** Photographers**

**Labor Market Information Report**

**Las Positas College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

March 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Photographers compared to the demand for this occupation in the Bay region and in the East Bay sub-region (Alameda and Contra Costa Counties). The gap is about 514 students annually in the Bay region and 179 students annually in the East Bay sub-region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1012.00 - Applied Photography 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 Photographers in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Las Positas College.

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| --- |
| * **Photographers (SOC 27-4021):** Photograph people, landscapes, merchandise, or other subjects, using digital or film cameras and equipment. May develop negatives or use computer software to produce finished images and prints. Includes scientific photographers, aerial photographers, and photojournalists. |
| *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%* |

# Occupational Demand

**Table 1. Employment Outlook for Photographers 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 |
| Photographers | 5,641 | 6,112 | 471 | 8% | 2,852 | 570 | $13.00 | $17.15 |

*Source: EMSI 2018.4*

**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 Photographers 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 |
| Photographers | 1,742 | 1,905 | 162 | 9% | 906 | 181 | $12.79 | $16.99 |

*Source: EMSI 2018.4*

**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 (Nov 2017 - Oct 2018)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | East Bay |
| Photographers (27-4021.00) | 627 | 150 |

*Source: Burning Glass*

**Table 4. Top Job Titles for Photographers for latest 12 months (Nov 2017 - Oct 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | East Bay | Common Title | Bay | East Bay |
| Photographer | 421 | 102 | Newborn Photography | 6 |  |
| School Photographer | 77 | 20 | Photojournalist | 6 | 1 |
| Real Estate Photographer | 22 | 6 | Sales Associate | 6 | 2 |
| Wedding Photographer | 18 | 2 | Graphic Designer | 5 | 2 |
| Assistant, Photography, Information And Technology Industry | 12 | 3 | News Photographer | 5 | 3 |
| Assistant, Photography, Event, Information And Technology Industry | 8 |  | Photography Assistant | 5 | 2 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Photographers 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) |
| All Other Professional, Scientific, and Technical Services (541990) | 3,007 | 3,112 | 13% | 53.7% |
| Photography Studios, Portrait (541921) | 703 | 722 | (5%) | 12.5% |
| Independent Artists, Writers, and Performers (711510) | 452 | 447 | (4%) | 7.7% |
| Commercial Photography (541922) | 313 | 331 | 6% | 5.7% |
| Translation and Interpretation Services (541930) | 197 | 205 | 16% | 3.5% |
| Marketing Research and Public Opinion Polling (541910) | 122 | 127 | 15% | 2.2% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 83 | 85 | 41% | 1.5% |
| Motion Picture and Video Production (512110) | 73 | 75 | 12% | 1.3% |

*Source: EMSI 2018.4*

**Table 6. Top Employers Posting Jobs for Photographers in Bay Region and East Bay Sub-Region (Nov 2017 - Oct 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | East Bay |
| Lifetouch | 102 | Charleys Angels | 6 | Lifetouch | 28 |
| Pro Motionpix, Llc | 66 | Classic Photographers | 6 | Pro Motionpix, Llc | 28 |
| Iconic Group | 40 | Costar Group | 6 | Bella Baby Photography | 7 |
| Gradimages | 33 | Cozymeal | 5 | Dealervision Com | 6 |
| Bella Baby Photography | 21 | Hornblower Cruises | 5 | Gradimages | 6 |
| Mom365 | 13 | Kodakit | 5 | Jcpenney Portraits | 4 |
| Dealervision Com | 12 | Nationwide Studios Inc | 5 | Iconic Group | 3 |
| Jcpenney Portraits | 11 | Six Flags Incorporated | 5 | Penske Automotive Group | 3 |
| Xcite Advertising | 9 | Never Boring Inc | 4 | Street Delivery | 3 |
| NBC | 7 | Pineapple Labs | 4 | Alta Bates Summit | 2 |

*Source: Burning Glass*

# Educational Supply

There are 14 community colleges in the Bay region with headcount on TOP 1012.00 - Applied Photography, with six of these colleges issuing 56 awards annually. There is one college in the East Bay sub-region issuing two awards annually on this TOP code.

**Table 7. Awards on TOP 1012.00 - Applied Photography in the Bay Region**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | | Associates | Certificates | | Total |
| Chabot | East Bay | 271 | 2 | |  | 2 | |
| Deanza | Silicon Valley | 685 | 2 | | 6 | 8 | |
| Diablo Valley | East Bay | 94 |  | |  |  | |
| Foothill | Silicon Valley | 71 |  | |  |  | |
| Laney | East Bay | 382 |  | |  |  | |
| Las Positas | East Bay | 309 |  | |  |  | |
| Marin | North Bay | 74 |  | |  |  | |
| Monterey | Santa Cruz & Monterey |  |  | |  |  | |
| Napa | North Bay | 257 | 0 | | 1 | 1 | |
| San Francisco | Mid-Peninsula | 432 |  | | 39 | 39 | |
| San Mateo | Mid-Peninsula | 98 |  | |  |  | |
| Skyline | Mid-Peninsula | 90 |  | |  |  | |
| Solano | North Bay | 251 | 2 | | 3 | 5 | |
| West Valley | Silicon Valley |  |  | | 1 | 1 | |
| **Total Bay Region** | | **3,014** | **6** | | **49** | **56** | |
| **Total East Bay Sub-Region** | | **1,056** | **2** | | **-** | **2** | |

# *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 570 annual openings for Photographers and 56 annual awards for an annual undersupply of 514 students. In the East Bay sub-region, there is also a gap with 181 annual openings and 2 annual awards for an annual undersupply of 179 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1012.00 - Applied Photography**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Las Positas College (All CTE Programs) | State (TOP 1012.00) | Bay  (TOP 1012.00) | East Bay (TOP 1012.00) | Las Positas College (TOP 1012.00) |
| % Employed Four Quarters After Exit | 75% | 75% | 58% | 58% | 62% | 58% |
| Median Quarterly Earnings Two Quarters After Exit | $13,996 | $21,192 | $14,709 | $19,935 | $16,936 | $11,263 |
| Median % Change in Earnings | 40% | 44% | 37% | 38% | 33% | 52% |
| % of Students Earning a Living Wage | 63% | 64% | 37% | 44% | 42% | n/a |

*Source: Launchboard Pipeline (version available on 11/16/18)*

# Skills, Certifications and Education

**Table 9. Top Skills for Photographers in Bay Region (Nov 2017 - Oct 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Photography | 592 | Product Sales | 35 | Real Estate Experience | 15 |
| Customer Service | 142 | Social Media | 34 | Color Editing | 14 |
| Lifting Ability | 142 | Digital Photography | 23 | Photo Shoots | 14 |
| Sales | 94 | E-Commerce | 21 | Retail Industry Knowledge | 14 |
| Adobe Photoshop | 90 | Broadcast Industry Knowledge | 20 | Basic Mathematics | 13 |
| Automotive Industry Knowledge | 76 | Adobe Illustrator | 17 | Final Cut Pro | 13 |
| Scheduling | 65 | Journalism | 17 | Video Editing | 13 |
| Client Base Retention | 57 | Photojournalism | 17 | Adobe Premiere | 12 |
| Videography | 44 | Adobe Acrobat | 16 | Graphic Design | 12 |
| Computer-Assisted Auditing Technology (CAAT) services | 43 | Adobe Creative Suite | 15 | Cleaning | 11 |

*Source: Burning Glass*

**Table 10. Certifications for Photographers in the Bay Region (Nov 2017 - Oct 2018)**

Note: 60% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Driver's License | 237 | Phlebotomy Certification | 3 |
| Certified Ophthalmic Assistant | 8 | American Heart Association Certification | 2 |
| First Aid Cpr Aed | 8 | Pilot Certification | 2 |
| Basic Life Saving (BLS) | 6 | Alcohol Server Certification | 1 |
| Certified Ophthalmic Technician | 6 |  |  |

*Source: Burning Glass*

**Table 11. Education Requirements for Photographers in Bay Region**

Note: 58% 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 | 203 (77%) |
| Associate Degree | 4 (2%) |
| Bachelor’s Degree or Higher | 55 (21%) |

*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

For more information, please contact:

* Doreen O’Donovan, Data Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [doreen@baccc.net](mailto:doreen@baccc.net) or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544