**Photography Occupations**

**Labor Market Information Report**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

March 2018

# Recommendation

Laney College indicated in their request for a labor market information (LMI) report that there are five occupations for which students are prepared, after completing their Photography program. Based on demand data for all five occupations, there appears to be an undersupply of Photography workers for the Bay region of about 1,580 and for the East Bay sub-region of about 410.

A more conservative estimate of demand was calculated using only two of the five occupations selected; the two that are specific to photography. The other three occupations selected (Meeting, Convention, and Event Planners; Camera Operators, Television, Video, and Motion Picture; and Film and Video Editors)may be related to photography, but are not specific to photography. When only the demand for the two photography specific occupations are used and compared to supply, there is still an undersupply of Photography workers in the Bay region of 690 and in the East Bay sub-region of about 200.

This report also provides student outcomes data on employment and earnings for Applied Photography programs (TOP 1012.00). It is recommended that this data be reviewed to better understand how outcomes for Laney College students compare to potentially similar programs at colleges in the state, region and sub-region, as well as to outcomes across all CTE programs at Laney College and in the region.

# Introduction

This report profiles Photography occupations in the 12 county Bay region and the East Bay sub-region (Alameda and Contra Costa counties) for a proposed change to the existing Photography program at Laney College.

* **Meeting, Convention, and Event Planners (SOC 13-1121)**: Coordinate activities of staff, convention personnel, or clients to make arrangements for group meetings, events, or conventions.

*Entry-Level Educational Requirement:* *Bachelor’s Degree*

*Training Requirement:* *None*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 25%

* **Photographers (SOC 27-4021)**: Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

*Entry-Level Educational Requirement:* *High school diploma or equivalent*

*Training Requirement:* *Long-term on-the-job training*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 35%

* **Camera Operators, Television, Video, and Motion Picture (SOC 27-4031)**: Operate television, video, or motion picture camera to record images or scenes for various purposes, such as TV broadcasts, advertising, video production, or motion pictures.

*Entry-Level Educational Requirement:* *Bachelor’s Degree*

*Training Requirement:* *None*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 28%

* **Film and Video Editors (SOC 27-4032)**: Edit moving images on film, video, or other media. May edit or synchronize soundtracks with images.

*Entry-Level Educational Requirement:* *Bachelor’s Degree*

*Training Requirement:* *None*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 28%

* **Photographic Process Workers and Processing Machine Operators (SOC 51-9151)**: Perform work involved in developing and processing photographic images from film or digital media. May perform precision tasks such as editing photographic negatives and prints.

*Entry-Level Educational Requirement:* *High school diploma or equivalent*

*Training Requirement:* *Short-term on-the-job training*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 32%

# Occupational Demand

**Table 1. Employment Outlook for Photography Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2016 Jobs | 2021 Jobs | 5-Yr Change | 5-Yr % Change | 5-year Open-ings | Annual Open-ings | 10% Hrly Wage | Median Hrly Wage |
| Meeting, Convention, and Event Planners | 4,532 | 5,002 | 470 | 10% | 3,157 | 631 | $16.33 | $25.77 |
| Photographers | 5,651 | 6,279 | 628 | 11% | 2,959 | 592 | $13.08 | $17.18 |
| Camera Operators, Television, Video, and Motion Picture | 725 | 785 | 60 | 8% | 416 | 83 | $18.60 | $24.21 |
| Film and Video Editors | 1,389 | 1,578 | 189 | 14% | 886 | 177 | $21.30 | $29.67 |
| Photographic Process Workers and Processing Machine Operators | 1,103 | 1,026 | (77) | (7%) | 843 | 169 | $10.37 | $14.90 |
| **Total** | **13,399** | **14,669** | **1,270** | **9%** | **8,261** | **1,652** | **$15.11** | **$21.57** |

*Source: EMSI 2018.1***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 Photography Occupations in East Bay Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2016 Jobs | 2021 Jobs | 5-Yr Change | 5-Yr % Change | 5-year Open-ings | Annual Open-ings | 10% Hrly Wage | Median Hrly Wage |
| Meeting, Convention, and Event Planners | 1,114 | 1,198 | 84 | 8% | 736 | 147 | $16.58 | $24.18 |
| Photographers | 1,732 | 1,964 | 232 | 13% | 949 | 190 | $12.99 | $17.04 |
| Camera Operators, Television, Video, and Motion Picture | 178 | 198 | 20 | 11% | 107 | 21 | $19.12 | $23.18 |
| Film and Video Editors | 328 | 377 | 49 | 15% | 213 | 43 | $21.36 | $28.32 |
| Photographic Process Workers and Processing Machine Operators | 89 | 91 | 2 | 2% | 74 | 15 | $10.41 | $13.50 |
| **Total** | **3,441** | **3,828** | **387** | **11%** | **2,079** | **416** | **$15.20** | **$20.65** |

***Source: EMSI 2018.1*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 (March 2017 - February 2018)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | East Bay |
| Meeting, Convention, and Event Planners (13-1121.00) | 1,536 | 263 |
| Photographic Process Workers and Processing Machine Operators (51-9151.00) | 270 | 74 |
| Photographers (27-4021.00) | 268 | 58 |
| Camera Operators, Television, Video, and Motion Picture (27-4031.00) | 149 | 13 |
| Film and Video Editors (27-4032.00) | 119 | 20 |
| **Total** | **2,342** | **428** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Photography Occupations for latest 12 months (March 2017 - February 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | East Bay | Common Title | Bay | East Bay |
| Event Manager | 431 | 60 | Processor | 26 | 12 |
| Event Coordinator | 347 | 48 | Full-Stack Developer | 24 | 7 |
| Photographer | 235 | 52 | Senior Planner | 23 | 6 |
| Video Editor | 116 | 16 | Event | 22 | 6 |
| Event Planner | 85 | 8 | Mean Stack Developer | 19 | 1 |
| Planner | 67 | 26 | Video Specialist | 19 | 0 |
| Catering Coordinator | 55 | 22 | Full - Stack Developer | 17 | 8 |
| Conference Services Manager | 36 | 1 | Event Assistant | 16 | 4 |
| Videographer | 34 | 2 | Meeting Planner | 15 | 3 |
| Executive Meeting Manager | 31 | 0 | Office Assistant | 14 | 1 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Photography workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 4 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2017) | Jobs in Industry (2022) | % Change (2017-22) | % in Industry (2017) |
| Other Professional, Scientific, and Technical Services (5419) | 4,586 | 5,129 | 12% | 34.2% |
| Motion Picture and Video Industries (5121) | 1,407 | 1,569 | 12% | 10.5% |
| Other Personal Services (8129) | 605 | 637 | 5% | 4.5% |
| Independent Artists, Writers, and Performers (7115) | 517 | 497 | (4%) | 3.9% |
| Other Information Services (5191) | 507 | 656 | 29% | 3.8% |
| Traveler Accommodation (7211) | 409 | 438 | 7% | 3.1% |
| Management, Scientific, and Technical Consulting Services (5416) | 330 | 376 | 14% | 2.5% |
| Radio and Television Broadcasting (5151) | 261 | 264 | 1% | 2.0% |
| Other Support Services (5619) | 238 | 271 | 14% | 1.8% |
| Business, Professional, Labor, Political, and Similar Organizations (8139) | 221 | 235 | 6% | 1.7% |
| Promoters of Performing Arts, Sports, and Similar Events (7113) | 202 | 214 | 6% | 1.5% |
| Individual and Family Services (6241) | 177 | 200 | 13% | 1.3% |
| Local Government, Excluding Education and Hospitals (9039) | 177 | 185 | 5% | 1.3% |
| General Merchandise Stores, including Warehouse Clubs & Supercenters (4523) | 133 | 137 | 3% | 1.0% |

*Source: EMSI 2018.1*

**Table 6. Top Employers Posting Photography Occupations in Bay Region and East Bay for latest 12 months (March 2017 - February 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Employer** | **Bay** | **East Bay** | **Employer** | **Bay** | **East Bay** |
| Lifetouch | 39 | 21 | Teddy Bear Portraits | 16 | 3 |
| Marriott International Inc | 38 | 4 | Sfmta | 12 | 0 |
| Panera Bread | 37 | 19 | Google Inc. | 11 | 0 |
| Stanford University | 26 | 0 | Salesforce.Com | 11 | 0 |
| Hilton Hotel Corporation | 24 | 1 | San Francisco Public Utilities Commission | 11 | 0 |
| University of California | 24 | 18 | University Of California Berkeley | 11 | 11 |
| Apple Inc. | 20 | 0 | Destination Hotels & Resorts | 10 | 0 |
| UC San Diego | 19 | 19 | NBC | 10 | 0 |
| American Planning Association | 16 | 2 | Krispy Kreme | 9 | 6 |
| Hyatt | 16 | 0 | Tesla Motors | 6 | 6 |

*Source: Burning Glass*

# Educational Supply

On the supply side, there are seven community colleges in the region issuing 58 awards annually on TOP 1012.00 – Applied Photography, plus two other postsecondary educational institutions issuing 13 awards annually on CIP 50.0406 – Commercial Photography, for a total of 71 annual awards in the region. There are two community colleges in the East Bay sub-region issuing three awards annually.

**Table 7. Colleges with Programs on TOP 1012.00 – Applied Photography or on CIP 50.0406 – Applied Photography**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **College** | **Sub-Region** | **CC Headcount** | **Associate Degrees** | **Certificates or Other Credit Awards** | **Total Awards** |
| Chabot | East Bay | 271 | 2 | 0 | 2 |
| De Anza | Silicon Valley | 685 | 2 | 6 | 8 |
| Diablo Valley | East Bay | 94 | 0 | 0 | 0 |
| Foothill | Silicon Valley | 71 | 0 | 0 | 0 |
| Laney | East Bay | 382 | 0 | 1 | 1 |
| Marin | North Bay | 74 | 0 | 0 | 0 |
| Napa | North Bay | 257 | 1 | 1 | 2 |
| Las Positas | East Bay | 309 | 0 | 0 | 0 |
| San Francisco | Mid-Peninsula | 432 | 0 | 39 | 39 |
| San Mateo | Mid-Peninsula | 98 | 0 | 0 | 0 |
| Skyline | Mid-Peninsula | 90 | 0 | 0 | 0 |
| Solano | North Bay | 251 | 2 | 3 | 5 |
| West Valley | Silicon Valley | on another TOP | 0 | 1 | 1 |
| Argosy University-The Art Institute of CA-Silicon Valley | Silicon Valley | n/a | 3 | 0 | 3 |
| Argosy University-The Art Institute of CA-San Francisco | Mid-Peninsula | n/a | 10 | 0 | 10 |
| **Total for Bay Region** | | **3,014** | **20** | **51** | **71** |
| **Total for East Bay Sub-Region** | | **1,056** | **2** | **1** | **3** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. Associate degrees and Certificates for Community Colleges is the annual average for 2014-17, and for other postsecondary institutes the latest three-year average is 2013-16.

# Gap Analysis

Laney College indicated in their request for a labor market information (LMI) report that there are five occupations for which students are prepared, after completing their Photography program. Based on demand data for all five occupations, there is a large labor market gap in the Bay region for photography occupations with annual openings of 1,652 and annual supply of 71 awards annually. This represents an undersupply of about 1,581 students. In the East Bay sub-region, there is also a labor market gap for these occupations with 416 annual openings and annual supply of three awards, for an annual undersupply in the sub-region of about 413 students. When only the demand for the two photography specific occupations are used and compared to supply, there is still an undersupply of Photography workers in the Bay region of 690 and in the East Bay sub-region of about 200.

# Student Outcomes

The following is a summary of the employment and earnings data presented in Table 8 below:

* Median Earnings two quarters after exit for students taking courses on TOP 1012.00 at Laney College were the highest in the state in 2015-16.
* Students taking course on this TOP code at Chabot College, also located in the East Bay, were employed at a much higher percentage four quarters after exit than students at Laney College taking courses on the same code by about 27% in 2015-16.
* Students taking courses on this TOP code at Laney College were making more money two quarters after exit compared to students at all Bay region colleges taking courses on the same TOP code ($11,775 vs. $7,905).

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1012.00 – Applied Photography at Bay Region Colleges and at Laney College for 2015-16.**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **2015-16** | **Bay Region (All CTE Programs)** | **Laney  (All CTE Programs)** | **State (1012.00)** | **Bay Region (1012.00)** | **East Bay (1012.00)** | **Laney (1012.00)** | **Top Performing College in Bay (1012.00) Applied Photography** | |
| % Employed Four Quarters After Exit | 74% | 67% | 58% | 57% | 61% | 53% | Chabot | 80%  (25 students) |
| Median Earnings Two Quarters After Exit | $10,310 | $9,960 | $5,490 | $7,905 | $6,600 | $11,775 | Laney | $11,775 (17 students) |
| Median % Change in Earnings | 46% | 46% | 36% | 48% | 52% | 25% | Chabot | 122%  (17 students) |
| % of Students Earning a Living Wage | 63% | 61% | 38% | 44% | 42% | 68% | Laney | 68%  (19 students) |

*Source: Launchboard (version available 3/13/18)*

# Skills, Certifications & Minimum Advertised Education Level

**Table 9. Top Skills for Photography Occupations in the Bay Region (March 2017 - February 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Skill** | **Postings** | **Skill** | **Postings** | **Skill** | **Postings** |
| Budgeting | 605 | Salesforce | 92 | Vendor Relations | 56 |
| Event Planning | 571 | Trade Shows | 90 | Delphi | 52 |
| Microsoft Excel | 469 | Adobe Acrobat | 89 | Guest Services | 52 |
| Project Management | 425 | Supervisory Skills | 88 | Post Production | 52 |
| Microsoft Office | 356 | Adobe Creative Suite | 79 | Forecasting | 50 |
| Scheduling | 348 | Contract Negotiation | 75 | Software Development | 50 |
| Event Management | 333 | Business Development | 74 | Inspection | 49 |
| Customer Service | 307 | Adobe Premiere | 71 | Marketing Communications | 49 |
| Photography | 221 | Accounting | 70 | Repair | 46 |
| Microsoft Powerpoint | 211 | Administrative Support | 70 | Sales Management | 46 |
| Adobe Photoshop | 193 | Budget Management | 69 | Workshops | 46 |
| Microsoft Word | 185 | Fundraising | 67 | Marketing Materials | 45 |
| Contract Management | 149 | Purchasing | 66 | Product Marketing | 45 |
| Sales | 147 | Prospective Clients | 65 | Upselling Products and Services | 44 |
| Staff Management | 146 | Spreadsheets | 63 | JavaScript | 43 |
| Social Media | 145 | Videography | 63 | Market Strategy | 42 |
| Customer Billing | 129 | Data Entry | 62 | Seminars | 42 |
| Video Editing | 124 | Video Production | 62 | Final Cut Pro | 41 |
| Customer Contact | 122 | Procurement | 58 | Mailing | 41 |
| Adobe Indesign | 107 | Broadcast | 57 | JAVA | 40 |
| Adobe Illustrator | 98 | Marketing | 56 | Market Planning | 40 |
| Adobe Aftereffects | 93 | Product Sales | 56 | Music | 40 |

*Source: Burning Glass*

**Certifications:** Note: 94% of records have been excluded because they do not include a certification. As a result, the table has not been included in this report.

|  |  |
| --- | --- |
| **Education (minimum advertised)** | **Latest 12 Mos. Postings** |
| High school or vocational training | 244 (22%) |
| Associate Degree | 69 (6%) |
| Bachelor’s Degree or higher | 792 (72%) |

**Table 10. Education Requirements in Bay Region**

*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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