** Camera Operators - Television, Video, and Motion Picture**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

February 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Camera Operators - Television, Video, and Motion Picture, compared to the demand for this occupation in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties). There is a projected annual gap of about 61 students in the Bay region and 16 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0612.20 - Film Production 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 City College of San Francisco and in the region.

# Introduction

This report profiles Camera Operators - Television, Video, and Motion Picture in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new Cinematography Certificate at City College of San Francisco.

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| --- |
| * **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: 27%* |

# Occupational Demand

**Table 1. Employment Outlook for Camera Operators - Television, Video, and Motion Picture in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Camera Operators, Television, Video, and Motion Picture | 731 | 767 | 35  | 5% | 391 | 78 | $15.50  | $22.18  |

*Source: EMSI 2019.1*

**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 Camera Operators - Television, Video, and Motion Picture in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation  | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Camera Operators, Television, Video, and Motion Picture | 303 | 309 | 6  | 2% | 150 | 30 | $16.96  | $25.97  |

*Source: EMSI 2019.1*

**Mid-Peninsula Sub-Region** includes San Francisco and San Mateo Counties

### Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Feb 2018 - Jan 2018)**

| Occupation | Bay Region | Mid-Peninsula |
| --- | --- | --- |
|  Camera Operators, Television, Video, and Motion Picture | 275 | 148 |

*Source: Burning Glass*

**Table 4. Top Job Titles for Camera Operators - Television, Video, and Motion Picture for latest 12 months (Feb 2018 - Jan 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | Mid-Peninsula | Common Title | Bay | Mid-Peninsula |
| Videographer | 171 | 91 | Director, Electronic, Services | 2 | 2 |
| Camera Operator | 18 | 4 | Ef Urumqi | 2 | 1 |
| Photography Producer | 16 | 15 | Producer, Camera, Art | 2 | 2 |
| Cinematographer | 10 | 6 | Senior Director | 2 | 2 |
| Video Editor | 9 | 2 | Technician | 2 |  |
| Director, Photography | 5 | 5 | Art Camera Operator | 1 |  |
| Video Annotator | 4 |  | Assistant Camera Operator, Utility | 1 | 1 |
| Video Specialist | 3 |  | Camera Operator, Contract | 1 |  |
| Brand Studio Motion Designer II | 2 | 2 | Camera Sewer/Operator | 1 | 1 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Camera Operators - Television, Video, and Motion Picture 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) | 242 | 246 | 8% | 33.2% |
| Television Broadcasting (515120) | 89 | 89 |  (2%) | 11.9% |
| Cable and Other Subscription Programming (515210) | 63 | 69 | 3% | 9.2% |
| Teleproduction and Other Postproduction Services (512191) | 55 | 54 | 2% | 7.3% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 45 | 46 | 22% | 6.1% |
| Local Government, Excluding Education and Hospitals (903999) | 15 | 15 | 7% | 2.0% |
| Independent Artists, Writers, and Performers (711510) | 14 | 13 |  (14%) | 1.8% |

*Source: EMSI 2019.1*

**Table 6. Top Employers Posting Jobs for Camera Operators - Television, Video, and Motion Picture in Bay Region and Mid-Peninsula Sub-Region (Feb 2018 - Jan 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Yours Truly Media | 8 | Fast Forward Accelerate Good | 2 | Dolls Kill | 3 |
| Pro Pipe | 7 | Giguana | 2 | Gap Inc. | 3 |
| Lululemon | 5 | Le Colonial Sf Restaurant | 2 | Walkintour | 3 |
| Authenticweb | 4 | Nutanix | 2 | Yours Truly Media | 3 |
| Le Company Llc | 4 | Nutanix, Inc | 2 | Deloitte | 2 |
| Thizzler On The Roof | 4 | Oloi Inc | 2 | Facebook | 2 |
| Walkintour | 4 | Popsugar Inc | 2 | Fast Forward Accelerate Good | 2 |
| Ballertv | 3 | Reali | 2 | Giguana | 2 |
| Circle Visions | 3 | Rodan Fields Llc | 2 | Lululemon | 2 |
| Classic Photographers | 3 | Streams Inc | 2 | Oloi Inc | 2 |
| Dolls Kill | 3 | Thalmic Labs | 2 | Popsugar Inc | 2 |
| Gap Inc. | 3 | Wilkins Media Company | 2 | Reali | 2 |
| 8X8 Incorporated | 2 | ARC Document Solutions | 1 | Rodan Fields Llc | 2 |
| Deloitte | 2 | Advanced Systems Group | 1 | Streams Inc | 2 |
| Ef Urumqi | 2 | Advanced Systems Technology | 1 | Thalmic Labs | 2 |
| Facebook | 2 | Aero News Network | 1 | Thizzler On The Roof | 2 |

*Source: Burning Glass*

# Educational Supply

There are four community colleges in the Bay Region issuing 17 awards on average annually (last 3 years) on TOP 0612.20 - Film Production. There are two colleges in the Mid-Peninsula Sub-Region issuing 14 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 0612.20 - Film Production in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| Canada | Mid-Peninsula | 24 |  |  |  |
| Chabot | East Bay | 32 |  |  |  |
| City College of San Francisco | Mid-Peninsula | 99 |  | 7 | 7 |
| Diablo Valley | East Bay | 92 |  |  |  |
| Foothill | Silicon Valley | 11 | 2 |  | 2 |
| Monterey Peninsula | Santa Cruz & Monterey | 12 | 1 |  | 1 |
| San Jose City | Silicon Valley | 14 |  |  |  |
| Skyline | Mid-Peninsula | 195 | 1 | 6 | 7 |
| **Total Bay Region** | **479** | **4** | **13** | **17** |
| **Total Mid-Peninsula Sub-Region** | **318** | **1** | **13** | **14** |

# *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 78 annual openings for Camera Operators - Television, Video, and Motion Picture and 17 annual (3-year average) awards for an annual undersupply of 61 students. In the Mid-Peninsula Sub-Region, there is also a small gap with 30 annual openings and 14 annual (3-year average) awards for an annual undersupply of 16 students.

# Student Outcomes

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay (All CTE Programs) | City College of San Francisco (All CTE Programs) | State (0612.20) | Bay (0612.20) | Mid-Peninsula (0612.20) | City College of San Francisco (0612.20) |
| % Employed Four Quarters After Exit | 74% | 73% | 68% | 63% | 67% | 67% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,170 | $9,555 | $6,796 | $8,139 | $5,975 |
| Median % Change in Earnings | 46% | 50% | 19% | 32% | 29% | 29% |
| % of Students Earning a Living Wage | 63% | 55% | 54% | 39% | 36% | 30% |

*Source: Launchboard Pipeline (version available on 2/13/19)*

# Skills and Education

**Table 9. Top Skills for Camera Operators - Television, Video, and Motion Picture in Bay Region (Feb 2018 - Jan 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Videography | 182 | Cinematography | 29 | Media Production | 14 |
| Video Production | 101 | Adobe Indesign | 26 | Animation | 12 |
| Adobe Aftereffects | 78 | Adobe Acrobat | 25 | Digital Video | 12 |
| Video Editing | 75 | Adobe Creative Suite | 25 | Instagram | 12 |
| Adobe Premiere | 66 | Motion Graphics | 23 | Lighting Set-Up | 12 |
| Adobe Photoshop | 64 | Vimeo | 20 | Multimedia | 11 |
| Photography | 48 | Color Editing | 17 | Photo Shoots | 11 |
| Camera Operation | 47 | Retail Industry Knowledge | 16 | Audio / Visual Knowledge | 10 |
| Final Cut Pro | 45 | Audio Recording | 15 | Audio mixing | 9 |
| Post Production | 40 | Broadcast Industry Knowledge | 15 | Digital Marketing | 9 |
| Social Media | 37 | Digital Photography | 15 | Facebook | 9 |
| Youtube | 33 | Project Management | 15 | Merchandising | 9 |
| Music | 31 | Storyboarding | 15 | OS X | 9 |
| Scheduling | 31 | Budgeting | 14 | Plumbing | 9 |
| Adobe Illustrator | 29 | Customer Service | 14 | Adobe Audition | 8 |

*Source: Burning Glass*

**Table 10. Education Requirements for Camera Operators - Television, Video, and Motion Picture in Bay Region**

Note: 67% 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 | 27 (30%) |
| Associate Degree | 3 (3%) |
| Bachelor’s Degree or Higher | 62 (67%) |

*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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