



Commercial Dance Occupations Labor Market Information Report Laney College

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

Based on all available data, there appears to be an “undersupply” of Commercial Dance 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 2,214 students in the Bay region and 705 students in the East Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1008.10 - Commercial Dance 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 Laney College and in the region.

This report profiles Commercial Dance Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Laney College.

- **Self-Enrichment Teachers (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: 27%
- **Dancers (27-2031):** Perform dances. May perform on stage, for on-air broadcasting, or for video recording
Entry-Level Educational Requirement: No formal educational credential
Training Requirement: Long-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 34%
- **Choreographers (27-2032):** Create new dance routines. Rehearse performance of routines. May direct and stage presentations.
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: Long-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 34%
- **Miscellaneous Entertainers and Performers, Sports and Related Workers (27-2099):** All entertainers and performers, sports and related workers not listed separately.
Entry-Level Educational Requirement: No formal educational credential

Training Requirement: Short-term on-the-job training

Percentage of Community College Award Holders or Some Postsecondary Coursework: NA%

Occupational Demand

Table 1. Employment Outlook for Commercial Dance 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
Self-Enrichment Teachers	15,727	16,278	550	4%	11,340	1,890	\$ 16	\$ 24
Dancers	985	842	-142	-15%	824	137	\$ 16	\$ 18
Choreographers	309	307	-2	-1%	301	50	\$ 30	\$ 42
Miscellaneous Entertainers and Performers, Sports and Related Workers	1,465	1,592	127	9%	1,166	194	\$ 13	\$ 21
Total	18,486	19,019	533	3%	13,631	2,271	\$16.00	\$23.74

Source: EMSI 2021.2

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 Dance Occupations in East 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
Self-Enrichment Teachers	4,956	5,105	149	3%	3,563	594	\$ 15	\$ 22
Dancers	335	286	-48	-15%	278	46	\$ 14	\$ 16
Choreographers	127	121	-5	-5%	119	20	\$ 31	\$ 39
Miscellaneous Entertainers and Performers, Sports and Related Workers	460	498	38	8%	357	60	\$ 13	\$ 22
Total	5,878	6,010	132	2%	4,317	720	\$15.13	\$22.03

Source: EMSI 2021.2

East Bay Sub-Region includes: Alameda, 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 (Apr 2020 - Mar 2021)

Occupation	Bay Region	East Bay
Self-Enrichment Education Teachers	1,132	307
Dancers	10	1
Entertainers and Performers, Sports and Related Workers, All Other	8	2
Choreographers	1	0

Source: Burning Glass

Table 4a. Top Job Titles for Commercial Dance Occupations for latest 12 months (Apr 2020 - Mar 2021)

Bay Region

Title	Bay	Title	Bay
Art Teacher	66	Guitar Teacher	16
Music Teacher	52	Music Instructor	14
Life Enrichment Coordinator	33	Ballet/Pointe Instructor	14
Summer Tennis Instructor	26	Dance Instructor	12
Life Enrichment Assistant	26	Teaching Artist	11
Dance Teacher	22	Engage Life Program Instructor - Atria	11

Title	Bay	Title	Bay
Cpr And First Aid Instructor	21	Engage Life Program Instructor	10
Piano Teacher	19	Dance Instructor Pool	10
Piano Instructor	19	Ballet Teacher	10

Source: Burning Glass

**Table 4b. Top Job Titles for Commercial Dance Occupations for latest 12 months (Apr 2020 - Mar 2021)
East Bay Sub-Region**

Title	East Bay	Title	East Bay
Art Teacher	18	Youth Camp Instructor - Sport, Art and Stem	4
Life Enrichment Coordinator	12	Teaching Artist	4
Life Enrichment Assistant	11	Life Enrichment Coordinator - In	4
Music Teacher	10	Dance Instructor For Children	4
Dance Teacher	9	Dance Instructor	4
Cpr And First Aid Instructor	7	Summer Instructor, Elementary Art	3
Ballet/Pointe Instructor	6	Public Speaking Instructor	3
Ballet Teacher	6	Piano Teacher	3
Youth Gymnastics Instructor	4	Piano Instructor	3

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Commercial Dance 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)
Exam Preparation and Tutoring	2,530	2,828	12%	14%
Sports and Recreation Instruction	2,740	2,532	-8%	14%
Fine Arts Schools	2,084	2,454	18%	12%
All Other Miscellaneous Schools and Instruction	1,730	1,828	6%	9%
Educational Support Services	911	1,033	13%	5%
Religious Organizations	886	904	2%	5%
Independent Artists, Writers, and Performers	774	885	14%	5%
Language Schools	575	586	2%	3%
Musical Groups and Artists	443	408	-8%	3%
Fitness and Recreational Sports Centers	435	379	-13%	2%

Source: EMSI 2021.2

Table 6. Top Employers Posting Commercial Dance Occupations in Bay Region and East Bay Sub-Region (Apr 2020 - Mar 2021)

Employer	Bay	Employer	East Bay
Atria Senior Living	56	Elder Care Alliance	13
Kidztopros	49	Atria Senior Living	13
Elder Care Alliance	25	Tiffanys Dance Academy	11

Employer	Bay	Employer	East Bay
Myriad Music School And Dance Academy	23	San Ramon Valley Unified School District	11
Burlingame Country Club	20	Kidztopros	11
Cpr More	18	Lisa Performing Arts	9
Tiffanys Dance Academy	14	Oakland Unified School District	8
San Ramon Valley Dance Company	14	Village Music School Incorporated	7
The California Conservatory Of Music	13	University Of California	7
Aegis Living	13	Lifetime Tennis Incorporated	7

Source: Burning Glass

Educational Supply

There is one (1) community college in the Bay Region issuing 2 awards on average annually (last 3 years ending 2018-19) on TOP 1008.10 - Commercial Dance. In the East Bay Sub-Region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

There are a five (5) other CTE educational institutions in the Bay Region issuing 47 awards on average annually (last 3 years ending 2016-17) on TOP 1008.10 - Commercial Dance. There are two (2) other CTE educational institution in the East Bay Sub-Region issuing seven (7) awards on average annually (last 3 years) on this TOP code.

There is one (1) four-year institution in the Bay Region issuing 8 Bachelor's degrees on average annually (last 3 years ending 2016-17) on TOP 1008.10 - Commercial Dance. There is one (1) four-year institutions in the East Bay Sub-Region issuing 8 Bachelor's degrees on this TOP code.

Table 7a. Community College Awards on TOP 1008.10 - Commercial Dance in Bay Region

College	Subregion	Certificate Low	Total
West Valley	Silicon Valley	2	2
Total		2	2

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Table 7b. Other CTE Instituton Awards on TOP 1008.10 - Commercial Dance in Bay Region

College	Subregion	Bachelor's Degree	Total
Dominican University of California	North Bay	10	10
Mills College	East Bay	4	4
Saint Mary's College of California	East Bay	3	3
San Francisco State University	Mid-Peninsula	16	16
San Jose State University	Silicon Valley	14	14
Total		47	47

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Table 7c. Bachelor's Degree Awards on TOP 1008.10 - Commercial Dance in Bay Region

College	Subregion	Bachelor's Degree	Total
University of California-Berkeley	East Bay	8	8
Total		8	8

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 2,271 annual openings for the Commercial Dance occupational cluster and 57 annual (3-year average) awards for an annual undersupply of 2,214 students. In the East Bay Sub-Region, there is also a gap with 720 annual openings and 15 annual (3-year average) awards for an annual undersupply of 705 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1008.10 - Commercial Dance

Metric Outcomes	Bay All CTE Programs	Laney All CTE Programs	State 1008.10	Bay 1008.10	East Bay 1008.10	Laney 1008.10
Students with a Job Closely Related to Their Field of Study	75%	74%	64%	N/A	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$44,575	\$39,109	\$23,751	\$30,725	N/A	N/A
Median Change in Earnings for SWP Exiting Students	31%	32%	21%	60%	N/A	N/A
Exiting Students Who Attained the Living Wage	52%	46%	34%	N/A	N/A	N/A

Source: Launchboard Strong Workforce Program from version 2017-18.

Skills, Certifications and Education

Table 9. Top Skills for Commercial Dance Occupations in Bay Region (Apr 2020 - Mar 2021)

Skill	Posting	Skill	Posting
Teaching	824	Child Development	38
Music	367	Home Care	37
Cleaning	156	Long-Term Care	37
Piano	153	Painting	36
Personal Protective Equipment (PPE)	137	Painting (Art)	36
Guitar	102	Customer Service	34
Scheduling	100	Gymnastics	32
Lesson Planning	77	Progress Reports	31
Child Care	61	Curriculum Development	29
Event Planning	58	Singing	28
Cardiopulmonary Resuscitation (CPR)	55	Social Media	28
Tennis	51	Leadership Development	26
Elder Care	42	Leadership Training	26
Music Theory	42	Assisted Living	25

Source: Burning Glass

Table 10. Certifications for Commercial Dance Occupations in Bay Region (Apr 2020 - Mar 2021)

Certification	Posting	Certification	Posting
Driver's License	70	Personal Fitness Trainer Certification	2
Certified Teacher	70	Mixed Martial Arts	2
First Aid Cpr Aed	47	Food Handler Certification	2
Arc Cpr Certified	11	ServSafe	1
Cross-Cultural Language and Academic Development	10	Security Clearance	1

Certification	Posting	Certification	Posting
American Heart Association Certification	8	Massage Therapist Certification	1
Entrepreneurship Certification	6	Group Exercise Instructor	1
Certified Outpatient Coding (COC)	4	Emergency Medical Technician (EMT)	1
Driving Instructor	3	Dance Certification	1
Child Development Associate (CDA)	3	Certified ScrumMaster (CSM)	1

Source: Burning Glass

Note: 82% 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 Commercial Dance Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	251	39%
Associate's degree	35	5%
Bachelor's degree and higher	364	56%

Source: Burning Glass

Note: 44% 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.

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 CCCCCO 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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