

## Program Endorsement Brief: 1012.00 – Applied Photography

Los Angeles/Orange County Center of Excellence, January 2022

### Summary Analysis

<b>Program Endorsement:</b>	<b>Endorsed: All Criteria Met</b> <input type="checkbox"/>	<b>Endorsed: Some Criteria Met</b> <input checked="" type="checkbox"/>	<b>Not Endorsed</b> <input type="checkbox"/>
<b>Program Endorsement Criteria</b>			
<b>Supply Gap:</b>	Yes <input checked="" type="checkbox"/>		No <input type="checkbox"/>
<b>Living Wage: (Entry-Level, 25<sup>th</sup>)</b>	Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>
<b>Education:</b>	Yes <input checked="" type="checkbox"/>		No <input type="checkbox"/>
<b>Emerging Occupation(s)</b>			
	Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>

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.<sup>1</sup> 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. Although the entry-level wage for *photographers* is below the self-sufficiency standard wage in both Los Angeles and Orange counties, more than one-third of current workers in the field have completed some college or an associate degree. **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 **984 jobs available annually** in the region due to new job growth and replacements, **which is more than the 177 awards conferred annually** by educational institutions in the region.
- **Living Wage Criteria** – In Los Angeles County/Orange County, the **typical entry-level hourly wage** for *photographers* is **\$13.74, which is below the self-sufficiency standard wage** (living wage) for one adult in the region (\$18.10 in Los Angeles County).<sup>2</sup>

<sup>1</sup> 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.

<sup>2</sup> Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

- **Educational Criteria** –The Bureau of Labor Statistics (BLS) lists a high school diploma or equivalent as the typical entry-level education for *photographers*.
  - However, national-level educational attainment data indicates that **34% of workers in the field have completed some college or an associate degree.**

**Supply:**

- Between 2017 and 2020, **12 community colleges** in the LA/OC region issued awards in applied photography programs, conferring an average of **177 awards**.
- Currently, there are no non-community college institutions in the LA/OC region that have conferred awards in relevant programs.

**Occupational Demand**

Exhibit 1 shows the five-year occupational demand projections for *photographers*. In Los Angeles/Orange County, the number of jobs related to this occupation is projected to increase by 1% through 2025. There will be nearly 1,000 job openings per year through 2025 due to job growth and replacements.

*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 full impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the full impacts of COVID-19 into account.*

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>3</sup>**

<b>Geography</b>	<b>2020 Jobs</b>	<b>2025 Jobs</b>	<b>2020-2025 Change</b>	<b>2020-2025 % Change</b>	<b>Annual Openings</b>
Los Angeles	8,257	8,331	74	1%	781
Orange	2,126	2,130	4	0%	203
<b>Total</b>	<b>10,383</b>	<b>10,460</b>	<b>77</b>	<b>1%</b>	<b>984</b>

<sup>3</sup> 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 self-sufficiency standard 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 \$13.74, which is **below** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Experienced workers can expect to earn approximately \$44.05/hour, which is above the self-sufficiency standard wage estimate.

**Orange County** — The typical entry-level hourly wage for *photographers* is \$12.50, which is **below** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Experienced workers can expect to earn approximately \$44/hour, which is above the self-sufficiency standard wage estimate.

## **Job Postings**

Over the past 12 months, there have been 1,691 online job postings for *photographers*. The highest number of job postings were for photographer, freelance photographer, school photographer, product photographer, and automotive photographer. The top skills were photography, social media, videography, video editing, and customer service. The top employers, by number of job postings, in the region were Lifetouch, Teddy Bear Portraits, and Shutterfly.

*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 full 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*. However, national-level educational attainment data indicates that 34% of workers in the field have completed some college or an associate degree. Of the 33% of job postings listing a minimum education requirement in Los Angeles/Orange County, 88% (498) requested high school or vocational training and 12% (67) requested an associate degree.

## Educational Supply

**Community College Supply** — Exhibit 2 shows the annual and three-year average number of awards conferred by community colleges in Applied Photography (TOP 1012.00). The colleges with the most completions in the region are Mt. San Antonio, LA City, Santa Monica, and Orange Coast. Over the past 12 months, there were 10 other related program recommendation requests from regional community colleges.

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

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
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
		<b>LA Subtotal</b>	<b>99</b>	<b>144</b>	<b>134</b>	<b>126</b>
		Cypress	11	5	5	7
		Fullerton	22	20	11	18
		Orange Coast	30	32	18	27
		<b>OC Subtotal</b>	<b>63</b>	<b>57</b>	<b>34</b>	<b>51</b>
<b>Supply Total/Average</b>			<b>162</b>	<b>201</b>	<b>168</b>	<b>177</b>

**Non-Community College Supply** – Currently, there are no non-community college institutions in the LA/OC region that have conferred awards in relevant programs.

**Appendix A: Occupational demand and wage data by county**

**Exhibit 3. Los Angeles County**

<b>Occupation (SOC)</b>	<b>2020 Jobs</b>	<b>2025 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings (25<sup>th</sup> Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75<sup>th</sup> Percentile)</b>
Photographers (27-4021)	8,257	8,331	74	1%	781	\$13.74	\$25.20	\$44.05

**Exhibit 4. Orange County**

<b>Occupation (SOC)</b>	<b>2020 Jobs</b>	<b>2025 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Entry-Level Hourly Earnings (25<sup>th</sup> Percentile)</b>	<b>Median Hourly Earnings</b>	<b>Experienced Hourly Earnings (75<sup>th</sup> Percentile)</b>
Photographers (27-4021)	2,126	2,130	4	0%	203	\$12.50	\$24.50	\$44.00

**Exhibit 5. Los Angeles and Orange Counties**

<b>Occupation (SOC)</b>	<b>2020 Jobs</b>	<b>2025 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Typical Entry-Level Education</b>
Photographers (27-4021)	10,383	10,460	77	1%	984	High school diploma or equivalent

## 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)

For more information, please contact:

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