

**Program Endorsement Brief: 1012.00/Applied Photography
Commercial Photography – Certificate of Achievement**
Los Angeles/Orange County Center of Excellence, February 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 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(s).

Based on the available data, there appears to be a supply gap for *photographers* in the region and one-third of workers in the field have completed some college or an associate degree. However, entry-level 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 **1,178 jobs available annually** in the region due to new job growth and replacements, **which is more than the 209 awards conferred annually** by educational institutions in the region.

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** – Within Los Angeles County, **typical entry-level hourly wages for photographers are \$13.20², 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).³
- **Educational Criteria** –The Bureau of Labor Statistics (BLS) lists a **high school diploma as the typical entry-level education for photographers**.
 - However, the national-level educational attainment data indicates **34% 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.
- Between 2014 and 2017, there was an average of **42 awards conferred annually** in related training programs by non-community college institutions throughout the region.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for *photographers*. In Los Angeles/Orange County, the number of jobs related for *photographers* is projected to increase by 3% through 2024. There will be nearly 1,200 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.

² For some occupations, like photographers, hourly data may not be available -- only annual earnings, so that figure has to be divided by 2,080 working hours to calculate hourly earnings. This may cause an issue when that occupation typically does not log that many hours. If photographers in a region work part time and if the source data only publishes annual earnings, dividing that figure by 2,080 hours may cause wages to be lower than state's minimum wage, and significantly less than their actual hourly rate.

³ Living wage data was pulled from California Family Needs Calculator on 2/22/2021. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties⁴

Geography	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change	Annual Openings
Los Angeles	8,427	8,673	245	3%	937
Orange	2,185	2,249	65	3%	241
Total	10,612	10,922	310	3%	1,178

Wages

The labor market endorsement in this report considers the entry-level 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—Typical entry-level hourly wages for *photographers* are \$13.20, which is below the living wage for one adult (\$15.04 in Los Angeles County). Experienced workers can expect to earn wages of \$42.40, which is higher than the living wage estimate.

Orange County—Typical entry-level hourly wages for *photographers* are \$12.57, which is below the living wage for one adult (\$17.36 in Orange County). Experienced workers can expect to earn wages of \$41.17, which is higher than the living wage estimate.

Job Postings

There were 1,122 online job postings related to *photographers* listed in the past 12 months. The highest number of job postings were for photographer, freelance photographer, product photographer, food photographer, and legacy photographer. The top skills were photography, Adobe Photoshop, customer service, social media, and videography. The top employers, by number of job postings, in the region were Lifetouch, Kalo, and 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 as the typical entry-level education for *photographers*. However, the national-level educational attainment data indicates 34% of workers in the field have completed some college or an associate degree. Of the 29% of photographer job postings listing a minimum education requirement in Los Angeles/Orange County, 56% (182) requested a high school diploma, 37% (122) requested a bachelor's degree and 7% (22) requested an associate degree.

⁴ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

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 code: Applied Photography (1012.00). The colleges with the most completions in the region are LA City, Mt. San Antonio, and Orange Coast. Over the past 12 months, 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

Non-Community College Supply—For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide relevant training programs. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Code: Commercial Photography (50.0406).

Due to different data collection periods, the most recent three-year period of available data is from 2014 to 2017. Between 2014 and 2017, four-year colleges in the region conferred an average of 42 awards annually in related training programs.

Exhibit 3: Regional non-community college awards, 2014-2017

CIP Code	Program	College	2014-2015 Awards	2015-2016 Awards	2016-2017 Awards	3-Year Award Average
50.0406	Commercial Photography	Argosy University-The Art Institute of California-Hollywood	32	22	13	22
		Argosy University-The Art Institute of California-Los Angeles	9	6	4	6
		Argosy University-The Art Institute of California-Orange County	18	7	15	13
Supply Total/Average			59	35	32	42

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 (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

Exhibit 5. 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

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)	10,612	10,922	310	3%	1,178	HS 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)

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