

# Labor Market Analysis for Program Recommendation

# Photography Occupations

# Ohlone College

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

**March 2022**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Photography workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda, Contra Costa counties). There is a projected annual gap of about 342 students in the Bay region and 169 students in the East Bay Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1012.00 Applied Photography 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 Ohlone College and in the region.

This report profiles Photography Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Ohlone College.

* **Photographers (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: Moderate-term on-the-job training
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 34%

## Occupational Demand

**Table 1. Employment Outlook for Photography 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Photographers | 5,361 | 5,245 | -116 | -2% | 2,825 | 565 | $12 | $49 |
| **Total** | **5,361** | **5,245** | **-116** | **-2%** | **2,825** | **565** | **$12** | **$49** |
| 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 Photography Occupations in East Bay 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** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Photographers | 1,625 | 1,610 | -15 | -1% | 875 | 175 | $12 | $49 |
| **Total** | **1,625** | **1,610** | **-15** | **-1%** | **875** | **175** | **$12** | **$49** |
| Source: EMSI 2021.3 |

**East Bay Sub-Region includes:** Alameda, 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 (Mar 2021 - Feb 2022)**

| **Occupation** | **Bay Region** | **East Bay** |
| --- | --- | --- |
| Photographers | 1,219 | 382 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Photography Occupations for latest 12 months (Mar 2021 - Feb 2022) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Photographer | 141 | Seasonal Studio Photographer | 20 |
| Clinical Research Ophthalmic Photographer | 44 | Photographer - Photos | 19 |
| Assistant - Trainee Photographer  | 35 | Photography Assistant | 19 |
| Freelance Photographer | 28 | Automotive Photographer | 17 |
| Dealership Photographer/Porter | 23 | Pre-School Photographer | 16 |
| School Photographer | 23 | Wedding Photographer | 15 |
| Dealership Porter/Photographer | 22 | Studio Photographer | 14 |
| Newborn Photographer | 21 | Automotive Porter and Photographer | 13 |
| Real Estate Photographer | 20 | Product Photographer | 9 |
| Source: Burning Glass |

**Table 4b. Top Job Titles for Photography Occupations for latest 12 months (Mar 2021 - Feb 2022) East Bay Sub-Region**

| **Title** | **East Bay** | **Title** | **East Bay** |
| --- | --- | --- | --- |
| Photographer | 44 | Studio Photographer | 7 |
| Assistant - Trainee Photographer  | 19 | Automotive Photographer | 6 |
| Clinical Research Ophthalmic Photographer | 16 | Dealership Porter/Photographer | 6 |
| Seasonal Studio Photographer | 10 | Photographer - Photos | 6 |
| Freelance Photographer | 9 | Photography Assistant | 6 |
| Newborn Photographer | 9 | Pre-School Photographer | 6 |
| Dealership Photographer/Porter | 8 | Product Photographer | 6 |
| Real Estate Photographer | 7 | Automotive Porter And Photographer | 5 |
| School Photographer | 7 | News Photographer | 4 |
| Source: Burning Glass |

## Industry Concentration

**Table 5. Industries hiring Photography 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)** |
| --- | --- | --- | --- | --- |
| All Other Professional, Scientific, and Technical Services | 3,293 | 4,015 | 22% | 55% |
| Photography Studios, Portrait | 622 | 624 | 0% | 10% |
| Commercial Photography | 418 | 537 | 28% | 7% |
| Independent Artists, Writers, and Performers | 359 | 390 | 9% | 6% |
| Translation and Interpretation Services | 225 | 282 | 25% | 4% |
| Marketing Research and Public Opinion Polling | 122 | 145 | 19% | 2% |
| Internet Publishing and Broadcasting and Web Search Portals | 121 | 150 | 25% | 2% |
| Motion Picture and Video Production | 79 | 84 | 6% | 1% |
| Television Broadcasting | 77 | 69 | -11% | 1% |
| Electronic Shopping and Mail-Order Houses | 55 | 57 | 4% | 1% |
| Source: EMSI 2021.3 |

**Table 6. Top Employers Posting Photography Occupations in Bay Region and East Bay Sub-Region (Mar 2021 - Feb 2022)**

| **Employer** | **Bay** | **Employer** | **East Bay** |
| --- | --- | --- | --- |
| Pro Motionpix, Llc | 118 | Pro Motionpix, Llc | 45 |
| Stanford Medicine | 41 | Shutterfly | 17 |
| Shutterfly | 35 | Stanford Medicine | 16 |
| Lifetouch | 30 | Lifetouch | 16 |
| Nationwide Studios Incorporated | 28 | Kodakit | 13 |
| Pro Motionpix | 27 | Balfour Company | 12 |
| Cherry Hill Programs | 27 | Nationwide Studios Inc. | 10 |
| Teddy Bear Portraits | 22 | Cherry Hill Programs | 10 |
| Kodakit | 22 | Sweet Me Photography | 9 |
| Sweet Me Photography | 21 | Teddy Bear Portraits | 7 |
| Source: Burning Glass |

## Educational Supply

There are six (6) community colleges in the Bay Region issuing 45 awards on average annually (last 3 years ending 2018-19) on TOP 1012.00 Applied Photography. In the East Bay Sub-Region, there are two (2) community colleges that issued 6 awards on average annually (last 3 years) on this TOP code.

There are a six (6) other CTE educational institutions in the Bay Region issuing 178 awards on average annually (last 3 years ending 2016-17) on TOP 1012.00 Applied Photography. There are no other CTE educational institutions in the East Bay Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 1012.00 Applied Photography in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- |
| Chabot  | East Bay | 3 | 1 | 4 |
| De Anza | Silicon Valley | 1 | 7 | 8 |
| Laney | East Bay | 1 | 1 | 2 |
| Napa | North Bay | 0 | 1 | 1 |
| San Francisco | Mid-Peninsula | 0 | 26 | 26 |
| Solano | North Bay | 2 | 2 | 4 |
| **Total** |  | **7** | **38** | **45** |
| Source: Data Mart |

*Note: The annual average for awards is 2016-17 to 2018-19.*

**Table 7b. Other CTE Institutions Awards on TOP 1012.00 Applied Photography in Bay Region**

| **College** | **Subregion** | **Associate Degree** | **Bachelor's Degree** | **Total** |
| --- | --- | --- | --- | --- |
| Academy of Art University | Mid-Peninsula | 48 | 80 | 128 |
| Argosy University-The Art Institute of California-San Francisco | Mid-Peninsula | 7 | 3 | 10 |
| Argosy University-The Art Institute of California-Silicon Valley | Silicon Valley | 2 | 1 | 3 |
| California College of the Arts | Mid-Peninsula | 0 | 10 | 10 |
| Pacific Union College | North Bay | 0 | 2 | 2 |
| San Francisco Art Institute | Mid-Peninsula | 0 | 25 | 25 |
| **Total** |  | **57** | **121** | **178** |
| 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 565 annual openings for the Photography occupational cluster and 223 annual (3-year average) awards for an annual undersupply of 342 students. In the East Bay Sub-Region, there is also a gap with 175 annual openings and 6 annual (3-year average) awards for an annual undersupply of 169 students.

## Student Outcomes

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

| **Metric Outcomes** | **Bay All CTE Programs** | **Ohlone All CTE Programs** | **State 1012.00** | **Bay 1012.00** | **East Bay 1012.00** | **Ohlone College 1012.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 74% | 52% | 46% | 49% | N/A |
| Median Annual Earnings for SWP Exiting Students | $47,419 | $65,374 | $25,751 | $34,429 | $30,487 | $38,678 |
| Median Change in Earnings for SWP Exiting Students | 23% | 12% | 21% | 21% | 21% | 18% |
| Exiting Students Who Attained the Living Wage | 52% | 69% | 35% | 37% | 38% | 50% |
| Source: Launchboard Strong Workforce Program Median of 2017 to 2020. |

## Skills and Education

**Table 9. Top Skills for Photography Occupations in Bay Region (Mar 2021 - Feb 2022)**

| **Skill** | **Postings** | **Skill** | **Postings** |
| --- | --- | --- | --- |
| Photography | 1,163 | Customer Billing | 57 |
| Customer Service | 227 | Adobe Acrobat | 56 |
| Scheduling | 170 | Staff Management | 56 |
| Videography | 149 | Adobe Creative Suite | 55 |
| Adobe Photoshop | 129 | Ophthalmology | 52 |
| Social Media | 124 | Cleaning | 51 |
| Sales | 118 | Adobe Illustrator | 50 |
| Lifting Ability | 98 | Early Childhood Education | 50 |
| Digital Photography | 92 | Framing | 49 |
| Vaccination | 72 | Clinical Research | 46 |
| Budgeting | 69 | Record Keeping | 46 |
| Photo Editing | 64 | Blood Samples | 44 |
| Adobe Indesign | 61 | Clinical Trials | 44 |
| Product Sales | 61 | Medical Terminology | 44 |
| Source: Burning Glass |

**Table 10. Education Requirements for Photography Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 389 | 74% |
| Associate's degree | 15 | 3% |
| Bachelor's degree and higher | 121 | 23% |
| Source: Burning Glass |

*Note: 57% 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 CCCCO 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

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