

Photography

Inland Empire/Desert Region (Riverside and San Bernardino counties)

This workforce demand report uses state and federal job projection data developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.

Summary

- The community college applied photography programs provide the knowledge, skills, and abilities that lead to the photographers occupation.
- Employment growth for photographers is expected to remain flat through 2025. However, this occupation is projected to have 131 annual job openings through 2025.
- The median hourly earnings for photographers is \$23.06 per hour, below the regional \$24.36 per hour self-sustainable earnings standard for a single adult with one child.
- Community college applied photography programs issued 34 awards annually over the last three academic years.
- The Centers of Excellence cautiously recommends expanding applied photography programs due to the lack of growth in the photographers occupations and its median hourly earnings falling short of the self-sustainability standard.

Introduction

This report aims to quantify regional supply and demand related to photography in the Inland Empire/Desert Region. California Community College applied photography (TOP 1012.00) programs prepare students for employment as photographers through training related to the application of esthetic principles and technical processes to the exposure, development, and marketing of photographs and photographic services (Taxonomy of Programs, 2012). The knowledge, skills, and abilities trained by applied photography programs lead to the photographers occupation.

Photographers (27-4021)

Photograph people, landscapes, merchandise, or other subjects. May use lighting equipment to enhance a subject's appearance. May use editing software to produce finished images and prints. Includes commercial and industrial photographers, scientific photographers, and photojournalists.

Sample job titles: Advertising Photographer, Commercial Photographer, Graduation Photographer, Newspaper Photographer, Photo Editor, Photographer, Photojournalist, Portrait Photographer, Sports Photographer, Studio Photographer

Entry-Level Educational Requirement: High school diploma or equivalent

Work Experience Required: None

Training Requirement: Between one and twelve months of on-the-job training

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 34%

Job Counts and Projections

In 2020, there were 1,365 photographer jobs in the Inland Empire/Desert Region. Employment for this occupation is expected to remain stagnant, only adding four jobs through 2025. However, this occupation is projected to have 131 annual job openings over this period to fill new jobs and backfill jobs that workers are permanently vacating (includes occupational transfers and retirements). Exhibit 1 displays the job counts, five-year projected job growth, job openings, and the share of incumbent workers age 55 years and greater in the region.

Exhibit 1: Five-year projections, 2020-2025

2020 Jobs	2025 Jobs	5-Yr % Change (New Jobs)	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
1,365	1,369	0%	656	131	21%

Source: Emsi 2021.3

A search of online job advertisements over the last 12 months for photographer jobs was conducted to reveal the details about the employers seeking these workers, including the time it takes to fill positions, earnings information, and in-demand skills. Over the previous 12 months, 212 job advertisements for photographers were posted in the region.

Exhibit 2 shows the number of local job ads posted during the last 12 months and the regional and statewide average time to fill this job. On average, regional employers fill online job advertisements for photographers within 47 days. The regional average time to fill is five days longer than the statewide average time to fill, indicating that regional employers may face more challenges filling open positions than other employers in California.

Exhibit 2: Job ads and time to fill

Job Ads	Regional Average Time to Fill (Days)	Statewide Average Time to Fill (Days)
212	47	42

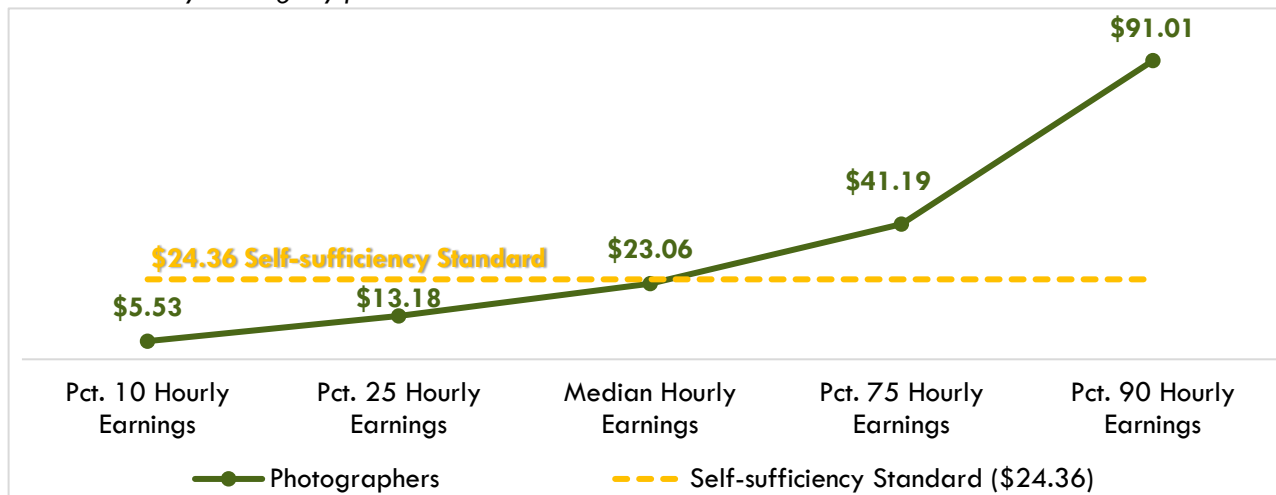
Source: Burning Glass – Labor Insights

Earnings and Benefits

Community colleges should ensure their training programs lead to employment opportunities that provide self-sustainable income. The University of Washington estimates that a self-sufficient hourly rate for a single adult with one school-age child is \$24.36 per hour or \$51,452 annually in Riverside County; \$23.73 per hour or \$50,119 annually in San Bernardino County (Pearce, 2021). For this study, the higher hourly earnings requirement in Riverside County is adopted as the self-sufficiency standard for the two-county region.

The 75th percentile hourly earnings for photographers surpass the self-sustainability standard, indicating that only the top 25% of workers in the field earn a self-sustainable wage. Exhibit 3 displays the hourly earnings for photographers.

Exhibit 3: Hourly earnings by percentile



Source: Emsi 2021.3

Benefits information, typically provided by the California Labor Market Information Division's occupational guides, is not available for photographers (Detailed Occupational Guides, 2021).

Advertised Salary from Online Job Ads

Exhibit 4 displays online job ad salary data for photographers over the last 12 months. Online job ad salary information reveals that employers are willing to pay photographers a median annual salary of \$36,000 annually, below the region's \$51,452 annual (\$24.36 hourly) self-sufficiency standard. Consider the salary information with caution since only 74% (157 out of 212) of online job advertisements for this occupation provided salary information. The salary figures are prorated to reflect full-time, annual earnings status.

Exhibit 4: Advertised salary information

Number of job ads	Real-Time Salary Information				Median Annual Salary
	Less than \$35,000	\$35,000 to \$49,999	\$50,000 to \$74,999	More than \$75,000	
157	45%	32%	15%	8%	\$36,000

Source: Burning Glass – Labor Insights

Employers, Skills, Education, and Work Experience

Exhibit 5 displays the employers that posted five or more job ads for photographers over the last 12 months. Showing employer names provides insight into where students may find employment after completing a program. Nationwide Studios Inc., which operates Teddy Bear Portraits, posted the most job advertisements for photographers over the last 12 months. Job advertisements indicate that automotive employers frequently seek photographers to snapshot their merchandise. Automotive employers listed approximately 17% of job advertisements (36 ads) for photographers.

Exhibit 5: Employers posting the most job ads for photographers

Top Employers	Job Ads
Nationwide Studios Incorporated (Teddy Bear Portraits)	13
Cox Automotive	12
Fontana Motors Direct	10
Lifetouch, Inc.	9
GradImages	7
Lauren Studios Incorporated	6
Shutterfly	5
Cherry Hill Programs	5
California Motor Trade - Norco	5
All other employers	141
Total	213

Source: Burning Glass – Labor Insights

Exhibit 6 lists a sample of specialized, employability, and software and programming skills employers' seek when looking for workers to fill photographer positions. Specialized skills are occupation-specific skills that employers request for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is often referred to as "soft skills." The skills requested in job ads may be utilized to guide curriculum development.

Exhibit 6: Sample of in-demand skills from employer job ads

Specialized skills (n=189)	Employability skills	Software and Programming skills
<ul style="list-style-type: none"> • Customer Service • Editing • Scheduling • Sales • Videography 	<ul style="list-style-type: none"> • Organizational Skills • Detail-Oriented • Creativity • Computer Literacy • Communication Skills 	<ul style="list-style-type: none"> • Adobe Photoshop • Image Processing

Source: Burning Glass – Labor Insights

According to the Bureau of Labor Statistics, approximately 34% of incumbent workers in this field hold a community college-level of educational attainment; "some college, no degree" and an "associate degree." Online job advertisements indicate that the vast majority (95%) of employers seeking photographers sought candidates with a high school diploma or vocational training. Exhibit 7 displays the typical entry-level education, educational attainment, and minimum advertised education requirements for photographers.

Exhibit 7: Typical entry-level education, educational attainment, and minimum advertised education requirements

Typical Entry-Level Education Requirement	CC-Level Educational Attainment*	Number of Job Ads	Real-Time Minimum Advertised Education Requirement		
			High school or vocational training	Associate degree	Bachelor's degree or higher
High school diploma or equivalent	34%	112	95%	4%	1%

Source: Emsi 2021.3, Burning Glass – Labor Insights

*Percentage of incumbent workers with a Community College Award or Some Postsecondary Coursework

Exhibit 8 displays the work experience typically required and the real-time work experience requirements from employer job ads for photographers. Only 19% (40) of job ads included work experience requirements. Of these job ads, most employers sought candidates with zero to two years of work experience.

Exhibit 8: Work experience required and real-time work experience requirements

Work Experience Typically Required	Real-Time Work Experience			
	Number of job ads	0 – 2 years	3 – 5 years	6+ years
None	40	85%	13%	2%

Source: Emsi 2021.3, Burning Glass – Labor Insights

Student Completions and Programs Outcomes

Exhibit 9 displays completion data for local community college applied photography (TOP 1012.00) programs between 2017 and 2020. Over the last three academic years, Riverside City College has issued the most awards in its photography program. The student completion and outcome methodology are available on page 8.

Exhibit 9: 2017-20, Annual average community college awards for applied photography programs in the Inland Empire/Desert Region

TOP 1012.00 – Applied Photography (Local Program Title)	Associate Degree	Certificate requiring 30< 60-semester units	Certificate requiring 18< 30-semester units	Certificate requiring 16< 30-semester units	Total CC Annual Average Awards, Academic Years 2017-20
Barstow (Photography)	3	-	-	-	3
Chaffey (Photography, Commercial Photography)	8	3	-	-	11
Desert (Photography)	-	-	-	-	-
Mt. San Jacinto (Photography)	-	-	-	-	-
Riverside (Photography)	6	-	8	7	20
Total	17	3	8	7	34

Source: MIS Data Mart

California program outcome data may provide a useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 10. The outcome methodology is available in the appendix section of this report.

Exhibit 10: 1012.00 – Applied photography strong workforce program outcomes

Strong Workforce Program Metrics: 1012.00 – Applied Photography Academic Year 2018-19, unless noted otherwise	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2019-20)	1,788	18,874
Completed 9+ career education units in one year (2019-20)	18%	20%
Perkins Economically disadvantaged students	83%	74%
Students who attained a noncredit workforce milestone in a year (2019-20)	-	55%
Students who earned a degree, certificate, or attained apprenticeship (2019-20)	40	287
Transferred to a four-year institution (transfers)	81	1,225
Job closely related to the field of study (2017-18)	62%	49%
Median annual earnings (all exiters)	\$24,000	\$26,610
Median change in earnings (all exiters)	39%	21%
Attained a living wage (completers and skills-builders)	45%	38%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Recommendation for Applied Photography Programs

Employment growth for photographers is expected to remain stagnant through 2025. However, this occupation is projected to have 131 annual job openings to fill new jobs and backfill jobs that workers are permanently vacating (includes occupational transfers and retirements). This occupation's 75th percentile hourly earnings surpass the regional self-sustainability rate, indicating that the top 25% of workers in this field earn a self-sustainable wage.

Regional applied photography (TOP 1012.00) programs have issued 34 awards annually over the last three academic years. The reported median annual earnings for applied photography program completers in the region is \$24,000.

The Centers of Excellence cautiously recommends expanding applied photography programs. While there is job demand in the region, this occupation's median hourly earnings is \$23.06 per hour, below the regional self-sustainable wage of \$24.36 per hour. Colleges considering this program should partner with applicable

employers to document their demand for photographers and the skills needed for students to earn self-sustainable earnings after exiting the program.

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Appendix: Methodology

Exhibit 9 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2017 and 2020 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total of associate degrees and

certificates issued during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variations that might be present in a single year.

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from California's Employment Development Department's Unemployment Insurance database records. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included in each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2021 a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS), administered by Santa Rosa Junior College (LaunchBoard, 2021 a).

Job advertisement data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014). Online job advertisements often do not reveal employers' hiring intentions; it is unknown if employers plan to hire one or multiple workers from a single online job ad or collect resumes for future hiring needs. A closed job ad may not be the result of a hired worker.

Table 1. 2020 to 2025 job growth, wages, entry-level education, training, and work experience required for photographers in the Inland Empire/Desert Region (Riverside and San Bernardino counties combined)

Occupation (SOC)	2020 Jobs	5-Year Change (New Jobs)	5-Year % Change (New Jobs)	Annual Openings (New + Replacement Jobs)	Entry-Experienced Hourly Wage (10 th to 90 th percentile)	Median Hourly Wage (50 th percentile)	Average Annual Earnings	Entry-Level Education & On-The-Job-Training	Work Experience Required
Photographers (27-4021)	1,365	4	0%	131	\$5.53 to \$91.01	\$23.06	\$78,700	High school and vocational training & 1-12 months	None

Source: Emsi 2021.3