



April 1, 2024

Mark Lowentrout
Dean, Visual Arts & Media Studies
Pasadena City College
1570 E. Colorado Blvd.
Pasadena, CA 91106

Dear Mr. Lowentrout,

Subject: **Summary of Key Findings for Proposed Bachelor's Degree in Arts Administration**

The Los Angeles Center of Excellence for Labor Market Research (LA COE) has completed a labor market analysis in support of Pasadena City College's application to offer a Bachelor's degree in Arts Administration. This letter summarizes the key findings from our report and is organized to address the primary questions of workforce need, wage potential, and employer preferences for candidates with a baccalaureate degree.

- **Evidence of a Regional Supply-Demand Gap for Workers with Baccalaureate Degrees**

Our analysis reveals a potential need for workers with baccalaureate degrees in Arts Administration across the region and state. With 130 average annual bachelor's degrees issued in the county and 557 projected annual job openings through 2032 for *agents and business managers of artists, performers, and athletes*, an occupation that typically requires a bachelor's degree for entry, the potential supply gap at this level of education is 427 unfilled jobs in LA County. In California, 762 *agents and business managers of artists, performers, and athlete* jobs are projected to be available annually, but only 141 annual bachelor's awards conferred from related programs Currently, yielding a potential statewide projected workforce shortage of 621 unfilled annual job openings. These regional and statewide potential workforce gaps are certainly a cause for conversation and planning among education and training providers.

- **Evidence that Employers Are Willing to Pay Baccalaureate Degree Holders a Regional Living Wage**

Based on our wage analysis, workers with a baccalaureate degree in Arts Administration are likely to earn a wage that meets or exceeds the regional living wage. Specifically, data indicate that the 25th percentile salary for entry-level positions in this field for baccalaureate degree holders is \$28.65 per hour, or nearly \$60,000 annually assuming full-time employment, which compares favorably to the regional living wage benchmark of \$24.03 per hour for a single adult with no children. It is worth noting that regional employers are advertising a median annual salary of \$102.656 for candidates with a bachelor's degree for *agents and business*

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managers of artists, performers, and athletes jobs. This confirms that graduates of the proposed program can expect to earn wages that meet local living standards.

- **Evidence that Employers Are Willing to Pay Baccalaureate Degree Holders More than Those with an Associate Degree or No Postsecondary Degree**

The analysis reveals a clear wage difference for individuals holding a baccalaureate degree compared to those with an associate degree or no postsecondary education. On average, job postings and salary data show that employers seeking candidates with a bachelor's degree for *agents and business managers of artists, performers, and athletes* jobs are advertising annual salaries that are more than \$54,000 higher per year than those seeking candidates with a high school diploma or associate degree. This wage differential underscores the added value of a baccalaureate degree in this field.

- **Evidence that Employers Prefer Candidates with the Proposed Baccalaureate Degree**

The majority of job postings from regional employers of *agents and business managers of artists, performers* were seeking candidates with a bachelor's degree (69% of total), demonstrating that employers posting job ads prefer candidates with a bachelor's degree for these jobs.

In summary, the labor market data indicate a potential regional supply-demand gap for workers with baccalaureate degrees in Arts Administration since projected job openings outpace the supply of related degrees awarded in this area by more than a factor of four, and employers are willing to offer competitive wages that meet the regional living wage. Additionally, there is evidence of a wage premium for baccalaureate degree holders compared to those with an associate degree or no postsecondary education.

Please find the full labor market report attached for a detailed review of the data and analysis. Should you have any questions or need further clarification, feel free to contact us.

Sincerely,

Luke Meyer
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