



Labor Market Analysis for Program Recommendation

Technical Theatre Foundations Occupations

Santa Rosa Junior College

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

November 2024

Recommendation

Based on all available data, there appears to be an “undersupply” of Technical Theatre Foundations workers compared to the demand for this cluster of occupations in the Bay Region but an “oversupply” in the North Bay Sub-Region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 28 students in the Bay Region but an oversupply of 9 students in the North Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1006.00 - Technical Theater 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 Santa Rosa Junior College and in the region.

This report profiles Technical Theatre Foundations Occupations in the 12 county Bay Region and in the North Bay Sub-Region for program recommendation at Santa Rosa Junior College.

- Set and Exhibit Designers (27-1027):** Design special exhibits and sets for film, video, television, and theater productions. May study scripts, confer with directors, and conduct research to determine appropriate architectural styles.
 Entry-Level Educational Requirement: Bachelor’s degree
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 28%

Occupational Demand

Table 1. Employment Outlook for Technical Theatre Foundations Occupations in the Bay Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Set and Exhibit Designers	677	646	-31	-5%	293	59	\$21	\$28
Total	677	646	-31	-5%	293	59	\$21	\$28

Source: Lightcast 2024.3

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 Technical Theatre Foundations Occupations in the North Bay Sub-Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Set and Exhibit Designers	110	103	-7	-6%	47	9	\$19	\$22
Total	110	103	-7	-6%	47	9	\$19	\$22

Source: Lightcast 2024.3

North Bay Sub-Region includes: Marin, Napa, Solano, Sonoma Counties

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

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

Occupation	Bay Region	North Bay
Set and Exhibit Designers	59	5

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Table 4a. Top Job Titles in Job Postings for Technical Theatre Foundations Occupations in the Bay Region

Title	Bay	Title	Bay
Exhibit Developers	6	Facilities Technicians	2
3D Designers	4	High School Program Coordinators	2
Crew Coordinators	3	Stage Technicians	2
Interviewing Clerks	3	Art Designers	1
Technician Helpers	3	Business Analysts	1
Aquarists	2	Call Coordinators	1
Environmental Designers	2	Display Designers	1
Exhibit Technicians	2	Exhibit Designers	1
Exhibition Design Interns	2	Exhibit Fabricators	1

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Table 4b. Top Job Titles in Job Posting for Technical Theatre Foundations Occupations in the North Bay Sub-Region

Title	North Bay	Title	North Bay
Stage Technicians	2	Exhibit Designers	1
Art Designers	1	Set Decorators	1

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Industry Concentration

Table 5. Industries Hiring for Technical Theatre Foundations 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)
Theater Companies and Dinner Theaters	78	84	7%	11%
Motion Picture and Video Production	55	56	3%	8%
Graphic Design Services	46	19	-58%	7%
Interior Design Services	42	21	-49%	6%
Independent Artists, Writers, and Performers	40	44	11%	6%
Promoters of Performing Arts, Sports, and Similar Events with Facilities	30	35	15%	4%
Museums	22	24	7%	3%
Amusement and Theme Parks	17	20	17%	2%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	15	16	6%	2%
Local Government, Excluding Education and Hospitals	14	15	3%	2%

Source: Lightcast 2024.4

Table 6. Top Employers Posting Technical Theatre Foundations Occupations in the Bay Region and the North Bay Sub-Region

Employer	Bay	Employer	North Bay
Exploratorium	11	College Of Marin	2
Monterey Bay Aquarium	8	Obe Worldwide	1
Closet World	3	College Of Marin	2
University of California	3	Obe Worldwide	1
Williams-Sonoma	3	College Of Marin	2
College Of Marin	2	Obe Worldwide	1

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Educational Supply

There are five community colleges in the Bay Region issuing 31 awards on average annually (last 3 years ending 2021-23) on TOP 1006.00 - Technical Theater. In the North Bay Sub-Region, there is one community college that issued 18 awards on average annually (last 3 years) on this TOP code.

Table 7. Community College Awards on TOP 1006.00 - Technical Theater in the Bay Region

College	Subregion	Associate Degree	Low unit Certificate	Total
Diablo Valley	East Bay	5	4	9
Foothill	Silicon Valley	2	0	2
Las Positas	East Bay	0	1	1
Ohlone	East Bay	1	0	1
Santa Rosa	North Bay	0	18	18
Total	-	8	23	31

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 59 annual openings for the Technical Theatre Foundations occupational cluster and 31 annual (3-year average) awards for an annual undersupply of 28 students. In the North Bay Sub-Region, there is also a gap with 9 annual openings and 18 annual (3-year average) awards for an annual oversupply of 9 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1006.00 - Technical Theater

Metric Outcomes	Bay All CTE Program	Santa Rosa Junior College All CTE Program	State 1006.00	Bay 1006.00	North Bay 1006.00	Santa Rosa Junior College 1006.00
Students with a Job Closely Related to Their Field of Study	74%	76%	55%	57%	80%	80%
Median Annual Earnings for SWP Exiting Students	\$53,090	\$46,746	\$23,142	\$27,874	\$27,793	\$25,323
Median Change in Earnings for SWP Exiting Students	24%	31%	40%	46%	44%	22%
Exiting Students Who Attained the Living Wage	54%	61%	23%	19%	NA	NA

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

Skills and Education

Table 9. Top Skills in Job Postings for Technical Theatre Foundations Occupations in the Bay Region

Skill	Posting	Skill	Posting
Exhibitions	17	Adobe Creative Suite	7
Project Management	16	Animal Care	7
Exhibit Design	13	Forklift Truck	7
Carpentry	12	Graphic Design	7
Construction	11	Metalworking	7
Painting	10	Office Equipment	7
Architectural Design	9	SketchUp (3D Modeling Software)	7
Drawing	9	Sketching	7
Prototyping	9	Autodesk Revit	6
AutoCAD	8	Fabrication	6

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Table 10. Education Requirements for Technical Theatre Foundations Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	11	25%
Associate degree	5	11%
Bachelor's degree & higher	28	64%

Source: Lightcast 2024.4; "Job Posting Analytics." Nov. 2023 - Oct. 2024

Note: 49% 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
 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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