

Program Endorsement Brief: 1012.00/Applied Photography

Applied Photography

Los Angeles/Orange County Center of Excellence, January 2021

Summary Analysis

| | | | |
|--|--|--|--|
| Program Endorsement: | Endorsed: All Criteria Met <input type="checkbox"/> | Endorsed: Some Criteria Met <input checked="" type="checkbox"/> | Not Endorsed <input type="checkbox"/> |
| Program Endorsement Criteria | | | |
| Supply Gap: | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> | |
| Living Wage: (Entry-Level, 25th) | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> | |
| Education: | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> | |
| Emerging Occupation(s) | | | |
| | 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 two middle-skill occupations: *photographers (27-4021)* and *photographic process workers and processing machine operators (51-9151)*. 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 occupations.

Based on the available data, there appears to be a supply gap for these middle-skill applied photography occupations in the region. **Therefore, the COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **1,348 jobs available annually** in the region due to job growth and replacements, **which is more than the 167 awards conferred annually** by educational institutions in the region.
- **Living Wage Criteria** – Within Los Angeles County, these middle-skill applied photography occupations have entry-level wages below the county's living wage (\$15.04/hour).²

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.

² Living wage data was pulled from California Family Needs Calculator on 12/15/2020. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

- **Educational Criteria** – Within the LA/OC region, the applied photography occupations typically require a high school diploma or equivalent degree.
 - However, the national-level educational attainment data indicates **between 29.8% and 34.2% of workers in the field have completed some college or an associate degree.**

Supply:

- There are **10 community colleges** in the LA/OC region that issue awards related to applied photography, conferring an average of **167 awards annually** between 2016 and 2019.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for middle-skill applied photography occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 2% through 2024. There will be more than 1,300 job openings per year through 2024 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 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 Counties³

| Geography | 2019 Jobs | 2024 Jobs | 2019-2024 Change | 2019-2024 % Change | Annual Openings |
|------------------|------------------|------------------|-------------------------|---------------------------|------------------------|
| Los Angeles | 9,346 | 9,551 | 205 | 2% | 1,078 |
| Orange | 2,371 | 2,429 | 57 | 2% | 270 |
| Total | 11,718 | 11,980 | 262 | 2% | 1,348 |

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 entry-level hourly wages for these middle-skill applied photography occupations 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— All of the annual openings for middle-skill applied photography occupations have entry-level wages **below** the living wage for one adult (\$15.04 in Los Angeles County).⁴ Typical entry-level hourly wages are in a range between \$13.20 and \$14.92. Experienced workers can expect to earn wages between \$27.53 and \$42.40, which are higher than the living wage estimate.

Orange County— All of the annual openings for middle-skill applied photography occupations have entry-level wages **below** the living wage for one adult (\$17.36 in Orange County).⁵ Typical entry-level hourly wages are in a range between \$12.57 and \$13.49. Experienced workers can expect to earn wages between \$24.60 and \$41.17, which are higher than the living wage estimate.

Job Postings

There were 1,227 online job postings related to middle-skill applied photography occupations listed in the past 12 months. The highest number of job postings were for photographers, freelance photographers, pre-school photographers, product photographers, and graduation event photographers. The top skills were: photography, Adobe Photoshop, customer service, social media, and videography. The top employers, by the number of job postings, in the region were: Lifetouch, Kalo, Teddy Bear Portraits, Iconic Group, and Never Boring, Inc.

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 requirement for the two photography-related occupations in this report. However, national-level educational attainment data indicates between 29.8% and 34.2% of workers in the field have completed some college or an associate degree. Of the 37% of middle-skill applied photography job postings listing a minimum education requirement in Los Angeles/Orange County, 60% (268) requested a high school diploma or vocational training, 5% (24) requested an associate degree, and 35% (158) requested a bachelor's degree.

⁴ Living wage data was pulled from California Family Needs Calculator on 12/15/2020. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

⁵ Ibid.

Educational Supply

Community College Supply — Exhibit 2 shows the annual and three-year average number of awards conferred by regional Applied Photography (1012.00) programs. The colleges with the most completions in the region are LA City, Mt. San Antonio, and Orange Coast. During 2020, there were two other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2016-2019

| TOP Code | Program | College | 2016-2017 Awards | 2017-2018 Awards | 2018-2019 Awards | 3-Year Award Average |
|-----------------------------|---------------------|--------------------|------------------|------------------|------------------|----------------------|
| 1012.00 | Applied Photography | East LA | 5 | 17 | 24 | 15 |
| | | El Camino | 7 | 8 | 10 | 8 |
| | | LA City | 28 | 11 | 37 | 25 |
| | | Long Beach | 1 | 2 | - | 1 |
| | | Mt. San Antonio | 15 | 21 | 40 | 25 |
| | | Pasadena | - | 15 | 10 | 8 |
| | | Santa Monica | 21 | 25 | 23 | 23 |
| | | LA Subtotal | 77 | 99 | 144 | 107 |
| | | Cypress | 34 | 11 | 5 | 17 |
| | | Fullerton | 12 | 22 | 20 | 18 |
| | | Orange Coast | 14 | 30 | 32 | 25 |
| | | OC Subtotal | 60 | 63 | 57 | 60 |
| Supply Total/Average | | | 137 | 162 | 201 | 167 |

Appendix A: Occupational demand and wage data by county

Exhibit 3. Los Angeles County

| Occupation (SOC) | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | Annual Openings | Entry-Level Hourly Earnings (25 th Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75 th Percentile) |
|---|--------------|--------------|-------------|---------------|-----------------|---|------------------------|---|
| Photographers (27-4021) | 8,427 | 8,673 | 245 | 3% | 937 | \$13.20 | \$24.01 | \$42.40 |
| Photographic Process Workers and Processing Machine Operators (51-9151) | 919 | 879 | (40) | (4%) | 142 | \$14.92 | \$19.71 | \$27.53 |
| Total | 9,346 | 9,551 | 205 | 2% | 1,078 | | | |

Exhibit 4. Orange County

| Occupation (SOC) | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | Annual Openings | Entry-Level Hourly Earnings (25 th Percentile) | Median Hourly Earnings | Experienced Hourly Earnings (75 th Percentile) |
|---|--------------|--------------|-------------|---------------|-----------------|---|------------------------|---|
| Photographers (27-4021) | 2,185 | 2,249 | 65 | 3% | 241 | \$12.57 | \$23.38 | \$41.17 |
| Photographic Process Workers and Processing Machine Operators (51-9151) | 187 | 179 | (7) | (4%) | 28 | \$13.49 | \$17.84 | \$24.60 |
| Total | 2,371 | 2,429 | 57 | 2% | 270 | | | |

Exhibit 5. 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) | 10,612 | 10,922 | 310 | 3% | 1,178 | HS diploma or equivalent |
| Photographic Process Workers and Processing Machine Operators (51-9151) | 1,106 | 1,058 | (48) | (4%) | 170 | HS diploma or equivalent |
| Total | 11,718 | 11,980 | 262 | 2% | 1,348 | |

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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January 2021



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