Program Endorsement Brief: 0614.00 – Digital Media
Advanced Photography – Digital Media
Los Angeles/Orange County Center of Excellence, May 2021

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met	☐	Endorsed: Some Criteria Met	☒	Not Endorsed	☐
Program Endorsement Criteria						
Supply Gap:	Yes ☑				No ☐	
Living Wage: (Entry-Level, 25th)	Yes ☐				No ☑	
Education:	Yes ☑				No ☐	
Emerging Occupation(s)						
Yes ☐					*No* ☑	

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to one middle-skill occupation: *photographers* (27-4021). Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.[1] This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupation.

Based on the available data, there appears to be a supply gap for *photographers* in the region. While the typical entry-level education for *photographers* is a high school diploma or equivalent, at least one-third of incumbent workers have some type of community college training. However, entry-level hourly wages are lower than the living wage in both Los Angeles and Orange counties. **Therefore, due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

Demand:

- *Supply Gap Criteria* – Over the next five years, there is projected to be **1,014 jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 727 awards conferred annually** by educational institutions in the region.

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[1] The COE classifies middle-skill jobs as the following:
- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

- *Living Wage Criteria* – In Los Angeles County, the **typical entry-level hourly wage** for *photographers* is **$13.84, which is lower than the California Family Needs Calculator** hourly wage (living wage) for one adult in the region ($15.04 in Los Angeles County).[2]
- *Educational Criteria* –The Bureau of Labor Statistics (BLS) lists a high school diploma as the typical entry-level education for *photographers* (27-4021).
  - National-level educational attainment data indicates **34% of workers in the field have completed some college or an associate degree.**

Supply:

- Between 2017 and 2020, **19 community colleges** in the LA/OC region issued awards in digital media and applied photography, conferring an average of **212 awards.**
- Between 2016 and 2019, there was an average of **515 awards** conferred in related training programs by non-community college institutions.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for *photographers*. In Los Angeles/Orange County, the number of jobs for *photographers* is projected to decrease by 3% through 2024. However, there will be more than 1,000 job openings per year through 2024 due to retirements and workers leaving the field.

This report includes employment projection data by Emsi which uses EDD information. Emsi's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties[3]

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	8,644	8,423	(221)	(3%)	802
Orange	2,300	2,188	(112)	(5%)	212
Total	**10,944**	**10,611**	**(333)**	**(3%)**	**1,014**

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[2] Living wage data was pulled from California Family Needs Calculator on 5/26/2021. For more information, visit the California Family Needs Calculator website: https://insightcced.org/2018-family-needs-calculator/.
[3] Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages
The labor market endorsement in this report considers the hourly wages for *photographers* in Los Angeles County, as they relate to the county's living wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County: The typical entry-level hourly wage for *photographers* is $13.84, which is **below** the living wage for one adult ($15.04 in Los Angeles County). Experienced workers can expect to earn approximately $43.97 per hour, which is higher than the living wage estimate.

Orange County: The typical entry-level hourly wage for *photographers* is $12.53, which is **below** the living wage for one adult ($17.36 in Orange County). Experienced workers can expect to earn approximately $43.86 per hour, which is higher than the living wage estimate.

Job Postings
Over the past 12 months, there have been 809 online job postings for *photographers*. The highest number of job postings were for photographer, product photographer, and freelance photographer. The top skills were photography, Adobe Photoshop, and social media. The top employers, by number of job postings, in the region were Lifetouch, Spicy Green Book, Teddy Bear Portraits.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Educational Attainment
The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for *photographers* (27-4021). National-level educational attainment data indicates 34% of workers in the field have completed some college or an associate degree. Of the 41% job postings listing a minimum education requirement in Los Angeles/Orange County, 61% (204) requested a high school diploma, 6% (21) requested an associate degree, and 33% (112) requested a bachelor's degree.

Educational Supply

Community College Supply — Exhibit 2 shows the annual and three-year average number of awards conferred by community colleges in the related TOP codes: Digital Media (0614.00), and Applied Photography (1012.00). The colleges with the most completions in the region are: Mt San Antonio, LA City, Santa Monica. Over the past 12 months, there were six other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020

TOP	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
0614.00	Digital Media	Glendale	-	-	1	0
		LA Mission	-	1	4	2
		LA Trade	7	19	11	12
		Long Beach	1	-	-	0
		Rio Hondo	-	-	2	1
		LA Subtotal	**8**	**20**	**18**	**15**
		Coastline	-	3	-	1
		Golden West	9	10	10	10
		Irvine Valley	15	9	1	8
		Santa Ana	-	-	1	0
		OC Subtotal	**24**	**22**	**12**	**19**
	Supply Subtotal/Average		**32**	**42**	**30**	**35**
1012.00	Applied Photography	East LA	17	24	5	15
		El Camino	8	10	10	9
		Glendale	-	-	6	2
		LA City	11	37	38	29
		LA Pierce	-	-	2	1
		Long Beach	2	-	-	1
		Mt San Antonio	21	40	31	31
		Pasadena	15	10	5	10
		Santa Monica	25	23	37	28
		LA Subtotal	**99**	**144**	**134**	**126**
		Cypress	11	5	5	7
		Fullerton	22	20	11	18
		Orange Coast	30	32	18	27
		OC Subtotal	**63**	**57**	**34**	**51**
	Supply Subtotal/Average		**162**	**201**	**168**	**177**
	Supply Total/Average		**194**	**243**	**198**	**212**

Non-Community College Supply — It is important to consider the supply from non-community college institutions in the region that provide relevant training programs. Exhibit 3 shows the annual and three-year average number of awards conferred by institutions in the related Classification of Instructional Programs (CIP) Codes: 09.0702 – Digital Communication and Media/Multimedia; 50.0102 – Digital Arts; 50.0401 – Design and Visual Communications, General; and 50.0605 – Photography. Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, one non-community college institution in the region conferred an average of 515 awards annually in related training program(s).

Exhibit 3: Regional non-community college awards, 2016-2019

CIP	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
09.0702	Digital Communication and Media/Multimedia	California State University-Dominguez Hills	50	41	58	50
		Fremont College	1	1	1	1
		Marymount California University	0	0	3	1
		Vanguard University of Southern California	12	7	8	9
50.0102	Digital Arts	Los Angeles Academy of Figurative Art	3	0	3	2
		Marymount California University	12	17	15	15
		Otis College of Art and Design	63	92	69	75
		University of Southern California	22	16	14	17
		Woodbury University	3	4	1	3
50.0401	Design and Visual Communications, General	Bethesda University	3	0	0	1
		Biola University	3	2	5	3
		FIDM-Fashion Institute of Design & Merchandising-Los Angeles	181	155	142	159
		Gnomon	28	37	48	38
		Otis College of Art and Design	37	43	34	38
		Platt College-Los Angeles	0	5	0	2
		University of La Verne	1	0	0	0
50.0605	Photography	Art Center College of Design	28	38	32	33

California Institute of the Arts	16	12	19	16
New York Film Academy	62	41	39	47
University of La Verne	8	5	6	6
Grand Total/Average	**533**	**516**	**497**	**515**

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Photographers (27-4021)	8,644	8,423	(221)	(3%)	802	$13.84	$25.24	$43.97
Total	**8,644**	**8,423**	**(221)**	**(3%)**	**802**			

Exhibit 5. Orange County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Photographers (27-4021)	2,300	2,188	(112)	(5%)	212	$12.53	$24.59	$43.86
Total	**2,300**	**2,188**	**(112)**	**(5%)**	**212**			

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Photographers (27-4021)	10,944	10,611	(333)	(3%)	1,014	High school diploma or equivalent
Total	**10,944**	**10,611**	**(333)**	**(3%)**	**1,014**	

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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