










Dance Instructor Occupations

Labor Market Analysis: San Diego County

December 2021

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 Proceed with Caution	 	 	<input checked="" type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	HIGH 	HIGH 	

This brief provides labor market information about *Dance Instructor Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Dance Instructor Occupations* include “Choreographers,” “Dancers,” and “Self-Enrichment Teachers.” According to available labor market information, *Dance Instructor Occupations* in San Diego County have a labor market demand of 940 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings), and nine institutions supply 234 awards for these occupations, suggesting that there is a supply gap in the labor market. Entry-level wages are below the living wage and median wages are above the living wage for all occupations. This brief recommends proceeding with caution when developing a new program but supports a program modification because entry-level wages are below the living wage while 1) a high number of annual job openings exist and 2) a supply gap exists for these occupations. The college should note that the percentage of students who obtained a living wage after completing a related program is **below** the state average for students who complete Career Education programs in general.

Introduction

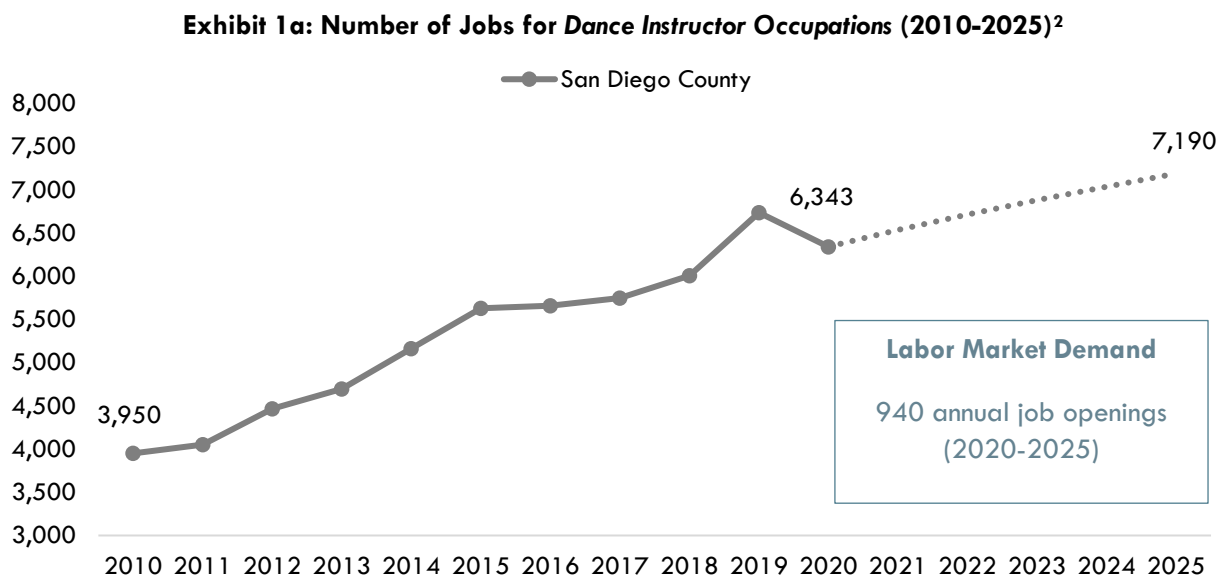
This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Choreographers** (SOC 27-2032): Create new dance routines. Rehearse performance of routines. May direct and stage presentations.
- **Dancers** (SOC 27-2031): Perform dances. May perform on stage, for broadcasting, or for video recording.
- **Self-Enrichment Teachers** (SOC 25-3021): Teach or instruct individuals or groups for the primary purpose of self-enrichment or recreation, rather than for an occupational objective, educational attainment, competition, or fitness.

For the purpose of this report, these occupations are referred to as *Dance Instructor Occupations*.

Projected Occupational Demand

Between 2020 and 2025, *Dance Instructor Occupations* are projected to increase by 847 net jobs or 13 percent (Exhibit 1a). Employers in San Diego County will need to hire 940 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.



¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

² EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

Exhibit 1b disaggregates the projected number of jobs change by occupation. “Self-Enrichment Teachers” are projected to have the most labor market demand between 2020 and 2025, with 908 annual job openings.

Exhibit 1b: Number of Jobs for *Dance Instructor Occupations* in San Diego County (2020-2025)³

Occupational Title	2020 Jobs	2025 Jobs	2020 - 2025 Net Jobs Change	2020-2025 % Net Jobs Change	Annual Job Openings (Demand)
Self-Enrichment Teachers	6,178	7,007	829	13%	908
Dancers	139	148	9	7%	25
Choreographers	26	35	9	36%	7
Total	6,343	7,190	847	13%	940

Earnings

Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Dance Instructor Occupations* range from \$12.30 to \$15.17.

Exhibit 2a: Hourly Earnings for *Dance Instructor Occupations* in San Diego County⁴

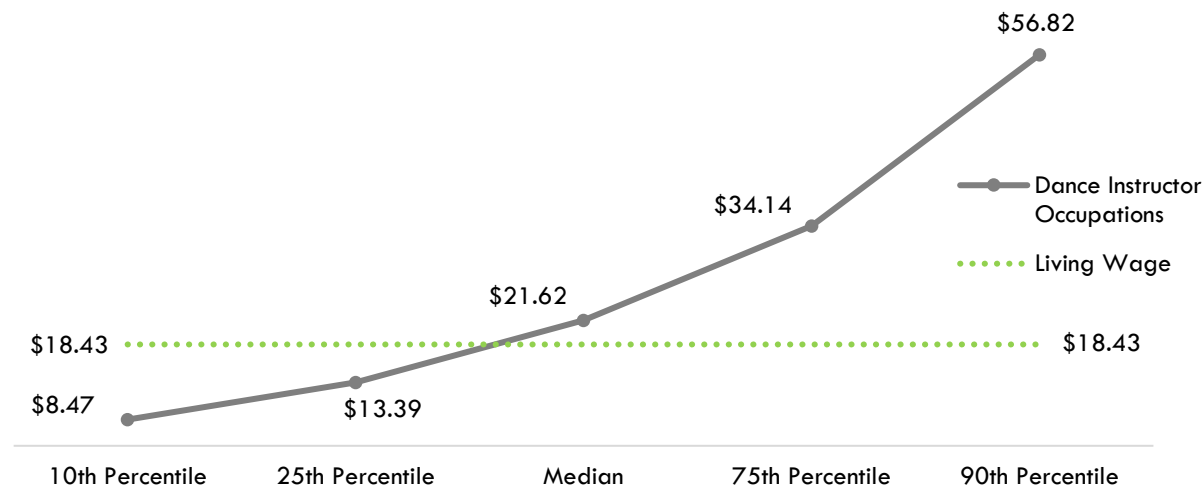
Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Self-Enrichment Teachers	\$15.17	\$20.82	\$29.45
Choreographers	\$12.70	\$25.52	\$42.95
Dancers	\$12.30	\$18.53	\$30.03

³ EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

⁴ EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

On average, the entry-level hourly earnings for *Dance Instructor Occupations* are \$13.39; this is less than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2b).⁵

Exhibit 2b: Average Hourly Earnings⁶ for *Dance Instructor Occupations* in San Diego County⁷



Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁸ There are **four** TOP codes and **seven** CIP codes related to *Dance Instructor Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for *Dance Instructor Occupations*⁹

TOP or CIP Code	TOP or CIP Program Title
TOP 1006.00	Technical Theater
TOP 1007.00	Dramatic Arts
TOP 1008.00	Dance
TOP 1008.10	Commercial Dance
CIP 50.0301	Dance, General
CIP 50.0399	Dance, Other
CIP 50.0501	Drama and Dramatics/Theatre Arts, General

⁵ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightcced.org/family-needs-calculator/.

⁶ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁷ EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

⁸ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

⁹ This brief uses a conservative estimate of program supply and only calculates awards from the TOP codes in the Exhibit 3.

TOP or CIP Code	TOP or CIP Program Title
CIP 50.0502	Technical Theatre/Theatre Design and Technology
CIP 50.0507	Directing and Theatrical Production
CIP 50.0512	Theatre and Dance
CIP 50.1101	Community/Environmental/Socially-Engaged Art

According to TOP data, six community colleges supply the region with awards for these occupations: Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego Mesa College, and Southwestern College. According to CIP data, three non-community-college institutions supply the region with awards: San Diego State University, University of California-San Diego, and University of San Diego (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2016-17 through PY2019-20 Average)**

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
1006.00	Technical Theater	9	0	9
	• MiraCosta	4	0	
	• San Diego City	4	0	
	• Southwestern	1	0	
1007.00	Dramatic Arts	52	0	52
	• Grossmont	20	0	
	• MiraCosta	12	0	
	• Palomar	4	0	
	• San Diego City	7	0	
	• San Diego Mesa	4	0	
	• Southwestern	5	0	

TOP or CIP Code	TOP or CIP Program Title	3-Yr Annual Average CC Awards (PY17-18 to PY19-20)	Other Educational Institutions 3-Yr Annual Average Awards (PY16-17 to PY18-19)	3-Yr Total Average Supply (PY16-17 to PY19-20)
1008.00	Dance	20	0	20
	• Grossmont	9	0	
	• MiraCosta	2	0	
	• Palomar	0	0	
	• San Diego City	4	0	
	• San Diego Mesa	3	0	
	• Southwestern	2	0	
1008.10	Commercial Dance	15	0	15
	• MiraCosta	2	0	
	• Palomar	13	0	
50.0301	Dance, General	0	14	14
	• San Diego State University	0	9	
	• University of California-San Diego	0	5	
50.0501	Drama and Dramatics/Theatre Arts, General	0	114	114
	• San Diego State University	0	64	
	• University of California-San Diego	0	37	
	• University of San Diego	0	13	
50.0502	Technical Theatre/Theatre Design and Technology	0	6	6
	• University of California-San Diego	0	6	
50.0507	Directing and Theatrical Production	0	4	4
	• University of California-San Diego	0	4	
			Total	234

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹⁰ suggests that there is a **supply gap** for these occupations in San Diego County, with **940** annual openings and **234** awards. Comparatively, there are **7,757** annual openings in California and **2,806** awards, suggesting that there is a supply gap across the state¹¹ (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	940	234	706
California	7,757	2,806	4,951

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

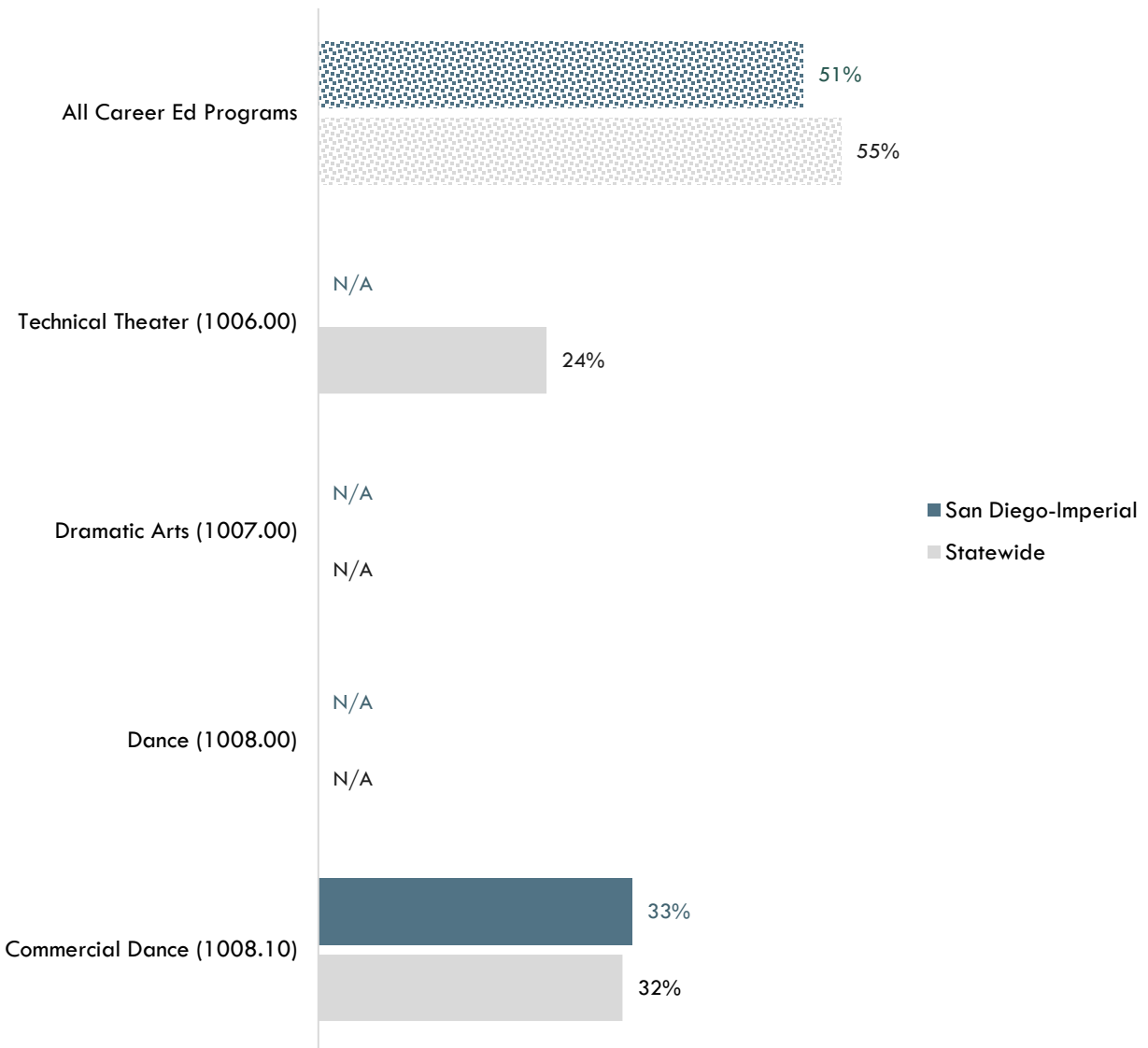
¹⁰ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

¹¹ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 33 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Dance Instructor Occupations*, compared to 24 to 32 percent statewide and 55 percent of students in Career Education programs in general across the state (Exhibit 6a).¹²

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2018-19¹³



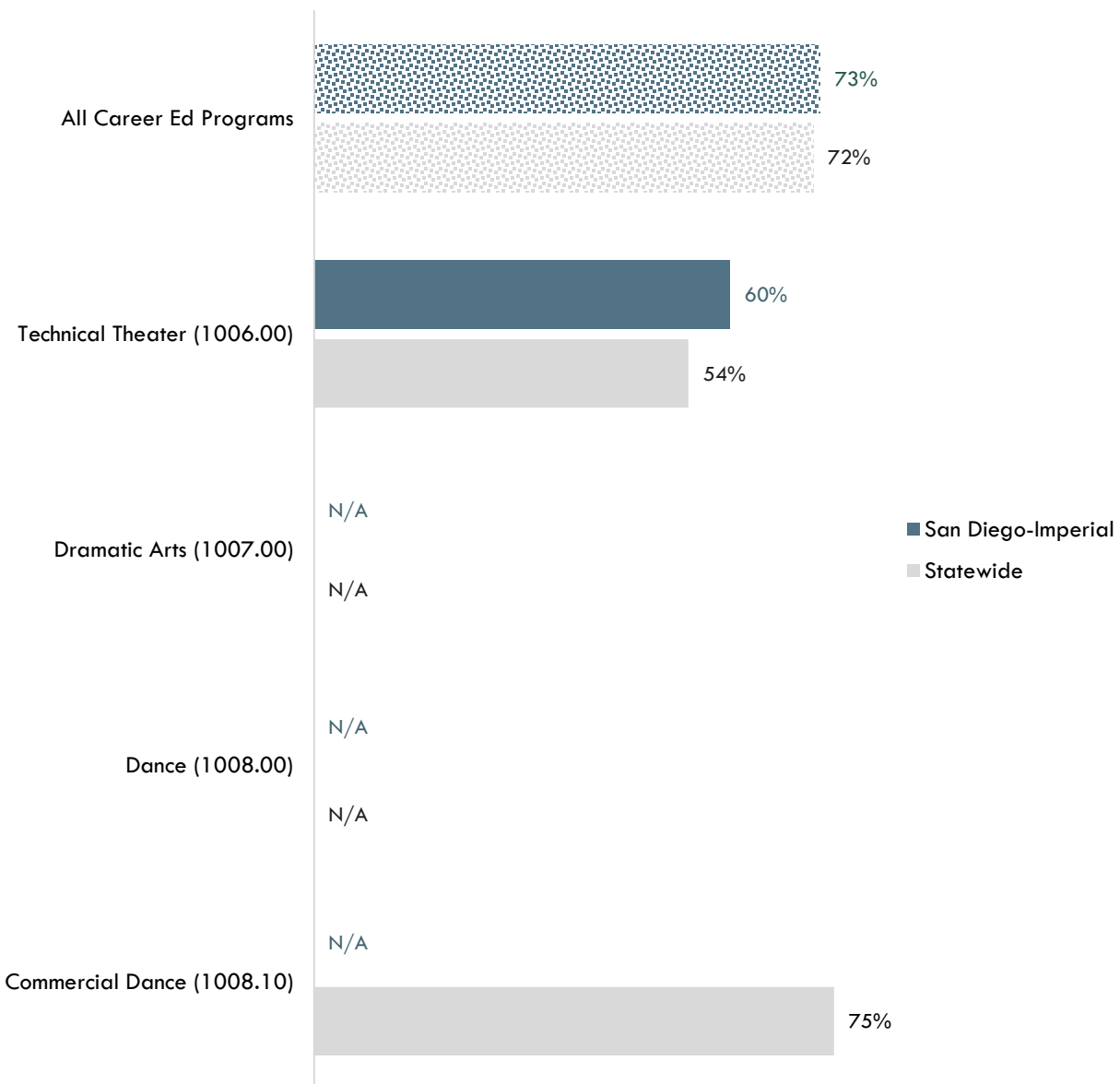
"N/A" indicates insufficient data

¹² "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹³ Among completers and skills builders who exited, the proportion of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 60 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Dance Instructor Occupations*, compared to 54 to 75 percent statewide and 72 percent of students in Career Education programs in general across the state (Exhibit 6b).¹⁴

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2017-18¹⁵



"N/A" indicates insufficient data

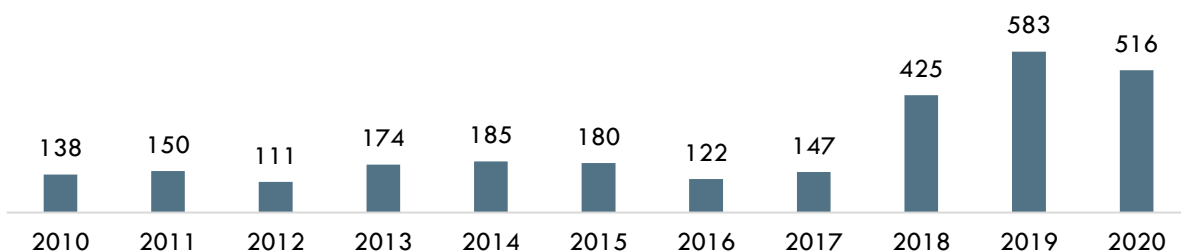
¹⁴ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁵ Most recent year with available data is Program Year 2017-18. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2010 and 2020, there was an average of 248 online job postings per year for *Dance Instructor Occupations* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1b). Employers may post a position multiple times for various reasons, such as increasing the pool of applicants, for example.

Exhibit 7: Number of Online Job Postings for *Dance Instructor Occupations* in San Diego County (2010-2020)¹⁶



Top Employers

Between January 1, 2018 and December 31, 2020, the top five employers in San Diego County for *Dance Instructor Occupations* were [Fit Kids America](#), [YMCA](#), [Atria Senior Living](#), [Traveling Music Lessons](#), and [Coastal Music Studios](#) based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for *Dance Instructor Occupations* in San Diego County¹⁷

Top Employers	
<ul style="list-style-type: none"> • Fit Kids America • YMCA • Atria Senior Living • Traveling Music Lessons • Coastal Music Studios 	<ul style="list-style-type: none"> • The Music Teachers Network • Bach To Rock Rancho Penasquitos • Club Xcite • Sally Piano Music • AAA

¹⁶ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2020.

¹⁷ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Education, Skills, and Certifications

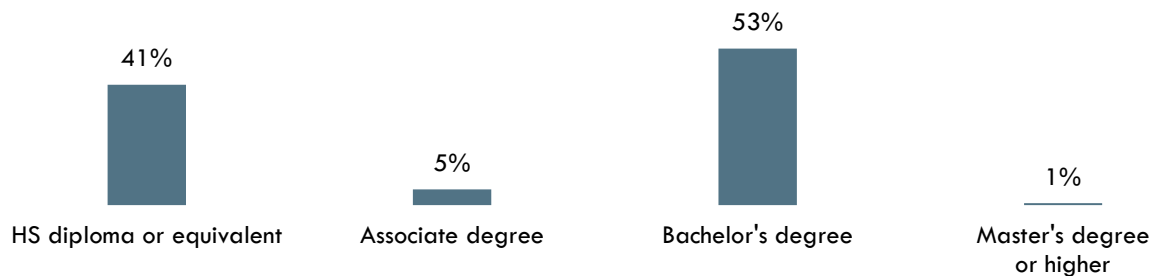
Dance Instructor Occupations have a national educational attainment ranging from no formal educational credential to a high school diploma or equivalent (Exhibit 9a).

Exhibit 9a: National Educational Attainment for *Dance Instructor Occupations*¹⁸

Occupational Title	Typical Entry-Level Education
Self-Enrichment Teachers	High school diploma or equivalent
Choreographers	High school diploma or equivalent
Dancers	No formal educational credential

Based on online job postings between January 1, 2018 and December 31, 2020 in San Diego County, employers posted a bachelor's degree as the educational requirement for *Dance Instructor Occupations* (Exhibit 9b).¹⁹

Exhibit 9b: Educational Requirements for *Dance Instructor Occupations* in San Diego County²⁰



¹⁸ EMSI 2021.4; QCEW, Non-QCEW, Self-Employed.

¹⁹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

²⁰ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. bls.gov/emp/tables/educational-attainment.htm.

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 10: Top Skills for *Dance Instructor Occupations* in San Diego County²¹

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Teaching • Music • Scheduling • Piano • Cardiopulmonary Resuscitation • Guitar • Lesson Planning • Customer Service • Music Theory • Customer Billing • Repair • Invoicing • Gymnastics • Event Planning • Singing 	<ul style="list-style-type: none"> • Organizational Skills • Communication Skills • Creativity • English • Teamwork / Collaboration • Energetic • Planning • Time Management • Positive Disposition • Physical Abilities • Detail-Oriented • Spanish • Building Effective Relationships • Writing • Computer Literacy 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft Word • Adobe PhotoShop • Microsoft PowerPoint • Facebook • Google Docs • Hypertext Preprocessor • Blackboard LMS / CMS • Adobe Illustrator • Microsoft Outlook • Adobe Acrobat • Adobe Creative Suite • Adobe InDesign • Groupwise • Social Media Platforms

²¹ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

Exhibit 11 lists the top certification that appeared in online job postings between January 1, 2018 and December 31, 2020.

Exhibit 11: Top Certification for *Dance Instructor Occupations* in San Diego County²²

Top Certification in Online Job Postings

1. First Aid CPR Aed
 2. CDL Class A
 3. Certified Teacher
 4. Basic Life Saving (BLS)
 5. Food Handler Certification
 6. Cross-Cultural Language and Academic Development
 7. Teachers of English To Speakers of Other Languages (TESOL)
 8. Registered Behavior Technician
 9. Mixed Martial Arts
 10. CDL Class C
 11. Board Certified Behavior Analyst (BCBA)
 12. Basic Cardiac Life Support Certification
 13. Activity Director Certified (ADC)
 14. Security Clearance
 15. Licensed Marriage and Family Therapist
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²² Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2018-2020.

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.