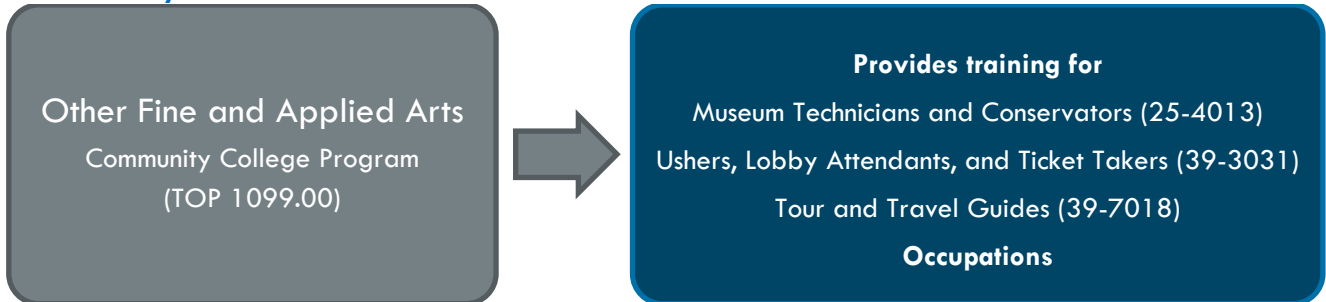


Museum and Gallery Studies

Inland Empire/Desert Region (Riverside and San Bernardino counties)

Summary



Over the next five years (2022-2027), employment for museum and related occupations is projected to:



The Inland Empire/Desert Center of Excellence

 **Recommends**

the museum and gallery studies program
in the Inland Empire/Desert Region

Introduction

California Community College other fine and applied arts (TOP 1099.00) programs focus on a wide range of areas within the arts field. The knowledge, skills, and abilities trained by other fine and applied arts programs lead to employment as:

- Museum Technicians and Conservators (25-4013)
- Ushers, Lobby Attendants, and Ticket Takers (39-3031)
- Tour and Travel Guides (39-7018)

Job Demand

In 2022, there were 1,861 jobs for museum and related occupations in the region. Employment for museum and related occupations is projected to increase by 15% through 2027 in the two counties; 584 job openings are projected annually. Exhibit 1 displays the job counts, five-year projected job growth, and job openings in the Inland Empire/Desert region.

Exhibit 1. Five-year projections for museum and related occupations, Inland Empire/Desert Region, 2022-2027

Occupation	2022 Jobs	2027 Jobs	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Museum Technicians and Conservators	72	83	14%	55	11
Ushers, Lobby Attendants, and Ticket Takers	1,263	1,498	19%	2,255	451
Tour and Travel Guides	526	560	6%	610	122
Total	1,861	2,141	15%	2,920	584

Source: Lightcast 2023.4

An online job ad search for museum and related occupations was conducted to reveal the employers seeking these workers, including the median posting duration, earnings information, and in-demand skills. Exhibit 2 displays the number of job ads posted for museum and related occupations over the last 12 months and the median posting duration. Over the previous 12 months, there were 156 job ads for museum and related occupations in the Inland Empire/Desert Region.

Exhibit 2. Job ads and posting duration, Inland Empire/Desert Region, April 2023 through March 2024

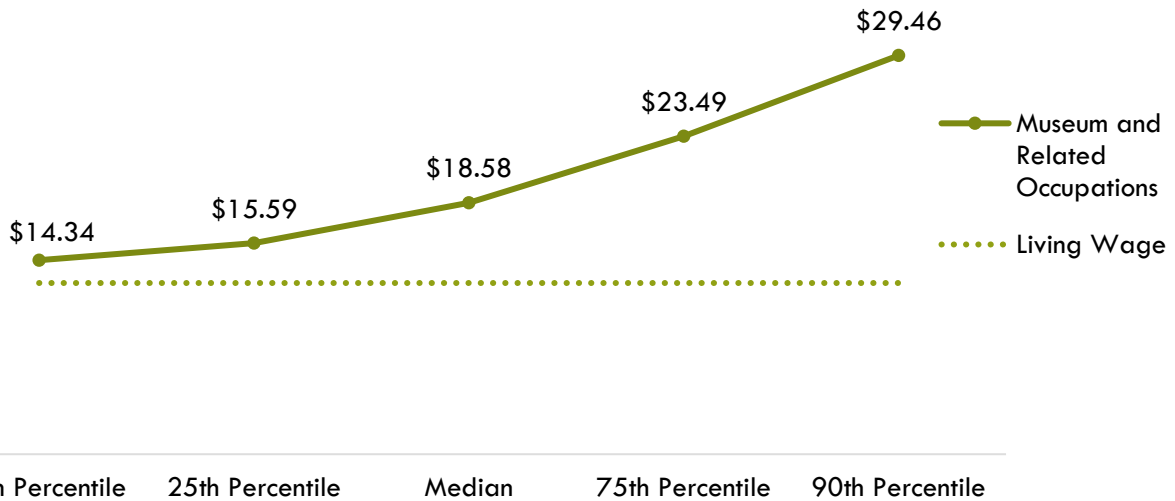
Occupation	Job Ads	Median Posting Duration (Days)
Tour and Travel Guides	104	29
Ushers, Lobby Attendants, and Ticket Takers	41	21
Museum Technicians and Conservators	11	27

Source: Lightcast 2023.4

Earnings

The living wage for one adult in the Inland Empire/Desert Region (Riverside and San Bernardino Counties) is \$14 per hour or \$29,120 annually. Exhibit 3 displays the hourly earnings for museum and related occupations in the Inland Empire/Desert Region. Notably, all hourly wages for museum and related occupations are above the living wage estimate.

Exhibit 3. Hourly earnings by percentile for museum and related occupations, Inland Empire/Desert Region

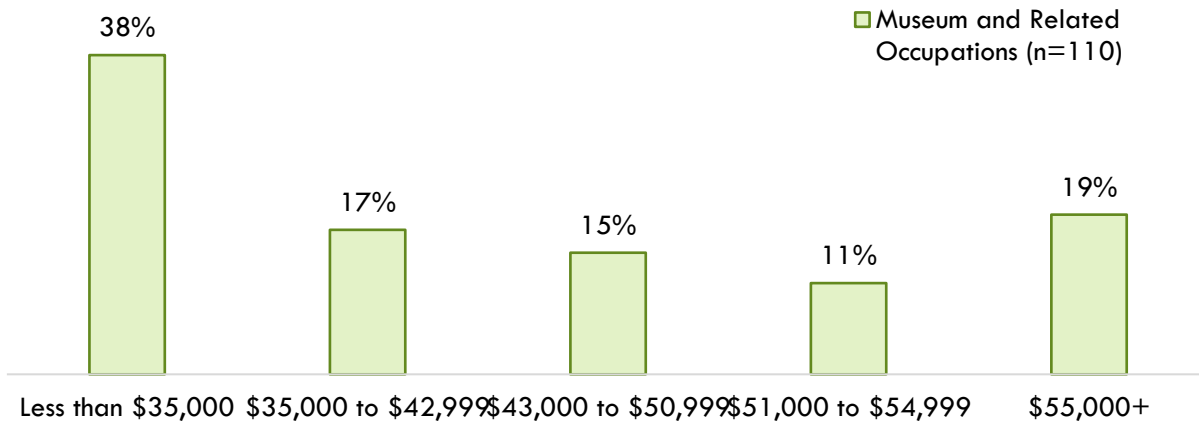


Source: Lightcast 2023.4

Advertised Salary from Online Job Ads

Exhibit 4 displays the regional online advertised salaries for museum and related occupations over the last 12 months. Online job ad salary information reveals that the majority of employers (38%) advertise an annual salary less than \$35,000.

Exhibit 4. Online advertised salaries for museum and related occupations, Inland Empire/Desert Region, April 2023 through March 2024



Source: Lightcast 2023.4

Online Job Advertisements: Job Titles, Employers, Skills, Education, & Work Experience

Exhibit 5 displays the job titles most frequently used in job ads over the last 12 months. Displaying advertised job titles may provide insight into the types of positions sought by employers posting job ads.

Exhibit 5. Job titles most frequently used in job ads, Inland Empire/Desert Region, April 2023 through March 2024

Job Titles	Unique Job Ads
Tour Guides	29
Lobby Attendants	17
Front End Managers	9
Ushers	8
Museum Preparators	7
Museum Assistants	5
Park Interpreters	4
Theater Ushers	4

Source: Lightcast 2023.4

Exhibit 6 displays the employers posting the most job ads for museum and related occupations during the last 12 months. Showing employer names provides insight into where students may find employment after completing a program. The top employers are University of California and Wyndham Destinations.

Exhibit 6. Employers posting the most job ads for museum and related occupations, Inland Empire/Desert Region, April 2023 through March 2024

Top Employer	Unique Job Ads
University of California	5
Wyndham Destinations	5
Marriott International	4
Live Nation	4
State of California	4

Source: Lightcast 2023.4

Exhibit 7 lists a sample of specialized and employability skills employers seek when seeking workers to fill positions for museum and related occupations. Specialized skills are occupation-specific skills that employers request for industry or job competency. Common 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.

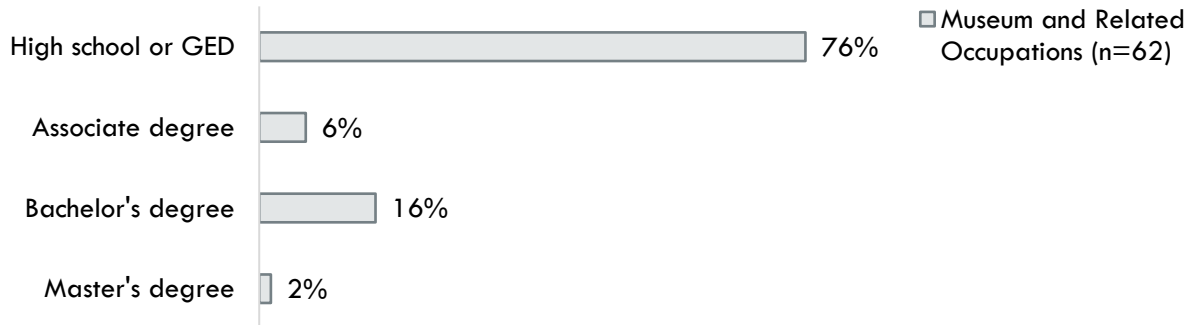
Exhibit 7. Sample of in-demand skills from employer job ads, Inland Empire/Desert Region, April 2023 through March 2024

Specialized skills	Common skills
<ul style="list-style-type: none"> • Customer Complaint Resolution • Marketing • Painting • Exhibitions • Photography • Internal Controls • Exhibit Design • Guided Tours • Equipment Inspection • Product Knowledge 	<ul style="list-style-type: none"> • Customer Service • Communication • Sales • Management • Cleanliness • Greeting Customers • Detail Oriented • Leadership • Interpersonal Communications • Operations

Source: Lightcast 2023.4

Exhibit 8 displays the minimum advertised education requirements for museum and related occupations. According to the Bureau of Labor Statistics, 14% to 35% of incumbent workers in this occupation hold a community college-level of educational attainment; "some college, no degree," and an "associate degree." Nearly half of employer job ads (40%) included minimum education requirements. Most employer job ads (76%) sought a high school diploma or GED as the minimum education requirement.

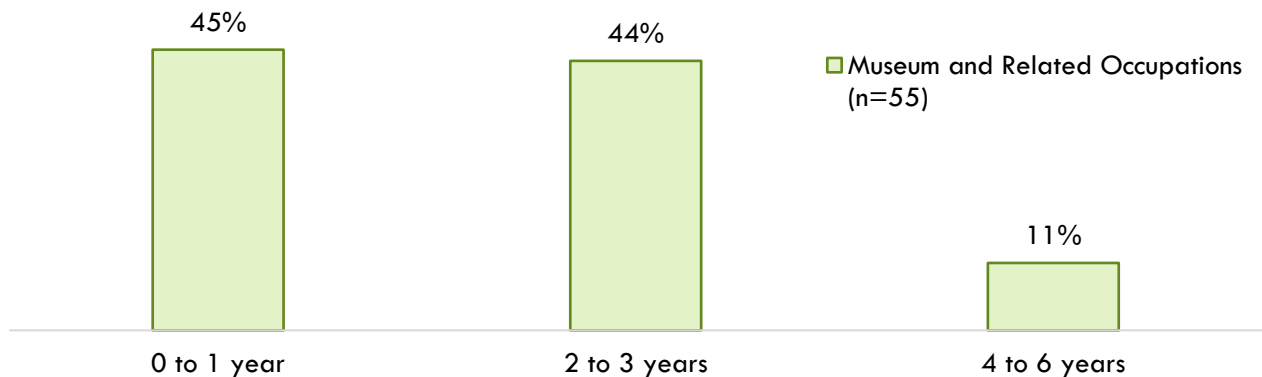
Exhibit 8. Minimum advertised education requirements, Inland Empire/Desert Region, April 2023 through March 2024



Source: Lightcast 2023.4

Exhibit 9 displays the work experience typically required from employer job ads for museum and related occupations. Nearly half (45%) of employers listing minimum experience requirements sought candidates with zero to one year of previous work experience.

Exhibit 9. Real-time work experience requirements, Inland Empire/Desert Region, April 2023 through March 2024



Source: Lightcast 2023.4

Student Completions and Programs Outcomes

Exhibit 10 displays student completions for other fine and applied arts (TOP 1099.00) programs over the last three academic years (2020-2023). In the previous three academic years, there were no regional community colleges that issued awards in other fine and applied arts programs.

Exhibit 10. Annual average community college awards for other fine and applied arts programs, Inland Empire/Desert Region, Academic Years 2020-2023

TOP Code	Program	College	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Award Average
1099.00	Other Fine and Applied Arts	-	-	-	-	-
Supply Total/Average			-	-	-	-

Source: MIS Data Mart

California program outcome data may provide useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 11.

Exhibit 11. TOP 1099.00 – Other Fine and Applied Arts strong workforce program outcomes, Inland Empire/Desert Region, most recent academic year

Strong Workforce Program Metrics: 1099.00 – Other Fine and Applied Arts	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2021-22)	-	1,716
Completed 9+ career education units in one year (2021-22)	-	11%
Students who attained a noncredit workforce milestone in a year (2021-22)	-	89%
Students who earned a degree, certificate, or attained apprenticeship (2021-22)	-	29
Job closely related to the field of study (2019-20)	-	59%
Median annual earnings (all exiters) (2020-21)	-	\$28,332
Median change in earnings (all exiters) (2020-21)	-	50%
Attained a living wage (completers and skills-builders) (2020-21)	-	29%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Exhibit 12 displays awards for other postsecondary education providers reported in Museology/Museum Studies programs. Completion data is compiled from the Integrated Postsecondary Education Data System (IPEDS) for the most recent three years. No non-community college institutions issued any awards over the last three academic years.

Exhibit 12. Other educational providers for Museology/Museum Studies programs, Inland Empire/Desert Region, Academic Years 2019-2022

CIP Code	Program	Institution	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Award Average
30.1401	Museology/Museum Studies	-	-	-	-	-
Supply Total/Average			-	-	-	-

Source: IPEDS

Summary of Findings & Recommendation

Over the next five years, museum and related occupations are projected to have 584 annual job openings and increase employment by 15% in the Inland Empire/Desert Region. All hourly wages for museum and related occupations are above the region’s living wage estimate (\$14). Over the last 12 months, there were 156 job ads posted for museum and related occupations in the Inland Empire/Desert Region.

Over the last three academic years, there were 0 award completions for Other Fine and Applied Arts (TOP 1099.00) programs in the Inland Empire/Desert Region. There were no non-community college postsecondary education institutions that issued any awards across the following program: Museology/Museum Studies (CIP 30.1401). In total, regional institutions issued 0 awards in relevant training programs.

Based on the 584 annual job openings (demand) and the annual average of 0 awards conferred (supply), there appears to be an undersupply in the Inland Empire/Desert Region. Due to this, the Centers of Excellence finds that there is a regional need for programs that train students for museum and related occupations. Colleges considering this program should partner with applicable employers to document their demand for museum and related occupations and the skills/certifications required for students to earn a living wage after exiting the program.

Contact

Juan Madrigal

Center of Excellence, Inland Empire/Desert Region

juan@coeccc.net

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Appendix: Methodology

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2023a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS) administered by Santa Rosa Junior College (LaunchBoard, 2023a).

Table 1. 2022 to 2027 job growth, wages, entry-level education, training, and work experience required for museum and related occupations in the Inland Empire/Desert Region

Occupation (SOC)	2022 Jobs	5-Year Change	5-Year % Change	Annual Openings (New + Replacement Jobs)	Entry-Experienced Hourly Wage (10 th to 90 th percentile)	Median Hourly Wage (50 th percentile)	Average Annual Earnings	Entry-Level Education & On-The-Job-Training	Work Experience Required
Museum Technicians and Conservators	72	83	14%	11	\$14.97 - \$44.62	\$23.35	\$58,000	Bachelor's degree & None	None
Ushers, Lobby Attendants, and Ticket Takers	1,263	1,498	19%	451	\$14.02 - \$16.86	\$15.07	\$33,000	No formal educational credential & Short-term	None
Tour and Travel Guides	526	560	6%	122	\$14.02 - \$26.91	\$17.31	\$44,000	High school diploma or equivalent & Moderate-term	None
Total	1,861	2,141	15%	584	-	-	-	-	-

Source: Lightcast 2023.4