

**Program Endorsement Brief: 1099.00/Other Fine and Applied Arts
Museum Assistant Certificate**
Orange County Center of Excellence, May 2021

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" 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 type="checkbox"/>	No <input checked="" 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 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 museum assistants. Two occupations were identified as related to museum assistants and included in this report: *tour and travel guides* (39-7018), which is a middle-skill occupation, and *ushers, lobby attendants, and ticket takers* (39-3031), which is a below middle-skill occupation. Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree, while below middle-skill occupations require a high school diploma or no formal education.¹ To further identify occupational demand directly related to museum assistants, occupational employment projections were limited to workers employed in the museum industry. The museum industry is defined in the North American Industry Classification System as "establishments engaged in the preservation and exhibition of objects of historical, cultural, and/or educational value" and includes establishments such as art museums and art galleries.² 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 appear to be a supply gap for tour and travel guides, the middle-skill occupation included in this report, within the museum industry in LA/OC region. However, entry-level wages for this occupation are below the living wage in both Los Angeles and Orange counties. **Therefore, due to some of the criteria being met, the COE endorses this program.** Detailed reasons include:

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.

² NAICS Association, "NAICS Code Description: 712110 - Museums," accessed May 12, 2019, <https://www.naics.com/naics-code-description/?code=712110>.

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **103 job openings for tour/travel guides within the museum industry available annually** in the region, **which is more than the 22 awards conferred annually** by educational institutions in the region.
 - Over the past 12 months, there were **13 online job postings in the LA/OC region related to museum assistants**. The highest number of job postings were for museum educators, visitor service workers, and floor staff members.
- **Living Wage Criteria** – Within Orange County, **typical entry-level hourly wages** for tour and travel guides are **\$13.06, which is lower than the California Family Needs Calculator** hourly wage (living wage) for one adult in the region (\$17.36 in Orange County).³
- **Educational Criteria** – Within the LA/OC region, **all of the annual job openings** for occupations related to museum assistants **typically require a high school diploma**.
 - However, though the national-level educational attainment data indicates **28% of tour and travel guides in all fields have completed some college or an associate degree**, the COE currently classifies this occupation as a middle-skill occupation.

Supply:

- There are **3 community colleges** in the LA/OC region that issue awards related to other fine and applied arts, conferring an average of **22 awards annually** between 2017 and 2020.
- While there is a Classification of Instructional Programs (CIP) Code for Museology/Museum Studies (30.1404), there are no programs currently offered by four-year educational institutions in the LA/OC region.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for *tour and travel guides*, the middle-skill occupation in this report, in the museums industry (NAICS 712110). In Los Angeles/Orange County, the number of jobs is projected to slightly increase by less than 1% through 2024. There is projected to be 103 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

³ Living wage data was pulled from California Family Needs Calculator on 5/17/2021. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

occupational employment. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.

Exhibit 1: Middle-skill occupational demand in Los Angeles and Orange Counties⁴

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	411	419	9	2%	93
Orange	45	38	(7)	(16%)	10
Total	456	457	1	0%	103

Exhibit 2 shows the five-year occupational demand projections for *ushers, lobby attendants, and ticket takers*, the below middle-skill occupation in this report, in the museums industry (NAICS 712210). In Los Angeles/Orange County, the number of jobs is projected to slightly decrease by less than 1% through 2024. There is projected to be 15 job openings per year through 2024 due to retirements and workers leaving the field.

Exhibit 2: Below middle-skill occupational demand in Los Angeles and Orange Counties⁵

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	92	93	1	1%	15
Orange	<10	<10	(2)	(17%)	0
Total	102	101	(0)	(0%)	15

Wages

The labor market endorsement in this report considers the entry-level hourly wages for each of the museum assistant occupations in this report (both middle-skill and below middle-skill) in Orange County as they relate to the county's living wage. Los Angeles 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.

Orange County—The typical entry-level hourly wages for *tour and travel guides* are \$13.06, which is below the living wage for one adult (\$17.36 in Orange County). Experienced workers can expect to earn wages of \$18.93, which is higher than the living wage estimate. Orange County's average wages are below the average statewide wage of \$20.43 for this occupation.

Typical entry-level hourly wages for the one below middle-skill occupation, *ushers, lobby attendants, and ticket takers*, are \$12.51, which is below the living wage for one adult in Orange County. Experienced workers in this occupation can expect to earn \$16.25, which is also below the county's living wage. Orange County's average wages are below the average statewide wage of \$14.65 for this occupation.

⁴ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

⁵ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Los Angeles County— The typical entry-level hourly wages for *tour and travel guides* are \$14.24, which is below the living wage for one adult (\$15.04 in Los Angeles County). Experienced workers can expect to earn wages of \$21.14, which is higher than the living wage estimate. Los Angeles County's average wages are above the average statewide wage of \$20.43 for this occupation.

Typical entry-level hourly wages for the one below middle-skill occupation, *ushers, lobby attendants, and ticket takers*, are \$12.82, which is below the living wage for one adult in Los Angeles County. Experienced workers in this occupation can expect to earn \$17.27, which is also below the county's living wage. Los Angeles County's average wages for this occupation are above the statewide wage of \$14.65 for this occupation.

Job Postings

There were 13 online job postings for *tour and travel guides* and *ushers, lobby attendants, and ticket takers* in the museums, historical sites, and similar institutions NAICS Code (712) listed in the past 12 months. The highest number of job postings were for museum educators, visitor service workers, and floor staff members. The top skills were: customer service, cleaning, scheduling, art history, and cash handling. The top employers, by number of job postings, in the region were: Pretend City Children's Museum, 3DAR Trick Museum, and Laguna Art Museum.

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 high school diploma as the typical entry-level education for *tour and travel guides*, and no formal education for *ushers, lobby attendants, and ticket takers*. In the LA/OC region, all of the annual job openings for these two occupations within the museum industry typically require a high school diploma or equivalent. However, the national-level educational attainment data indicates 28% of *tour and travel guides* and 39.6% of *ushers, lobby attendants, and ticket takers* in all fields have completed some college or an associate degree. Though the national-level educational attainment data indicates 28% of *tour and travel guides* have completed some college or an associate degree, the COE currently classifies this occupation as a middle-skill occupation. Of the 46% of museum assistant-related job postings listing a minimum education requirement in Los Angeles/Orange County, 67% (4) requested a high school diploma, 17% (1) requested an associate degree and 17% (1) requested a bachelor's degree.

Educational Supply

Community College Supply—Exhibit 3 shows the three-year average number of awards conferred by community colleges in the related TOP code: Other Fine and Applied Arts (1099.00). The college with the most completions in the region is Santa Monica. Over the past 12 months, there were no other related program recommendation requests from regional community colleges.

While there is a Classification of Instructional Programs (CIP) Code for Museology/Museum Studies (30.1404), there are no programs currently offered by four-year educational institutions in the LA/OC region.

Exhibit 3: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	College	2017-2018 Awards	2018-2019 Awards	2019-2020 Awards	3-Year Award Average
1099.00	Other Fine and Applied Arts	El Camino	6	3	5	5
		Santa Monica	13	22	15	17
		LA Subtotal	19	25	20	21
		Irvine	1	-	-	0
		OC Subtotal	1	-	-	0
Supply Total/Average			20	25	20	22

Appendix A: Occupational demand and wage data by county for Museums (NAICS 712110)

Exhibit 4. 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)
Tour and Travel Guides (39-7018)	45	38	(7)	(16%)	10	\$13.06	\$15.32	\$18.93
Middle-Skill Total	45	38	(7)	(16%)	10			
Ushers, Lobby Attendants, and Ticket Takers (39-3031)	<10	<10	(2)	(17%)	0	\$12.51	\$14.01	\$16.25
Below Middle-Skill Total	<10	<10	(2)	(17%)	0			
Total	45	38	(9)	(20%)	10			

Exhibit 5. Los Angeles County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Tour and Travel Guides (39-7018)	411	419	9	2%	93	\$14.24	\$16.90	\$21.14
Middle-Skill Total	411	419	9	2%	93			
Ushers, Lobby Attendants, and Ticket Takers (39-3031)	92	93	1	1%	15	\$12.82	\$14.60	\$17.27
Below Middle-Skill Total	92	93	1	1%	15			
Total	502	512	10	2%	108			

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings
Tour and Travel Guides (39-7018)	456	457	1	0%	103
Middle-Skill Total	456	457	1	0%	103
Ushers, Lobby Attendants, and Ticket Takers (39-3031)	102	101	(0)	(0%)	16
Below Middle-Skill Total	102	101	(0)	(0%)	16
Total	557	558	1	(0%)	119

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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