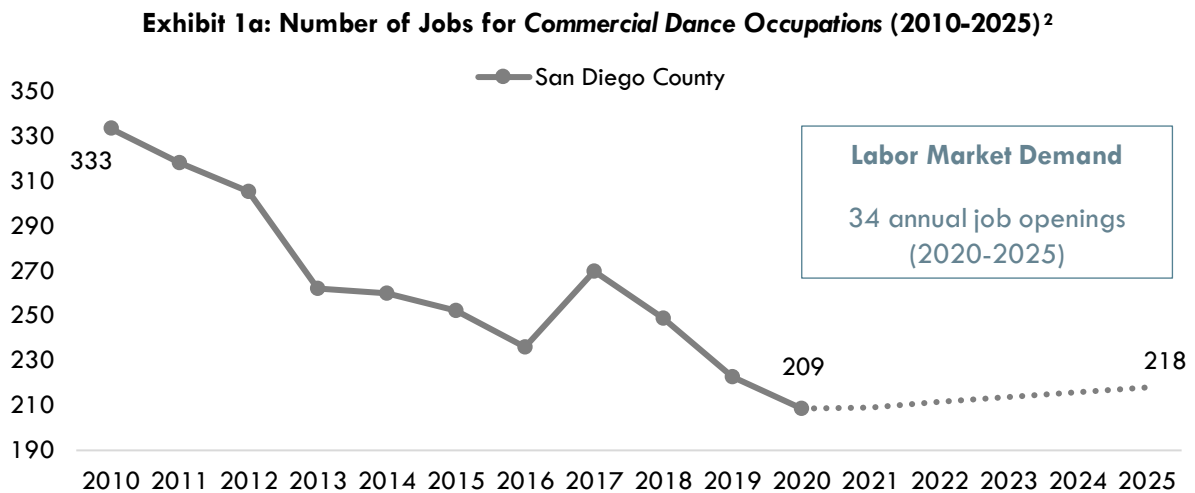
This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Dancers** (SOC 27-2031): Perform dances. May perform on stage, for on-air broadcasting, or for video recording.
- **Choreographers** (SOC 27-2032): Create new dance routines. Rehearse performance of routines. May direct and stage presentations.

For the purpose of this report, these occupations are referred to as *Commercial Dance Occupations*.

Projected Occupational Demand

Between 2020 and 2025, *Commercial Dance Occupations* are projected to increase by **nine** net jobs or **four** percent (Exhibit 1 a). Employers in San Diego County will need to hire **34** workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.



¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc/).

² EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

Exhibit 1b breaks down the projected number of jobs change by occupation. “Dancers” are projected to have the most labor market demand between 2020 and 2025, with 26 annual job openings (Exhibit 1b).

Exhibit 1b: Number of Jobs for Commercial Dance Occupations in San Diego County (2020-2025)³

| Occupational Title | 2020 Jobs | 2025 Jobs | 2020 - 2025 Net Jobs Change | 2020-2025 % Net Jobs Change | Annual Job Openings (Demand) |
|--------------------|-----------|-----------|-----------------------------|-----------------------------|------------------------------|
| Dancers | 169 | 170 | 1 | 1% | 26 |
| Choreographers | 40 | 48 | 8 | 20% | 8 |
| Total | 209 | 218 | 9 | 4% | 34 |

Earnings

The entry-level hourly earnings for *Commercial Dance Occupations* range from \$12.00 to \$13.64 (Exhibit 2a).

Exhibit 2a: Hourly Earnings for Commercial Dance Occupations in San Diego County⁴

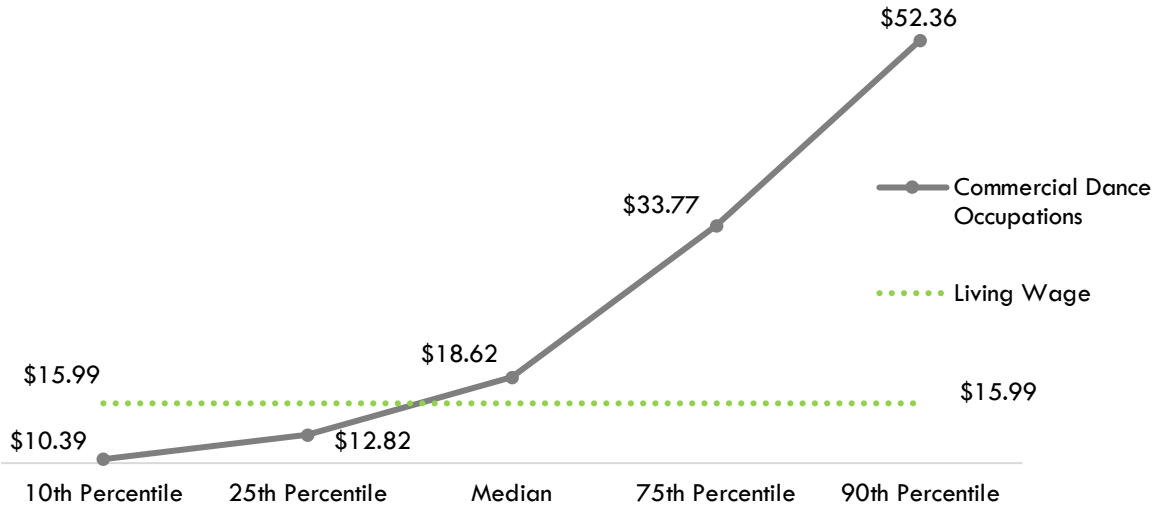
| Occupational Title | Entry-Level Hourly Earnings (25 th Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75 th Percentile) |
|--------------------|---|------------------------|---|
| Dancers | \$13.64 | \$20.36 | \$31.23 |
| Choreographers | \$12.00 | \$16.87 | \$36.30 |

³ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

⁴ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

On average, the entry-level hourly earnings for *Commercial Dance Occupations* are \$12.82; this is less than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 2b).⁵

Exhibit 2b: Average Hourly Earnings⁶ for Commercial Dance Occupations in San Diego County⁷



Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁸ There are **two** TOP codes and **two** CIP codes related to *Commercial Dance Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for Commercial Dance Occupations

| TOP or CIP Code | TOP or CIP Program Title |
|-----------------|--------------------------|
| TOP 1008.00 | Dance |
| TOP 1008.10 | Commercial Dance |
| CIP 50.0301 | Dance, General |
| CIP 50.0399 | Dance, Other |

⁵ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

⁶ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁷ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

⁸ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

According to TOP data, six community colleges supply the region with awards for this occupation: Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego Mesa College, and Southwestern College. According to CIP data, two non-community-college institutions supply the region with awards, San Diego State University and University of California-San Diego (Exhibit 4). Non-community-college providers such as the Culture Shock Dance Center, San Diego Danceworks, and Malashock Dance also offer dance programs in San Diego.

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2014-15 through PY2018-19 Average)**

| TOP6 or CIP | TOP6 or CIP Title | 3-Yr Annual Average CC Awards (PY17-18 to PY19-20) | Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19) | 3-Yr Total Average Supply (PY16-17 to PY19-20) |
|-------------|--------------------------------------|--|--|--|
| 1008.00 | Dance | 20 | 0 | 20 |
| | • Grossmont | 9 | 0 | |
| | • MiraCosta | 2 | 0 | |
| | • Palomar | 0 | 0 | |
| | • San Diego City | 4 | 0 | |
| | • San Diego Mesa | 3 | 0 | |
| | • Southwestern | 2 | 0 | |
| 1008.10 | Commercial Dance | 15 | 0 | 15 |
| | • MiraCosta | 2 | 0 | |
| | • Palomar | 13 | 0 | |
| 50.0301 | Dance, General | 0 | 32 | 32 |
| | • San Diego State University | 0 | 11 | |
| | • University of California-San Diego | 0 | 21 | |
| | | | Total | 67 |

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁹ suggests that there is an **oversupply** for this occupation in San Diego County, with **34** annual openings and **67** awards. Comparatively, there are **487** annual openings in California and **577** awards, suggesting that there is also an oversupply across the state¹⁰ (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

| | Demand (Annual Openings) | Supply (Total Annual Average Supply) | Supply Gap or Oversupply |
|------------|---------------------------------------|---|-------------------------------------|
| San Diego | 34 | 67 | 33 |
| California | 487 | 577 | 90 |

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

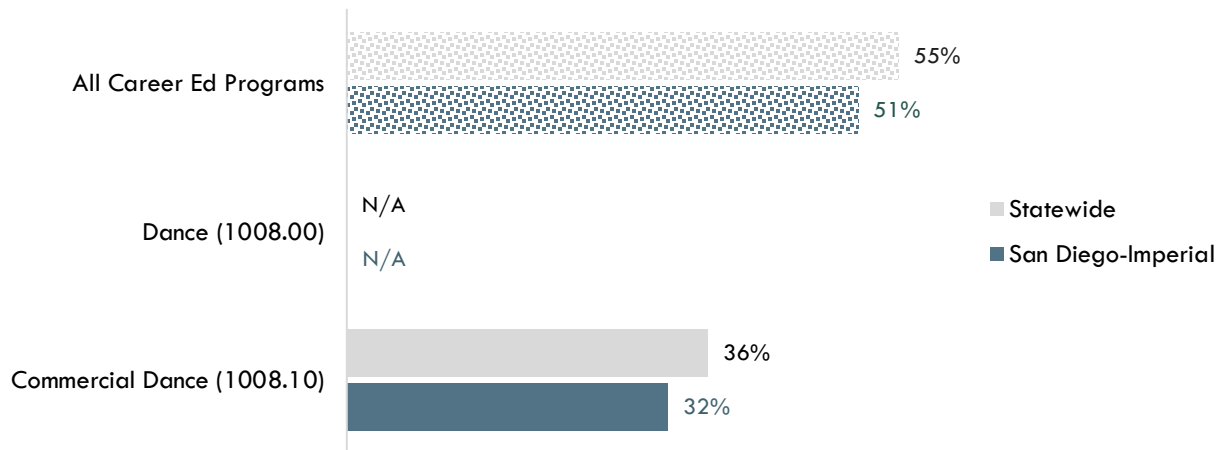
⁹ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹⁰ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 32 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Commercial Dance Occupations*, compared to 36 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).¹¹

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2017-18¹²



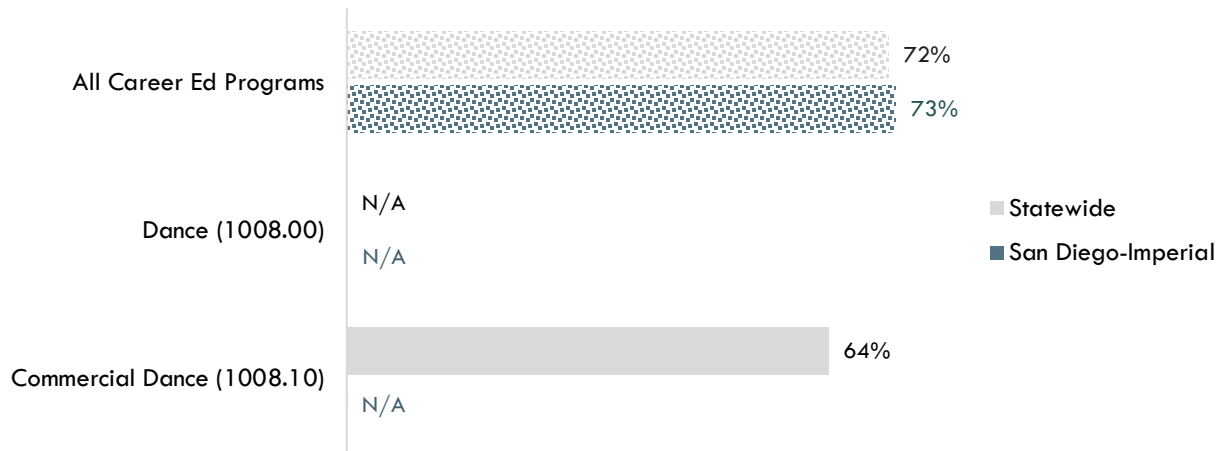
"N/A" indicates insufficient data

¹¹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹² Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 64 percent of students statewide obtained a job closely related to their field of study after completing a program related to *Commercial Dance Occupations*, compared to 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹³

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2016-17¹⁴



"N/A" indicates insufficient data

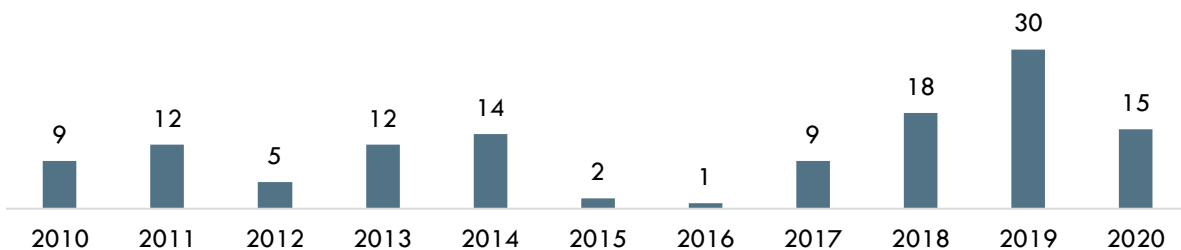
¹³ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁴ Most recent year with available data is Program Year 2016-17. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2020, there was an average of 12 online job postings per year for *Commercial Dance Occupations*¹⁵ in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1 b). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

Exhibit 7: Number of Online Job Postings for Commercial Dance Occupations in San Diego County (2010-2020)¹⁶



Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for *Commercial Dance Occupations* were the *Carnival Entertainment, Heartlight San Diego, Southwestern College California, Valley Center Pauma Unified School District, and SeaWorld Parks & Entertainment* based on online job postings (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for Commercial Dance Occupations¹⁷

| Top Employers | |
|---|--|
| • Carnival Entertainment | • Osp Incorporated |
| • Heartlight San Diego | • Luxe Kurves Magazine |
| • Southwestern College California | • Hard Rock Hotel San Diego |
| • Valley Center Pauma Unified School District | • Escondido Union High School District |
| • SeaWorld Parks & Entertainment | • Club Med |

¹⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

¹⁷ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Education, Skills, and Certifications

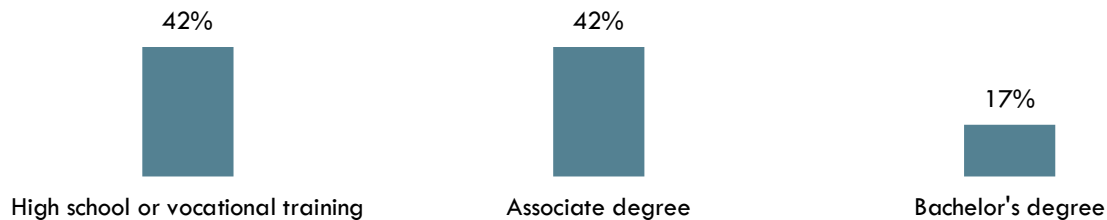
The typical entry-level education for “Choreographers” is a [high school diploma or equivalent](#), whereas the typical entry-level education for “Dancers” is [no formal educational credential](#) (Exhibit 9a).¹⁸

Exhibit 9a: National Educational Attainment for Commercial Dance Occupations¹⁹

| Occupational Title | Typical Entry-Level Education |
|--------------------|-----------------------------------|
| Choreographers | High school diploma or equivalent |
| Dancers | No formal educational credential |

Based on online job postings between January 1, 2018 and December 31, 2020 in San Diego County, the top listed educational requirements for *Commercial Dance Occupations* ranged from a [high school or vocational training](#) to an [associate degree](#) (Exhibit 9b).²⁰

Exhibit 9b: Educational Requirements for Commercial Dance Occupations in San Diego County²¹



*May not add up to 100% due to rounding.

¹⁸ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

¹⁹ EMSI 2021.1; QCEW, Non-QCEW, Self-Employed.

²⁰ Burning Glass Technologies, “Labor Insight Real-Time Labor Market Information Tool.” 2018-2020.

²¹ “Educational Attainment for Workers 25 Years and Older by Detailed Occupation,” Bureau of Labor Statistics, last modified September 4, 2019. bls.gov/emp/tables/educational-attainment.htm.

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 10: Top Skills for Commercial Dance Occupations in San Diego County²²

| Specialized Skills | Soft Skills | Software Skills |
|--|---|---|
| <ul style="list-style-type: none"> • Music • Guitar • Singing • Newsletters • Teaching • Customer Service • Customer Contact • Appointment Setting • Fine Arts • Health Programs • Social Media • Budgeting • Copy Editing • Description and Demonstration of Products • Multimedia | <ul style="list-style-type: none"> • English • Teamwork / Collaboration • Positive Disposition • Detail-Oriented • Communication Skills • Organizational Skills • Listening • Research • Verbal / Oral Communication • Written Communication • Creativity • Energetic • Spanish • Work Area Maintenance • Building Effective Relationships | <ul style="list-style-type: none"> • Facebook • Microsoft Outlook |

Exhibit 11 typically lists the top certifications that appeared in online job postings between January 1, 2018 and December 31, 2020 for these occupations. However, no online postings specified desired or required certifications.

Exhibit 11: Top Certifications for Commercial Dance Occupations in San Diego County²³

| Top Certifications in Online Job Postings |
|---|
| N/A |

²² Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

²³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Prepared by:

Tina Ngo Bartel, Director (tngobartel@miracosta.edu)

John Edwards, Research Analyst (jedwards@miracosta.edu)

Priscilla Fernandez, Research Analyst (pfernandez@miracosta.edu)

San Diego-Imperial Center of Excellence for Labor Market Research



Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.