



Cinema Arts Occupations Labor Market Information Report Cabrillo College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
November 2021

Recommendation

Based on all available data, there appears to be an “undersupply” of Cinema Arts 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 827 students in the Bay region and 152 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0612.20 Film Production 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 Cinema Arts Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a proposed new program at Cabrillo College.

- **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%

- **Film and Video Editors (27-4032):** Edit moving images on film, video, or other media. May edit or synchronize soundtracks with images. Excludes “Sound Engineering Technicians”(27-4014).
 Entry-Level Educational Requirement: Bachelor’s degree
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%

Occupational Demand

Table 1. Employment Outlook for Cinema Arts 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
Film and Video Editors	1,604	1,769	165	10%	1,051	210	\$23	\$56
Total	7,159	7,662	503	7%	4,304	861		

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 Cinema Arts 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
Producers and Directors	814	940	125	15%	579	116	\$37	\$72
Film and Video Editors	243	284	40	17%	179	36	\$27	\$59
Total	1,057	1,224	167	16%	758	152		

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 (Oct 2020 - Sep 2021)

Occupation	Bay Region	SC-Monterey
Producers	1,144	11
Film and Video Editors	200	6
Program Directors	37	3
Directors- Stage, Motion Pictures, Television, and Radio	34	1
Technical Directors/Managers	22	0
Talent Directors	22	0

Source: Burning Glass

Table 4a. Top Job Titles for Cinema Arts Occupations for latest 12 months (Oct 2020 - Sep 2021) Bay Region

Title	Bay	Title	Bay
Producer	109	Senior Producer	21
Video Editor	62	Assurance Senior Remote	18
Associate Producer	49	Integrated Producer	14
Video Producer	45	News Producer	13
Creative Producer	41	Producer I, News	12
Digital Producer	30	Senior Video Editor	10
Executive Producer	30	Producer III	9

Title	Bay	Title	Bay
Paid Media Manager	28	Media Manager	8
Localization Producer	21	Producer IV	8

Source: Burning Glass

Table 4b. Top Job Titles for Cinema Arts Occupations for latest 12 months (Oct 2020 - Sep 2021) SC-Monterey Sub-Region

Title	SC-Monterey	Title	SC-Monterey
Video Editor	4	News Producer	1
Newscast Director	2	News Producer - PT	1
Technical Producer	2	Non-Profit Program Coordinator	1
Director, Original Programming	1	Producer	1
Entry Level Video Editor	1	Producer, Visuals & Creative Services	1
Executive Producer	1		

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Cinema Arts 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	1,923	2,105	9%	28%
Internet Publishing and Broadcasting and Web Search Portals	1,346	1,634	21%	19%
Television Broadcasting	601	614	2%	9%
Teleproduction and Other Postproduction Services	399	436	9%	6%
Software Publishers	279	345	24%	4%
Cable and Other Subscription Programming	299	221	-26%	4%
Independent Artists, Writers, and Performers	156	156	1%	2%
Radio Stations	157	140	-10%	2%
Advertising Agencies	127	127	0%	2%
Theater Companies and Dinner Theaters	115	113	-1%	2%

Source: EMSI 2021.3

Table 6. Top Employers Posting Cinema Arts Occupations in Bay Region and SC-Monterey Sub-Region (Oct 2020 - Sep 2021)

Employer	Bay	Employer	SC-Monterey
Gap Inc.	27	News Press Gazette Company	3
Apple Inc.	25	Hearst Media Services	2
NBC	20	Warrior Made	1
Beech Valley Solutions	18	Visiting Angels	1
Disney	17	Tlc Foundation Incorporated	1
Facebook	15	Threshold Enterprises Limited	1
The Mom Project	14	Threshold Enterprises	1
Google Inc.	14	Ted Talks	1
Take-Two Interactive	13	Ted Conferences Llc	1
Masterclass	13	Major Decision	1

Source: Burning Glass

Educational Supply

There are five (5) community colleges in the Bay Region issuing 34 awards on average annually (last 3 years ending 2018-19) on TOP 0612.20 Film Production. 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 0612.20 Film Production in Bay Region

College	Subregion	Associate	Certificate Low	Total
Berkeley City	East Bay	4	3	7
Contra Costa	East Bay	0	2	2
De Anza	Silicon Valley	4	0	4
San Francisco	Mid-Peninsula	6	0	6
Santa Rosa	North Bay	8	7	15
Total		22	12	34

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 labor market gap in the Bay region with 861 annual openings for the Cinema Arts occupational cluster and 34 annual (3-year average) awards for an annual undersupply of 827 students. In the SC-Monterey Sub-Region, there is also a gap with 152 annual openings and no annual (3-year average) awards for an annual undersupply of 152 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0612.20 Film Production

Metric Outcomes	Bay All CTE Programs	Cabrillo All CTE Programs	State 0612.20	Bay 0612.20	SC-Monterey 0612.20	Cabrillo 0612.20
Students with a Job Closely Related to Their Field of Study	73%	76%	58%	59%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$44,575	\$39,206	\$26,819	\$31,275	N/A	N/A
Median Change in Earnings for SWP Exiting Students	30%	31%	30%	13%	N/A	N/A
Exiting Students Who Attained the Living Wage	53%	50%	33%	31%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2016-18.

Skills and Education

Table 9. Top Skills for Cinema Arts Occupations in Bay Region (Oct 2020 - Sep 2021)

Skill	Posting	Skill	Posting
Budgeting	433	Adobe Creative Suite	159
Project Management	403	Content Management	139
Scheduling	383	Facebook	137
Adobe Photoshop	296	Quality Assurance and Control	137
Video Editing	285	Youtube	119
Video Production	282	Customer Service	110
Social Media	263	Journalism	107
Broadcast Industry Knowledge	231	Atlassian JIRA	102
Adobe Aftereffects	205	Media Production	102
Adobe Indesign	181	Photography	97
Adobe Premiere	179	E-Commerce	92
Music	176	Animation	86
Adobe Acrobat	161	Motion Graphics	85
Adobe Illustrator	160	Instagram	79

Source: Burning Glass

Table 10. Education Requirements for Cinema Arts Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	58	7%

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
Associate's degree	9	1%
Bachelor's degree	731	92%

Source: Burning Glass

Note: 45% 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