

Program Endorsement Brief: 1005.00 – Commercial Music
Commercial Music

Los Angeles/Orange County Center of Excellence, May 2021

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input checked="" type="checkbox"/>	Endorsed: Some Criteria Met <input type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Living Wage: (Entry-Level, 25th)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>	

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to two middle-skill occupations: *audio and video technicians* (27-4011) and *sound engineering technicians* (27-4014). Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree.¹ This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data, there appears to be a supply gap for *audio and video technicians* (27-4011) and *sound engineering technicians* (27-4014) in the region. In addition to both of the occupations in this report typically requiring a postsecondary nondegree award, entry-level wages exceed the living wage in both Los Angeles and Orange counties. **Therefore, due to all of the criteria being met, the COE endorses the proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **1,098 jobs available annually** in the region due to retirements and workers leaving the field, **which is slightly more than the 1,078 awards conferred annually** by educational institutions in the region.

¹ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor’s degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

- **Living Wage Criteria** – In Los Angeles County, both occupations have entry-level wages above the county’s living wage (\$15.04/hour).²
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a postsecondary nondegree award as the typical entry-level education for *audio and video technicians* (27-4011) and *sound engineering technicians* (27-4014).
 - National-level educational attainment data indicates **37% of workers in both occupations have completed some college or an associate degree.**

Supply:

- Between 2017 and 2020, **13 community colleges** in the LA/OC region issued awards in commercial music, conferring an average of **330 awards annually.**
- Between 2016 and 2019, there was an average of **748 awards conferred annually** in related training programs by non-community college institutions.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the two music-related occupations of interest. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 18% through 2024. However, there will be nearly 1,100 job openings per year through 2024 due to retirements and workers leaving the field.

This report includes employment projection data by Emsi, which uses EDD information. Emsi’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	11,280	9,321	(1,959)	(17%)	993
Orange	1,276	979	(297)	(23%)	106
Total	12,557	10,300	(2,257)	(18%)	1,098

² Living wage data was pulled from California Family Needs Calculator on 5/12/2021. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

³ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages

The labor market endorsement in this report considers the entry-level hourly wages for the music-related occupations in Los Angeles County, as they relate to the county's living wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County: Both music-related occupations have entry-level wages above the living wage for one adult (\$15.04 in Los Angeles County). Typical entry-level hourly wages are in a range between \$17.18 and \$20.84. Experienced workers can expect to earn wages between \$44.44 and \$51.34, which are higher than the living wage estimate.

Orange County: The majority (75%) of annual openings for the two music-related occupations have entry-level wages above the living wage for one adult (\$17.36 in Orange County). Typical entry-level hourly wages are in a range between \$15.70 and \$19. *Audio and video technicians* typically have entry-level wages above the living wage (\$19 per hour). Experienced workers can expect to earn wages between \$40.38 and \$48.01, which are higher than the living wage estimate.

Job Postings

Over the past 12 months, there have been 473 online job postings associated to the two music-related occupations. The highest number of job postings were for audio visual technician, sound designer, and audio engineer. The top skills were repair, broadcast industry knowledge, and customer service. The top employers, by number of job postings, in the region were Sony Electronics Incorporated, Live Nation Worldwide, and Blizzard Entertainment.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists a postsecondary nondegree award as the typical entry-level education for *audio and video technicians* (27-4011) and *sound engineering technicians* (27-4014). National-level educational attainment data indicates 37% of workers in both occupations have completed some college or an associate degree. Of the 46% of job postings listing a minimum education requirement in Los Angeles/Orange County, 52% (112) requested a high school diploma, 8% (19) requested an associate degree, and 40% (86) requested a bachelor's degree.

Educational Supply

Community College Supply — Exhibit 2 shows the annual and three-year average number of awards conferred by community colleges that offer programs that have historically trained for the two occupations of interest. The college with the most completions in the region is LA City. Over the past 12 months, there were six other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
1005.00	Commercial Music	Cerritos	9	3	5	6
		Citrus	58	58	51	56
		Glendale	3	-	-	1
		LA City	183	313	129	208
		LA Harbor	2	6	4	4
		LA Valley	21	7	10	13
		Long Beach	4	-	-	1
		LA Subtotal	280	387	199	289
		Cypress	15	9	17	14
		Fullerton	6	5	10	7
		Irvine Valley	-	1	1	1
		Orange Coast	3	7	8	6
		Saddleback	11	7	9	9
		Santa Ana	5	7	4	5
		OC Subtotal	40	36	49	42
		Supply Total/Average			320	423

Non-Community College Supply — It is important to consider the supply from non-community college institutions in the region that provide commercial music-related programs. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Codes: 10.0203 – Recording Arts Technology/Technician; 50.0913 – Music Technology; and 50.1003 – Music Management.

Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 748 awards annually in related training programs.

Exhibit 3: Regional non-community college awards, 2016-2019

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
10.0203	Recording Arts Technology/Technician	Los Angeles Film School	161	139	54	118
		Loyola Marymount University	18	10	12	13
		Musicians Institute	159	113	115	129
		SAE Institute of Technology-Los Angeles	121	74	-	65
50.0913	Music Technology	California Institute of the Arts	8	6	-	5
		Los Angeles College of Music	14	14	8	12
		Los Angeles Film School	211	329	416	319
50.1003	Music Management	Los Angeles College of Music	1	-	2	1
		Musicians Institute	33	25	30	29
		The Master's University and Seminary	-	-	1	0
		University of Southern California	59	62	48	56
Supply Total/Average			785	772	686	748

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Audio and Video Technicians (27-4011)	7,505	6,147	(1,358)	(18%)	660	\$20.84	\$31.07	\$44.44
Sound Engineering Technicians (27-4014)	3,775	3,175	(600)	(16%)	333	\$17.18	\$30.28	\$51.34
Total	11,280	9,321	(1,959)	(17%)	993			

Exhibit 5. Orange County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Audio and Video Technicians (27-4011)	968	728	(240)	(25%)	79	\$19.00	\$28.23	\$40.38
Sound Engineering Technicians (27-4014)	309	251	(58)	(19%)	27	\$15.70	\$28.16	\$48.01
Total	1,276	979	(297)	(23%)	106			

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Audio and Video Technicians (27-4011)	8,473	6,875	(1,598)	(19%)	738	Postsecondary nondegree award
Sound Engineering Technicians (27-4014)	4,083	3,426	(657)	(16%)	360	Postsecondary nondegree award
Total	12,557	10,300	(2,257)	(18%)	1,098	

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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