

# Arts Management

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## California

### Introduction

The Inland Empire/Desert Center of Excellence for Labor Market Research prepared this report to provide labor market supply and demand data related to arts management. Art management is the process of using business and organizational principles to lead in an artistic setting (Indeed, 2022). Art managers use their understanding of art, supply chains, and project management to negotiate art deals, prepare exhibits, manage artists, and manage museum and art gallery team members. Art managers support museums and art galleries through the application of business administration techniques to manage art pieces, plan and manage events, manage staff, budget, and secure funding (IESA, 2022).

The United States Bureau of Labor Statistics (BLS) has not identified arts management-specific occupations in their Standard Occupational Classification (SOC) system; therefore, traditional occupational demand and earnings data for arts management jobs do not exist. To better understand the need for arts management knowledge, skills, and abilities (KSAs), this report analyzes online job advertisements (ads) for arts management-related jobs.

In addition to analyzing online job ads, this report also provides an overview of arts management programs offered at regional community colleges and other regional postsecondary institutions. Other postsecondary institutions may utilize the arts management classification of instructional programs (CIP) code (50.0704) for their arts management programs.

### Summary of Findings

Based on the available data, regional demand for art management workers is limited. While demand is typically defined as the number of occupational job openings, arts management is better described as a skill utilized by various arts-related occupations. However, not all positions within those occupations may require arts management skills, so traditional demand data would likely overstate the demand for arts management workers.

For this reason, and because arts management skills can be applied to numerous occupations, this analysis is primarily based on online job ads. While online job ads are helpful in understanding KSAs, education requirements, and other employer hiring preferences, the number of job ads does not accurately count job openings. For example, employers may list jobs they do not end up filling or use a single ad to hire several people. Therefore, the number of online job ads is not comparable to nor indicative of the number of annual openings for any given occupation. Following is an overview of this report's key findings.

## Key Findings:

- Over the past 12 months, no arts management job ads were posted in the Inland Empire/Desert Region. Over this same period, employers across California posted 20 online job ads for arts management workers.
  - Overall, online job ad salary information reveals that employers are willing to pay these positions approximately \$62,000 annually, above the \$45,386 annual (\$21.82 hourly) MIT living wage standard for the region.
  - Approximately 40% of arts management job ads were posted for curators (8 job ads).
  - Within job ads, 75% (15 ads) included a minimum level of education, of which all employers sought candidates with a bachelor's degree.
- Chaffey is the only regional community college that offers an arts business management certificate program that utilizes the business and commerce, general program code (TOP 0501.00).
  - Over the last three academic years (2019-22), Chaffey College has not issued awards in its arts business management program.
  - Over the last three academic years, other postsecondary education institutions in the region have not issued awards related to arts management (CIP 50.0704).

## Job Advertisements

A job ad search was conducted to determine the regional demand for arts management workers. A combination of industry and employer filters were applied to this job ad search to ensure the information included in this report is specific to arts management positions. See the appendix for job ad search parameters. Over the last twelve months, there were zero job ads posted for arts management workers in the region. Over this period, there were 20 job ads posted throughout the state for arts management workers.

Exhibit 1 displays the occupations that frequently contained arts management skill requirements in job ads over the last 12 months, the total number of occupational job ads, and the percentage of total job ads related to arts management. This data may provide insight into the types of occupations that may utilize arts management skills. More than 2% of job advertisements for curators sought candidates with arts management skills.

*Exhibit 1: Occupations with job ads that frequently include arts management skill requirements, California, October 2021 - September 2022*

Occupation	Arts Management Job Ads	% of Total Job Ads	Total Occupational Job Ads
Curators	8	2.5%	323
Managers, All Other	6	<0.1%	121,686
All other occupations	6	<0.1%	117,135
<b>Total</b>	<b>20</b>	<b>&lt;0.1%</b>	<b>239,144</b>

Source: Burning Glass – Labor Insights

### Advertised Salary from Online Job Ads

Burning Glass Labor Insight’s Market Salary Tool may provide more reliable salary information than the salary data contained in job ads due to the limited job ads for arts management workers. Burning Glass Labor Insight’s Market Salary Tool, a machine learning model that provides insight into the likely salary of workers within a specific occupation and a specific set of skills, reveals that the median salary for arts management workers in California is nearly \$62,00 annually, above the \$45,386 annual (\$21.82 hourly) living wage standard.

### Job Titles, Employers, Skills, Education, and Work Experience

Exhibit 2 displays the job titles most frequently requested for arts management worker jobs over the last 12 months in California. Job titles may provide insight into the types of positions held by arts management workers. The job title most frequently associated with arts management workers in California Region over the last 12 months was curator/associate curator.

*Exhibit 2: Job titles most frequently requested for arts management workers, California, October 2021 – September 2022*

Job Titles	Job Ads
Curator/Associate Curator	4
Gallery Director	2
Associate Collections Manager	2
Museum Manager	2
Director of Exhibitions and Collections	2
All other job titles	8
<b>Total</b>	<b>20</b>

Source: Burning Glass – Labor Insights

Exhibit 3 displays the employers that posted the most job ads for arts management workers during the last 12 months. Showing employer names provides insight into where students may find employment after completing

a program. Oakland Museum of California posted the most job ads for arts management workers over the last 12 months.

*Exhibit 3: Employers posting the most job ads for arts management worker jobs, California, October 2021 – September 2022*

Top Employers	Jobs Ads
Oakland Museum of California	3
Lucas Museum of Narrative Art	3
Hashimoto Contemporary	2
All other employers	12
<b>Total</b>	<b>20</b>

Source: Burning Glass – Labor Insights

Exhibit 6 lists a sample of specialized and employability skills employers seek when looking for arts management workers. Specialized skills are occupation-specific skills that employers request for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is often referred to as "soft skills." The skills requested in job ads may be utilized to guide curriculum development.

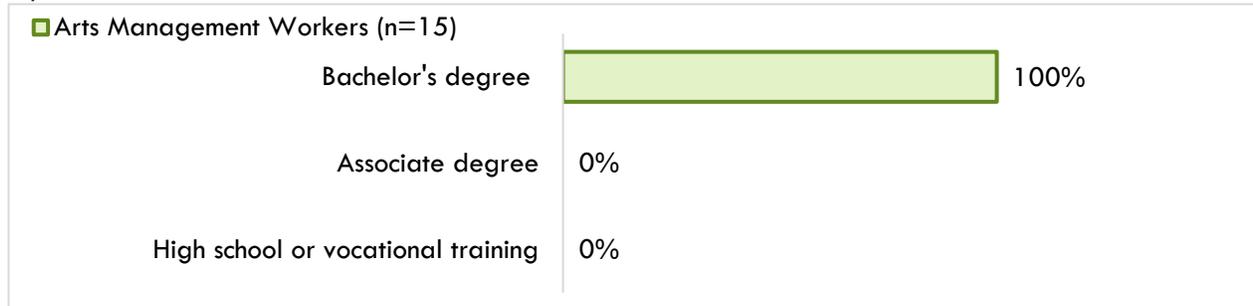
*Exhibit 6: Sample of in-demand skills from employer job ads for arts management workers, California, October 2021 – September 2022*

Specialized Skills (n=20)	Employability Skills
<ul style="list-style-type: none"> <li>• Budgeting</li> <li>• Scheduling</li> <li>• Art History</li> <li>• Public Speaking</li> <li>• Fundraising</li> <li>• Staff Management</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Planning</li> <li>• Organizational Skills</li> <li>• Creativity</li> <li>• Teamwork/Collaboration</li> <li>• Writing</li> </ul>

Source: Burning Glass – Labor Insights

Exhibit 7 displays the minimum advertised education requirements for arts management workers. All employers posting job ads for arts management workers with minimum education requirements sought candidates with a bachelor’s degree.

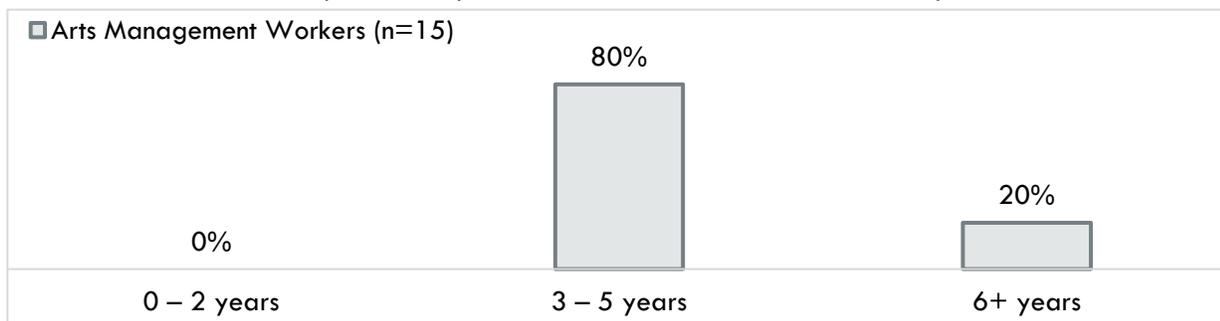
Exhibit 7: Minimum advertised education requirements for arts management workers, California, October 2021 – September 2022



Source: Burning Glass – Labor Insights

Exhibit 8 displays the real-time work experience requirements from employer job ads. Approximately 80% of employer job ads with experience requirements sought candidates with three to five years of experience, indicating that employers value arts management workers with previous work experience.

Exhibit 8: Real-time work experience requirements, California, October 2021 – September 2022



Source: Burning Glass – Labor Insights

## Training Programs

Chaffey College is the only community college in the region that currently offers a program related to arts management. Chaffey College utilizes the business and commerce, general (TOP 0501.00) program code for its Arts Business Management program. Over the last three academic years (2019-2022), Chaffey College did not issue any awards in its arts business management program. The following is the program description for Chaffey College’s arts business management program, and it may be helpful for program development.

*Provides students of the creative industries (those industries that comprise the creative economy, defined as the businesses, organizations, and individuals involved in producing cultural, artistic, and design goods and services) with an introduction to business management, finance and accounting, marketing strategy, and relevant legal issues to assist them in navigating the business side of the creative economy, while also providing business students the opportunity to expand their education into an additional area of the economy. The certificate prepares students for employment in, creation, or management of small business creative industry entities. It is also appropriate for students seeking to enhance their skills as a creative entrepreneur or*

freelance worker. The Arts Business Management certificate is also stackable with the Small Business Entrepreneur certificate (Chaffey College, 2022).

Other postsecondary institutions may utilize the arts management CIP code (50.0704) for their arts management programs. No other regional postsecondary education institution issued awards using this program code over the previous three academic years. The following is the program description for arts management CIP programs.

*A program that prepares individuals to organize and manage art organizations, operations, and facilities. Includes instruction in business and financial management; marketing and fundraising; personnel management and labor relations; event promotion and management; public relations and arts advocacy; arts law; and applications to specific arts activities such as galleries, museums, studios, foundations, and community organizations (IPEDS, 2022).*

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## Appendix: Methodology

Job ad data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014). Online job ads often do not reveal employers' hiring intentions; it is unknown if employers plan to hire one or multiple workers from a single online job ad or collecting resumes for future hiring needs.

## Appendix: Job Advertisement Search Parameters

### Industry Filters:

- Museums, Historical Sites, and Similar Institutions (7121)
  - Contains – Art Galleries (except retail) (712110)
- Other Miscellaneous Store Retailers (4539)
  - Contains – Art Galleries (453920)

### Employer Filters: (Title must include)

- |        |                |           |
|--------|----------------|-----------|
| • Art  | • Contemporary | • Museum  |
| • Arts | • Gallery      | • Museums |
| • City | • Galleries    |           |