



# Entertainment-Entrepreneurship Occupations Labor Market Information Report Diablo Valley College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research  
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## Recommendation

Based on all available data, there appears to be an “undersupply” of Entertainment-Entrepreneurship workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa counties). There is a projected annual gap of about 554 students in the Bay region and 89 students in the East Bay Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1005.00 - Commercial Music 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 Diablo Valley College and in the region.

This report profiles Entertainment-Entrepreneurship Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Diablo Valley College.

- **Music Directors and Composers (27-2041):** Conduct, direct, plan, and lead instrumental or vocal performances by musical groups, such as orchestras, bands, choirs, and glee clubs. Includes arrangers, composers, choral directors, and orchestrators.  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 18%
- **Audio and Video Technicians (27-4011):** Set up, or set up and operate audio and video equipment including microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, sound and mixing boards, and related electronic equipment for concerts, sports events, meetings and conventions, presentations, and news conferences. May also set up and operate associated spotlights and other custom lighting systems. Excludes “Sound Engineering Technicians” (27-4014).  
Entry-Level Educational Requirement: Postsecondary nondegree award  
Training Requirement: Short-term on-the-job training  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%
- **Sound Engineering Technicians (27-4014):** Operate machines and equipment to record, synchronize, mix, or reproduce music, voices, or sound effects in sporting arenas, theater productions, recording studios, or movie and video productions.  
Entry-Level Educational Requirement: Postsecondary nondegree award  
Training Requirement: Short-term on-the-job training  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%

## Occupational Demand

**Table 1. Employment Outlook for Entertainment-Entrepreneurship Occupations in Bay Region**

Occupation	2019 Jobs	2024 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Music Directors and Composers	1,411	1,421	10	1%	881	176	\$ 17.26	\$ 26.80
Audio and Video Technicians	3,422	3,748	326	10%	2,243	449	\$ 19.63	\$ 27.03
Sound Engineering Technicians	701	726	25	4%	417	83	\$ 22.82	\$ 31.11
<b>Total</b>	<b>5,534</b>	<b>5,895</b>	<b>361</b>	<b>7%</b>	<b>3,541</b>	<b>708</b>	<b>\$19.43</b>	<b>\$27.49</b>

Source: EMSI 2020.4

**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 Entertainment-Entrepreneurship Occupations in East Bay Sub-region**

Occupation	2019 Jobs	2024 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Music Directors and Composers	437	438	1	0%	265	53	\$ 16.89	\$ 25.57
Audio and Video Technicians	859	930	71	8%	548	110	\$ 19.10	\$ 26.31
Sound Engineering Technicians	198	203	5	3%	112	22	\$ 21.12	\$ 30.06
<b>Total</b>	<b>1,494</b>	<b>1,571</b>	<b>77</b>	<b>5%</b>	<b>925</b>	<b>185</b>	<b>\$18.72</b>	<b>\$26.59</b>

Source: EMSI 2020.4

**East Bay Sub-Region includes:** Alameda and Contra Costa Counties

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

**Table 3. Number of Job Postings by Occupation for latest 12 months (Mar 2020 - Feb 2021)**

Occupation	Bay Region	East Bay
Audio and Video Technicians	332	74
Sound Engineering Technicians	253	35
Music Directors	34	5
Music Composers and Arrangers	8	2

Source: Burning Glass

**Table 4a. Top Job Titles for Entertainment-Entrepreneurship Occupations for latest 12 months (Mar 2020 - Feb 2021) Bay Region**

Title	Bay	Title	Bay
Audio Visual Technician	57	Event Technician	7
Broadcast Engineer	14	Audio Video Installer	6
Interaction Sound Designer	11	Audio Test Engineer	6
Audio/Video Technician	9	Senior Sound Designer	5
Audio Firmware Engineer	9	Audio Visual Systems Technician	5
Sound Designer	8	Lead Audio Systems Engineer	4
Freelance Audio Visual Technician	8	Embedded Audio Dsp Engineer	4
Staff Dsp Audio Engineer	7	Audio Technician	4

Title	Bay	Title	Bay
Audio/Video Installer	7	Audio Systems Engineer	4
Audio Visual Installation Technician	7	Audio Video Technician	4
Audio Engineer	7	Audio Video & Home Automation Integrator	
Interaction Sound Designer II	6		

Source: Burning Glass

**Table 4b. Top Job Titles for Entertainment-Entrepreneurship Occupations for latest 12 months (Mar 2020 - Feb 2021) East Bay Sub-Region**

Title	East Bay	Title	East Bay
Audio Visual Technician	14	Video Surveillance Technician	2
Senior Sound Designer	5	Sound Designer	2
Audio Visual Systems Technician	5	Radio/Video Fabrication Technician/Senior Fabrication Technician	2
Lead Commercial Audiovisual Installation Technician	4	IT Technician Visual/Audio	2
Audio/Video Technician	4	Broadcast Engineer	2
Audio Engineer	4	Audio Visual Technician II	2
Freelance Audio Visual Technician	3	Audio Visual Onsite Customer Support Technician	2
Audiovisual Onsite Customer Support Technician	3	Audio Visual Installation Technician	2
Audio Embedded Engineer	3		

Source: Burning Glass

## Industry Concentration

**Table 5. Industries hiring Entertainment-Entrepreneurship Workers in Bay Region**

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2019)	Jobs in Industry (2024)	% Change (2019-24)	% Occupation Group in Industry (2019)
Religious Organizations	795	818	3%	15%
Independent Artists, Writers, and Performers	393	408	4%	7%
Motion Picture and Video Production	332	346	4%	6%
Internet Publishing and Broadcasting and Web Search Portals	222	305	37%	4%
Promoters of Performing Arts, Sports, and Similar Events with Facilities	199	256	29%	4%
Musical Groups and Artists	185	174	-6%	3%
Theater Companies and Dinner Theaters	162	148	-9%	3%
Sound Recording Studios	142	155	10%	3%
Colleges, Universities, and Professional Schools	141	155	10%	3%
Colleges, Universities, and Professional Schools (State Government)	119	125	5%	2%

Source: EMSI 2020.4

**Table 6. Top Employers Posting Entertainment-Entrepreneurship Occupations in Bay Region and East Bay Sub-Region (Mar 2020 - Feb 2021)**

Employer	Bay	Employer	East Bay
Apple	39	HS Audio Visual	7
HS Audio Visual	16	Striking Distance Studios	6
PSAV	13	Logitech	5
Facebook	13	Avidex	5
Amazon	11	Psav Presentation Services	4
Regent5	8	Logitech Incorporated	4
AV Hero, Inc.	8	Creation Networks	4
Xoriant Inc.	6	Sodexo	3
Striking Distance Studios	6	Power Design	3
Zoom Video Communications	5	AV Hero, Inc.	3

Source: Burning Glass

### Educational Supply

There is a six (6) community colleges in the Bay Region issuing 84 awards on average annually (last 3 years ending 2018-19) on TOP 1005.00 - Commercial Music. In the East Bay Sub-Region, there are three (3) community colleges that issued 54 awards on average annually (last 3 years) on this TOP code.

There are a four (4) other CTE educational institutions in the Bay Region issuing 70 awards on average annually (last 3 years ending 2016-17) on TOP 1005.00 - Commercial Music. There is one (1) other CTE educational institution in the East Bay Sub-Region issuing 42 awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 1005.00 - Commercial Music in Bay Region**

College	Subregion	Associate	Certificate Low	Noncredit	Total
Cabrillo	SC-Monterey	1	2	0	3
Diablo Valley	East Bay	11	10	0	21
Foothill	Silicon Valley	13	4	0	17
Las Positas	East Bay	0	0	1	1
Los Medanos	East Bay	7	25	0	32
West Valley	Silicon Valley	0	10	0	10
<b>Total</b>		<b>32</b>	<b>51</b>	<b>1</b>	<b>84</b>

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

**Table 7b. Other CTE Instituton Awards on TOP 1005.00 - Commercial Music in Bay Region**

College	Subregion	Award 1 < 2 academic yrs	Bachelor's Degree	Total
Argosy University-The Art Institute of California-San Francisco	Mid-Peninsula	0	14	14
Cogswell College	Silicon Valley	0	11	11
SAE Expression College	East Bay	0	42	42
San Francisco Conservatory of Music	Mid-Peninsula	3	0	3
<b>Total</b>		<b>3</b>	<b>67</b>	<b>70</b>

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 708 annual openings for the Entertainment-Entrepreneurship occupational cluster and 154 annual (3-year average) awards from community colleges and other institutions for an annual undersupply of 554 students. In the East Bay Sub-Region, there is also a gap with 185 annual openings and 96 annual (3-year average) awards from community colleges and other institutions for an annual undersupply of 89 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1005.00 - Commercial Music**

Metric Outcomes	Bay All CTE Program	DVC All CTE Program	State 1005.00	Bay 1005.00	East Bay 1005.00	DVC 1005.00
Students with a Job Closely Related to Their Field of Study*	75%	72%	44%	38%	32%	N/A
Median Annual Earnings for SWP Exiting Students	\$45,864	\$35,916	\$21,112	\$27,670	\$23,148	\$23,160
Median Change in Earnings for SWP Exiting Students	31%	35%	56%	84%	59%	28%
Exiting Students Who Attained the Living Wage	53%	40%	26%	28%	18%	18%

Source: Launchboard Strong Workforce Program from version 2018-19).\* Data from version 2017-18

## Skills and Education

**Table 9. Top Skills for Entertainment-Entrepreneurship Occupations in Bay Region (Mar 2020 - Feb 2021)**

Skill	Posting	Skill	Posting
Digital Signal Processing (DSP)	82	Linux	47
Audio Engineering	74	Sound Design	47
Customer Service	74	MacIntosh OS	45
Music	74	Operations Management	43
Video Conferencing	74	Sales	43
C++	71	Firmware	42
Audio / Visual Knowledge	70	Equipment Operation	41
Scheduling	66	Technical Support	41
Repair	65	Audio Systems	39
Debugging	63	Customer Contact	36
Digital Audio	63	Cisco	35
Broadcast Industry Knowledge	56	Software Issue Resolution	34
Project Management	54	Software Engineering	33
Python	48	Facebook	32

Source: Burning Glass

**Table 10. Education Requirements for Entertainment-Entrepreneurship Occupations in Bay Region**

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	115	32%
Associate's degree	12	3%
Bachelor's degree	195	54%

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
Master's degree and above	41	11%

Source: Burning Glass

## Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

## Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://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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