**** **Commercial Music: Film Scoring Occupations**

**Labor Market Information Report**

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 Commercial Music: Film Scoring workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties). The annual gap is about 305 students annually in the Bay region and 78 in the East Bay sub-region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1005.00 - Commercial Music in the state and region. It is recommended that this 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 Las Positas College and in the region.

# Introduction

This report profiles Commercial Music: Film Scoring Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Las Positas College.

|  |
| --- |
| * **Film and Video Editors (SOC 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: 28%* |
|  |
| * **Music Directors and Composers (SOC** 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: 25%* |
|  |

**Occupational Demand**

**Table 1. Employment Outlook for Commercial Music: Film Scoring Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Film and Video Editors | 1,390 | 1,580 | 190 | 14% | 887 | 177 | $21.30 | $29.67 |
| Music Directors and Composers | 1,820 | 1,905 | 85 | 5% | 980 | 196 | $12.67 | $20.88 |
| **Total** | **3,210** | **3,485** | **275** | **9%** | **1,867** | **373** | **$16.41** | **$24.69** |

*Source: EMSI 2018.2*

**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 Commercial Music: Film Scoring Occupations in East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Film and Video Editors | 331 | 381 | 51 | 15% | 215 | 43 | $21.36 | $28.32 |
| Music Directors and Composers | 627 | 659 | 31 | 5% | 336 | 67 | $13.65 | $23.29 |
| **TOTAL** | **958** | **1,040** | **82** | **9%** | **552** | **110** | **$16.31** | **$25.03** |

*Source: EMSI 2018.2*

**East Bay Sub-Region** includes Alameda and Contra Costa Counties

**Job Postings in Bay Region and East Bay Sub-Region**

**Table 3. Number of Job Postings by Occupation for latest 12 months (Sept 2017 - Aug 2018)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | East Bay |
| Film and Video Editors (27-4032.00) | 146 | 15 |
| Music Directors (27-2041.01) | 49 | 15 |
| Music Composers and Arrangers (27-2041.04) | 10 | 2 |
| **Total** | **205** | **32** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Commercial Music: Film Scoring Occupations for latest 12 months (Sept 2017 - Aug 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | East Bay | Common Title | Bay | East Bay |
| Video Editor | 135 | 12 | Community Choir Conductor | 2 |  |
| Music Director | 10 | 2 | Composer | 2 | 1 |
| Director | 6 | 3 | Devops Engineer | 2 |  |
| Music Teacher | 5 |  | Director, Finance And Insurance Industry | 2 | 2 |
| Senior Producer | 4 |  | Video Editing Manager | 2 |  |
| Associate Director, Music, Worship, Service Industry | 3 | 3 | Any One Can | 1 | 1 |
| Producer | 3 |  | Assembling | 1 | 1 |
| Choir Director | 2 |  | Assembling A | 1 | 1 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Commercial Music: Film Scoring Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2017) | Jobs in Industry (2022) | % Change (2017-22) | % in Industry (2017) |
| Motion Picture and Video Production (512110) | 823 | 907 | 10% | 24.1% |
| Religious Organizations (813110) | 748 | 804 | 7% | 21.9% |
| Independent Artists, Writers, and Performers (711510) | 379 | 396 | 4% | 11.1% |
| Teleproduction and Other Postproduction Services (512191) | 187 | 207 | 11% | 5.5% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 166 | 239 | 44% | 4.9% |
| Elementary and Secondary Schools (Local Government) (903611) | 111 | 115 | 4% | 3.3% |
| Elementary and Secondary Schools (611110) | 106 | 113 | 7% | 3.1% |
| Television Broadcasting (515120) | 90 | 91 | 1% | 2.6% |
| Musical Groups and Artists (711130) | 79 | 79 | 0% | 2.3% |
| Cable and Other Subscription Programming (515210) | 46 | 35 | (24%) | 1.3% |
| Other Spectator Sports (711219) | 33 | 36 | 9% | 1.0% |

*Source: EMSI 2018.3*

**Table 6. Top Employers Posting Commercial Music: Film Scoring Occupations in Bay and East Bay Sub-Region (Sept 2017 - Aug 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Spartan Tool Llc | 11 | Deloitte | 2 | Moraga Valley Presbyterian Church | 3 |
| Edelman | 4 | Doctor On Demand | 2 | Global Citizen Year | 2 |
| Edelman Berland | 4 | Fast Forward Accelerate Good | 2 | Pandora Media | 2 |
| Electronic Arts Incorporated | 4 | Global Citizen Year | 2 | Workday, Inc | 2 |
| Thrillist Media Group, Inc | 4 | Group Nine Media | 2 | All Saints Episcopal Church | 1 |
| Moraga Valley Presbyterian Church | 3 | Hellomd | 2 | Athenian School | 1 |
| Notre Dame High School | 3 | Ivalua | 2 | Bay Area News Group | 1 |
| Orangepeople | 3 | J2 Global | 2 | Bcforward | 1 |
| Sports Media Group Incorporated | 3 | Kabam | 2 | Crosswinds Church | 1 |
| Apple Inc. | 2 | Live Oak Academy | 2 | Digital First Media | 1 |

*Source: Burning Glass*

# Educational Supply

There are six colleges in the Bay Region issuing 64 awards annually on TOP 1005.00 - Commercial Music. There is one other educational institutions issuing 4 awards annually on CIP code 50.0913, crosswalked to TOP 1005.00, for a total of 68 awards annually in the region. There are three colleges in the East Bay sub-region issuing 32 awards annually on this TOP code.

**Table 7. Awards on 1005.00 - Commercial Music in the Bay Area**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| College | Sub-Region | CIP Code | Headcount | Associates | Certificates | Total |
| Cabrillo | Santa Cruz & Monterey | n/a | 75 | 1 | 5 | 6 |
| Diablo Valley | East Bay | n/a | 366 | 9 | 12 | 21 |
| Foothill | Silicon Valley | n/a | 757 | 12 | 3 | 15 |
| Los Medanos | East Bay | n/a | 191 | 6 | 4 | 10 |
| Ohlone | East Bay | n/a | n/a |  | 1 | 1 |
| West Valley | Silicon Valley | n/a | n/a |  | 11 | 11 |
| San Francisco Conservatory of Music | Mid-Peninsula | 50.0913 | n/a |  | 4 | 4 |
| **Total Bay Region** | |  | **1,389** | **28** | **40** | **68** |
| **Total East Bay Sub-Region** | |  | **557** | **15** | **17** | **32** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 373 annual openings for the Commercial Music: Film Scoring occupational cluster and 68 annual awards for an annual undersupply of 305. In the East Bay, there is also a gap with 110 annual openings and 32 annual awards for an annual undersupply of 78.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1005.00 - Commercial Music**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Las Positas College (All CTE Programs) | State (TOP 1005.00) | Bay  (TOP 1005.00) | East Bay (TOP 1005.00) | Las Positas College (TOP 1005.00) |
| % Employed Four Quarters After Exit | 74% | 75% | 62% | 63% | 67% | N/A |
| Median Quarterly Earnings Two Quarters After Exit | $10,310 | $11,482 | $4,576 | $4,867 | $4,390 | N/A |
| Median % Change in Earnings | 46% | 39% | 69% | 58% | 67% | N/A |
| % of Students Earning a Living Wage | 63% | 64% | 23% | 29% | 28% | N/A |

*Source: Launchboard Pipeline (version available on 9/10/18)*

# Skills and Education

**Table 9. Top Skills for Commercial Music: Film Scoring Occupations in Bay Region (Sept 2017 - Aug 2018)**

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Video Editing | 131 | Facebook | 17 |
| Adobe Aftereffects | 85 | Post Production | 16 |
| Adobe Photoshop | 74 | Graphic Design | 12 |
| Adobe Premiere | 70 | Digital Video | 11 |
| Music | 66 | Singing | 11 |
| Video Production | 43 | Photography | 10 |
| Adobe Indesign | 34 | Business Development | 9 |
| Broadcast Industry Knowledge | 34 | Instagram | 9 |
| Final Cut Pro | 33 | Multimedia | 9 |
| Adobe Illustrator | 32 | Audio Editing | 8 |
| Adobe Acrobat | 30 | Cinema 4D | 8 |
| Adobe Creative Suite | 30 | Media Production | 8 |
| Social Media | 30 | Piano | 8 |
| Color Editing | 28 | Sound Design | 8 |
| Animation | 27 | Staff Management | 8 |
| Motion Graphics | 26 | Transcoding | 8 |
| Budgeting | 25 | Avid Media Composer | 7 |
| Teaching | 20 | Customer Service | 7 |
| Project Management | 19 | Guitar | 7 |
| Scheduling | 19 | Maya | 7 |
| Youtube | 18 | Acquisition Campaigns | 6 |

*Source: Burning Glass*

**Table 10. Education Requirements for Commercial Music: Film Scoring Occupations in Bay Region**

Note: 72% 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.

|  |  |
| --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings |
| High school or vocational training | 11 (14%) |
| Associate Degree | 4 (5%) |
| Bachelor’s Degree or Higher | 66 (81%) |

*Source: Burning Glass*

# 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/](http://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

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