** Reportage Photography Occupations**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

December 2018

# Recommendation

Based on all available data, there appears to be an undersupply of Reportage Photographers compared to the demand for this occupation in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties). The gap is about 513 students annually in the Bay region and 54 students annually in the Mid-Peninsula 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 City College of San Francisco and in the region.

# Introduction

This report profiles Reportage Photography Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for the revision of an existing program at City College of San Francisco.

|  |
| --- |
| * **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 Reportage Photography Occupations 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 Reportage Photography Occupations in Mid-Peninsula 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 | 983 | 1,019 | 36  | 4% | 466 | 93 | $12.56  | $17.01  |

*Source: EMSI 2018.4*

**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 (Dec 2017 - Nov 2018)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | Mid-Peninsula |
| Photographers (SOC 27-4021): | 681 | 258 |

*Source: Burning Glass*

**Table 4. Top Job Titles for Reportage Photography Occupations for latest 12 months (Dec 2017 - Nov 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | Mid-Peninsula | Common Title | Bay | Mid-Peninsula |
| Photographer | 461 | 178 | Newborn Photography | 7 | 4 |
| School Photographer | 79 | 17 | Photojournalist | 7 | 6 |
| Real Estate Photographer | 22 | 9 | Newborn Photographer | 5 | 3 |
| Wedding Photographer | 20 | 14 | Photography Assistant | 5 | 2 |
| Assistant, Photography, Information And Technology Industry | 14 | 2 | News Photographer | 4 | 1 |
| Assistant, Photography, Event, Information And Technology Industry | 9 | 4 | Product Designer | 4 | 3 |
| Sales Associate | 8 | 4 | Assistant, Photography | 3 |  |
| Graphic Designer | 7 | 2 | Jcpenney Portrait Studios Photgorapher | 2 | 1 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Reportage 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% |
| 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 Reportage Photography Occupations in Bay and Mid-Peninsula Sub-Region (Dec 2017 - Nov 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Lifetouch | 102 | Costar Group | 6 | Lifetouch | 25 |
| Pro Motionpix, Llc | 72 | Hornblower Cruises Events | 5 | Pro Motionpix, Llc | 22 |
| Iconic Group | 45 | Kodakit | 5 | Iconic Group | 21 |
| Gradimages | 33 | Nationwide Studios Incorporated | 5 | Gradimages | 16 |
| Bella Baby Photography | 23 | Six Flags Incorporated | 5 | Mom365 | 9 |
| Dealervision Com | 17 | CBS Broadcasting | 4 | Cozymeal | 5 |
| Mom365 | 17 | Never Boring Inc | 4 | Hornblower Cruises Events | 5 |
| Xcite Advertising | 12 | Pineapple Labs | 4 | Bella Baby Photography | 4 |
| Jcpenney Portraits | 11 | Realvision | 4 | CBS Broadcasting | 4 |
| Classic Photographers | 7 | Street Delivery | 4 | Charleys Angels Newborn Photography | 4 |
| Cozymeal | 7 | Betabrand | 3 | Dealervision Com | 4 |
| NBC | 7 | Hearst Newspapers | 3 | Jcpenney Portraits | 4 |
| Charleys Angels Newborn Photography | 6 | Higherme | 3 | Xcite Advertising | 4 |

*Source: Burning Glass*

# Educational Supply

There are seven community colleges in the Bay Region issuing 57 awards annually on TOP 1012.00 - Applied Photography. City College of San Francisco is the only college in the Mid-Peninsula sub-region issuing awards, with 39 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 | 7 |
| **Diablo Valley** | East Bay | 94 |  |  |  |
| **Foothill** | Silicon Valley | 71 |  |  |  |
| **Laney** | East Bay | 382 | 0 | 1 | 2 |
| **Las Positas** | East Bay | 309 |  |  |  |
| **Marin** | North Bay | 74 |  |  |  |
| **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 | 521 | 2 | 3 | 5 |
| **West Valley** | Silicon Valley |   |   | 1 | 1 |
| **Total Bay Region** | **3,284** | **6** | **51** | **57** |
| **Total Mid-Peninsula Sub-Region** | **620** | **-** | **39** | **39** |

# *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 Reportage Photography occupations and 57 annual awards for an annual undersupply of 513. In the Mid-Peninsula sub-region, there is also a gap with 93 annual openings and 39 annual awards for an annual undersupply of 54.

# 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) | City College of San Francisco (All CTE Programs) | State (1012.00) | Bay (1012.00) | Mid-Peninsula (1012.00) | City College of San Francisco (1012.00) |
| % Employed Four Quarters After Exit | 75% | 73% | 58% | 58% | 63% | 63% |
| Median Quarterly Earnings Two Quarters After Exit | $13,996 | $10,170 | $5,857 | $7,588 | $11,562 | $11,562 |
| Median % Change in Earnings | 40% | 50% | 37% | 38% | 47% | 47% |
| % of Students Earning a Living Wage | 63% | 55% | 37% | 44% | 53% | 53% |

*Source: Launchboard Pipeline (version available on 12/7/18)*

# Skills and Education

**Table 9. Top Skills for Reportage Photography Occupations in Bay Region (Dec 2017 - Nov 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Photography | 641 | Journalism | 22 | Final Cut Pro | 13 |
| Lifting Ability | 156 | Photojournalism | 20 | Adobe Premiere | 12 |
| Customer Service | 146 | Adobe Acrobat | 18 | Ophthalmology | 12 |
| Adobe Photoshop | 101 | Broadcast Industry Knowledge | 18 | Data Entry | 11 |
| Sales | 98 | Adobe Creative Suite | 17 | Prospective Clients | 11 |
|  |  | Adobe Illustrator | 17 | Appointment Setting | 10 |
| Scheduling | 68 | Real Estate Experience | 15 | Basic Mathematics | 10 |
| Client Base Retention | 57 | Retail Industry Knowledge | 15 | Creative Direction | 10 |
| Videography | 46 | Graphic Design | 14 | Fundus | 10 |
| Social Media | 40 | Photo Editing | 14 | Motor Vehicle Operation | 10 |
| Computer-Assisted Auditing Technology (CAAT) services | 37 | Photo Shoots | 14 | Fluorescein Angiography | 9 |
| Product Sales | 37 | Video Editing | 14 | Health Checks | 9 |
| Digital Photography | 25 | Cleaning | 13 | Microsoft Operating Systems | 9 |
| E-Commerce | 25 | Color Editing | 13 | Repair | 9 |
| Adobe Indesign | 23 | Final Cut Pro | 13 |  CPR | 8 |

*Source: Burning Glass*

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

Note: 59% 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 | 221 (79%) |
| Associate Degree | 4 (1%) |
| Bachelor’s Degree or Higher | 55 (20%) |

*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 or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544