



Labor Market Analysis for Program Recommendation

Music Production Occupations

Solano 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 Music Production workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 856 students in the Bay region and 80 students in the North 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 Solano College and in the region.

This report profiles Music Production Occupations in the 12 county Bay region and in the North Bay sub-region for a proposed new program at Solano College.

Labor market information (LMI) is not available at the eight-digit SOC Code level for Media Technical Directors/Managers (27-2012.05), therefore, the data shown in Tables 1 and 2 is for Producers and Directors (at the six digit SOC level) and likely overstates demand for Media Technical Directors/Managers. Tables 3, 4, 6, 9, 10 and 11 use job postings data from Burning Glass at the eight-digit SOC Code level for Media Technical Directors/Managers (27-2012.05).

- **Producers and Directors (27-2012):** Produce or direct stage, television, radio, video, or motion picture productions for entertainment, information, or instruction. Responsible for creative decisions, such as interpretation of script, choice of actors or guests, set design, sound, special effects, and choreography.
Entry-Level Educational Requirement: Bachelor's degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 20%
- **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%

- **Broadcast Technicians (27-4012):** Set up, operate, and maintain the electronic equipment used to transmit radio and television programs. Control audio equipment to regulate volume level and quality of sound during radio and television broadcasts. Operate transmitter to broadcast radio or television programs.
Entry-Level Educational Requirement: Associate's degree
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 Music Production 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
Producers and Directors	5,555	5,893	338	6%	3,253	651	\$35	\$70
Music Directors and Composers	1,414	1,436	22	2%	962	192	\$16	\$52
Broadcast Technicians	516	569	52	10%	391	78	\$16	\$49
Sound Engineering Technicians	578	645	67	12%	447	89	\$25	\$57
Total	8,063	8,543	480	6%	5,053	1,010		

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 Music Production Occupations in North Bay 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
Producers and Directors	358	353	-5	-1%	188	38	\$23	\$59
Music Directors and Composers	208	214	5	3%	143	29	\$12	\$49
Broadcast Technicians	41	41	-0	-0%	26	5	\$11	\$44
Sound Engineering Technicians	58	60	1	3%	39	8	\$20	\$57
Total	665	668	3	0%	396	80		

Source: EMSI 2021.3

North Bay Sub-Region includes: Marin, Napa, Solano, Sonoma Counties

Job Postings in Bay Region and North Bay Sub-Region

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

Occupation	Bay Region	North Bay
Producers	1,475	57
Sound Engineering Technicians	313	12

Occupation	Bay Region	North Bay
Broadcast Technicians	238	18
Music Directors	100	23
Program Directors	59	2
Directors- Stage, Motion Pictures, Television, and Radio	50	3
Talent Directors	20	0
Music Composers and Arrangers	12	0
Technical Directors/Managers	6	1

Source: Burning Glass

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

Title	Bay	Title	Bay
Producer	118	Producer IV	21
Associate Producer	54	Studio Coordinator	20
Video Producer	50	Newscast Director	18
Creative Producer	46	Broadcast Engineer	17
Digital Producer	38	Board Operator	16
Executive Producer	38	Studio Technician	16
Senior Producer	26	Localization Producer	15
Paid Media Manager	23	Audio Engineer	14
News Producer	22	Producer III	13

Source: Burning Glass

**Table 4b. Top Job Titles for Music Production Occupations for latest 12 months (Mar 2021 - Feb 2022)
North Bay Sub-Region**

Title	North Bay	Title	North Bay
Producer	11	Sound Technician	3
Associate Radio Producer	3	Audio Engineer	2
Choral Director	3	Content Creator/Producer	2
Church Music Director	3	Executive Producer	2
Digital Marketing Producer	3	Master Control Operator	2
Media Technician	3	Producer Afternoon News	2

Title	North Bay	Title	North Bay
Music Director	3	Producer Kfbk Afternoon News With Kitty O'	2
Producer Kfbk News	3	Producer Kfbk Afternoon News With Kitty Oneal	2
		Senior Producer	2

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Music Production 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)
Motion Picture and Video Production	1,417	1,567	11%	18%
Internet Publishing and Broadcasting and Web Search Portals	1,316	1,711	30%	17%
Religious Organizations	664	672	1%	8%
Television Broadcasting	671	611	-9%	8%
Independent Artists, Writers, and Performers	377	402	7%	5%
Teleproduction and Other Postproduction Services	298	418	40%	4%
Cable and Other Subscription Programming	302	245	-19%	4%
Software Publishers	283	311	10%	3%
Sound Recording Studios	194	248	28%	3%
Radio Stations	198	176	-11%	2%

Source: EMSI 2021.3

Table 6. Top Employers Posting Music Production Occupations in Bay Region and North Bay Sub-Region (Mar 2021 - Feb 2022)

Employer	Bay	Employer	North Bay
Apple Inc.	62	Iheart Media	12
Facebook	61	Take-Two Interactive	10
NBC	34	Ascendant Studios	5
Gap Inc.	34	City Rohnert Park	3
Google Inc.	29	Butler, Shine, Stern & Partners	3
Disney	26	Visual Concepts	2
Pinnacle Group	21	Treasury Wine Estates Global	2

Employer	Bay	Employer	North Bay
CBS Broadcasting	19	Santa Rosa Junior College	2
Planet Forward, Llc	18	Northern California Public Media	2
Tribune Company	16	Gallagher	2

Source: Burning Glass

Educational Supply

There are seven (7) 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 North Bay Sub-Region, there are no community colleges that issued 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 0 other CTE educational institution in the North Bay Sub-Region issuing 0 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
Ohlone	East Bay	0	0	0	0
West Valley	Silicon Valley	0	10	0	10
Total		32	51	1	84

Source: Data Mart

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

Table 7b. Other CTE Institutions 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
Total		3	67	70

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 1,010 annual openings for the Music Production occupational cluster and 154 annual (3-year average) awards for an annual undersupply of 856 students. In the North Bay Sub-Region, there is also a gap with 80 annual openings and no annual (3-year average) awards for an annual undersupply of 80 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 Programs	Solano All CTE Programs	State 1005.00	Bay 1005.00	North Bay 1005.00	Solano 1005.00
Students with a Job Closely Related to Their Field of Study	74%	63%	46%	40%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$47,419	\$32,967	\$21,726	\$28,480	\$25,300	N/A
Median Change in Earnings for SWP Exiting Students	23%	27%	40%	43%	29%	N/A
Exiting Students Who Attained the Living Wage	52%	51%	23%	27%	25%	N/A

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

Skills, Certifications and Education

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

Skill	Posting	Skill	Posting
Scheduling	605	Customer Service	167
Project Management	593	Journalism	154
Budgeting	586	Content Management	152
Broadcast Industry Knowledge	415	Adobe Aftereffects	146
Social Media	335	Video Editing	135
Music	327	Adobe Premiere	131
Adobe Photoshop	313	Atlassian JIRA	129
Video Production	307	Marketing Communications	117
Adobe Indesign	223	Media Production	113
Adobe Acrobat	204	Photography	112
Adobe Illustrator	202	Creative Development	103
Adobe Creative Suite	196	Youtube	102
Quality Assurance and Control	180	E-Commerce	99

Skill	Posting	Skill	Posting
Facebook	177	Staff Management	98

Source: Burning Glass

Table 10. Certifications for Music Production Occupations in Bay Region (Mar 2021 - Feb 2022)

Certification	Posting	Certification	Posting
Driver's License	102	Microsoft Certified Professional (MCP)	5
Project Management Certification	21	First Aid Cpr Aed	4
Certified ScrumMaster (CSM)	16	Certified Financial Planner (CFP)	4
Project Management Professional (PMP)	14	Ca License	4
Chartered Property Casualty Underwriter (CPCU)	12	Food Service Certification	3
Certified Employee Benefit Specialist (CEBS)	11	Series 7	2
Cisco Certified Network Associate (CCNA)	10	Security Clearance	2
American Institute of Certified Planners	9	SHRM Certified Professional (SHRM-CP)	2
Cisco Certified Network Professional (CCNP)	7	Pilot Certification	2
Food Handler Certification	6	Microsoft Certified Systems Administrator (Legacy)	2

Source: Burning Glass

Note: 92% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.

Table 11. Education Requirements for Music Production Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	169	13%
Associate's degree	41	3%
Bachelor's degree and higher	1,054	84%

Source: Burning Glass

Note: 44% of records have been excluded because they do not include a degree level. As a result, the chart above 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 CCCCCO 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