



Labor Market Analysis for Program Recommendation Creative Career Occupations Cabrillo College

**Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
March 2022**

Recommendation

Based on all available data, there appears to be an “undersupply” of Creative Career workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, Santa Cruz counties). There is a projected annual gap of about 336 students in the Bay region and 42 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1099.00 Other Fine and Applied Arts 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 Cabrillo College and in the region.

This report profiles Creative Career Occupations in the 12 county Bay region and in the SC-Monterey sub-region for Regional program recommendation at Cabrillo College.

- **Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013):** Create original artwork using any of a wide variety of media and techniques.
 Entry-Level Educational Requirement: Bachelor’s degree
 Training Requirement: Long-term on-the-job training
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%

- **Artists and Related Workers, All Other (27-1019):** All artists and related workers not listed separately.
 Entry-Level Educational Requirement: No formal educational credential
 Training Requirement: Long-term on-the-job training
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%

Occupational Demand

Table 1. Employment Outlook for Creative Career Occupations in Bay Region

| Occupation | 2020 Jobs | 2025 Jobs | 5-yr Change | 5-yr % Change | 5-yr Total Openings | Annual Openings | 25% Hourly Earning | Median Hourly Wage |
|---|--------------|--------------|-------------|---------------|---------------------|-----------------|--------------------|--------------------|
| Fine Artists, Including Painters, Sculptors, and Illustrators | 1,980 | 2,103 | 123 | 6% | 1,324 | 265 | \$5 | \$12 |
| Artists and Related Workers, All Other | 676 | 638 | -38 | -6% | 377 | 75 | \$11 | \$29 |
| Total | 2,656 | 2,741 | 85 | 3% | 1,701 | 340 | | |

| Occupation | 2020 Jobs | 2025 Jobs | 5-yr Change | 5-yr % Change | 5-yr Total Openings | Annual Openings | 25% Hourly Earning | Median Hourly Wage |
|------------|-----------|-----------|-------------|---------------|---------------------|-----------------|--------------------|--------------------|
|------------|-----------|-----------|-------------|---------------|---------------------|-----------------|--------------------|--------------------|

Source: EMSI 2021.3

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 Creative Career Occupations in SC-Monterey Sub-region

| Occupation | 2020 Jobs | 2025 Jobs | 5-yr Change | 5-yr % Change | 5-yr Total Openings | Annual Openings | 25% Hourly Earning | Median Hourly Wage |
|---|------------|------------|-------------|---------------|---------------------|-----------------|--------------------|--------------------|
| Fine Artists, Including Painters, Sculptors, and Illustrators | 247 | 263 | 16 | 7% | 166 | 33 | \$4 | \$11 |
| Artists and Related Workers, All Other | 78 | 72 | -5 | -8% | 43 | 9 | \$5 | \$12 |
| Total | 325 | 335 | 10 | 3% | 209 | 42 | | |

Source: EMSI 2021.3

SC-Monterey Sub-Region includes: Monterey, San Benito, Santa Cruz Counties

Job Postings in Bay Region and SC-Monterey Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Mar 2021 - Feb 2022)

| Occupation | Bay Region | SC-Monterey |
|---|------------|-------------|
| Fine Artists, Including Painters, Sculptors, and Illustrators | 1,050 | 22 |
| Artists and Related Workers, All Other | 3 | 0 |

Source: Burning Glass

Table 4a. Top Job Titles for Creative Career Occupations for latest 12 months (Mar 2021 - Feb 2022) Bay Region

| Title | Bay | Title | Bay |
|-------------------------|-----|----------------------|-----|
| Technical Artist | 53 | Lead Lighting Artist | 9 |
| Lash Artist | 48 | Artist Assistant | 8 |
| Mac Artist | 32 | Technical Artist V | 8 |
| 3D Artist | 20 | 2D Artist | 7 |
| Illustrator | 12 | Digital Artist | 7 |
| Senior Technical Artist | 12 | Ui Artist | 7 |
| Lighting Artist | 11 | 3D Character Artist | 6 |
| Specialty Artist - Mac | 10 | 3D Technical Artist | 6 |
| Cgi Artist | 9 | Artist | 6 |

Source: Burning Glass

Table 4b. Top Job Titles for Creative Career Occupations for latest 12 months (Mar 2021 - Feb 2022)

SC-Monterey Sub-Region

| Title | SC-Monterey | Title | SC-Monterey |
|--|-------------|----------------------------------|-------------|
| Mac Artist | 4 | Lash Artist | 1 |
| A Call To Artist | 2 | Live Music Venue Music Artist | 1 |
| Artist Assistant | 1 | Local Artist Long Term Assistant | 1 |
| Artist Candlemaking | 1 | Specialty Artist - Mac | 1 |
| Brass Specialist Teaching Artist /Yosal Artist | 1 | Specialty Artist - Mac* | 1 |
| Interdisciplinary Scholar and/or Artist of Asian Studies | 3 | Vapa Drawing And Painting | 1 |

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Creative Career Workers in Bay Region

| Industry - 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2020) | Jobs in Industry (2025) | % Change (2020-25) | % Occupation Group in Industry (2020) |
|---|-------------------------|-------------------------|--------------------|---------------------------------------|
| Independent Artists, Writers, and Performers | 1,729 | 2,045 | 18% | 58% |
| Other Personal Care Services | 104 | 124 | 19% | 4% |
| Federal Government, Civilian, Excluding Postal Service | 100 | 100 | 0% | 3% |
| Other Spectator Sports | 104 | 76 | -27% | 3% |
| Nail Salons | 64 | 66 | 2% | 2% |
| Graphic Design Services | 67 | 65 | -3% | 2% |
| Interior Design Services | 56 | 60 | 9% | 2% |
| All Other Miscellaneous Store Retailers (except Tobacco Stores) | 49 | 50 | 2% | 2% |
| Colleges, Universities, and Professional Schools (State Government) | 46 | 47 | 3% | 2% |
| Motion Picture and Video Production | 47 | 55 | 18% | 1% |

Source: EMSI 2021.3

Table 6. Top Employers Posting Creative Career Occupations in Bay Region and SC-Monterey Sub-Region (Mar 2021 - Feb 2022)

| Employer | Bay | Employer | SC-Monterey |
|----------------------|-----|--------------------------|-------------|
| Estee Lauder Company | 98 | Estee Lauder Company | 4 |
| Facebook | 30 | University Of California | 3 |

| Employer | Bay | Employer | SC-Monterey |
|------------------------------|-----|-----------------------------------|-------------|
| Disney | 25 | Ultra Beauty Inc. | 2 |
| Electronic Arts Incorporated | 24 | North Monterey County Unified | 1 |
| Deka Lash | 22 | John Stewart Company | 1 |
| Apple Inc. | 17 | Global Candle Gallery Of Monterey | 1 |
| Ultra Beauty Inc. | 14 | El Sistema Usa/Salinas | 1 |

Source: Burning Glass

Educational Supply

There is one (1) community college in the Bay Region issuing one (1) award on average annually (last 3 years ending 2018-19) on TOP 1099.00 Other Fine and Applied Arts. In the SC-Monterey Sub-Region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

Table 7. Community College Awards on TOP 1099.00 Other Fine and Applied Arts in Bay Region

| College | Subregion | Certificate Low | Total |
|---------------|-----------|-----------------|----------|
| Berkeley City | East Bay | 1 | 1 |
| Total | | 1 | 1 |

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 340 annual openings for the Creative Career occupational cluster and 4 annual (3-year average) awards for an annual undersupply of 336 students. In the SC-Monterey Sub-Region, there is also a gap with 42 annual openings and no annual (3-year average) awards for an annual undersupply of 42 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1099.00 Other Fine and Applied Arts

| Metric Outcomes | Bay All CTE Programs | Cabrillo All CTE Programs | State 1099.00 | Bay 1099.00 | SC-Monterey 1099.00 | Cabrillo 1099.00 |
|---|----------------------|---------------------------|---------------|-------------|---------------------|------------------|
| Students with a Job Closely Related to Their Field of Study | 74% | 80% | 60% | N/A | N/A | N/A |
| Median Annual Earnings for SWP Exiting Students | \$47,419 | \$40,665 | \$22,164 | \$24,752 | N/A | N/A |
| Median Change in Earnings for SWP Exiting Students | 23% | 23% | 17% | 13% | N/A | N/A |
| Exiting Students Who Attained the Living Wage | 52% | 47% | 23% | N/A | N/A | N/A |

Source: Launchboard Strong Workforce Program Median of 2017 to 2020.

Skills and Education

Table 9. Top Skills for Creative Career Occupations in Bay Region (Mar 2021 - Feb 2022)

| Skill | Posting | Skill | Posting |
|------------------------------|---------|--|---------|
| Maya | 353 | Customer Relationship Management (CRM) | 94 |
| Adobe Photoshop | 287 | Adobe Illustrator | 91 |
| Python | 179 | 3D Modeling / Design | 87 |
| Social Media | 154 | Graphic Design | 84 |
| Animation | 125 | C++ | 82 |
| Cosmetics Industry Knowledge | 125 | Teaching | 80 |
| Customer Service | 125 | Adobe Aftereffects | 76 |
| EPIC Unreal Engine | 124 | Adobe Indesign | 73 |
| Retail Industry Knowledge | 120 | Adobe Acrobat | 67 |
| Zbrush | 116 | Adobe Creative Suite | 65 |
| Art Direction | 115 | Content Management | 65 |
| Sales Goals | 108 | Microsoft C# | 62 |
| Client Needs Assessment | 97 | 3D computer graphics | 58 |
| Game Development | 97 | Painting | 57 |

Source: Burning Glass

Table 10. Education Requirements for Creative Career Occupations in Bay Region

| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
|------------------------------------|-------------------------|--------------------------|
| High school or vocational training | 160 | 36% |
| Associate's degree | 12 | 2% |
| Bachelor's degree and higher | 277 | 62% |

Source: Burning Glass

Note: 57% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

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/
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset
Living Insight Center for Community Economic Development
Chancellor's Office MIS system

Contacts

For more information, please contact:

- Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), leila@baccc.net
- John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544