



Labor Market Analysis for Program Recommendation

Acting and Directing Occupations

Ohlone College

Prepared by the Bay Region Center of Excellence for Labor Market Research

May 2025

Recommendation

Based on all available data, there appears to be an “undersupply” of Acting and Directing workers compared to the demand for this cluster of occupations in the Bay Region and in the East Bay Sub-Region (Alameda, Contra Costa counties). There is a projected annual gap of about 3,799 students in the Bay Region and 69 students in the East Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1099.00 - Other Fine and Applied Arts 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 Ohlone College and in the region.

This report profiles Acting and Directing Occupations in the 12 county Bay Region and in the East Bay Sub-Region for program recommendation at Ohlone College. Both occupations discussed in this report are middle-skill jobs.

- **Agents and Business Managers of Artists, Performers, and Athletes (13-1011):** Represent and promote artists, performers, and athletes in dealings with current or prospective employers. May handle contract negotiation and other business matters for clients.
Typical Entry-Level Educational: Bachelor’s degree
Typical On-the-Job Training: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 21%
- **Actors (27-2011):** Play parts in stage, television, radio, video, or film productions, or other settings for entertainment, information, or instruction. Interpret serious or comic role by speech, gesture, and body movement to entertain or inform audience. May dance and sing.
Typical Entry-Level Educational: Some college, no degree
Typical On-the-Job Training: Long-term on-the-job training
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 22%

Occupational Demand

Table 1. Employment Outlook for Acting and Directing Occupations in the Bay Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Agents and Business Managers of Artists, Performers, and Athletes	7,432	7,398	-33	-0%	3,908	782	\$26	\$43
Actors	24,832	24,857	25	0%	15,092	3,018	\$16	\$22
Total	32,264	32,255	-9	0%	19,000	3,800	\$18	\$27

Source: Lightcast 2025.1

The 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 Acting and Directing Occupations in the East Bay Sub-Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Agents and Business Managers of Artists, Performers, and Athletes	186	165	-21	-11%	88	18	\$20	\$36
Actors	383	414	31	8%	258	52	\$16	\$22
Total	569	579	10	2%	346	70	\$17	\$27

Source: Lightcast 2025.1

East Bay Sub-Region includes: Alameda, Contra Costa Counties

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

Table 3. Number of Job Postings by Occupation for the latest 12 months

Occupation	Bay Region	East Bay
Actors	362	88
Agents and Business Managers of Artists, Performers, and Athletes	80	21

Source: Lightcast 2025.1; "Job Posting Analytics." May. 2024 - Apr. 2025

Table 4a. Top Job Titles in Job Postings for Acting and Directing Occupations in the Bay Region

Title	Bay	Title	Bay
Financial Professionals	14	Assistants/Helpers	4
Character Performers	12	Children's Directors	4
Costume Characters	9	Data Annotators	3

Title	Bay	Title	Bay
Standardized Patients	9	Directors of Children's Services	3
Birthday Party Supervisors	8	Film Crews	3
Character Artists	8	Hiring Managers	3
Mascots	8	Holiday Interviewers/Service Ambassadors	3
Content Creators	5	LAN/WAN Engineers	3
Wireless Agents	5	Lead Supervisors	3

Source: Lightcast 2025.1; "Job Posting Analytics." May. 2024 - Apr. 2025

Table 4b. Top Job Titles in Job Posting for Acting and Directing Occupations in the East Bay Sub-Region

Title	East Bay	Title	East Bay
Birthday Party Supervisors	5	Music Video Directors	2
Character Artists	3	Phone Agents	2
Film Crews	3	Standardized Patients	2
Hiring Managers	3	Talent Buyers	2
Accounting Adjunct Faculties	2	Talent Managers	2
Children's Directors	2	Wireless Agents	2
Customer Experience Professionals	2	Actresses	1
Life Agents	2	Adjunct Voice Faculties	1
Mascots	2	Adventure Directors	1

Source: Lightcast 2025.1; "Job Posting Analytics." May. 2024 - Apr. 2025

Industry Concentration

Table 5. Industries Hiring for Acting and Directing Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Independent Artists, Writers, and Performers	570	643	13%	27%
Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	325	250	-23%	13%
Theater Companies and Dinner Theaters	223	249	12%	10%
Motion Picture and Video Production	137	146	6%	6%
Offices of Certified Public Accountants	132	135	2%	6%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Promoters of Performing Arts, Sports, and Similar Events without Facilities	98	70	-29%	4%
Promoters of Performing Arts, Sports, and Similar Events with Facilities	77	71	-8%	3%
Amusement and Theme Parks	70	90	27%	3%
Other Accounting Services	52	53	0%	2%
Colleges, Universities, and Professional Schools	46	51	13%	2%

Source: Lightcast 2025.1

Table 6. Top Employers Posting Acting and Directing Occupations in the Bay Region and the East Bay Sub-Region

Employer	Bay	Employer	East Bay
New York Life	13	Mad Science Group	5
Jkl Productions	11	Happily Ever Laughter Ltd	3
Cherry Hill Programs	10	Rock Hill Galleria	3
Mad Science Group	8	Saint Mary's College of California	3
Happily Ever Laughter Ltd	7	Cherry Hill Programs	2
Rock Hill Galleria	7	Off The Couch	2

Source: Lightcast 2025.1; "Job Posting Analytics." May. 2024 - Apr. 2025

Educational Supply

There is one community college in the Bay Region issuing one award on average annually (last 3 years ending 2023-24) on TOP 1099.00 - Other Fine and Applied Arts. In the East Bay Sub-Region, there is one community college that issued awards on average annually (last 3 years) on this TOP code.

There is no other institution in the Bay Region issuing degrees on average annually (last 3 years ending 2020-22) on CIP 50.0512- Theatre and Dance.

Table 7. Community College Awards on TOP 1099.00 - Other Fine and Applied Arts in the Bay Region

College	Subregion	Certificate	Total
Chabot	East Bay	1	1
Total	-	1	1

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 3,800 annual openings for the Acting and Directing occupational cluster and 1 annual (3-year average) awards for an annual undersupply of 3,799 students. In the East Bay Sub-Region, there is also a gap with 70 annual openings and 1 annual (3-year average) awards for an annual undersupply of 69 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1099.00 - Other Fine and Applied Arts

Metric Outcomes	Bay All CTE Program	Ohlone College All CTE Program	State 1099.00	Bay 1099.00	East Bay 1099.00	Ohlone College 1099.00
Students with a Job Closely Related to Their Field of Study	74%	77%	76%	NA	NA	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	\$66,598	\$24,342	\$22,546	\$24,222	NA
Median Change in Earnings for SWP Exiting Students	24%	13%	27%	2%	NA	NA
Exiting Students Who Attained the Living Wage	54%	67%	24%	NA	NA	NA

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills and Education

Table 9. Top Skills in Job Postings for Acting and Directing Occupations in the Bay Region

Skill	Posting	Skill	Posting
Working With Children	30	Securities (Finance)	13
Artificial Intelligence	23	Digital Sales	12
Marketing	21	Investments	12
Short Films	18	Market Risk	12
Costumes	16	Sales Prospecting	12
Consolidation	13	TikTok	11
Debits And Credits	13	Acting	10
Financial Industry Regulatory Authorities	13	Live Streaming	10
Investment Advisory	13	Machine Learning	9
Reconciliation	13	Zoom (Video Conferencing Tool)	7

Skill	Posting	Skill	Posting
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Source: Lightcast 2025.1; "Job Posting Analytics." May. 2024 - Apr. 2025

Table 10. Education Requirements for Acting and Directing Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	7	14%
Associate degree	3	6%
Bachelor's degree & higher	41	80%

Source: Lightcast 2025.1; "Job Posting Analytics." May. 2024 - Apr. 2025

Note: 92% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online
 Lightcast
 CTE LaunchBoard www.calpassplus.org
 Statewide CTE Outcomes Survey
 Employment Development Department Unemployment Insurance Dataset
 CCCCO Data Mart

Contacts

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