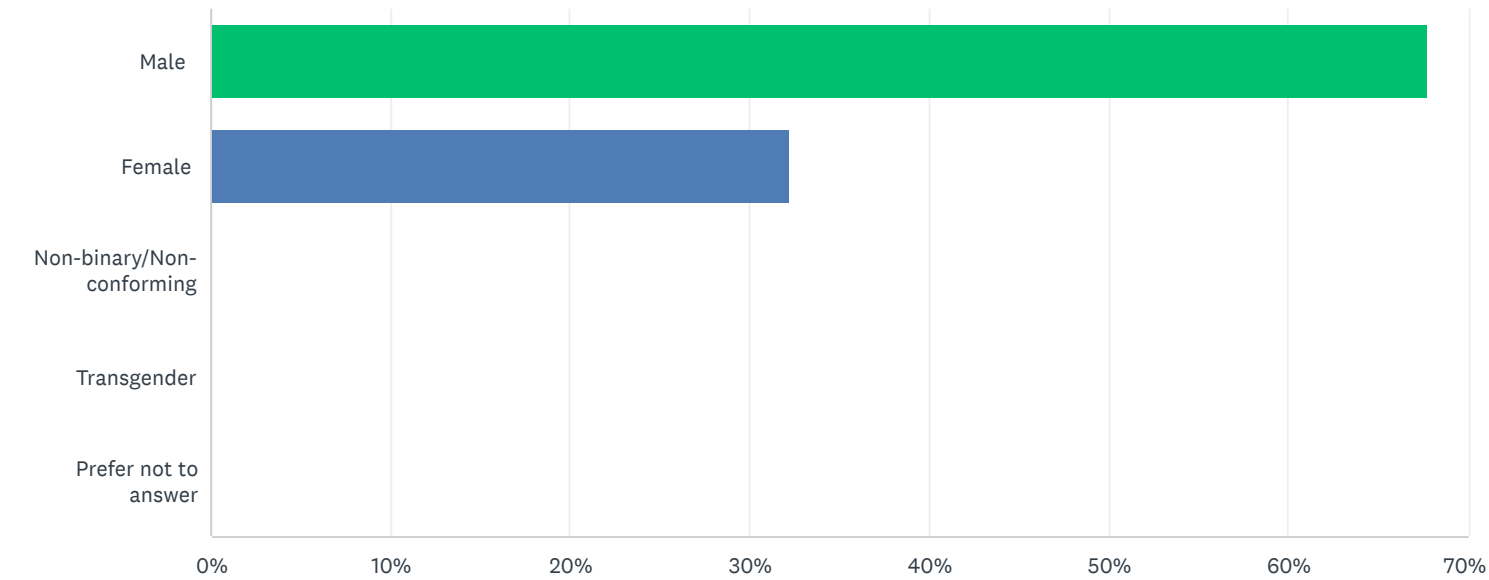


Q1 Your gender:

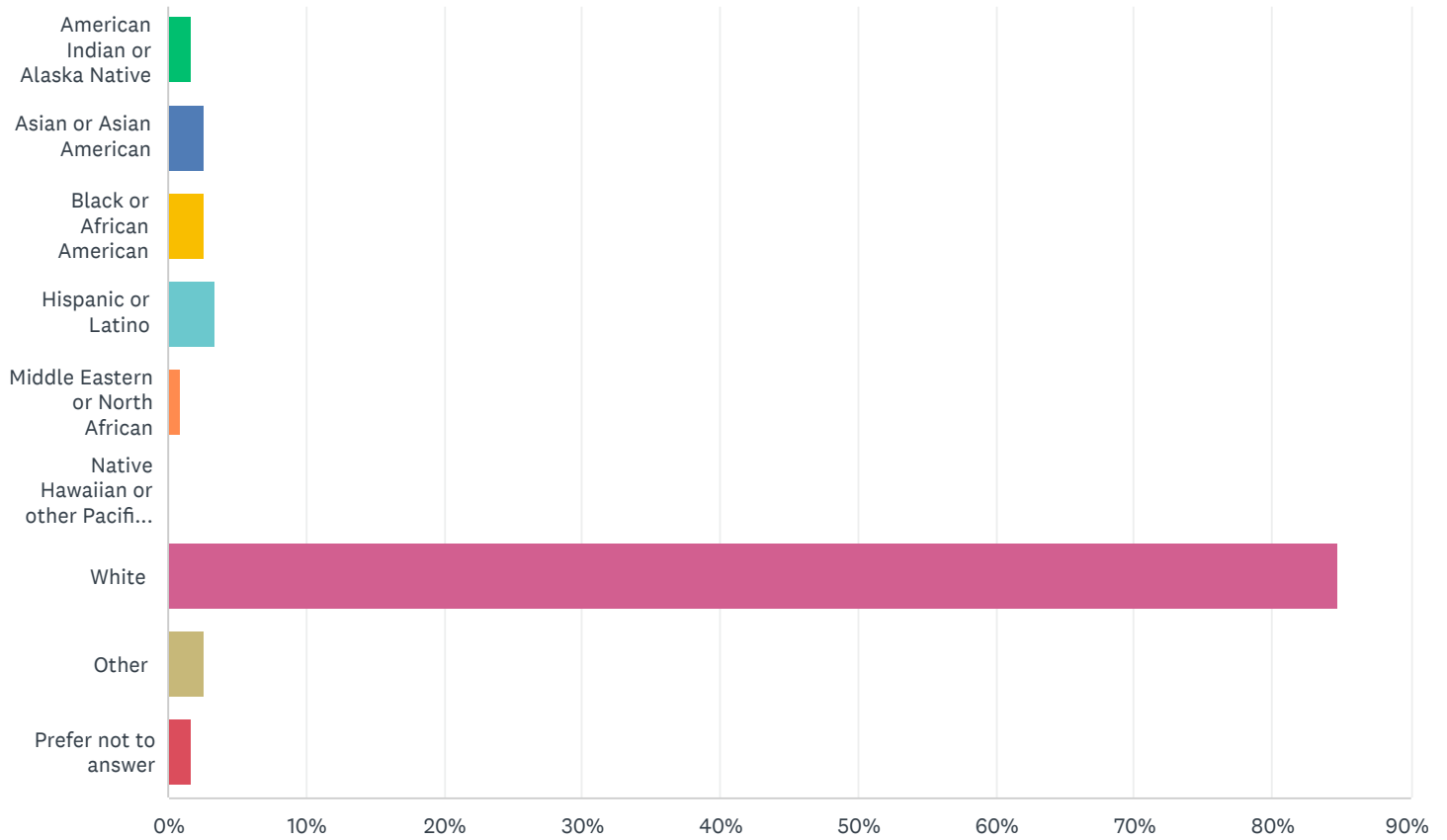
Answered: 118 Skipped: 0



ANSWER CHOICES		RESPONSES	
Male		67.80%	80
Female		32.20%	38
Non-binary/Non-conforming		0.00%	0
Transgender		0.00%	0
Prefer not to answer		0.00%	0
TOTAL			118

Q2 Ethnicity/Race

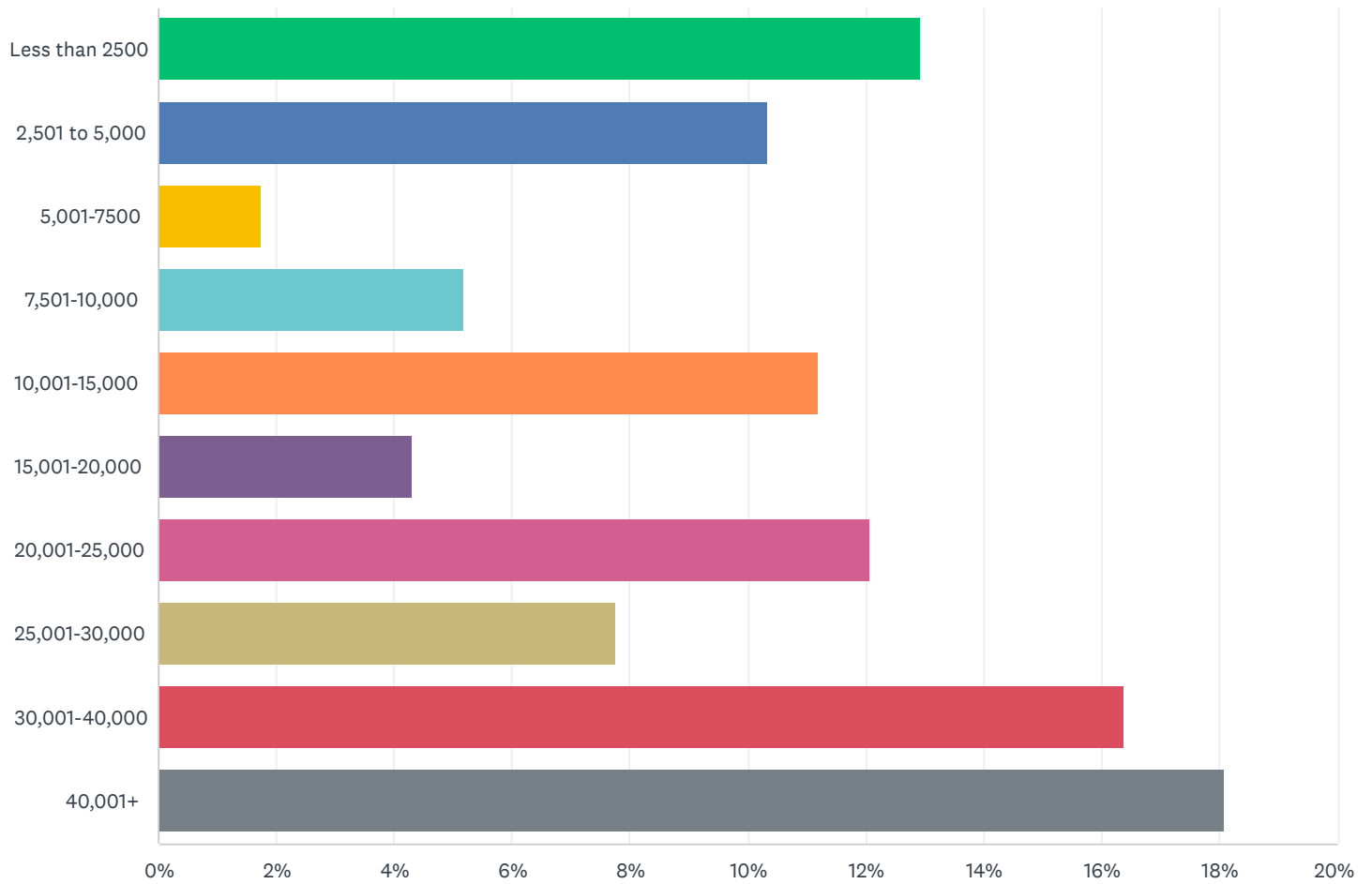
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
American Indian or Alaska Native	1.69%	2
Asian or Asian American	2.54%	3
Black or African American	2.54%	3
Hispanic or Latino	3.39%	4
Middle Eastern or North African	0.85%	1
Native Hawaiian or other Pacific Islander	0.00%	0
White	84.75%	100
Other	2.54%	3
Prefer not to answer	1.69%	2
TOTAL		118

Q3 What is your institution's annual enrollment?

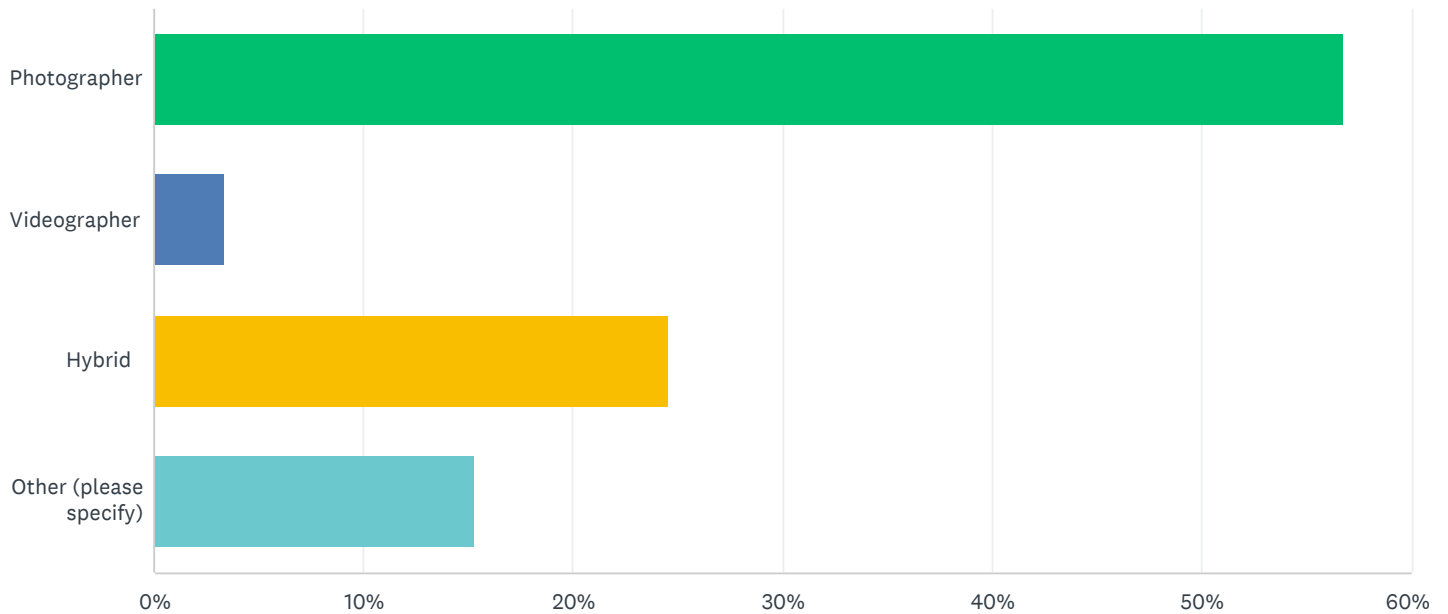
Answered: 116 Skipped: 2



ANSWER CHOICES	RESPONSES	
Less than 2500	12.93%	15
2,501 to 5,000	10.34%	12
5,001-7500	1.72%	2
7,501-10,000	5.17%	6
10,001-15,000	11.21%	13
15,001-20,000	4.31%	5
20,001-25,000	12.07%	14
25,001-30,000	7.76%	9
30,001-40,000	16.38%	19
40,001+	18.10%	21
TOTAL		116

Q4 What is your position?

Answered: 118 Skipped: 0



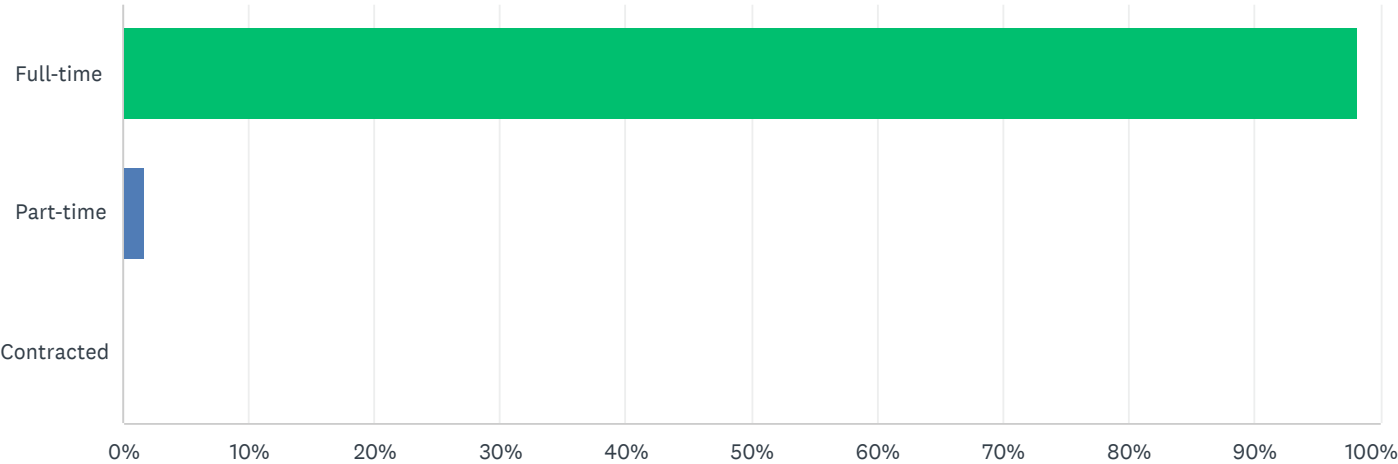
ANSWER CHOICES	RESPONSES	
Photographer	56.78%	67
Videographer	3.39%	4
Hybrid	24.58%	29
Other (please specify)	15.25%	18
TOTAL		118

#	OTHER (PLEASE SPECIFY)	DATE
1	Chief Photographer	4/13/2026 3:52 PM
2	Director of Digital Media (photo and video)	3/23/2026 1:47 PM
3	Director of Creative Media/Broadcast	3/23/2026 10:50 AM
4	Manager	3/18/2026 1:46 PM
5	Photography Manager	3/18/2026 1:33 PM
6	University Photographer and Editor	3/18/2026 10:01 AM
7	Photographer with oversight of video production.	3/18/2026 9:26 AM
8	Communications Assistant	3/18/2026 6:50 AM
9	Photo/Video Services Manager	3/18/2026 6:37 AM
10	Associate Director of Photo and Video	3/17/2026 4:08 PM
11	Logistical coordinator	3/17/2026 3:30 PM

12	Assistant Director of Photo Video	3/17/2026 2:57 PM
13	Director of Photo & Video	3/17/2026 2:01 PM
14	Video Producer / Photographer / DAM manager	3/17/2026 1:58 PM
15	Photographer/Graphic Designer	3/17/2026 1:56 PM
16	Senior Photography Manager/Photographer	3/17/2026 1:17 PM
17	Coordinator of Photographic Services	3/17/2026 1:14 PM
18	Photographic Specialist	3/17/2026 1:09 PM

Q5 Is your position:

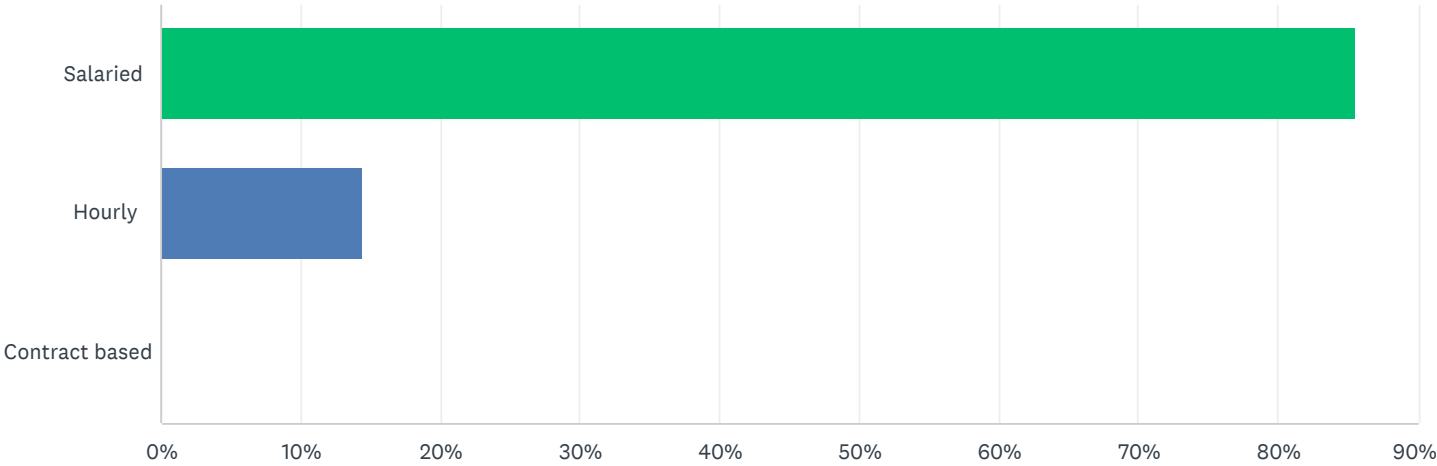
Answered: 118 Skipped: 0



ANSWER CHOICES		RESPONSES	
Full-time		98.31%	116
Part-time		1.69%	2
Contracted		0.00%	0
TOTAL			118

Q6 How is your position compensated?

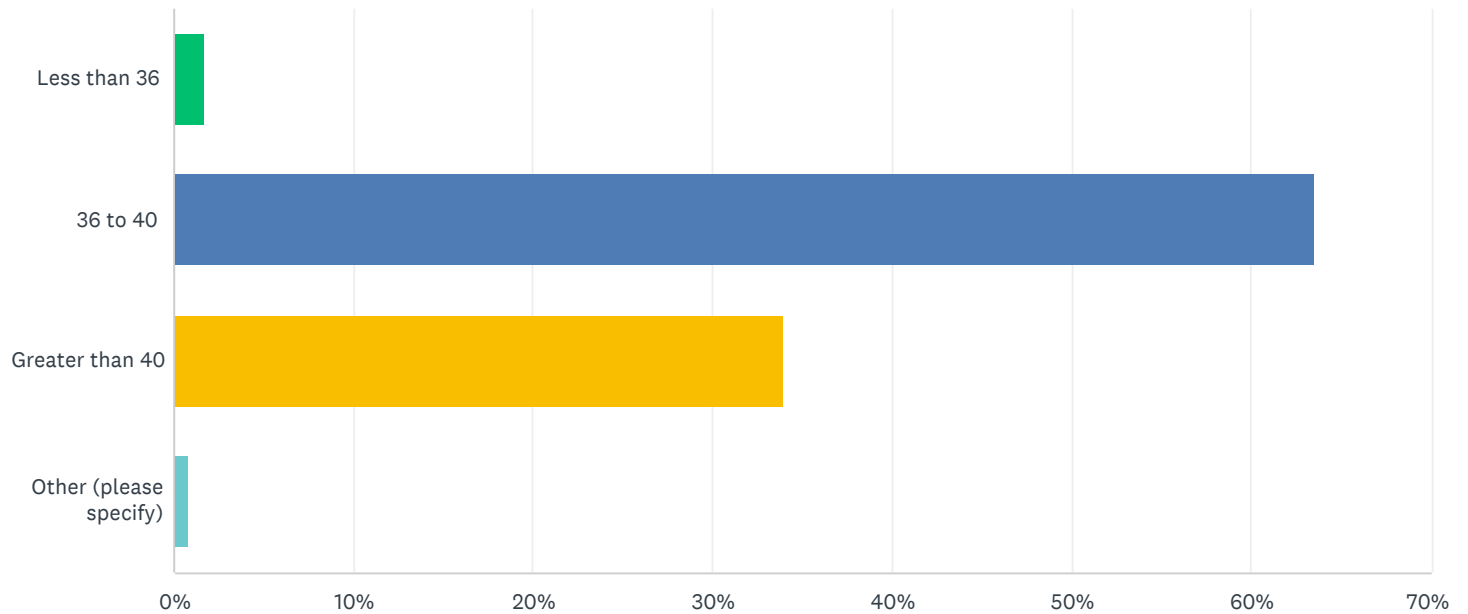
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
Salaried	85.59%	101
Hourly	14.41%	17
Contract based	0.00%	0
TOTAL		118

Q7 What are your average work hours?

Answered: 118 Skipped: 0

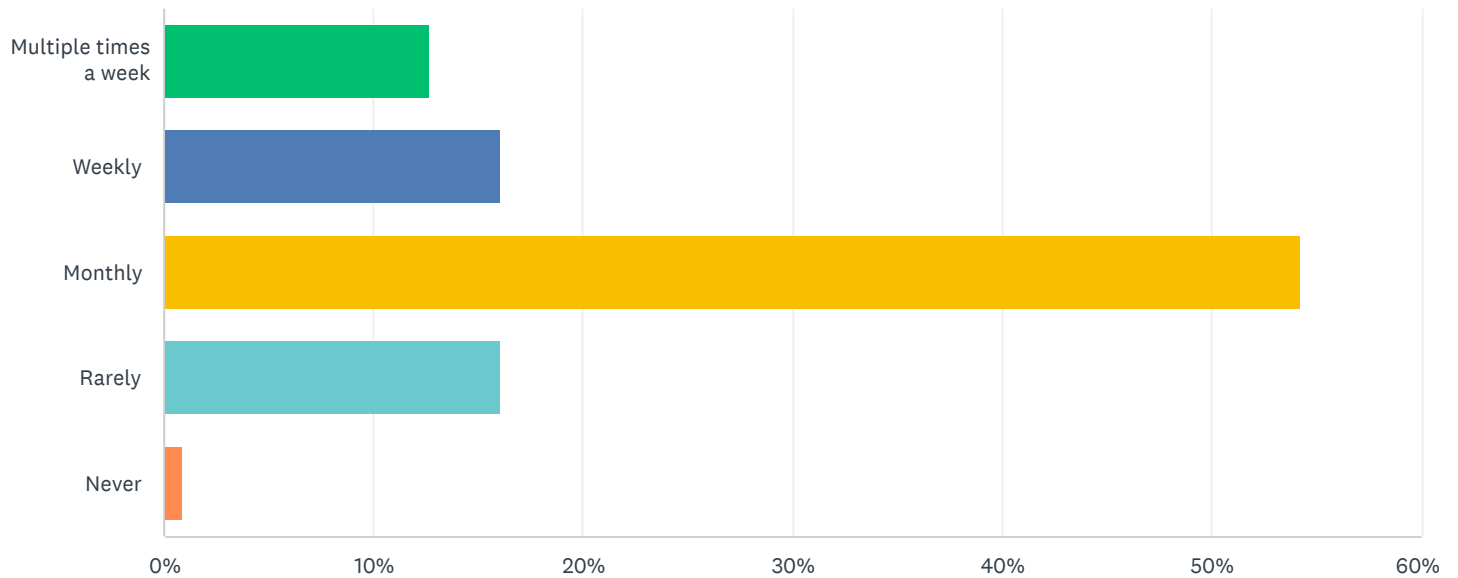


ANSWER CHOICES		RESPONSES	
Less than 36		1.69%	2
36 to 40		63.56%	75
Greater than 40		33.90%	40
Other (please specify)		0.85%	1
TOTAL			118

#	OTHER (PLEASE SPECIFY)	DATE
1	During busy seasons we're over 40, slow times, under.	3/17/2026 1:15 PM

Q8 How frequently do you work nights and/or weekends

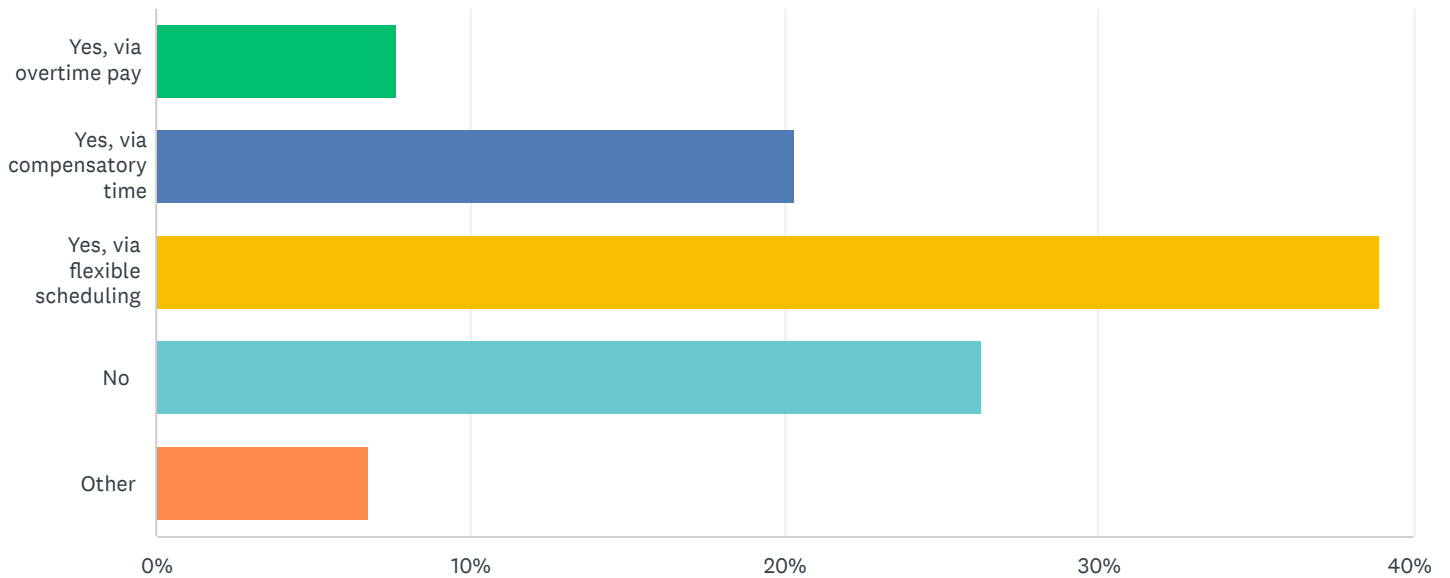
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
Multiple times a week	12.71%	15
Weekly	16.10%	19
Monthly	54.24%	64
Rarely	16.10%	19
Never	0.85%	1
TOTAL		118

Q9 Are you compensated for overtime?

Answered: 118 Skipped: 0

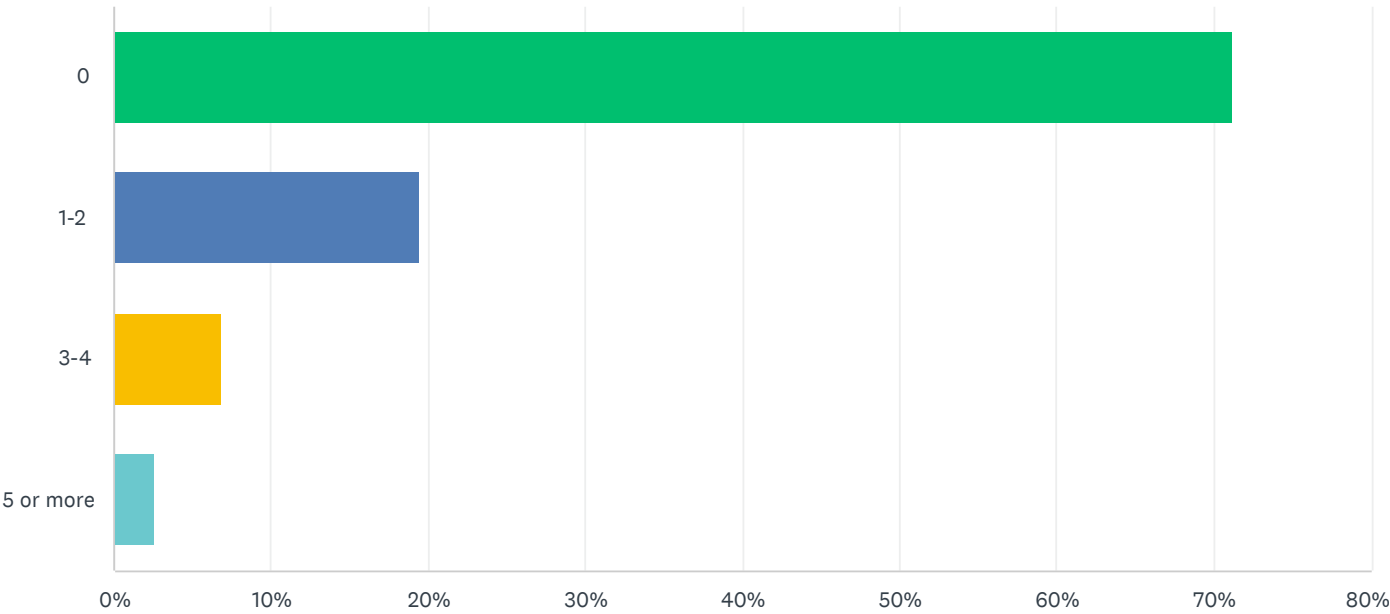


ANSWER CHOICES	RESPONSES	
Yes, via overtime pay	7.63%	9
Yes, via compensatory time	20.34%	24
Yes, via flexible scheduling	38.98%	46
No	26.27%	31
Other	6.78%	8
TOTAL		118

#	OTHER	DATE
1	yes, flex scheduling and/or comp time	7/1/2026 3:46 PM
2	via comp time until I reach 90 accumulated hours and then via overtime pay	6/27/2026 1:04 PM
3	Comp time and flexible scheduling	4/29/2026 10:46 AM
4	Yes, through comp time until 90 hours are accumulated then overtime pay	3/18/2026 3:45 PM
5	Yes, overtime pay or compensatory time depending on situation	3/18/2026 8:37 AM
6	Flex time plus pre-approved overtime	3/17/2026 1:48 PM
7	All of the above, depending on the project and funding.	3/17/2026 1:23 PM
8	My choice of overtime, comp or flex	3/17/2026 1:21 PM

Q10 How many staff do you supervise?

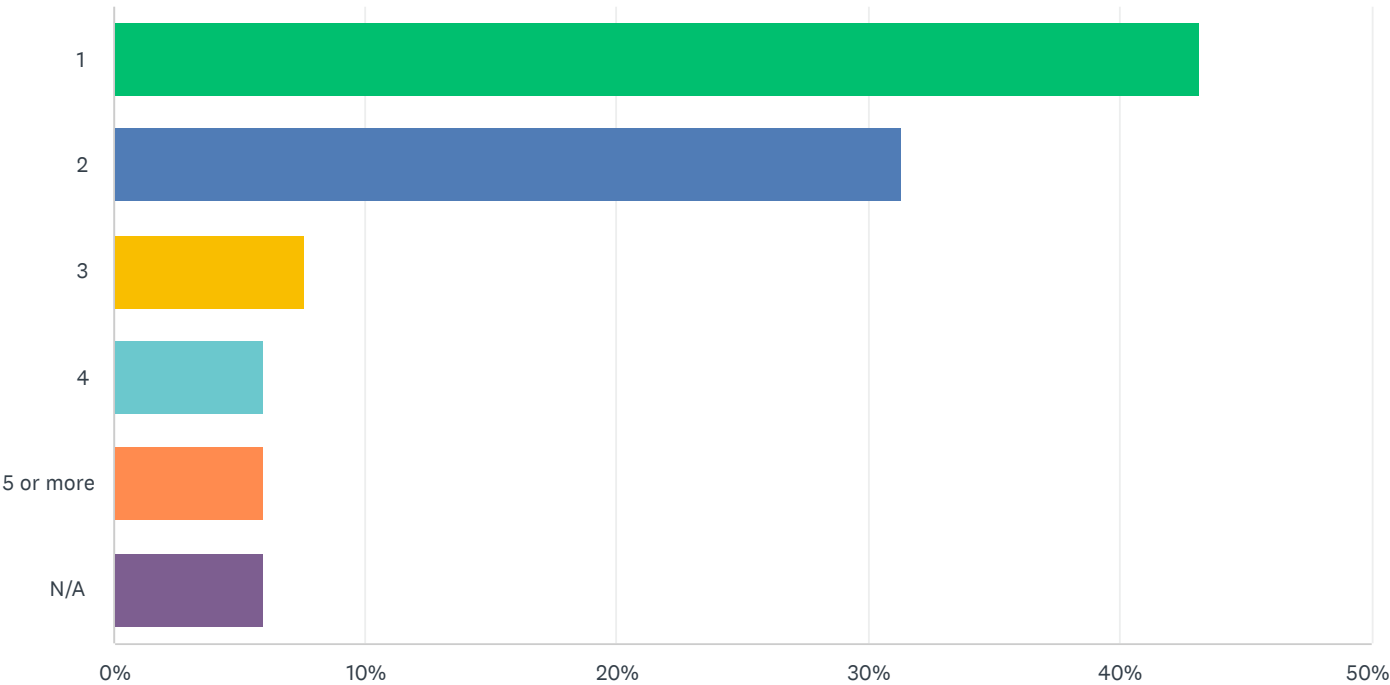
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
0	71.19%	84
1-2	19.49%	23
3-4	6.78%	8
5 or more	2.54%	3
TOTAL		118

Q11 How many photographers are on staff?

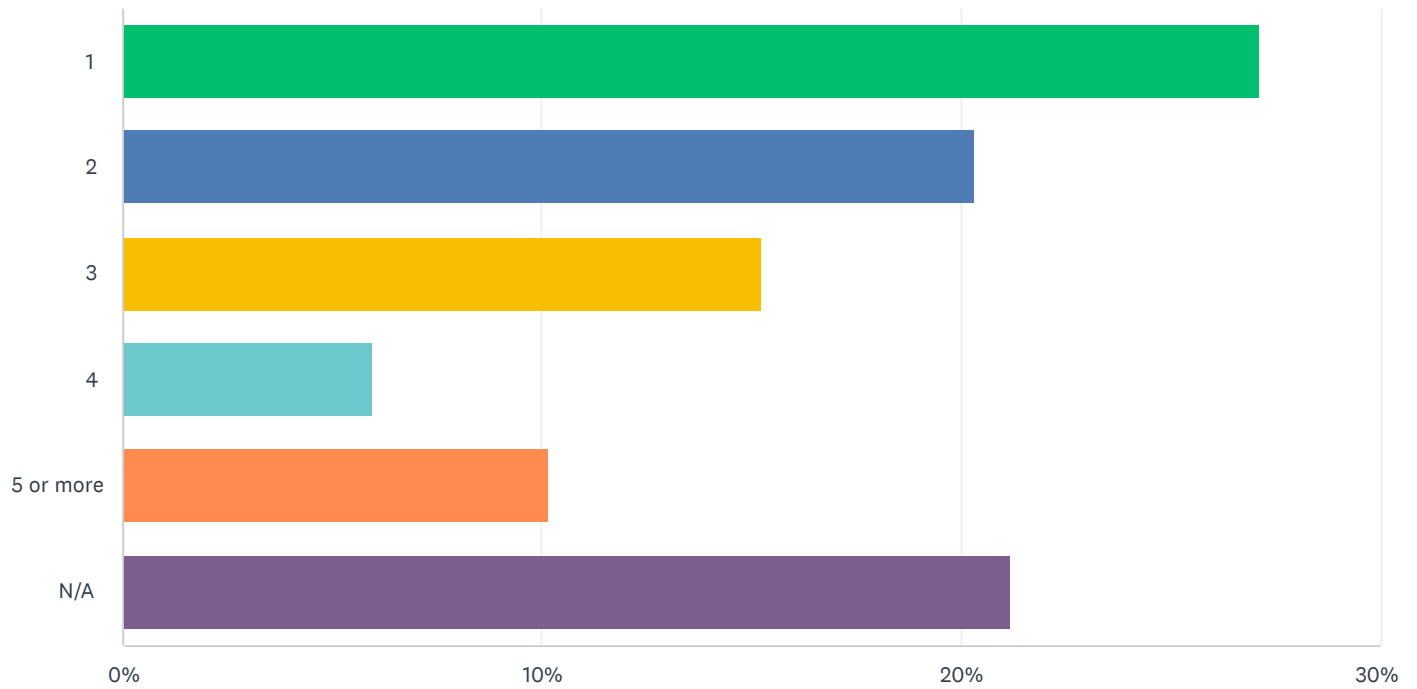
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
1	43.22%	51
2	31.36%	37
3	7.63%	9
4	5.93%	7
5 or more	5.93%	7
N/A	5.93%	7
TOTAL		118

Q12 How many videographers are on staff?

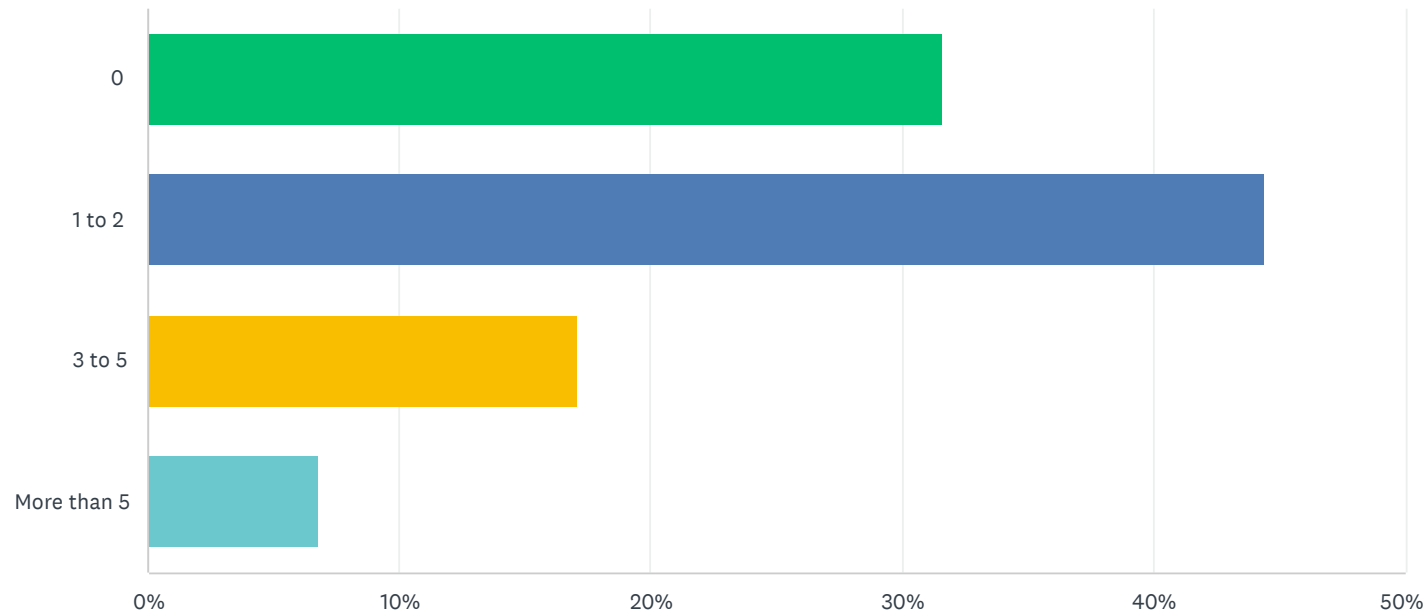
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
1	27.12%	32
2	20.34%	24
3	15.25%	18
4	5.93%	7
5 or more	10.17%	12
N/A	21.19%	25
TOTAL		118

Q13 Do you have student workers or interns?

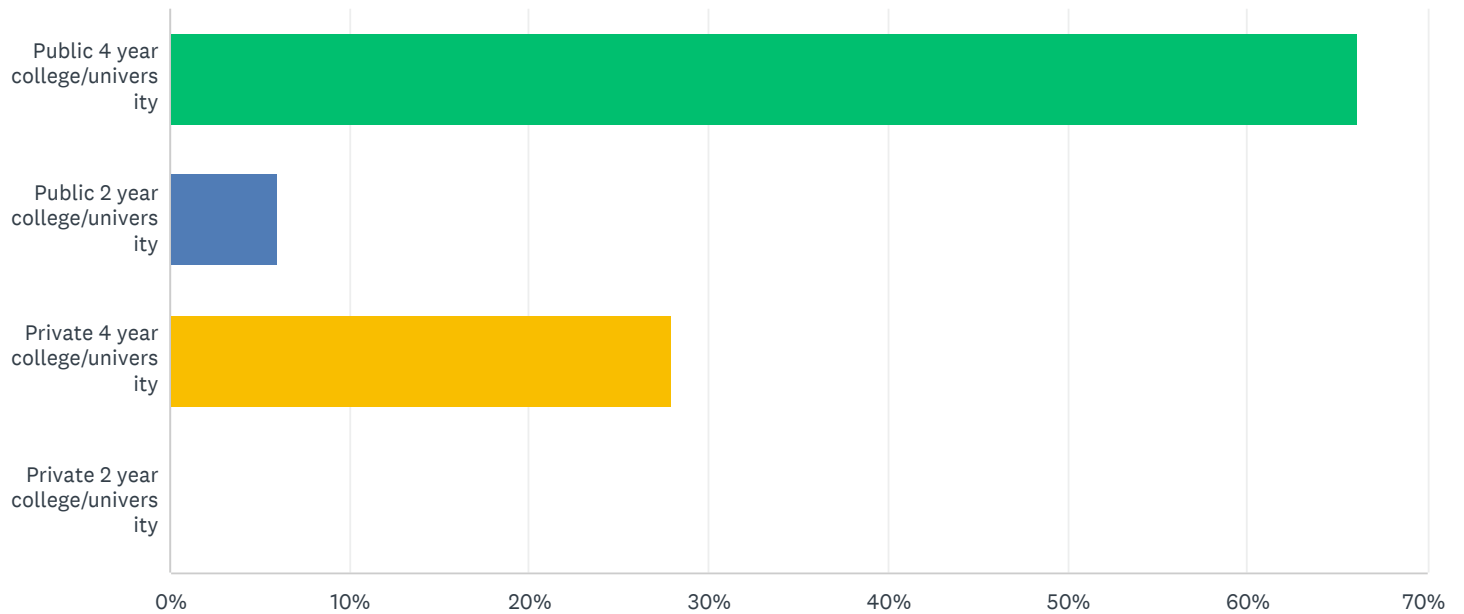
Answered: 117 Skipped: 1



ANSWER CHOICES		RESPONSES	
0		31.62%	37
1 to 2		44.44%	52
3 to 5		17.09%	20
More than 5		6.84%	8
TOTAL			117

Q14 Which of the following best describes your institution?

Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
Public 4 year college/university	66.10%	78
Public 2 year college/university	5.93%	7
Private 4 year college/university	27.97%	33
Private 2 year college/university	0.00%	0
TOTAL		118

Q15 How would you categorize your campus location?

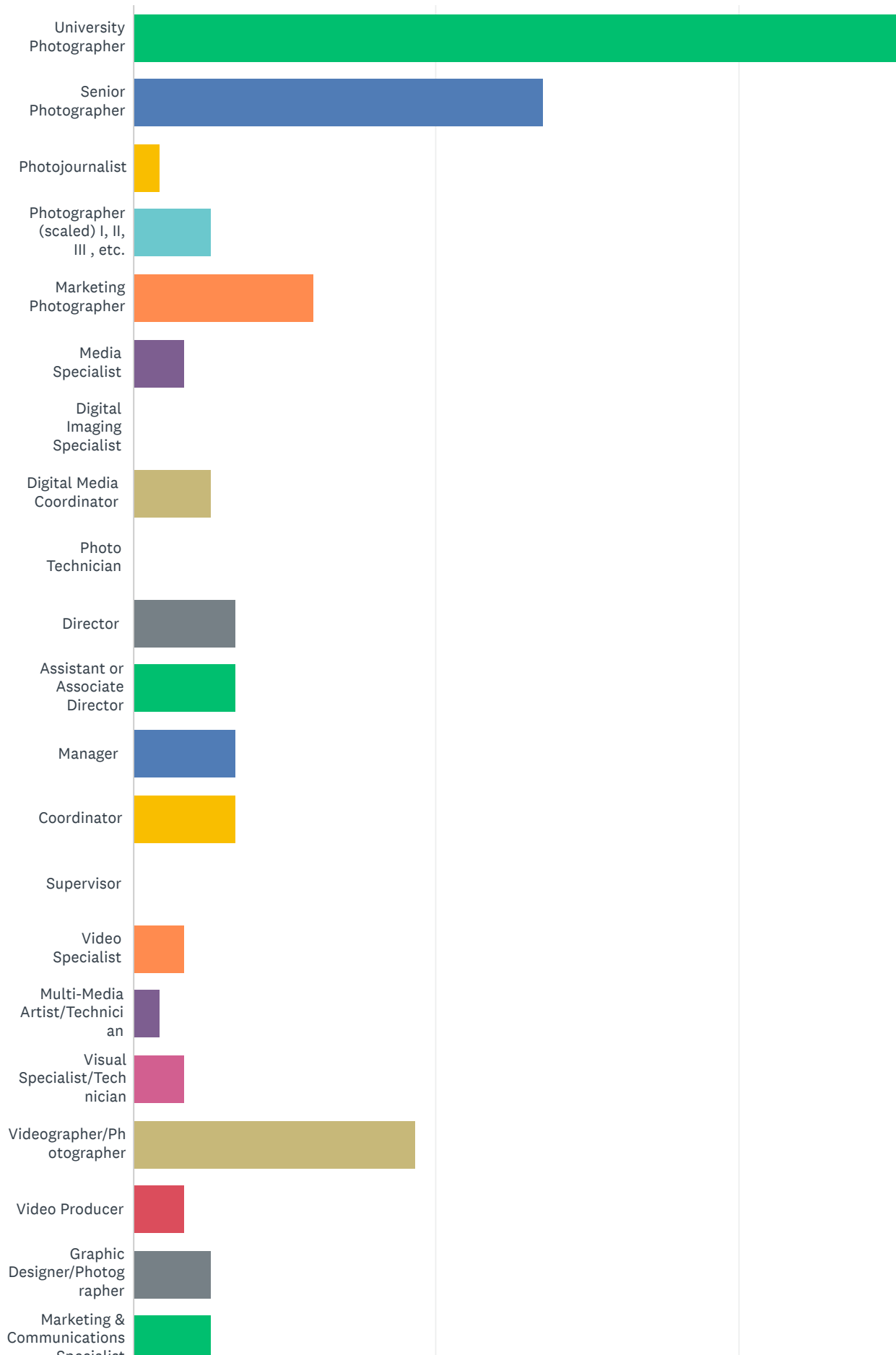
Answered: 115 Skipped: 3

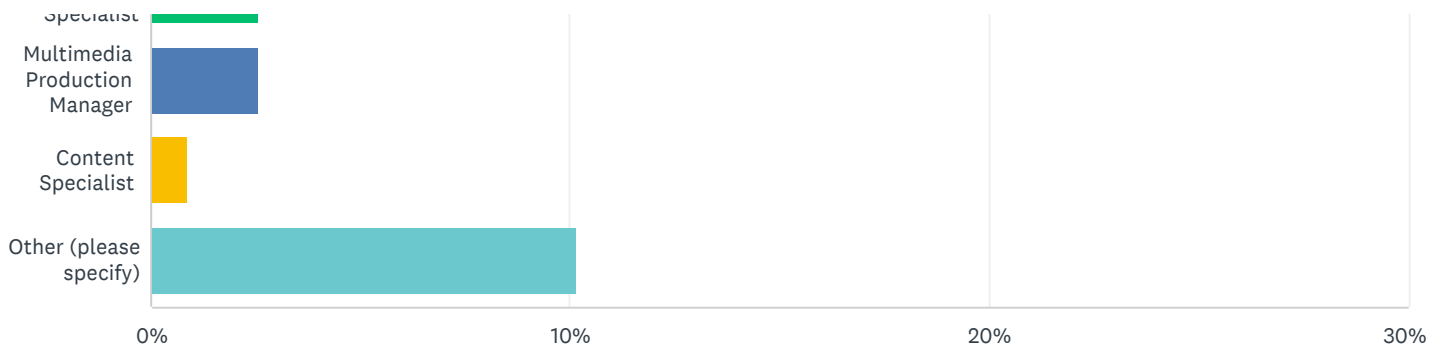


ANSWER CHOICES	RESPONSES	
Urban	36.52%	42
Suburban	36.52%	42
Rural	26.96%	31
TOTAL		115

Q16 Which of the following most closely matches your job title?

Answered: 118 Skipped: 0



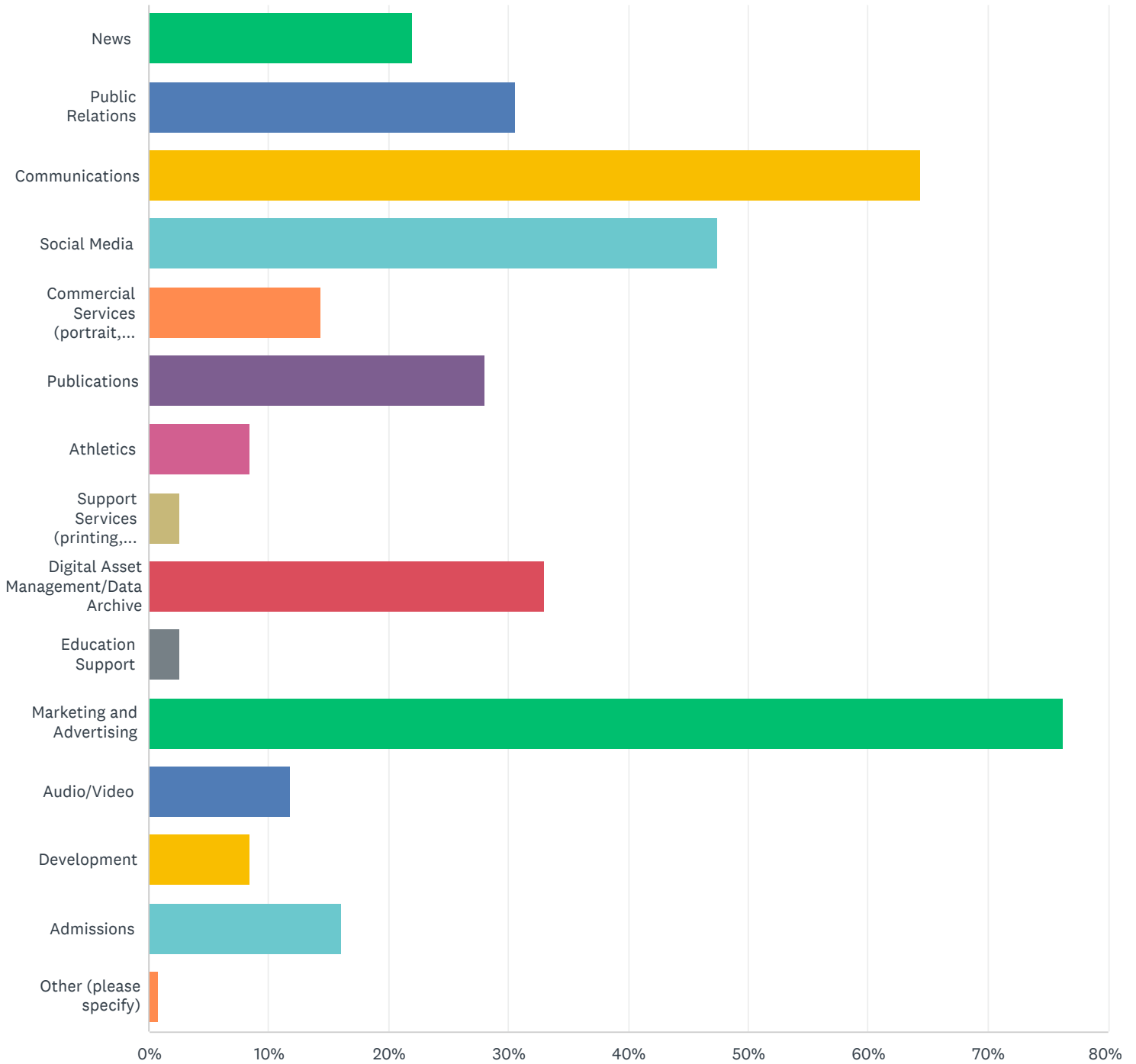


ANSWER CHOICES	RESPONSES	
University Photographer	25.42%	30
Senior Photographer	13.56%	16
Photojournalist	0.85%	1
Photographer (scaled) I, II, III , etc.	2.54%	3
Marketing Photographer	5.93%	7
Media Specialist	1.69%	2
Digital Imaging Specialist	0.00%	0
Digital Media Coordinator	2.54%	3
Photo Technician	0.00%	0
Director	3.39%	4
Assistant or Associate Director	3.39%	4
Manager	3.39%	4
Coordinator	3.39%	4
Supervisor	0.00%	0
Video Specialist	1.69%	2
Multi-Media Artist/Technician	0.85%	1
Visual Specialist/Technician	1.69%	2
Videographer/Photographer	9.32%	11
Video Producer	1.69%	2
Graphic Designer/Photographer	2.54%	3
Marketing & Communications Specialist	2.54%	3
Multimedia Production Manager	2.54%	3
Content Specialist	0.85%	1
Other (please specify)	10.17%	12
TOTAL		118

#	OTHER (PLEASE SPECIFY)	DATE
1	Visual Communications Specialist	5/20/2026 2:31 PM
2	Creative Media & Photography Manager	3/24/2026 6:28 PM
3	Strategic Communications Consultant	3/20/2026 2:12 PM
4	Photo and Video Manager	3/20/2026 10:42 AM
5	Digital Media Specialist	3/18/2026 12:45 PM
6	Photographer	3/18/2026 8:37 AM
7	Media Developer	3/17/2026 4:01 PM
8	Multimedia Producer	3/17/2026 1:18 PM
9	Senior Manager-Photography	3/17/2026 1:17 PM
10	Director, photography and video	3/17/2026 1:16 PM
11	Media Consultant	3/17/2026 1:11 PM
12	Photographic Specialist	3/17/2026 1:09 PM

Q17 Your department's primary responsibilities are: (please check up to three top priorities)

Answered: 118 Skipped: 0

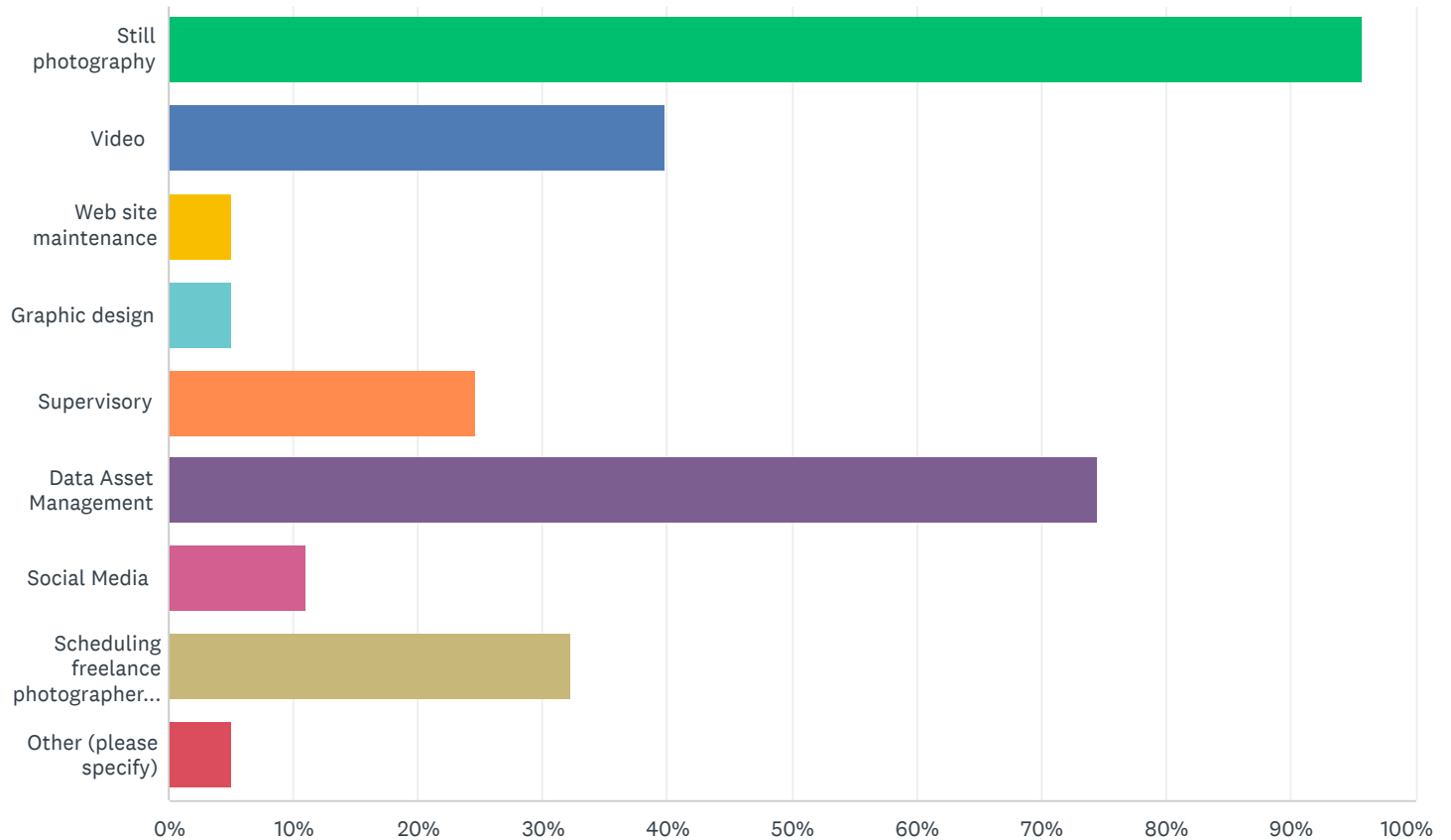


ANSWER CHOICES	RESPONSES	
News	22.03%	26
Public Relations	30.51%	36
Communications	64.41%	76
Social Media	47.46%	56
Commercial Services (portrait, event, product)	14.41%	17
Publications	27.97%	33
Athletics	8.47%	10
Support Services (printing, scanning, design, copy work)	2.54%	3
Digital Asset Management/Data Archive	33.05%	39
Education Support	2.54%	3
Marketing and Advertising	76.27%	90
Audio/Video	11.86%	14
Development	8.47%	10
Admissions	16.10%	19
Other (please specify)	0.85%	1
Total Respondents: 118		

#	OTHER (PLEASE SPECIFY)	DATE
1	Creative Direction	3/17/2026 1:44 PM

Q18 Which of the following are your direct responsibilities? (Please check all that apply)

Answered: 118 Skipped: 0

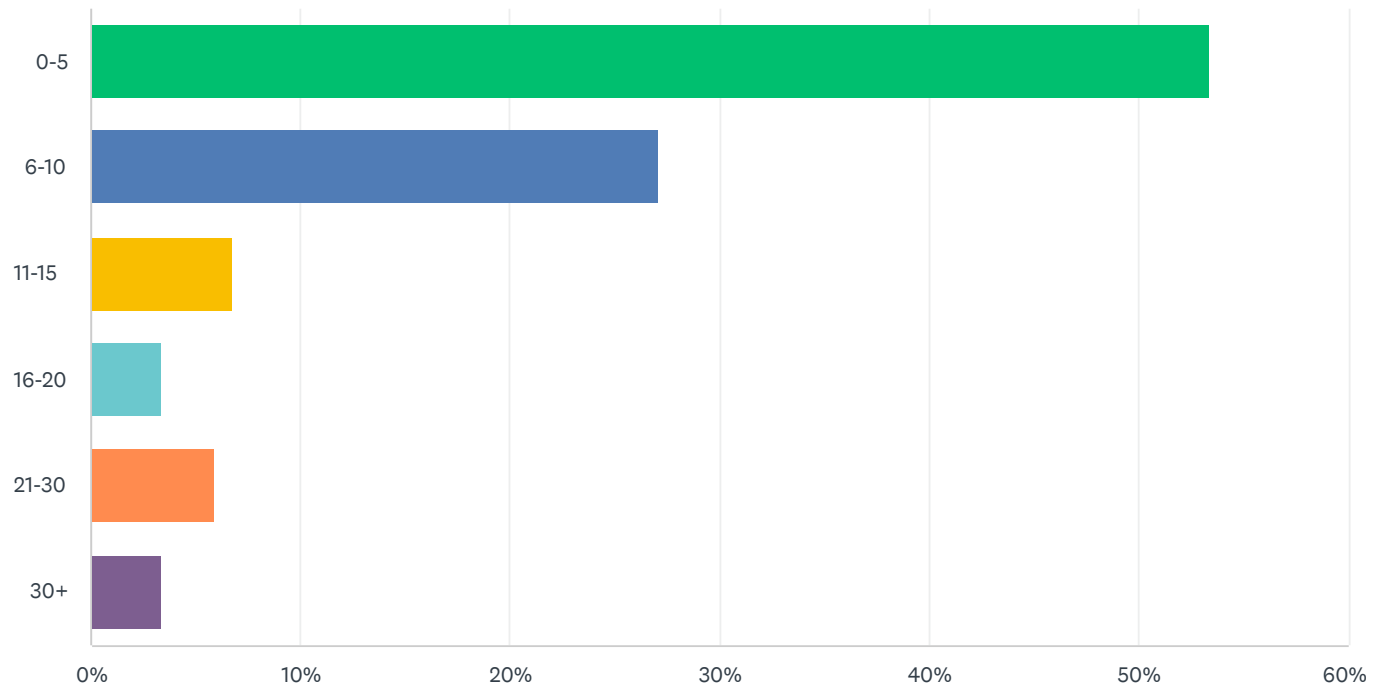


ANSWER CHOICES	RESPONSES	
Still photography	95.76%	113
Video	39.83%	47
Web site maintenance	5.08%	6
Graphic design	5.08%	6
Supervisory	24.58%	29
Data Asset Management	74.58%	88
Social Media	11.02%	13
Scheduling freelance photographers/videographers	32.20%	38
Other (please specify)	5.08%	6
Total Respondents: 118		

#	OTHER (PLEASE SPECIFY)	DATE
1	Scheduling & Planning Shoots	4/16/2026 3:11 PM
2	Communications, logistics and project planning shoots	3/24/2026 9:48 AM
3	scheduling, managing student employees,	3/18/2026 12:20 PM
4	Event and Shoot Coordination with all campus partners; management of 1 student worker	3/17/2026 1:48 PM
5	Overseeing Interns	3/17/2026 1:44 PM
6	all digital archiving; digitizing analog archives	3/17/2026 1:14 PM

Q19 How many years have you been in your current position?

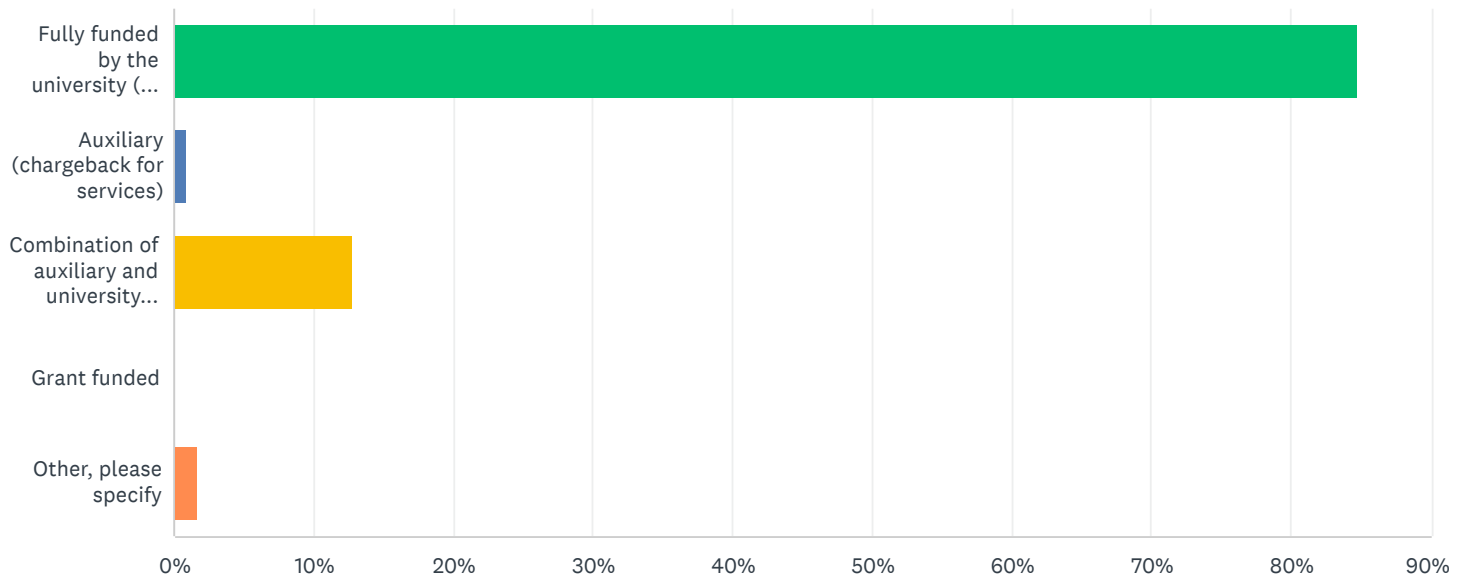
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
0-5	53.39%	63
6-10	27.12%	32
11-15	6.78%	8
16-20	3.39%	4
21-30	5.93%	7
30+	3.39%	4
TOTAL		118

Q20 How is your photo/video unit funded?

Answered: 118 Skipped: 0

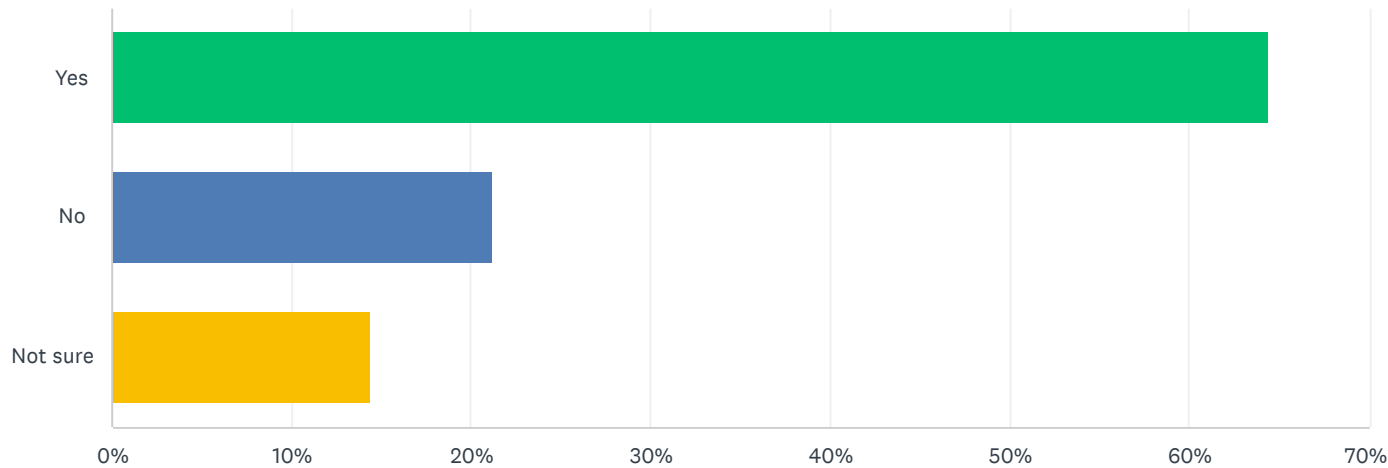


ANSWER CHOICES	RESPONSES	
Fully funded by the university (no service fees for university departments)	84.75%	100
Auxiliary (chargeback for services)	0.85%	1
Combination of auxiliary and university funding	12.71%	15
Grant funded	0.00%	0
Other, please specify	1.69%	2
TOTAL		118

#	OTHER, PLEASE SPECIFY	DATE
1	We raise our own money through sale of media day photos and headshots	3/18/2026 9:26 AM
2	External Relations funds most of the the salary, but our 4 colleges and athletics pay into funding as well.	3/17/2026 1:19 PM

Q21 Does your photo or video department have an annual budget?

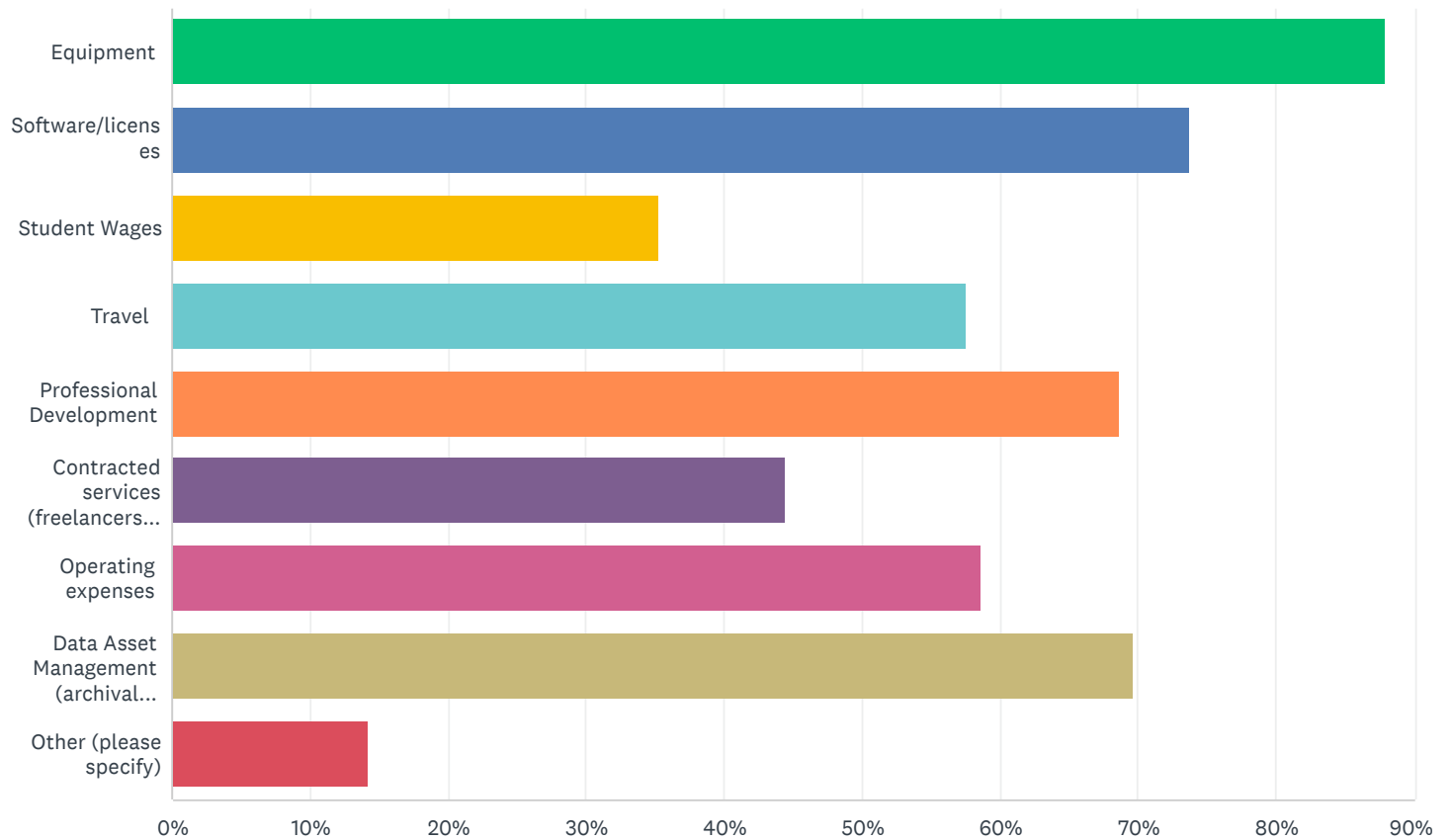
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	64.41%	76
No	21.19%	25
Not sure	14.41%	17
TOTAL		118

Q22 What does your annual budget cover? Check all that apply.

Answered: 99 Skipped: 19



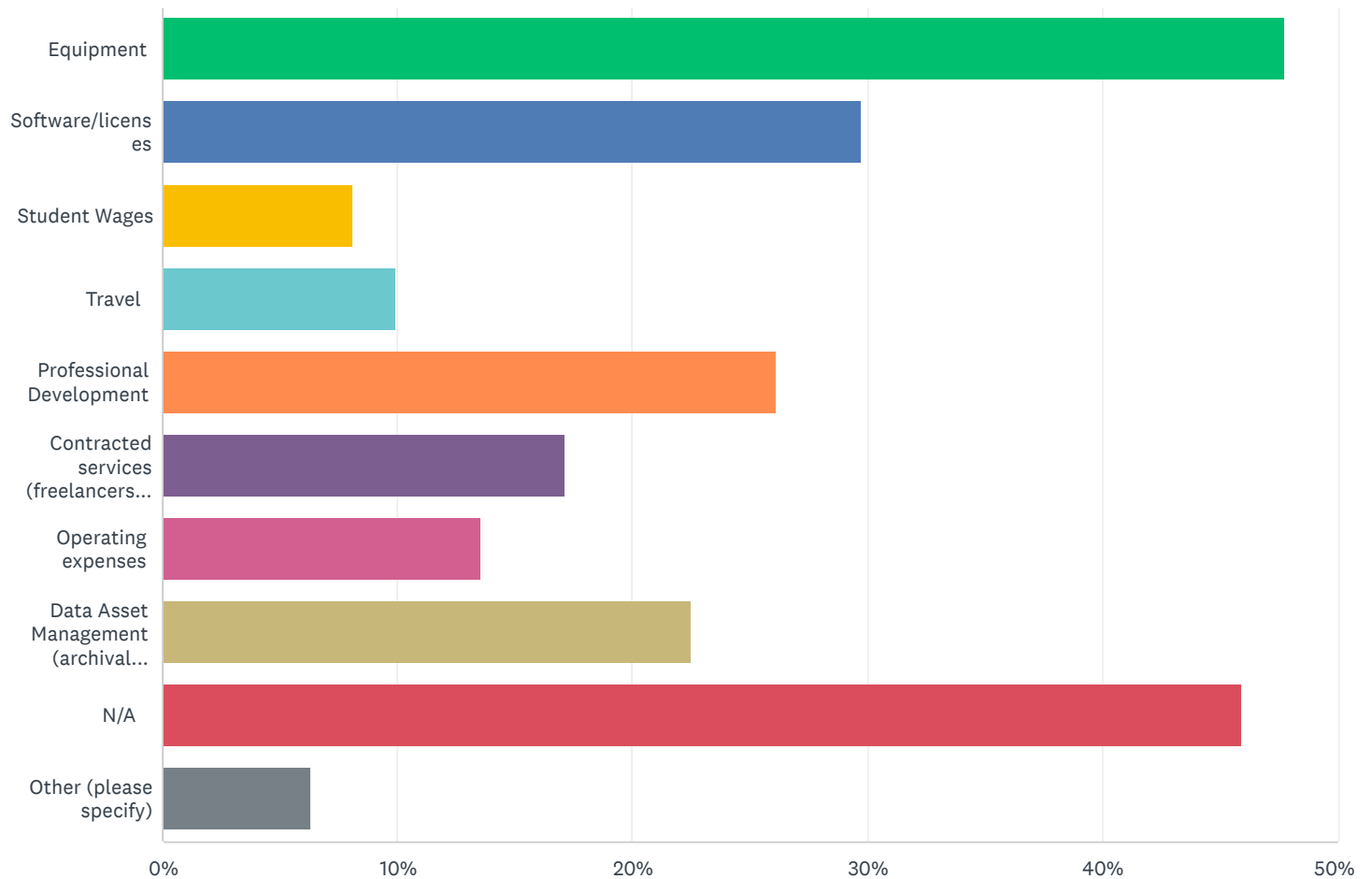
ANSWER CHOICES		RESPONSES	
Equipment		87.88%	87
Software/licenses		73.74%	73
Student Wages		35.35%	35
Travel		57.58%	57
Professional Development		68.69%	68
Contracted services (freelancers, vendors, etc)		44.44%	44
Operating expenses		58.59%	58
Data Asset Management (archival storage- hard drives, cloud, server, etc)		69.70%	69
Other (please specify)		14.14%	14
Total Respondents: 99			

#	OTHER (PLEASE SPECIFY)	DATE
1	Studio needs, including maintenance	7/1/2026 3:46 PM

2	Leadership is cagey. The annual budget is unknown which makes it difficult to prioritize our requests.	6/27/2026 1:04 PM
3	Not sure	6/25/2026 12:06 PM
4	We have general budget for the Office of Communication and Marketing of which we are a part	4/13/2026 3:52 PM
5	Not Sure	3/31/2026 9:38 AM
6	No specified budget	3/23/2026 6:07 AM
7	N/A - There is not a dedicated photo/video department. Annual photo/video expenditure varies greatly year by year. If I have a large expense, I need to build a budget proposal to present for approval.	3/19/2026 3:55 PM
8	photo needs fall under the marketing budget	3/19/2026 1:26 PM
9	N/A	3/19/2026 9:37 AM
10	N/A	3/18/2026 3:45 PM
11	Unsure. Department leadership does not provide access to annual budget. Budget is structured for entire department with no additional breakdown for specific functions (i.e., photo/video, graphic design)	3/18/2026 8:37 AM
12	Annual budget is part of Marketing and Communications overall budget. Any gear spend takes away from advertising dollar spend.	3/17/2026 1:56 PM
13	All of the above, but the budget changes each year and we make HEAVY sacrifices to equipment, travel, and professional development, especially. In my 3 years employed at ESU, this UPAA Symposium will be my first Prof Dev trip. We have absolutely no budget for freelance togs to cover events that I cannot.	3/17/2026 1:48 PM
14	Our departmental budget covers above photo/video costs	3/17/2026 1:16 PM

Q23 Do you have decision making authority over your budget? Check all that apply.

Answered: 111 Skipped: 7

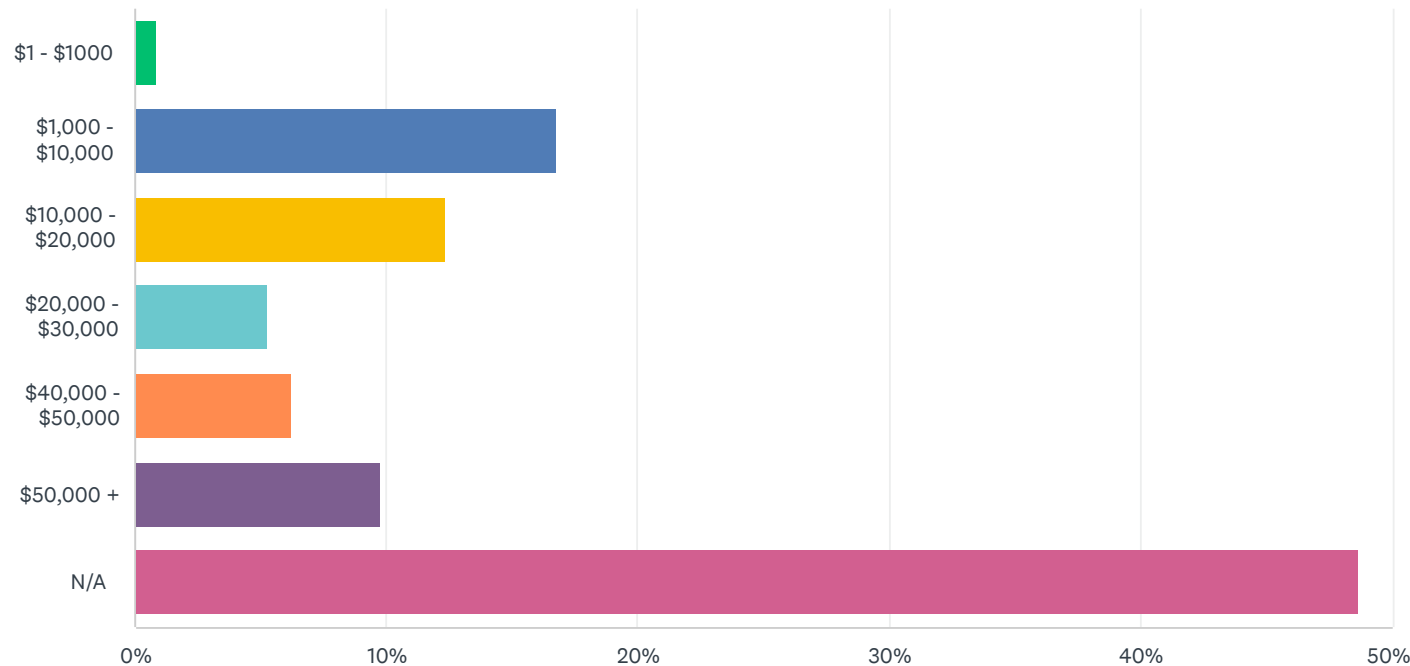


ANSWER CHOICES	RESPONSES	
Equipment	47.75%	53
Software/licenses	29.73%	33
Student Wages	8.11%	9
Travel	9.91%	11
Professional Development	26.13%	29
Contracted services (freelancers, vendors, etc)	17.12%	19
Operating expenses	13.51%	15
Data Asset Management (archival storage- hard drives, cloud, server, etc)	22.52%	25
N/A	45.95%	51
Other (please specify)	6.31%	7
Total Respondents: 111		

#	OTHER (PLEASE SPECIFY)	DATE
1	Studio needs, including maintenance	7/1/2026 3:46 PM
2	I am asked for my opinion.	6/27/2026 1:04 PM
3	None	6/25/2026 12:06 PM
4	influence would be a more accurate description	3/18/2026 9:32 AM
5	No	3/17/2026 7:25 PM
6	We have one main large fund and prioritize student/part time wages. Gear expenses happen naturally and then any large purchases typically come at the end of our fiscal year when we have a good idea of where we are at.	3/17/2026 2:01 PM
7	The authority is not over the budget, it's over where we spend it in regard to DAM or Equipment.	3/17/2026 1:48 PM

Q24 Approximately how much is your annual budget?

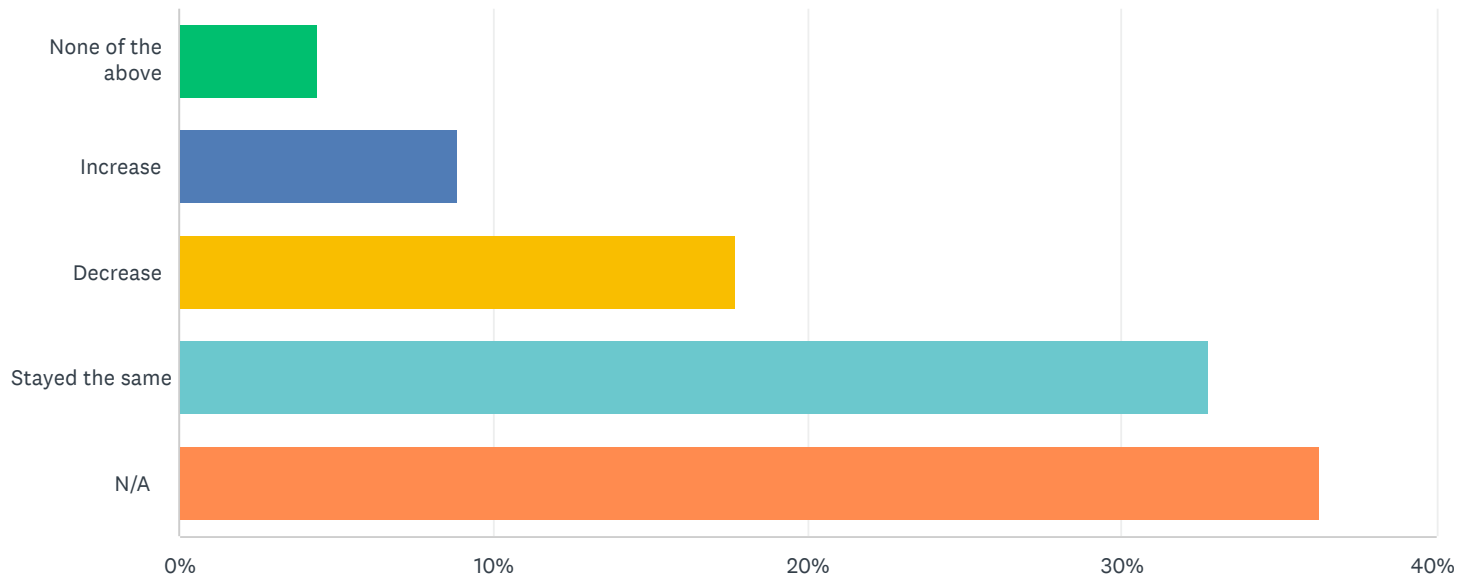
Answered: 113 Skipped: 5



ANSWER CHOICES	RESPONSES	
\$1 - \$1000	0.88%	1
\$1,000 - \$10,000	16.81%	19
\$10,000 - \$20,000	12.39%	14
\$20,000 - \$30,000	5.31%	6
\$40,000 - \$50,000	6.19%	7
\$50,000 +	9.73%	11
N/A	48.67%	55
TOTAL		113

Q25 Did your budget Increase or decrease in the last year?

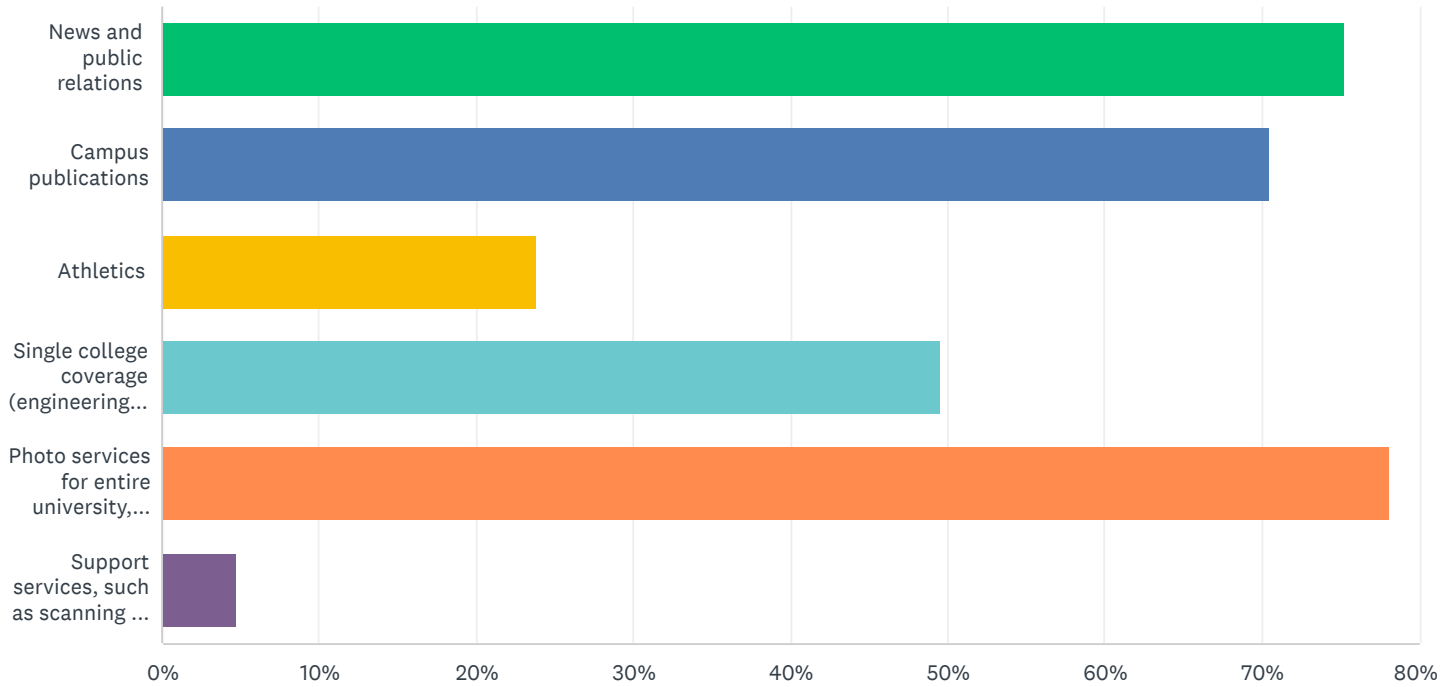
Answered: 113 Skipped: 5



ANSWER CHOICES		RESPONSES	
None of the above		4.42%	5
Increase		8.85%	10
Decrease		17.70%	20
Stayed the same		32.74%	37
N/A		36.28%	41
TOTAL			113

Q26 For the funded part of your unit's budget, what services are you required to provide? (check all that apply)

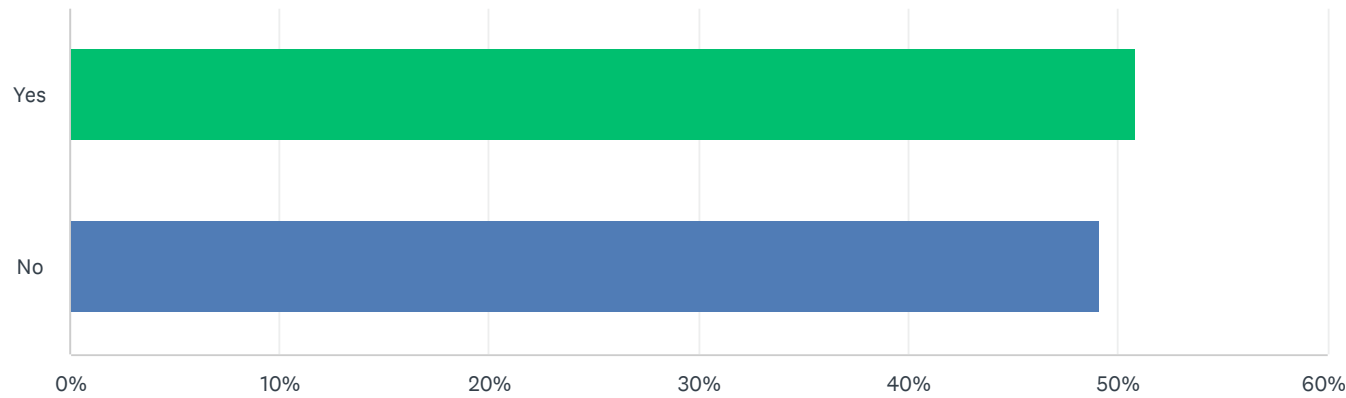
Answered: 105 Skipped: 13



ANSWER CHOICES	RESPONSES	
News and public relations	75.24%	79
Campus publications	70.48%	74
Athletics	23.81%	25
Single college coverage (engineering, medicine, ag extension)	49.52%	52
Photo services for entire university, such as portraits & events	78.10%	82
Support services, such as scanning & printing	4.76%	5
Total Respondents: 105		

Q27 Do you have budget specifically for Data Asset Management?

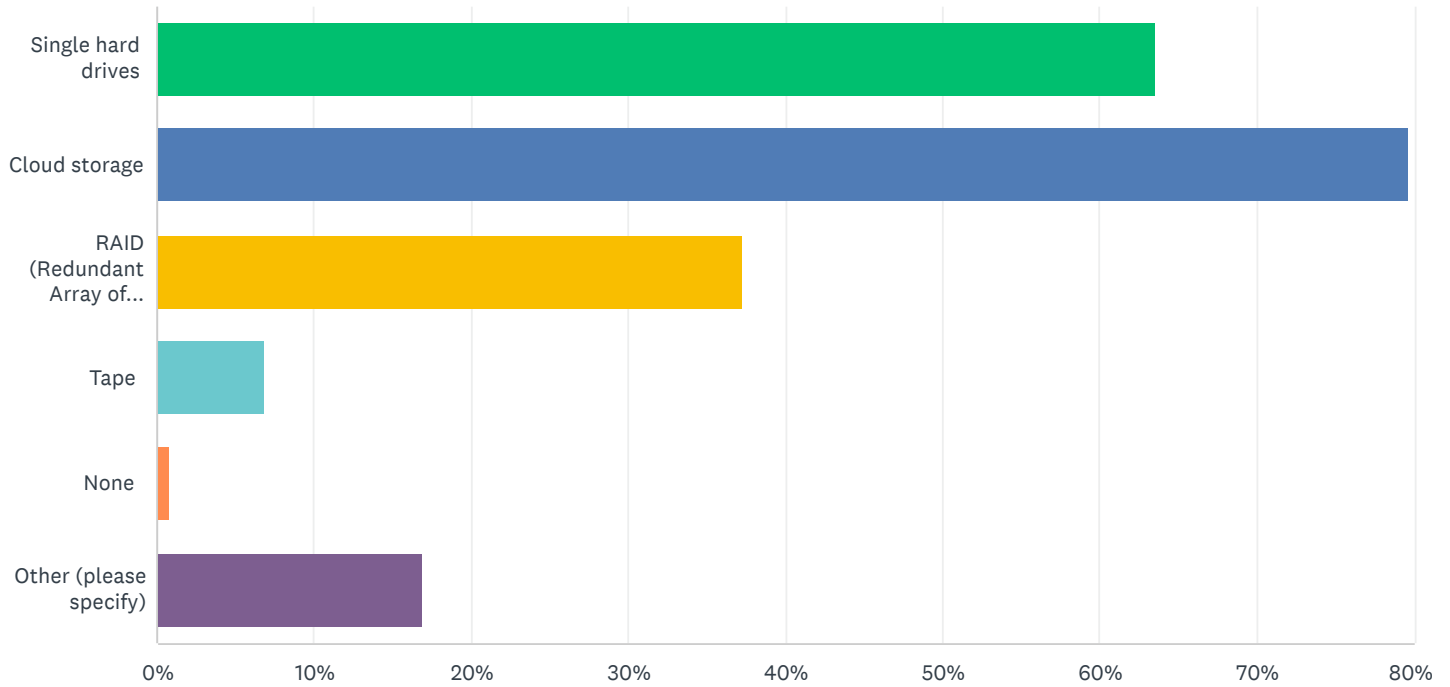
Answered: 116 Skipped: 2



ANSWER CHOICES		RESPONSES	
Yes		50.86%	59
No		49.14%	57
TOTAL			116

Q28 What kind of Data Asset Management options do you use? Check all that apply.

Answered: 118 Skipped: 0



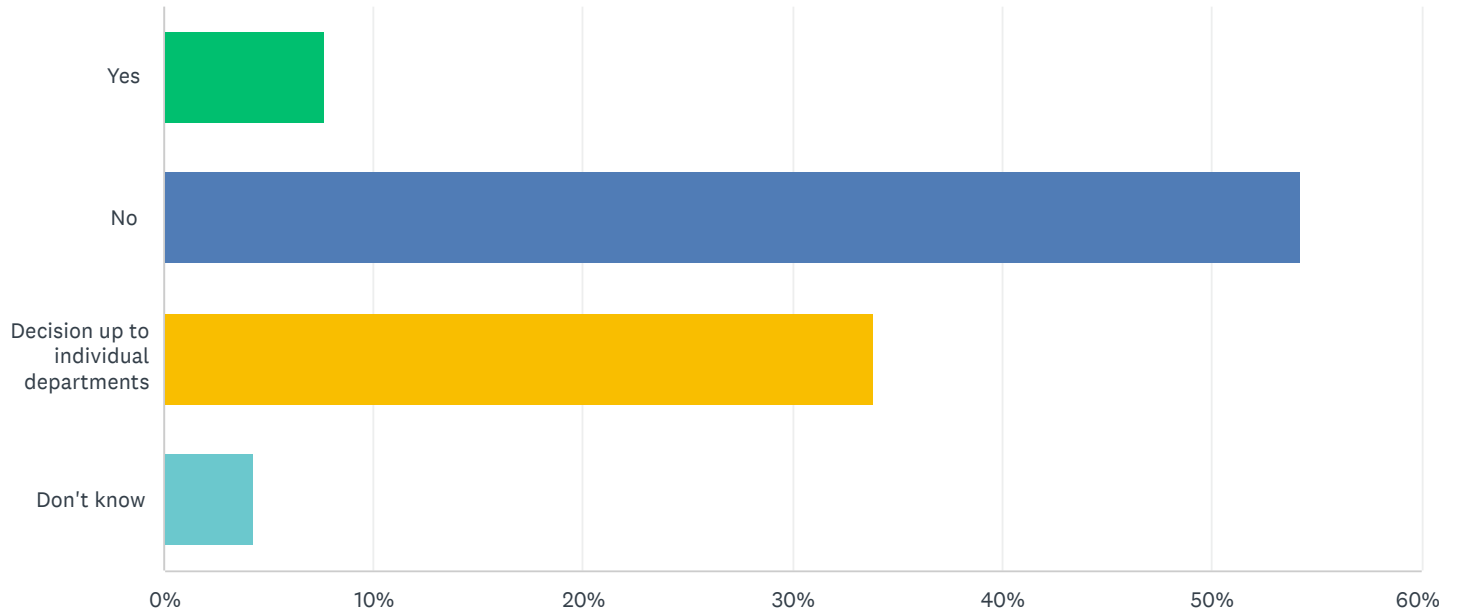
ANSWER CHOICES	RESPONSES	
Single hard drives	63.56%	75
Cloud storage	79.66%	94
RAID (Redundant Array of Independent Disks)	37.29%	44
Tape	6.78%	8
None	0.85%	1
Other (please specify)	16.95%	20
Total Respondents: 118		

#	OTHER (PLEASE SPECIFY)	DATE
1	hard drives and photoshelter	7/1/2026 3:46 PM
2	PhotoShelter	6/27/2026 1:04 PM
3	photoshelter	4/29/2026 10:46 AM
4	Servers managed by the university.	4/16/2026 3:11 PM
5	External and internal cloud services	3/26/2026 12:00 PM
6	Onsite Server	3/25/2026 9:30 AM
7	Network Servers	3/24/2026 6:28 PM

8	Our own server, with high quality stuff uploaded to our DAM.	3/20/2026 2:12 PM
9	allocated drive on university network	3/20/2026 7:21 AM
10	Smugmug	3/18/2026 9:26 AM
11	PhotoShelter	3/18/2026 8:37 AM
12	Server Space	3/18/2026 7:35 AM
13	Sites like Canva, Dropbox, etc.	3/17/2026 10:03 PM
14	Server and PhotoShelter	3/17/2026 6:15 PM
15	PhotoShelter - switching to Brandfolder	3/17/2026 2:57 PM
16	DAM	3/17/2026 2:21 PM
17	Mediagraph and local server storage	3/17/2026 2:18 PM
18	Photo Shelter	3/17/2026 1:46 PM
19	Non at the moment but working on using a combination RAID and Cloud Storage/Service	3/17/2026 1:23 PM
20	media graph	3/17/2026 1:21 PM

Q29 Are campus departments required to only use on-campus media services?

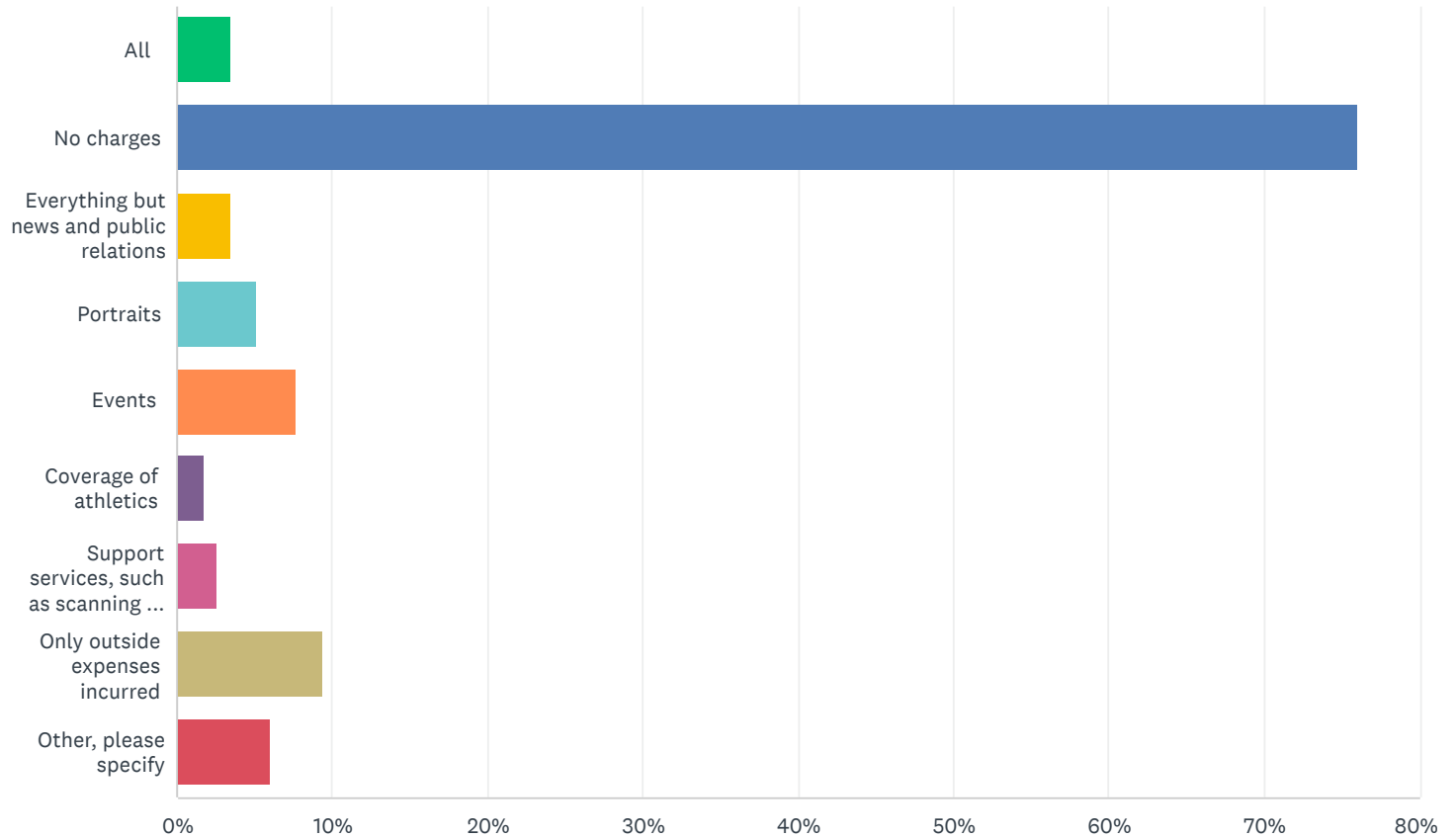
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	7.63%	9
No	54.24%	64
Decision up to individual departments	33.90%	40
Don't know	4.24%	5
TOTAL		118

Q30 For what services does your photo/video department charge? (check all that apply)

Answered: 117 Skipped: 1

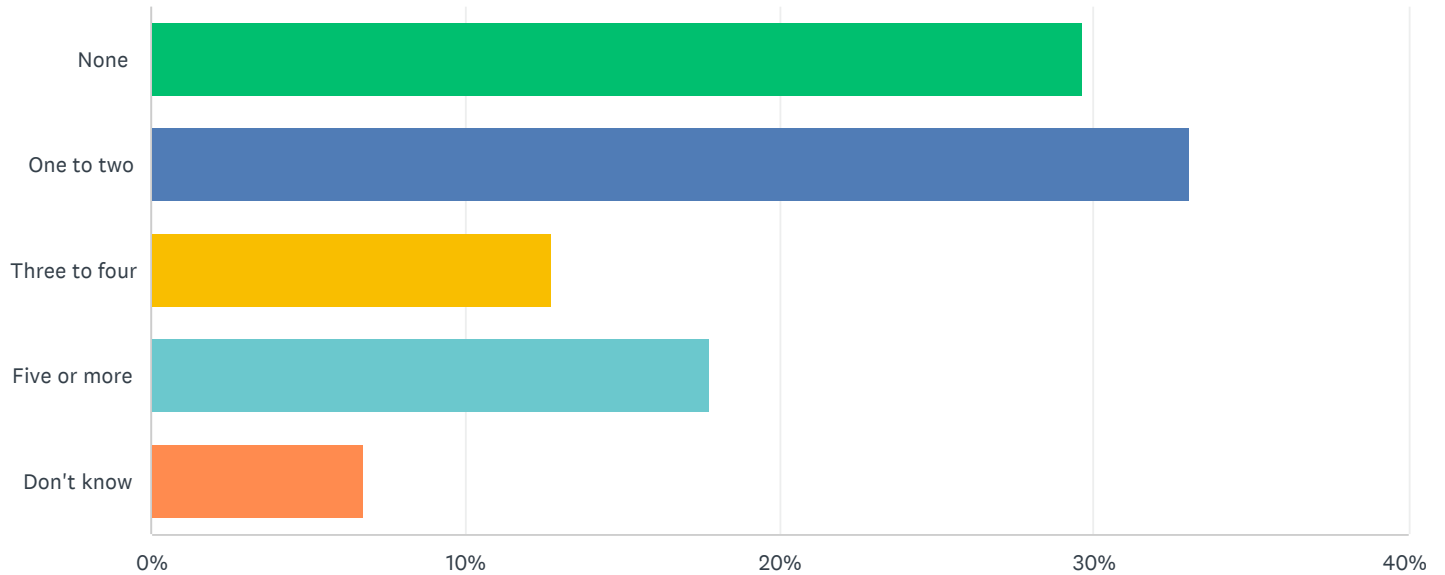


ANSWER CHOICES	RESPONSES	
All	3.42%	4
No charges	76.07%	89
Everything but news and public relations	3.42%	4
Portraits	5.13%	6
Events	7.69%	9
Coverage of athletics	1.71%	2
Support services, such as scanning & printing	2.56%	3
Only outside expenses incurred	9.40%	11
Other, please specify	5.98%	7
Total Respondents: 117		

#	OTHER, PLEASE SPECIFY	DATE
1	If my department, University Marketing & Communications, has a use for the images, then we don't charge. Otherwise, we charge.	4/16/2026 3:11 PM
2	whatever we feel we should charge for	3/23/2026 3:41 PM
3	Headshots and Award ceremonies	3/18/2026 9:26 AM
4	Department-specific videos	3/17/2026 4:01 PM
5	Faculty and staff studio headshots	3/17/2026 2:32 PM
6	Anything outside our scope	3/17/2026 1:16 PM
7	Anything recruiting related teams pay	3/17/2026 1:14 PM

Q31 How many other photography/videography units are there on campus?

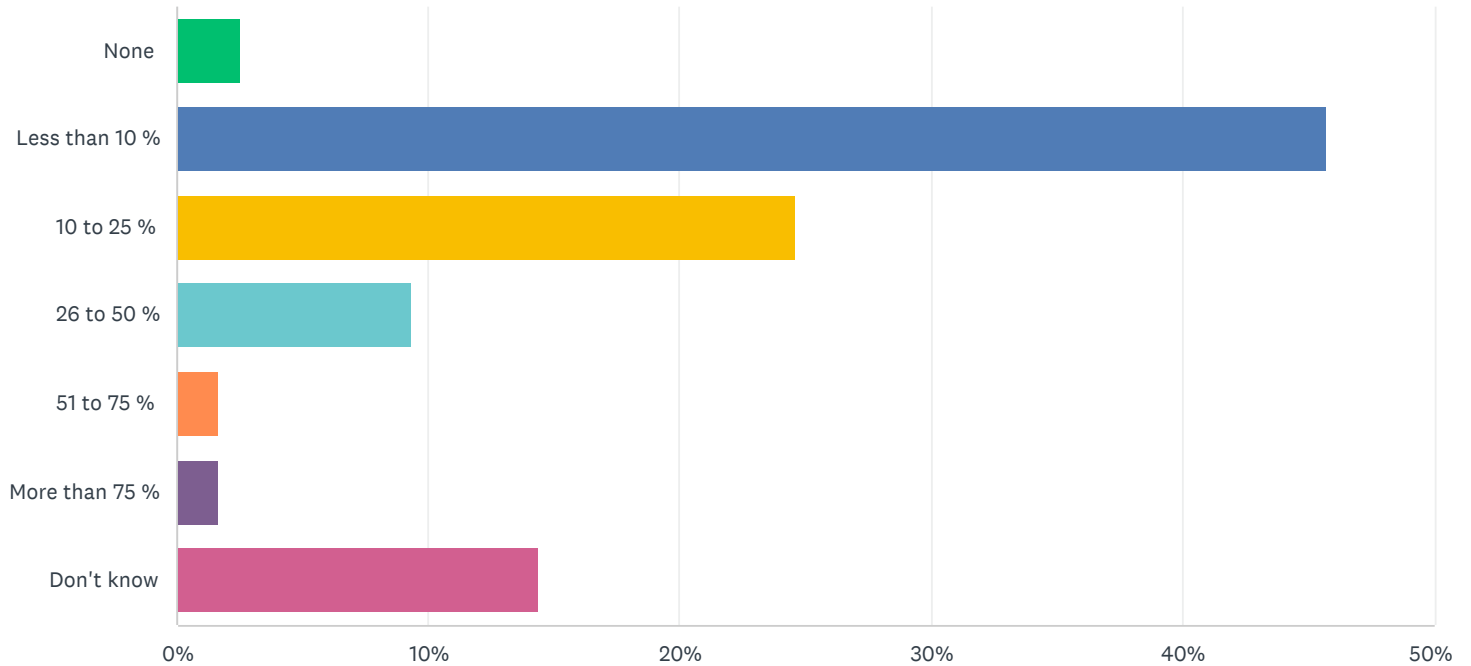
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	29.66%	35
One to two	33.05%	39
Three to four	12.71%	15
Five or more	17.80%	21
Don't know	6.78%	8
TOTAL		118

Q32 What percentage (in your estimation) of your university's photography/videography work is outsourced to freelancers?

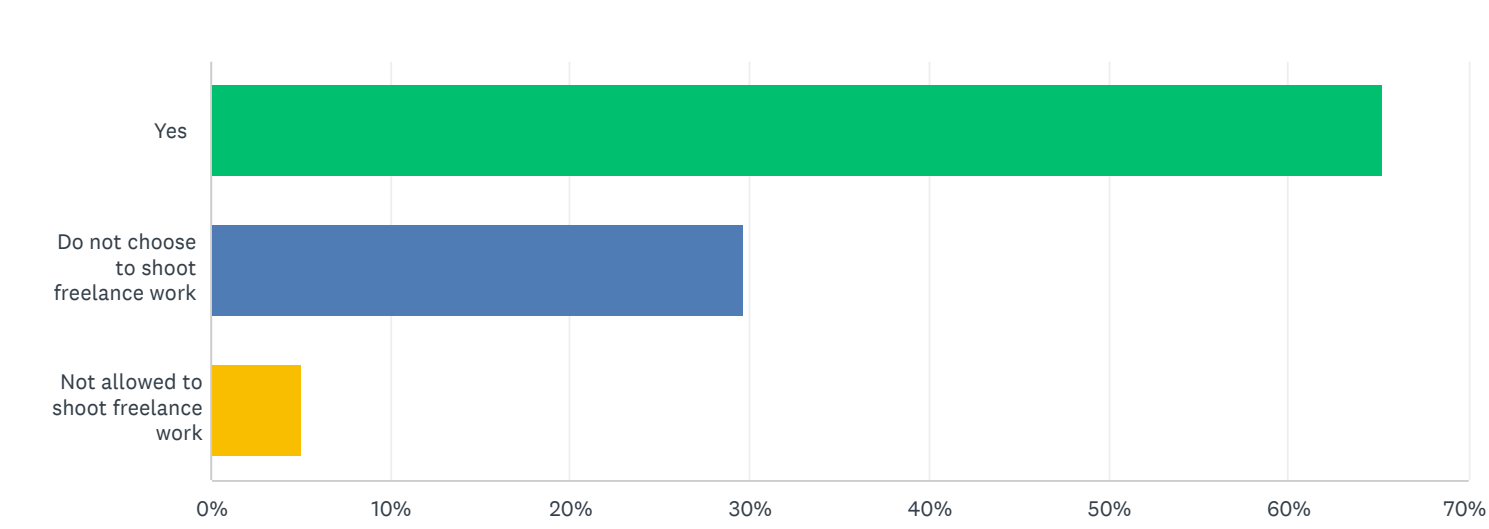
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	2.54%	3
Less than 10 %	45.76%	54
10 to 25 %	24.58%	29
26 to 50 %	9.32%	11
51 to 75 %	1.69%	2
More than 75 %	1.69%	2
Don't know	14.41%	17
TOTAL		118

Q33 Do you shoot freelance assignments?

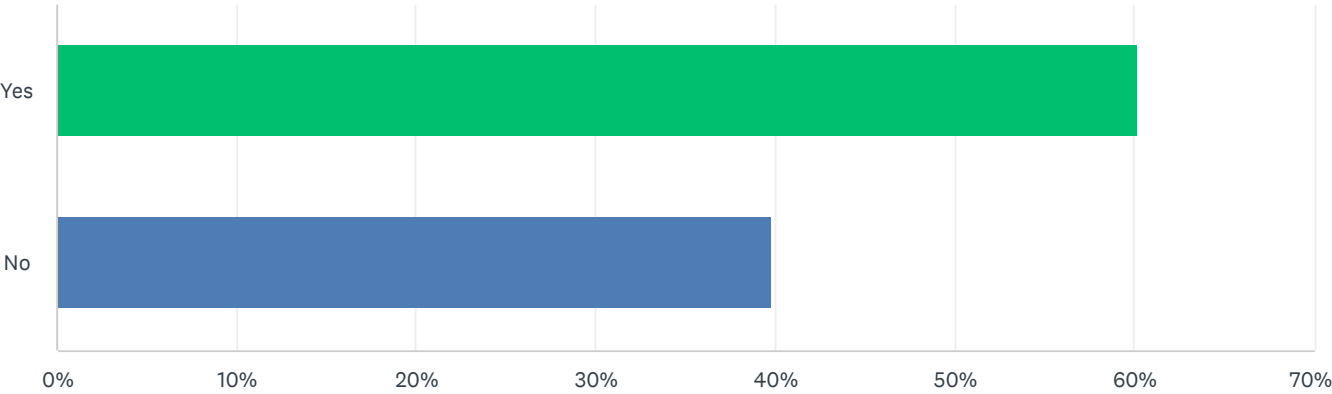
Answered: 118 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		65.25%	77
Do not choose to shoot freelance work		29.66%	35
Not allowed to shoot freelance work		5.08%	6
TOTAL			118

Q34 Do you have a degree in photography or videography?

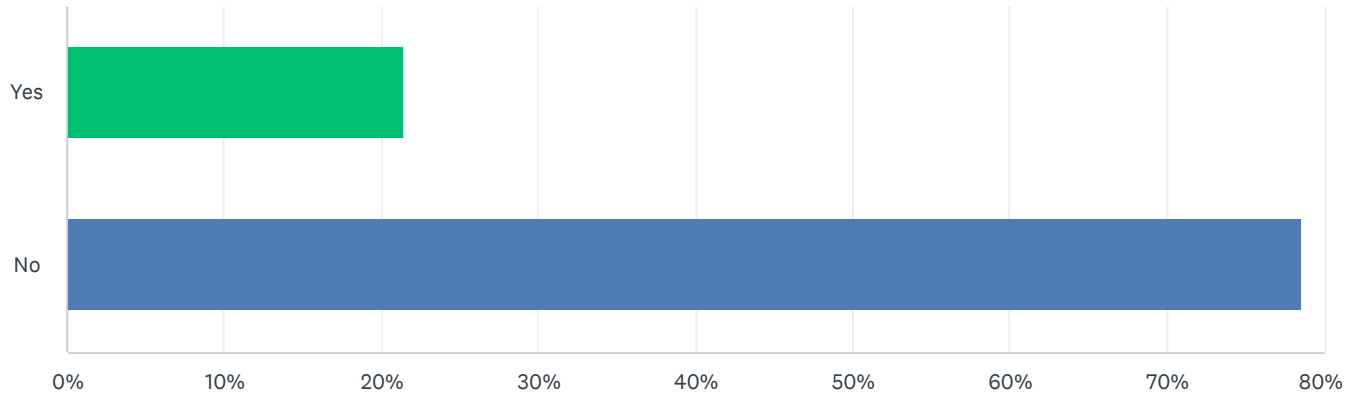
Answered: 118 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		60.17%	71
No		39.83%	47
TOTAL			118

Q35 Do you have a Masters or additional degrees/certificates in photography/video/communications ?

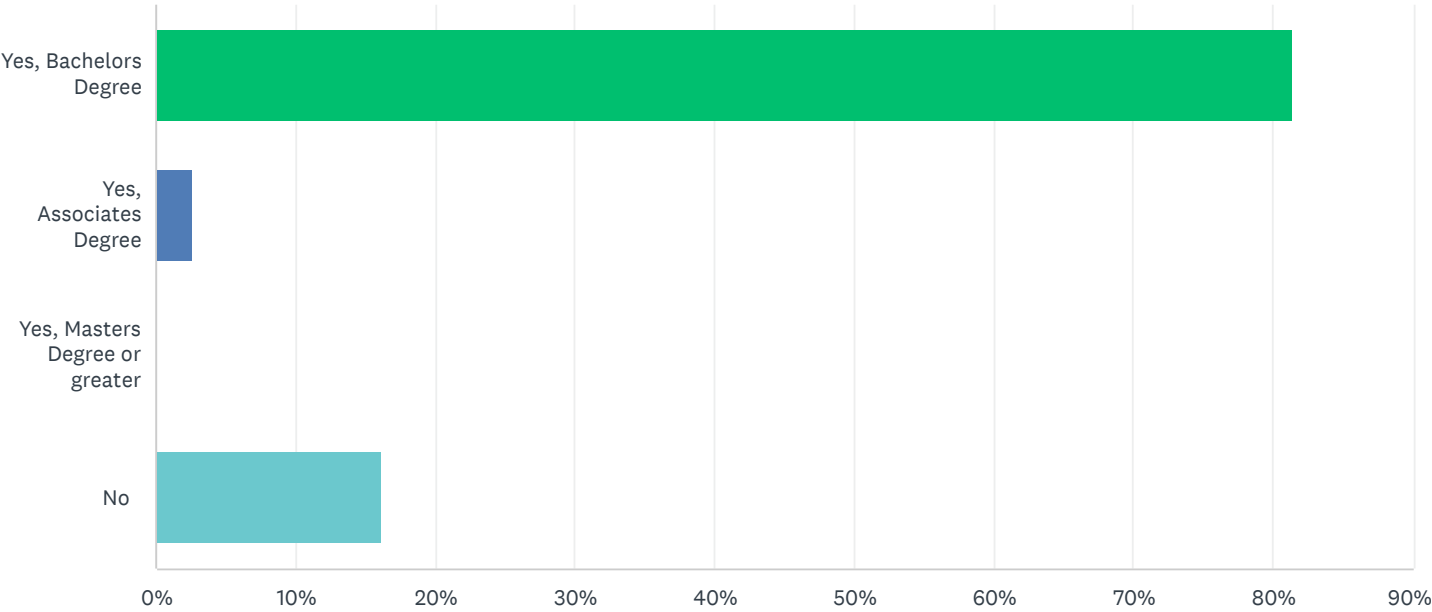
Answered: 117 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	21.37%	25
No	78.63%	92
TOTAL		117

Q36 Does your position require a degree?

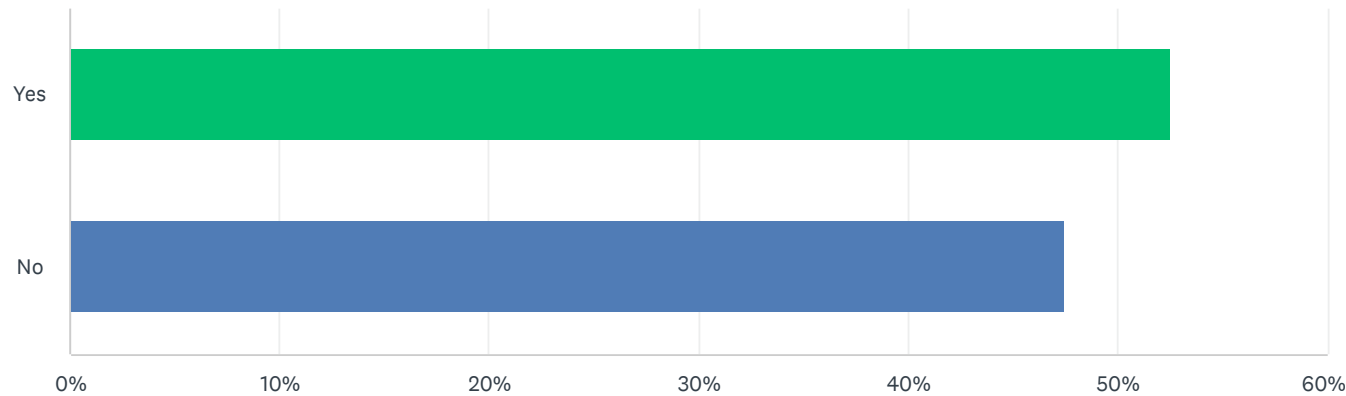
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, Bachelors Degree	81.36%	96
Yes, Associates Degree	2.54%	3
Yes, Masters Degree or greater	0.00%	0
No	16.10%	19
TOTAL		118

Q37 Does your position require you work with both video and still photography?

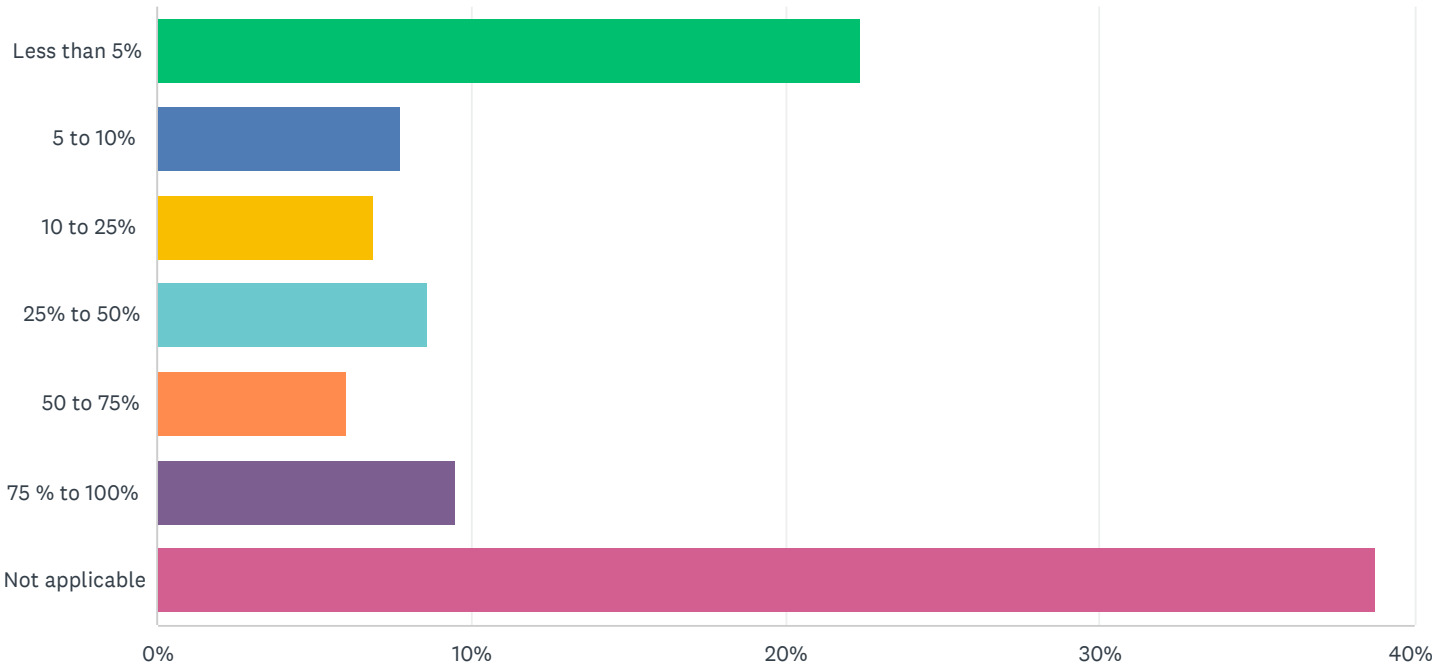
Answered: 118 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		52.54%	62
No		47.46%	56
TOTAL			118

Q38 If you do video, what percentage of your total work time does that represent?

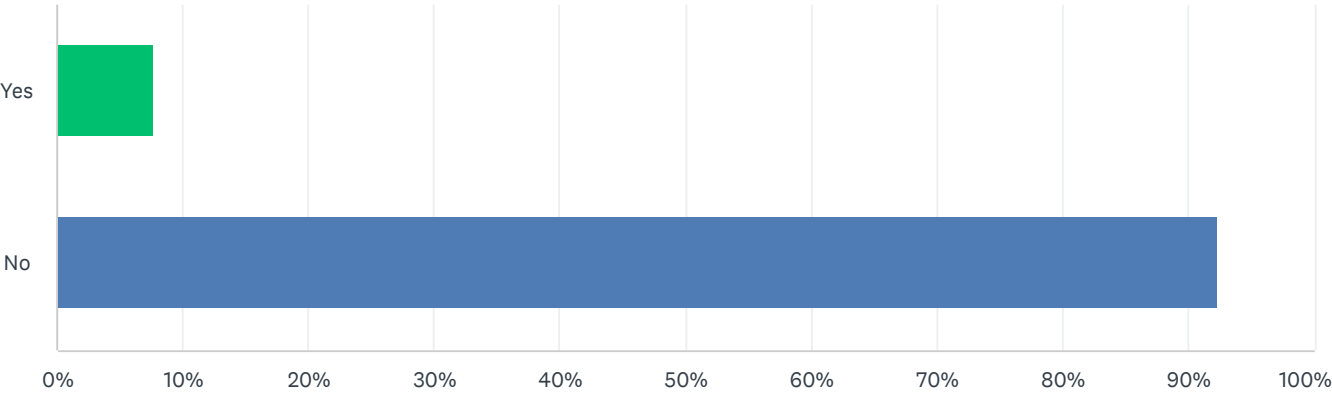
Answered: 116 Skipped: 2



ANSWER CHOICES	RESPONSES	
Less than 5%	22.41%	26
5 to 10%	7.76%	9
10 to 25%	6.90%	8
25% to 50%	8.62%	10
50 to 75%	6.03%	7
75 % to 100%	9.48%	11
Not applicable	38.79%	45
TOTAL		116

Q39 Are you required to post/manage Social Media ?

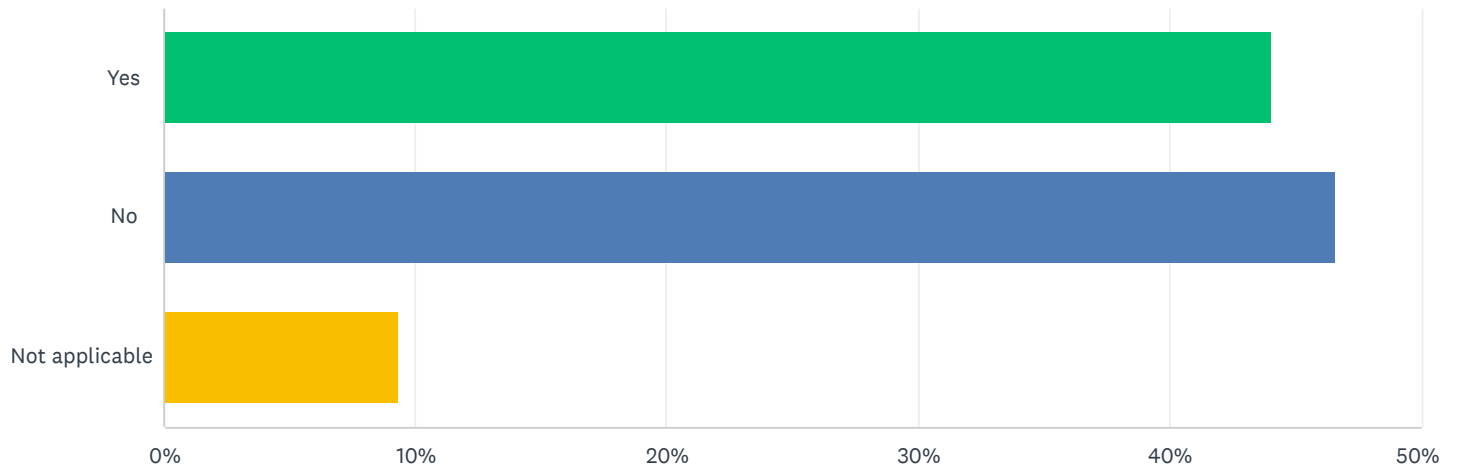
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	7.63%	9
No	92.37%	109
TOTAL		118

Q40 Has your job title ever been amended or changed to reflect changes in your job duties?

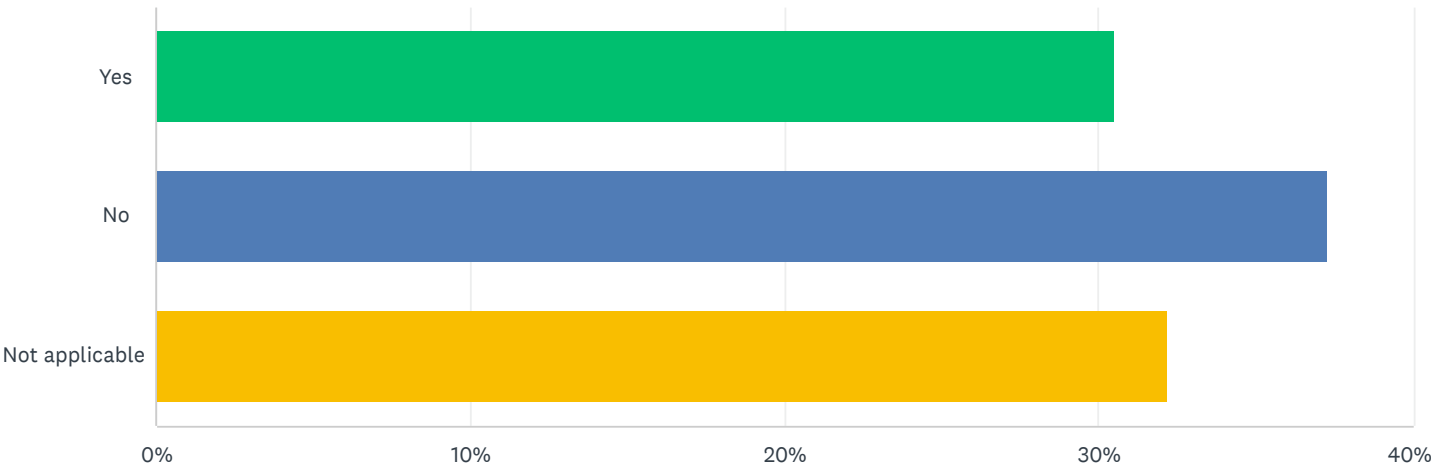
Answered: 118 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		44.07%	52
No		46.61%	55
Not applicable		9.32%	11
TOTAL			118

Q41 Have you received a promotion or raise if your job duties have substantially changed (ie. started out as a still photographer and now doing video)?

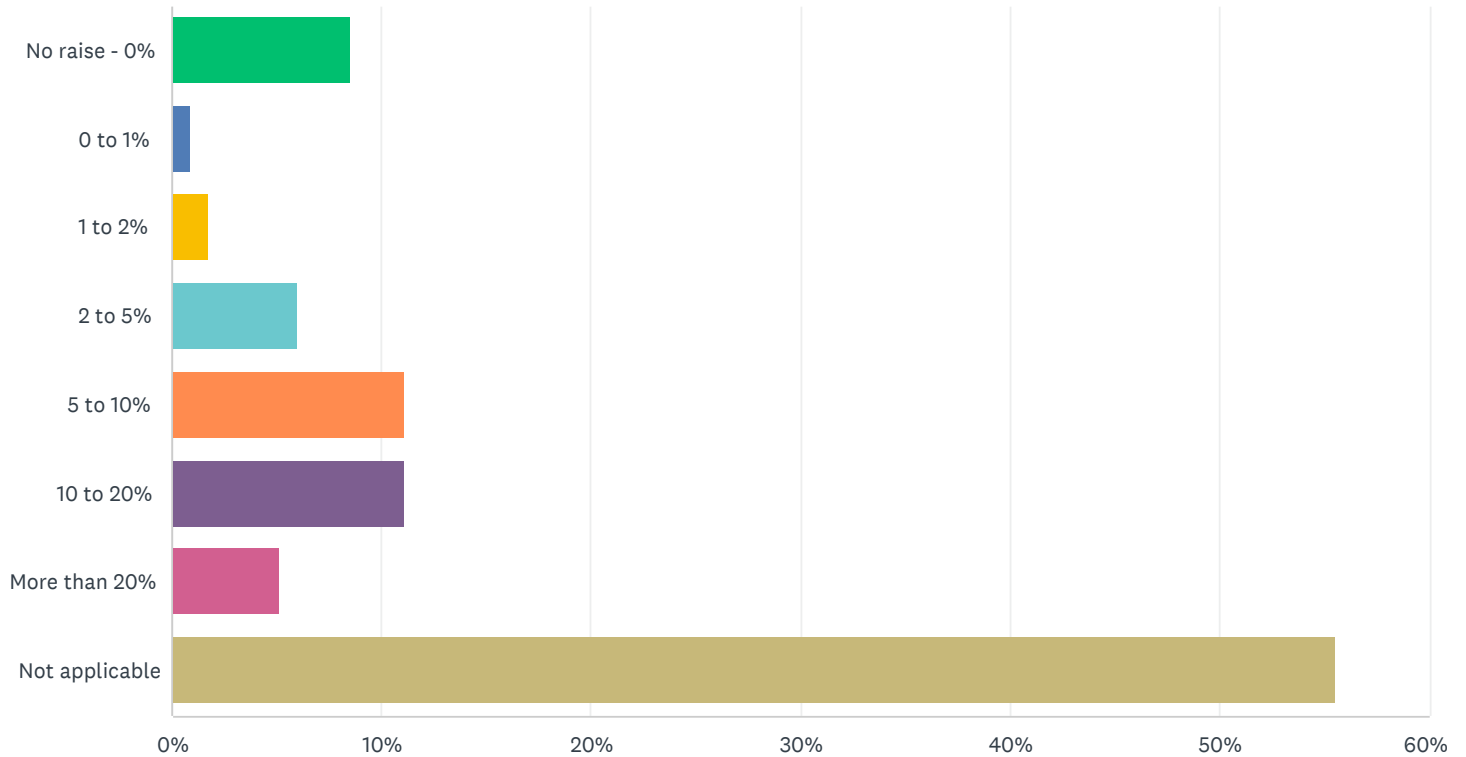
Answered: 118 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		30.51%	36
No		37.29%	44
Not applicable		32.20%	38
TOTAL			118

Q42 What percentage raise did you receive if your job duties substantially changed?

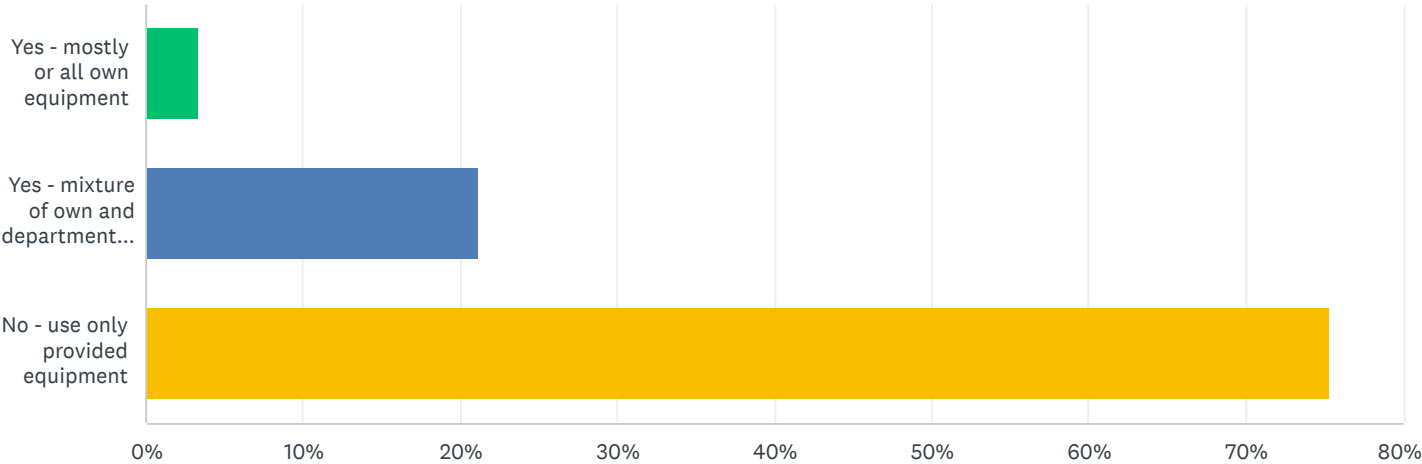
Answered: 117 Skipped: 1



ANSWER CHOICES	RESPONSES	
No raise - 0%	8.55%	10
0 to 1%	0.85%	1
1 to 2%	1.71%	2
2 to 5%	5.98%	7
5 to 10%	11.11%	13
10 to 20%	11.11%	13
More than 20%	5.13%	6
Not applicable	55.56%	65
TOTAL		117

Q43 Do you use your own equipment for your college/university job?

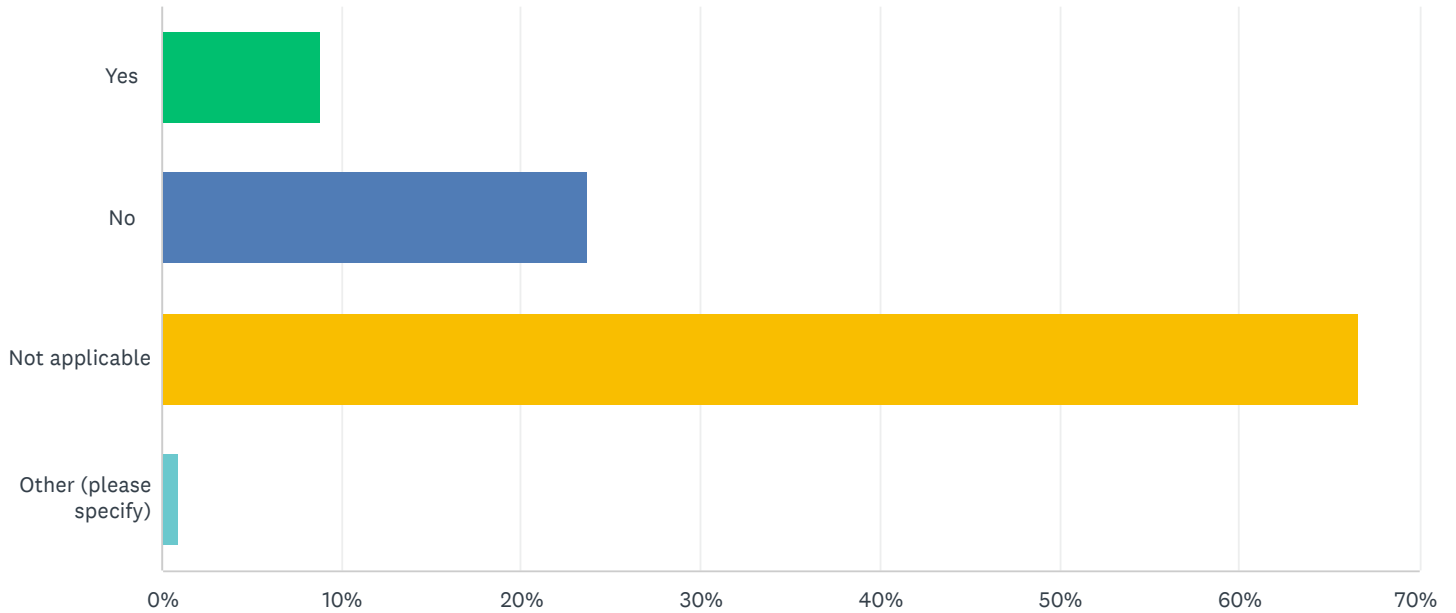
Answered: 118 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes - mostly or all own equipment		3.39%	4
Yes - mixture of own and department provided equipment		21.19%	25
No - use only provided equipment		75.42%	89
TOTAL			118

Q44 If using your own equipment is any compensation or repair work provided by your institution?

Answered: 114 Skipped: 4

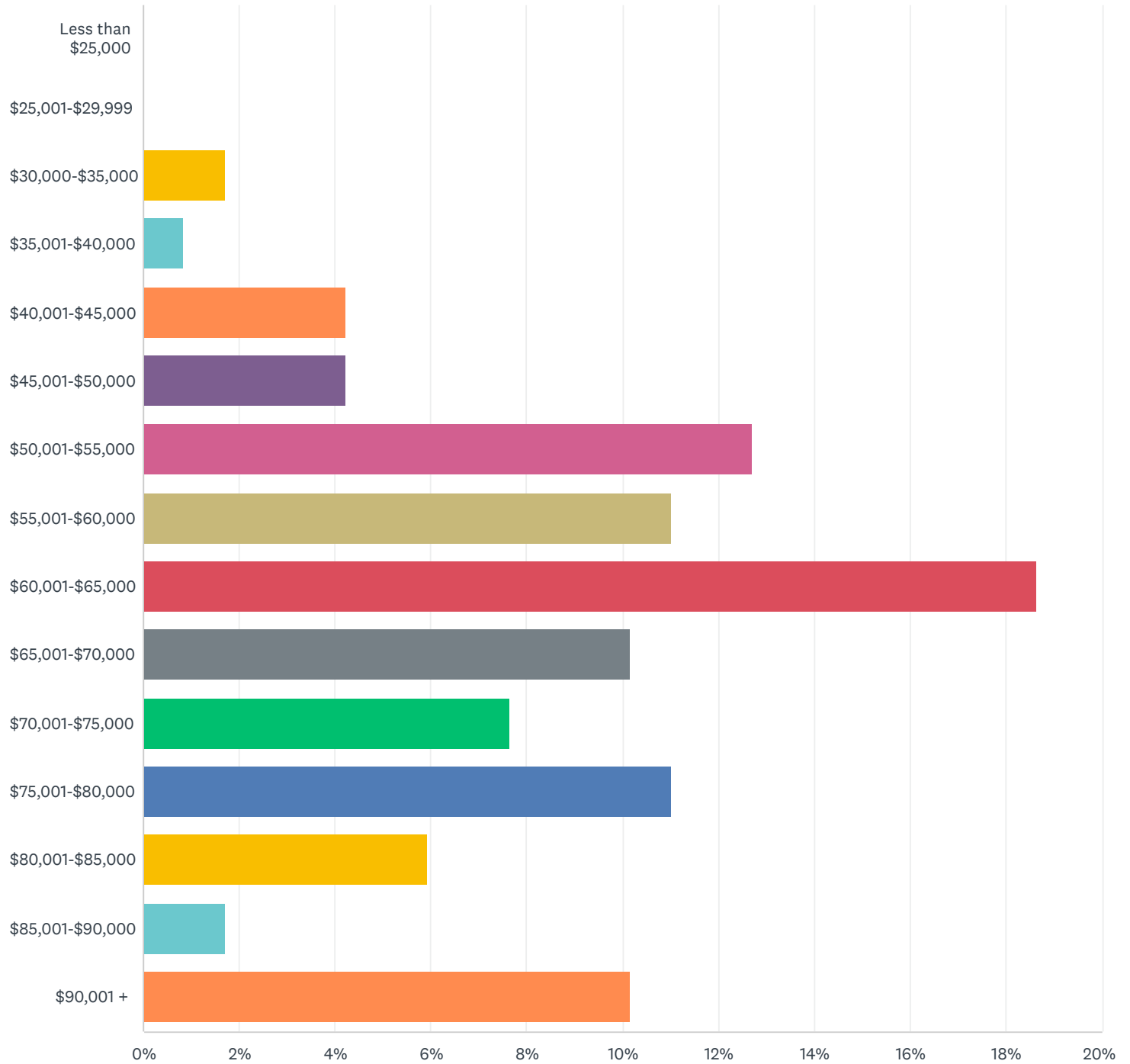


ANSWER CHOICES	RESPONSES	
Yes	8.77%	10
No	23.68%	27
Not applicable	66.67%	76
Other (please specify)	0.88%	1
TOTAL		114

#	OTHER (PLEASE SPECIFY)	DATE
1	I haven't had to ask about that yet. In the first year of this job I used only my personal equipment and then in year two I was able to trade in the outdated equipment for a newer camera body.	3/18/2026 6:50 AM

Q45 Please identify the salary range of your current position (not including benefits)

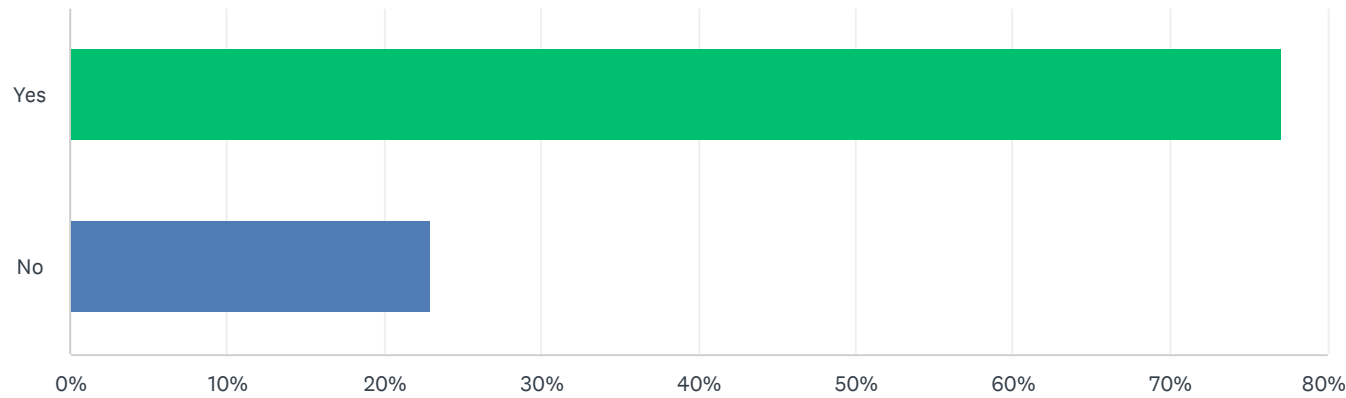
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than \$25,000	0.00%	0
\$25,001-\$29,999	0.00%	0
\$30,000-\$35,000	1.69%	2
\$35,001-\$40,000	0.85%	1
\$40,001-\$45,000	4.24%	5
\$45,001-\$50,000	4.24%	5
\$50,001-\$55,000	12.71%	15
\$55,001-\$60,000	11.02%	13
\$60,001-\$65,000	18.64%	22
\$65,001-\$70,000	10.17%	12
\$70,001-\$75,000	7.63%	9
\$75,001-\$80,000	11.02%	13
\$80,001-\$85,000	5.93%	7
\$85,001-\$90,000	1.69%	2
\$90,001 +	10.17%	12
TOTAL		118

Q46 Have you had a raise in your salary in the past two years ?

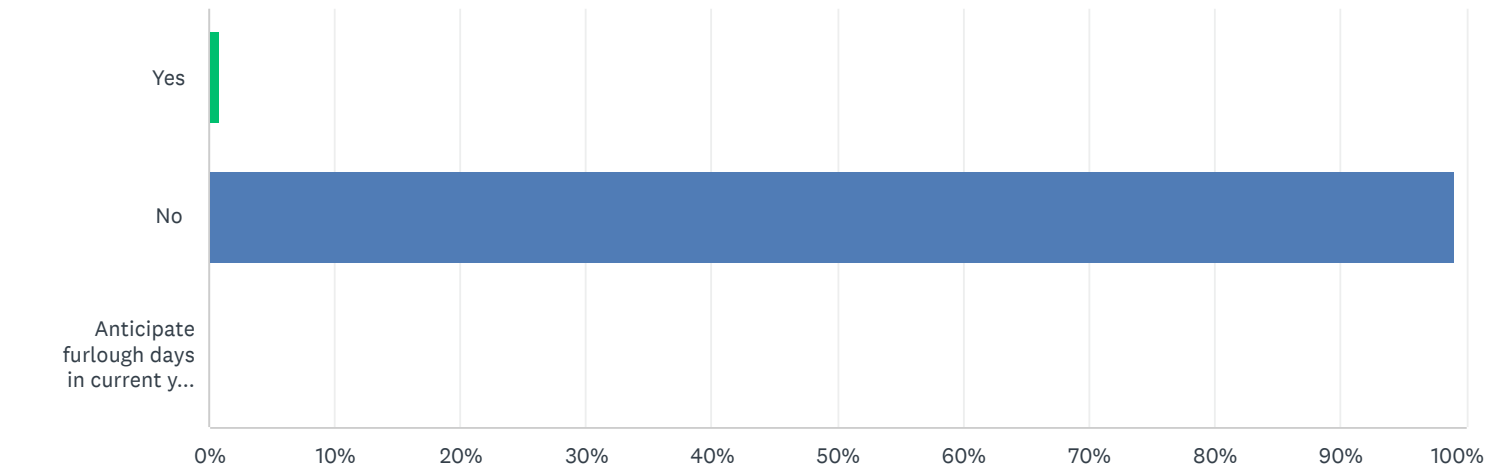
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	77.12%	91
No	22.88%	27
TOTAL		118

Q47 Did you experience any furlough days in the previous year?

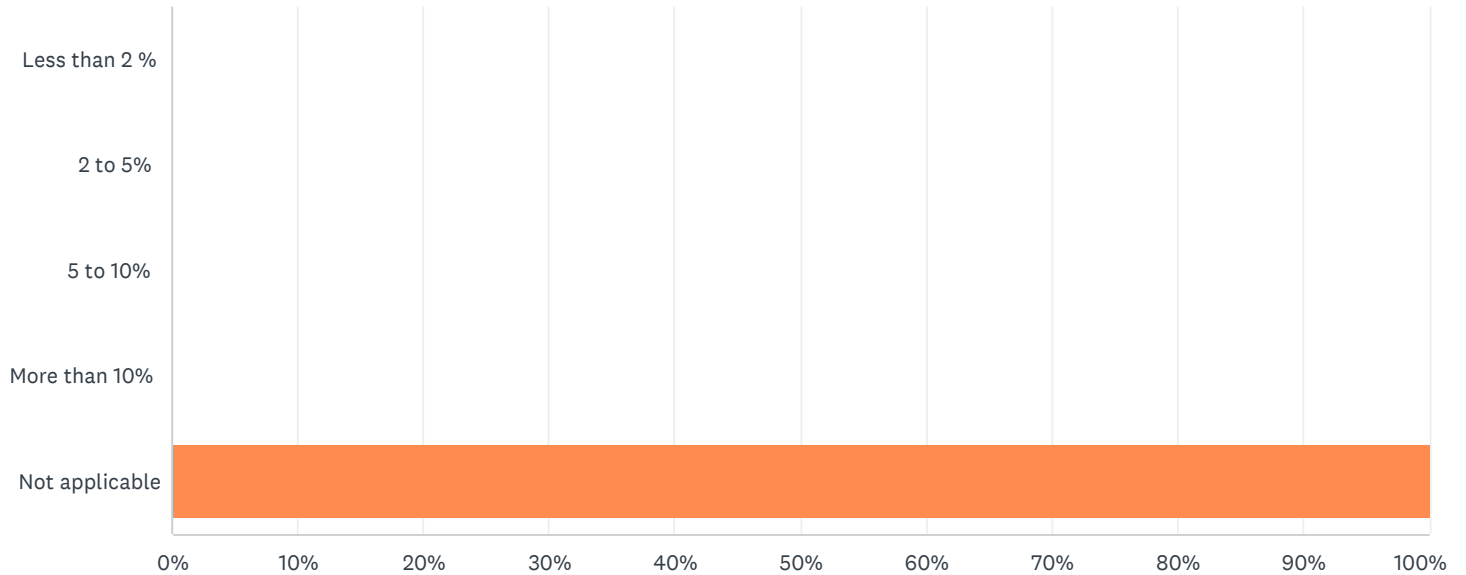
Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	0.85%	1
No	99.15%	117
Anticipate furlough days in current year but not officially scheduled yet	0.00%	0
TOTAL		118

Q48 If you answered "Yes" to the above question, what percent of your salary did you lose in total as a result?

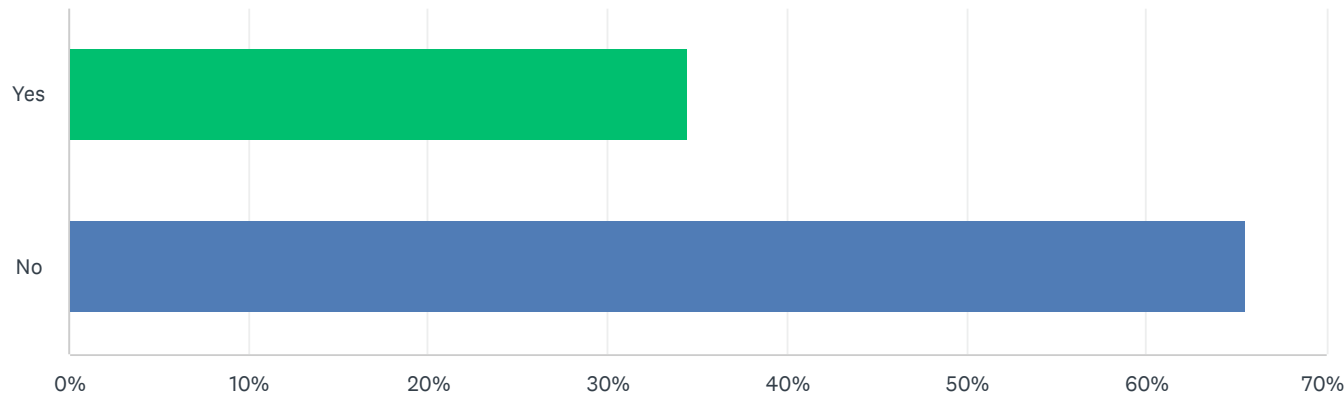
Answered: 111 Skipped: 7



ANSWER CHOICES	RESPONSES	
Less than 2 %	0.00%	0
2 to 5%	0.00%	0
5 to 10%	0.00%	0
More than 10%	0.00%	0
Not applicable	100.00%	111
TOTAL		111

Q49 Did you lose net salary as a result of rising health or other insurance/fees deductions since last year?

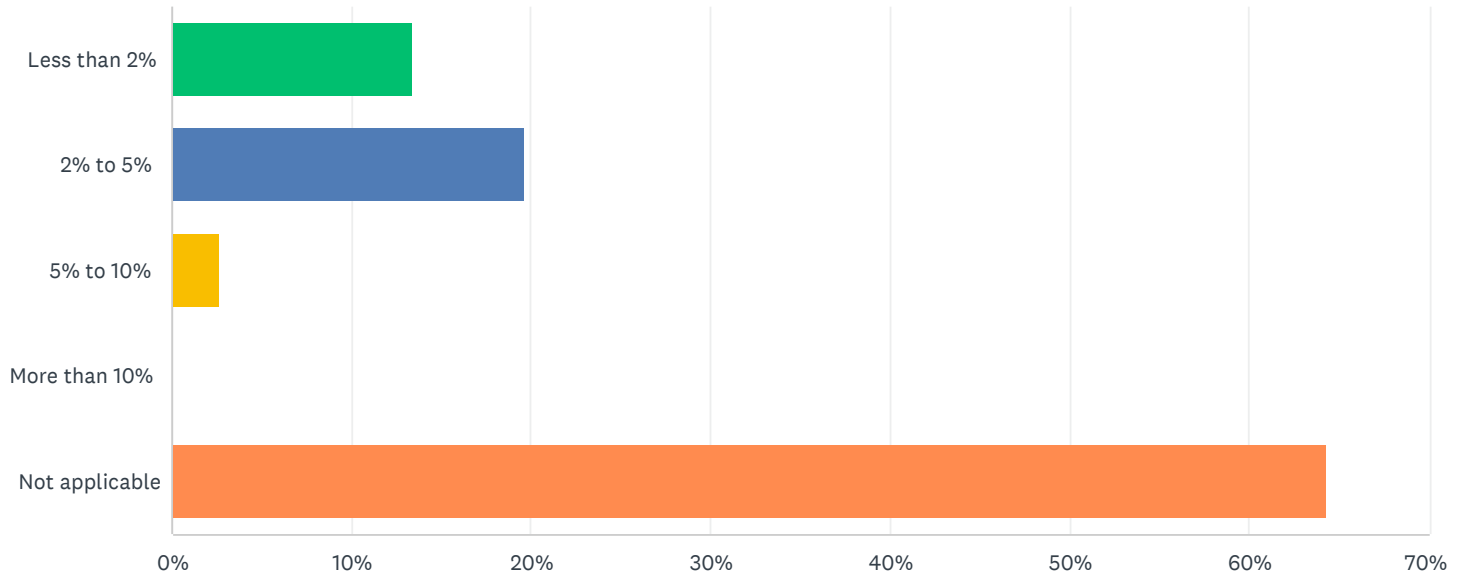
Answered: 116 Skipped: 2



ANSWER CHOICES		RESPONSES	
Yes		34.48%	40
No		65.52%	76
TOTAL			116

Q50 If you answered "yes" to the above question, what percentage of your pay did you lose as a result?

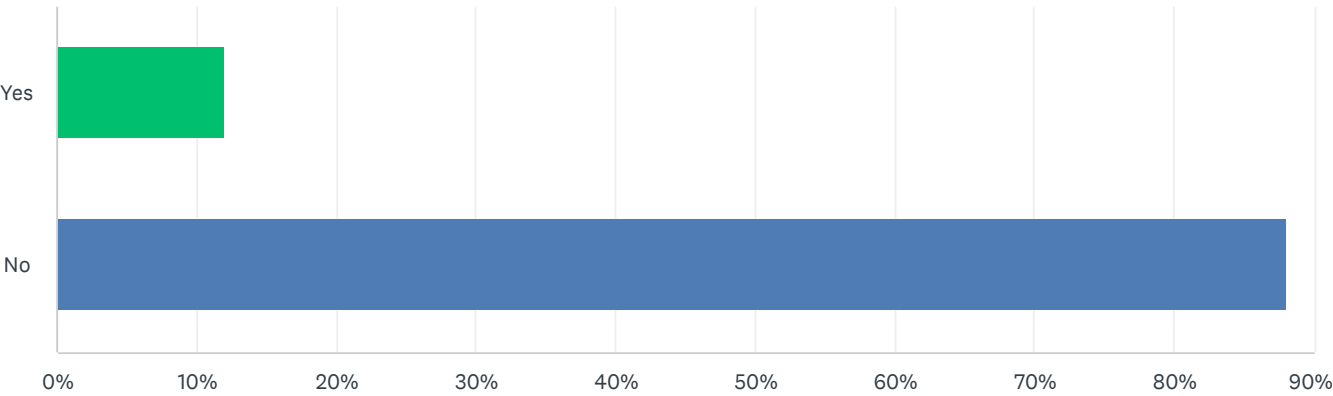
Answered: 112 Skipped: 6



ANSWER CHOICES	RESPONSES	
Less than 2%	13.39%	15
2% to 5%	19.64%	22
5% to 10%	2.68%	3
More than 10%	0.00%	0
Not applicable	64.29%	72
TOTAL		112

Q51 Is your job a union position?

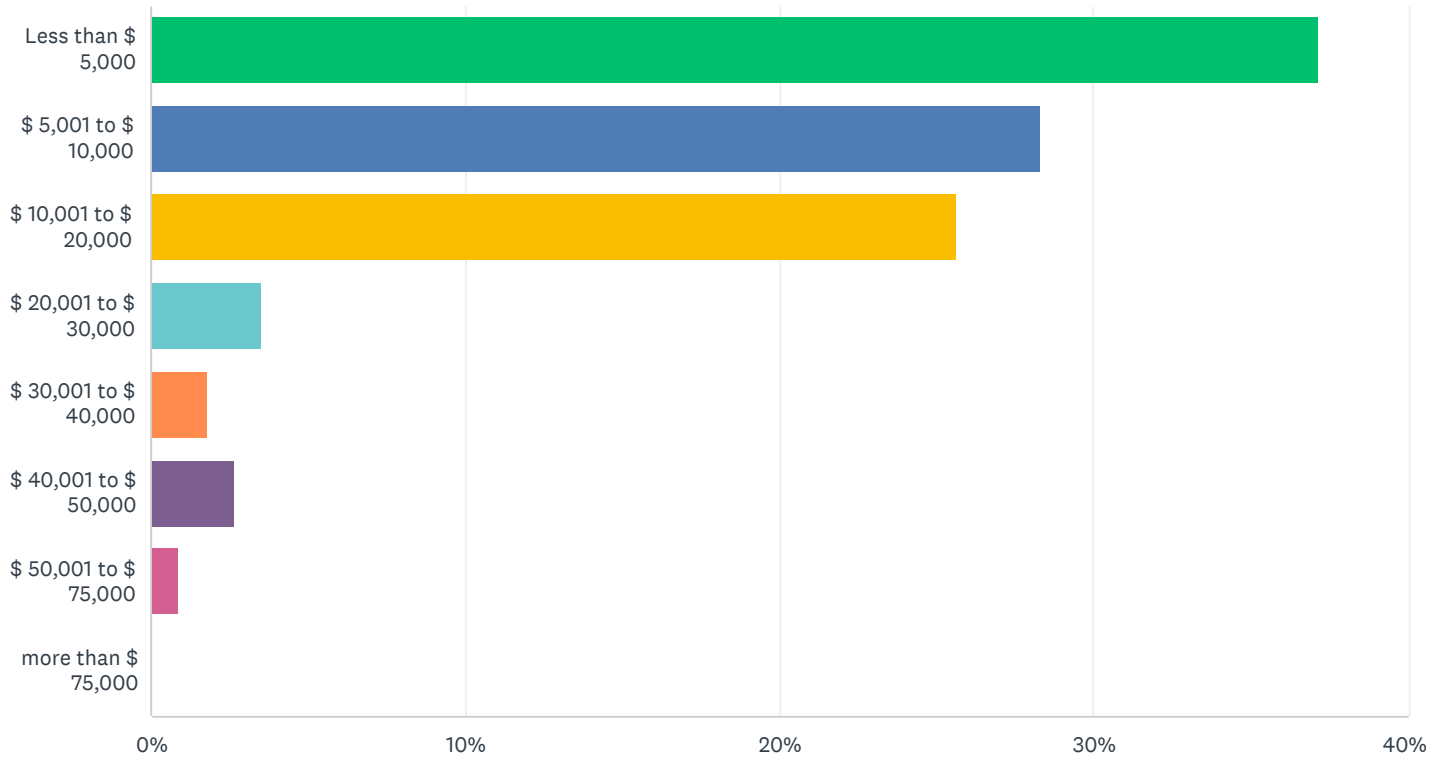
Answered: 117 Skipped: 1



ANSWER CHOICES		RESPONSES	
Yes		11.97%	14
No		88.03%	103
TOTAL			117

Q52 What are your total expenditures on supplies and equipment in a given year?

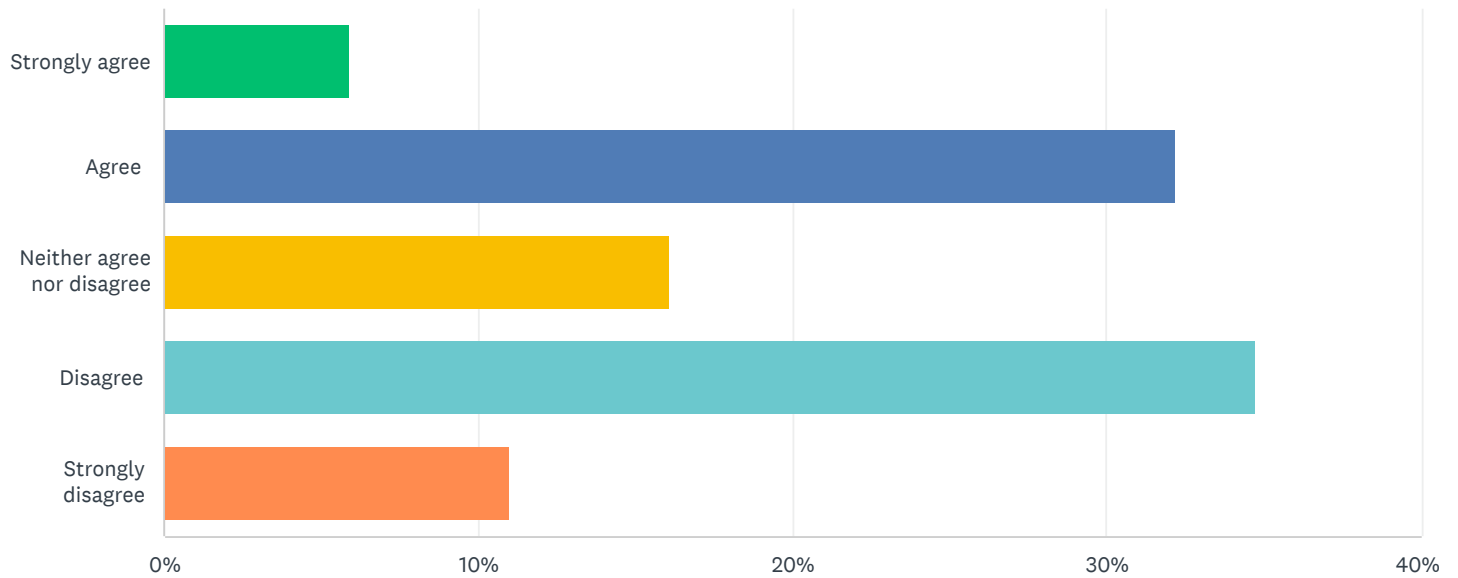
Answered: 113 Skipped: 5



ANSWER CHOICES	RESPONSES	
Less than \$ 5,000	37.17%	42
\$ 5,001 to \$ 10,000	28.32%	32
\$ 10,001 to \$ 20,000	25.66%	29
\$ 20,001 to \$ 30,000	3.54%	4
\$ 30,001 to \$ 40,000	1.77%	2
\$ 40,001 to \$ 50,000	2.65%	3
\$ 50,001 to \$ 75,000	0.88%	1
more than \$ 75,000	0.00%	0
TOTAL		113

Q53 Do you feel your compensation aligns with your responsibilities?

Answered: 118 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	5.93%	7
Agree	32.20%	38
Neither agree nor disagree	16.10%	19
Disagree	34.75%	41
Strongly disagree	11.02%	13
TOTAL		118

Q54 What is the biggest compensation challenges facing university photographers/videographers?

Answered: 84 Skipped: 34

#	RESPONSES	DATE
1	HR not seeing the worth of photographers/videographers and setting lower salary ranges to other Directors/Asst. Directors.	7/2/2026 9:28 AM
2	Higher ed has always been below market. It's hard to compare to a freelance paycheck. As a staffer you get benefits and consistency. Freelancers get huge rates, but work less. Most HR departments don't understand how to pay a staff job for a creative position like ours.	7/1/2026 3:46 PM
3	Fair pay aligned with inflation	6/10/2026 11:54 AM
4	There is no consideration for how to compensate the creative part of what we do. Staff creatives are paid WAY less than market value for the same work.	4/29/2026 10:46 AM
5	How our university defines it's other "comparable positions at comparable universities." Even within the same public unviersties system, there are photographers who make \$20,000 more than I do at another university system. There are even photographers who have made it outside of the "Senior Photographer" classification and are instead classified as "Marketing Associates," which has a better promotional track. There is no promotion past Senior Photographer, and that's the level I was hired at, since it's the only one that provided an "ok" wage (\$37,000-\$45,000 salary range in 2022). Our university is incredibly anti-union, but there's been a lot of successful union activity lately. However, this has left the other half of non-unionized workers receiving less of the pie, as our university is also going through a "budget restructuring" as well. There is every excuse to give us less money and no way for us to advocate for more.	4/16/2026 3:11 PM
6	Administration not understand the complexity of our jobs	4/13/2026 3:52 PM
7	Budget and a lack of willingness from directors to make and justify compensation requests to administration.	4/2/2026 12:54 PM
8	Having a more livable wage	3/31/2026 9:38 AM
9	Cost of living often outpaces wage increases.	3/26/2026 12:00 PM
10	I do hybrid work, and I feel that I am getting paid less than a single person's living wage to do two jobs.	3/25/2026 10:05 AM
11	No state budget. Compensation is not keeping up with inflation/cost of living.	3/25/2026 9:30 AM
12	There is a lack of perceived value for the work photographers/videographers produce. When the work is appreciated, the content itself is more highly valued than the people producing it.	3/24/2026 6:28 PM
13	Apparently, we don't have the money.	3/24/2026 1:33 PM
14	A debby downer rant, my apologies: Getting a degree in photojournalism already started us at a low pay rate. With little/no raises in that phases, a 5k raise to do something else seemed like a great thing. Repeat with little to no raises. Housing shot up during Covid to the point where I'm not making a living wage for a single person. 1-3% cost of living raises do not proportionally reflect the increase cost of housing, food, owning a car, having a gym membership, etc. There aren't enough opportunities for my talents to be financially fought for. I feel stuck because I can't afford to go back to school to start another career and restart my life at (by then) 49 years old. So. I keep working at this job and at this pay.	3/24/2026 9:48 AM
15	We tend to get additional responsibilities and people don't understand the associated costs with it.	3/23/2026 10:50 AM
16	No increased budget	3/23/2026 8:56 AM
17	A low ceiling on the highest pay you can earn in this field.	3/23/2026 6:07 AM

18	HR fully understanding the scope and breadth of what we do. Our manager fought for the team to get title changes and we all did, but it was a level less than he was fighting for because HR didn't agree. We're on a level lower than our writers and social media personnel. It's insulting.	3/20/2026 2:12 PM
19	Having enough money as a tuition-dependent university to properly staff departments and remain competitive in pay.	3/20/2026 10:42 AM
20	college budget cuts	3/20/2026 6:47 AM
21	There is the perception, however accurate, that the position can easily be filled due to a large amount of competition within the field, keeping prices and incomes down.	3/19/2026 3:55 PM
22	I think too many people assume it's an easy job (they just push a button) and don't factor in the time for editing and archiving, location scouting, lighting skills and the wear and tear on the body from hauling equipment around. Many just see it as a fun job of wandering around with a "really nice" camera.	3/19/2026 1:26 PM
23	Quantifying value and competing for other jobs	3/19/2026 12:00 PM
24	Struggle to prove ROI, increase in access of basic camera knowledge (everyone has a smartphone camera in their pocket), Lack of understanding of the craft	3/19/2026 9:23 AM
25	I think there should be more compensation for our overtime since most photographers work more than 40 hours	3/18/2026 3:45 PM
26	Low starting pay	3/18/2026 1:46 PM
27	It is easier than ever before to make 'good' content, and a lot of marcomms teams are happy with 'good.' Photographers/videographers need to pitch the difference of *great* content, as well as the ease of the process, that you get working with an expert. Most people have trouble explaining the difference-- the more you can be a translator between the artist voice and the marketer's, the more successfully you can convince others.	3/18/2026 1:33 PM
28	We are consistently paid less than our communication peers at our institution. At our specific institution, we have varying job titles and salaries/pay scales for the same job (photo/video). I think that across the board, photographers are underpaid for the expertise they bring to the job, and for the amount of time they put in.	3/18/2026 12:45 PM
29	People not willing to fund photographers at the same level they are willing to fund other communications jobs	3/18/2026 12:31 PM
30	For a one-person-team like mine, compensation for time over 40 hr/week.	3/18/2026 12:20 PM
31	Our position is solely dependant on the overall budget of the university. Each department chips in an allotted amount and that's all we get for the fiscal year. It does not allow much room for pay increases, especially if the university itself is experiencing budget cuts from the state.	3/18/2026 10:01 AM
32	There is a growing expectation of multimedia asset gathering without proper training, resources, professional development or compensation for the additional responsibilities.	3/18/2026 9:32 AM
33	Serving an entire university. Few departments serve the entire university. We are the only ones not protected from over extending ourselves. This also makes it difficult to receive stipends for additional work or raises for taking on more work are responsibilities.	3/18/2026 9:26 AM
34	Government structure of pay bands limits how much money is available for compensation and, as a result, universities seem to want pay on the lower end of the pay range as much as possible.	3/18/2026 8:37 AM
35	Equipment and Professional Development	3/18/2026 8:10 AM
36	Management does not know how much time and cost projects take	3/18/2026 7:35 AM
37	Being paid for the different skillsets that you have.	3/18/2026 7:19 AM
38	I think the biggest challenge is that universities don't see the value of photographers and videographers - especially as we move into an increasingly digital world. I think a lot of the time, people think you just snap a photo, and that's it, but there is so much more that goes into it. Also, I think a lot of other responsibilities get piled onto photographers/videographers, and in a way they are expected to maintain their performance level and excel in all areas even though the workload has increased.	3/18/2026 6:50 AM

39	The expectations outweigh the compensation. While I am able to flex my schedule to cover working hours outside of a typical work day, the amount of money I am making for the amount/quality/difficulty of the work I do is not enough.	3/18/2026 6:37 AM
40	Too much work - not enough pay	3/17/2026 10:03 PM
41	Belief that workload that takes more than 40 hours a week is acceptable. Belief that requiring photographers to fund/partially fund their salary by charge-back work on top of full time job is acceptable (but not expected for other campus staff)	3/17/2026 7:42 PM
42	Cost of Living. I'm in Silicon Valley California, one of the top three most expensive places to live in the USA.	3/17/2026 7:25 PM
43	We are constantly asked to do new things in the ever changing world of college athletics and not being compensated properly for it	3/17/2026 4:13 PM
44	The title provided. A "multimedia producer" started at (about five years later so factor that in) \$12,000 more than I did when I started as a stills photographer. This person's first job out of college started making \$5,000 more than I was at with a masters degree and fifteen years professional experience because of the title and video components in their role over a stills photographer. This person did 50/50 photo and video. Pay bands. Ensure you have growth within your band and do everything to move to the next one. We have a videographer nearing the top of his pay band and need to rewrite his roles and change phrasing to get him to the next one to ensure growth. We are a state university and limited with pay by national average, experience, and other things that go into a calculator. Raises are not merit based, only offered annually by the state. Ask HR for a compression study to ensure you are compensated accordingly based on national averages that also reflect location of cost of living. My university has done one each year since 2020 for every staff member that falls within a certain wage range and it has only benefited me.	3/17/2026 4:08 PM
45	One of the biggest compensation challenges is advancing title changes (director, etc) that provide additional income.	3/17/2026 4:03 PM
46	Being able to provide a competitive salary for people in new positions.	3/17/2026 4:01 PM
47	Paying a living wage.	3/17/2026 3:57 PM
48	University-Wide budgets. In the face of the "demographic cliff" our University has gone through some restructuring to balance the budget, which has resulted in a very strict department budget for the 2025-2026 fiscal year.	3/17/2026 3:55 PM
49	Salary compared to freelance work is much lower, but consistent and equipment is provided, so it is a trade off.	3/17/2026 3:30 PM
50	Lack of salary transparency and equal or fair wages across the board between photo and video staff members. Photographers in our department have traditionally been much lower compensated than videographers and designers on the same creative team. That is slowly changing with lots of feedback being given to higher ups.	3/17/2026 2:32 PM
51	University slashing budgets	3/17/2026 2:32 PM
52	underpaid compared to staff writers within department	3/17/2026 2:25 PM
53	Rising cost of living is not being matched with rising salaries.	3/17/2026 2:21 PM
54	increased government pressure against student loans, professional degrees	3/17/2026 2:18 PM
55	I was not given the number I asked for in order to maintain "equity" amongst the team.	3/17/2026 2:17 PM
56	Overall budget constraints - a reliance on in-house staff to do more with less. Clients often underestimate the time and expertise required for planning, shooting, and post-production. Lack of career growth.	3/17/2026 2:15 PM

57	We are an island. There are few others around the university that are photographers. So it is almost impossible for me to move to another unit to get a raise. However a office worker in a unit can go to another unit to get a raise. OR I have been told of being able to let a supervisor know that the same position is being offered in another unit for a higher salary and I know people have been given the higher salary to STAY in there job. So the person does not quit and have to be rehired for THAT same higher salary. A photographer does not have those options and my salary has been stagnant only to Union raises. But thank god for them.	3/17/2026 2:14 PM
58	benefits keep getting more expensive, parking pass keeps getting more expensive, salary increases doesnt even cover inflation	3/17/2026 2:13 PM
59	Having often the quickest turnarounds and the most physical labor of anyone in the marketing team, and getting compensated for that extra work	3/17/2026 2:08 PM
60	Low pay that doesn't cover living expenses.	3/17/2026 2:02 PM
61	Budget cuts and raise freezes	3/17/2026 2:02 PM
62	Not recognized as essential work that needs to be compensated properly for a given economic area.	3/17/2026 2:01 PM
63	Despite low wages, there's a decent skill set that always apply for the positions.	3/17/2026 2:01 PM
64	Universities are facing such difficult financial times, and so many talented individuals are on the market that the going rate for salaried professionals has fallen dramatically.	3/17/2026 1:56 PM
65	The perceived ability for student photographers to do the work instead of seasoned professionals. This false sense means that there is often very little leverage for negotiation when the person in leadership doesn't have an understanding of the difference in work quality and consistency between the two options.	3/17/2026 1:48 PM
66	Not every institution respects the work of visual media producers enough to pay fairly, especially with high inflation. At a public institution especially, we are very limited in salary growth potential.	3/17/2026 1:48 PM
67	Timely pay increase, like fellow staff members in the Communications Department.	3/17/2026 1:46 PM
68	Competitive pay, so many photographers and videographers work so many extra hours and aren't fairly compensated, especially in sports. The average pay in sports is pretty low when you consider how often you work beyond 40 hours a week and work weekends and holidays.	3/17/2026 1:44 PM
69	The job title, Visual Communications Specialist - used as a tool to pay less than the actual title of Photographer	3/17/2026 1:41 PM
70	Salary Compression	3/17/2026 1:39 PM
71	Keeping up with Pace of Cost of living	3/17/2026 1:29 PM
72	Low pay	3/17/2026 1:21 PM
73	Pay scales are skewed very low nationwide. When institutional HR departments do salary surveys this keeps pay scales low overall.	3/17/2026 1:20 PM
74	Shrinking budgets from lower student enrollment and state funding reductions.	3/17/2026 1:19 PM
75	Not payed overtime, declining enrollment	3/17/2026 1:18 PM
76	Photographers who spent many years working to get to their current salary level are now seeing new hires starting at or close to their current pay.	3/17/2026 1:17 PM
77	Being paid enough to cover the number of hours worked per week (evenings and weekends)	3/17/2026 1:16 PM
78	I feel like the same challenge exists as it does in the entire industry. The budgets are squeezing salaries, and organizations will take less quality at the detriment of the brand for lower expenses.	3/17/2026 1:16 PM
79	Lack of upward mobility. There may only be one management position directly related to photography in each university. Feels like lots of institutions have plenty of entry level jobs, but not many second or third step locations.	3/17/2026 1:15 PM
80	Money going to NIL, revenue sharing taking a larger portion of the athletic department budget.	3/17/2026 1:14 PM

81	Explanation and understanding of worth. ??	3/17/2026 1:14 PM
82	Simple supply-and-demand, especially in the area of athletics photography. Many people are attracted to the high profile nature of that work and the high number of eager applicants mean lower salaries. It's a shame that universities would rather churn constantly burnt out people than pay a competitive wage to get stability, experience and institutional knowledge.	3/17/2026 1:11 PM
83	A complete understanding from leadership about timelines and production times of pre/production/post.	3/17/2026 1:09 PM
84	Overall value of having a full-time employee and the consistency that brings and being compensated fairly and properly	3/17/2026 1:07 PM

Q55 What advice would give someone negotiating a salary or hourly pay in this field?

Answered: 80 Skipped: 38

#	RESPONSES	DATE
1	Research till your eyeballs fall out. Know your worth, Know how much you will save them by being on staff. Know what you are willing to get in order to make it worth it to you. Have a 5 year plan so you know how their offer fits your plan.	7/1/2026 3:46 PM
2	Try to negotiate being paid hourly. It is a safeguard against having to work over 40 hours per week and not being compensated for it. There are many times of the year that I am working 50-60 hrs/wk but because I'm hourly, I get compensated.	6/27/2026 1:04 PM
3	Find advocates that can broaden your support.	6/10/2026 11:54 AM
4	Do your research to find comps, staff AND freelance, then ask for a salary that you feel is appropriate for your market and job description. If you don't know how to price that, ask your local photo groups for help.	4/29/2026 10:46 AM
5	Enter contests and win awards (CASE, UPAA)	4/13/2026 3:52 PM
6	Research the specific university practices and history of handling salary and the turnover rate for employees seeking raises.	4/2/2026 12:54 PM
7	Understand what your cost of living is in comparison to what you take home for pay.	3/31/2026 9:38 AM
8	Research similar positions in the area whenever possible, specifically looking for salary information and job description. Don't accept the initial offer. If they want you for the job, they won't turn you away for simply negotiating a salary.	3/26/2026 12:00 PM
9	Look up salary information before accepting anything. As a public institution, I have access to salary information. Research and fight for equal pay.	3/25/2026 10:05 AM
10	Fight hard up front.	3/25/2026 9:30 AM
11	Consider pricing the cost of outsourcing the work vs having a salaried worker that can handle many projects.	3/25/2026 8:54 AM
12	Keep your job description up to date. Both your job description and job title should reflect the work you're actually doing. Request a review of those if necessary. Keep an eye on job opportunities both within and outside of your institution. Compare salaries. If necessary, pursue other opportunities. A better offer may provide leverage to negotiate your current role, or if all else fails, a better role to move on to.	3/24/2026 6:28 PM
13	Negotiate as high as you can because at this university, you only get a minor cost-of-living adjustment each year. You can get a bump in pay if you change positions.	3/24/2026 1:33 PM
14	Always ask for more than you think you're worth.	3/24/2026 9:48 AM
15	know what the market rate for full time people is in your area	3/23/2026 1:47 PM
16	I'd make sure they clearly understand their full responsibilities from the start as well have the employer pay for equipment expenses, repairs, and professional development. I'd also recommend negotiating comp time for any hours worked outside of normal working hours.	3/23/2026 8:56 AM
17	Creativity is a scarce asset that many folks don't have to incorporate in their day to day jobs, and it's inherent in what we do. Cite that and examples of how your creativity made the work product stand out when asking for more pay.	3/23/2026 6:07 AM
18	Document everything, and then have the meeting prepared with all the HR lingo. My team's director did not know about the process to transfer our current job titles to new ones until I brought it up to him in a meeting, with documentation of everything that I do that fits within the new title. It took almost a year, but he was able to negotiate for all of us, not just me.	3/20/2026 2:12 PM

19	Create a document outlining your achievements and ways you've contributed to the team/university -- make this more impactful by included some kind of data/metric of how it's helped the university through recruitment/retention/reputation. Use this survey to show how your work/compensation falls amongst peers in the industry. Look at other job listings for similar roles at other institutions and include that in your report, especially if you're being underpaid in comparison.	3/20/2026 10:42 AM
20	Go as high as you can with the initial starting salary, because getting raises year after year is very difficult, not due to performance, but due to ever-present budget shortfalls at the institution.	3/19/2026 3:55 PM
21	Remind managers of all that is involved in providing impactful imagery and remind them that images are the first thing people see when they look at the website, viewbooks and other publications representing the institution. A photographer's skill and talent can elevate the reputation and image of the school.	3/19/2026 1:26 PM
22	Take what you can get and be thankful you're working in visual storytelling	3/19/2026 12:00 PM
23	Document time and resources spent, make yourself and your work visible to as many people on campus as possible	3/19/2026 9:23 AM
24	Try to use statistics to show earned media value from the photos you have taken/your marketing impact	3/18/2026 3:45 PM
25	Once you have been offered the job ask for more money, they can say no, but may say yes.	3/18/2026 1:46 PM
26	Show where you stand within the market based on your experience and capabilities. Break down the aspects you'll manage outside of shooting, including managing expectations and working with campus partners. Remember that the average marketing or communications director doesn't have a full perspective of what a photographer's job entails-- AND it's not their job to, it's your job to make it known. For freelancers- if the hourly pay is low, see what else you can negotiate to make it more reasonable for you-- do you deliver fewer files, adjust usage terms, place responsibility for planning, booking, and casting on the client?	3/18/2026 1:33 PM
27	Look at others doing the same job at your institution as well as other institutions. Also look to see what other communicators are being paid.	3/18/2026 12:45 PM
28	Understand how much you need to live comfortably, and fight for that, while also keeping in mind that it's hard to get a good paying, secure photography job anywhere. So make sure the fight is worth the risk of not having it.	3/18/2026 12:31 PM
29	Consider the value of your time. By that, I mean YOUR time. Other job positions are much less likely to ever work evenings and weekends, or be called to do so with short notice. If salaried, negotiate a pay calculating the knowledge that you will never get paid extra for overtime.	3/18/2026 12:20 PM
30	Find the pay of nearby schools in your area. I compared our salary to that of other MAC schools and we ended up with a bit of a pay raise a few years ago.	3/18/2026 10:01 AM
31	Make more in 1 or 2 weeks to cover the average rent in the area where you live. Seek employers who provide equipment or allowances for to purchase your own equipment.	3/18/2026 9:32 AM
32	Don't be afraid to say no. Understand what your responsibilities are and stick to them. If those responsibilities increase Negotiate how they will be compensated for. Either more pay, help or removing previous tasks. Saying yes to everything burns you out. Saying no to certain tasks is allowing space for you to do the tasks that matter most to the overall success of the organization. Doing everything everyone wants only shortens the lifespan of your time there.	3/18/2026 9:26 AM
33	Be willing to walk away if you aren't being fairly compensated	3/18/2026 8:37 AM
34	A lot of student life happens after the 9 to 5 shift.	3/18/2026 8:10 AM
35	Ask for more	3/18/2026 7:35 AM
36	Get the pay that you deserve, especially when you can really execute and do the work and bring value.	3/18/2026 7:19 AM
37	Look at your university's pay grade scales and position descriptions. In my case, UF has pre-established titles, and those are rated at certain pay grades. Finding the titles with descriptions that match yours closely gives you a feel for the range of compensation your position should have. If you wanted to go further, and your institution releases this info, look up the salaries of others in your same position in different units, and that will give you a better idea of what you	3/18/2026 6:50 AM

should be paid. Also, keep in mind that your area may be operating off a different budget than others, so when comparing, choose units that you think would have similar funding. For example - The Libraries, where I work, have a MUCH smaller budget and team than IFAS (ag extension on campus), which is a MUCH larger unit on campus with a larger budget and different sources of funding.

38	Provide quotes from freelancers for the work that you are doing on campus. Even though free lancers have to pay their own taxes, insurance, etc., it's always good to have a tangible way to show what the actual value of your work is.	3/18/2026 6:37 AM
39	Have numbers to back up your claims - average salary, hours worked, skill level required, etc.	3/17/2026 10:03 PM
40	Either get a job at new unit/university or need a complete rewrite of your job description.	3/17/2026 7:42 PM
41	Don't let them lowball you.	3/17/2026 7:25 PM
42	I don't have any advice as I am the one who needs the advice lol	3/17/2026 4:13 PM
43	Don't be afraid to ask for more. We are worth every penny the university can give for the value of what we offer that no one else can do.	3/17/2026 4:08 PM
44	It sounds simple, but always negotiate prior to accepting an offer. Make it the very first question you ask after receiving an offer. Asking never hurts, it only potentially helps.	3/17/2026 4:03 PM
45	Track every last thing you do down to the photo. What your shoot is: event, staged, etc. Why its done: Institutional, social media, editorial, etc. Who shot it. How many shoots/semester. Freelancers/semester. Student coverage/semester. Total delivered photos. Any last detail.	3/17/2026 3:55 PM
46	Factor in all hours worked (not just shooting time) and expertise level.	3/17/2026 3:30 PM
47	Bring facts and data to the table. Having numbers to argue my case and show salaries at peer institutions has been vital for me to get raises over the year and prove what the industry standard is or should be.	3/17/2026 2:32 PM
48	No idea. I could use some.	3/17/2026 2:32 PM
49	Do your homework! Make a budget (on a spreadsheet if you know how), and make sure that you can afford to take this job. You'll have to estimate things like medical expenses, but do your due diligence!	3/17/2026 2:21 PM
50	come with facts	3/17/2026 2:18 PM
51	Stay hourly as long as you can!	3/17/2026 2:17 PM
52	Label out all of the steps needed to complete a photography session or video production. Put a time label on how long each step can take or overall project. Put a physical label on steps taken during a single day or week.	3/17/2026 2:15 PM
53	Ask for the higher salary. You get what you start at and it is the best time to get a higher rate. If you can.	3/17/2026 2:14 PM
54	if they arent willing to paying what they charge for 1 students yearly tutition, they dont value you.	3/17/2026 2:13 PM
55	know your worth!	3/17/2026 2:08 PM
56	Expect low pay, but potential other benefits such as flexible time, healthcare, retirement.	3/17/2026 2:02 PM
57	Let them pay for your parking. Our parking is \$1000 a year, and I got it built in	3/17/2026 2:02 PM
58	If you are not paid what you have researched to be worth, then find a different job. Universities do NOT pay even near the middle of what yearly salary should be for a given economic area/market.	3/17/2026 2:01 PM
59	Understand the constraints before complaining. Our budget is set by the state, if I'm asking for more money, that's at the expense of someone else in the department. Best bet is to focus on position upgrades moving forward and have those discussions with your supervisor. Also be prepared to accept the reality at times that there's not really an option/solution.	3/17/2026 2:01 PM
60	Know the comparable rates in your region before you negotiate fairly. If you get locked in at a too low rate, it's difficult to change.	3/17/2026 1:56 PM

61	Do not fold and know your worth. My institution is experiencing budget cuts and I don't anticipate a raise anytime soon, but I may ask for one, anyway. They have the ability to pay more - it's whether or not they will value you that is up for discussion.	3/17/2026 1:48 PM
62	Research the pay of others at your institution if you're expecting an offer -- it sets the baseline for your future salary potential.	3/17/2026 1:48 PM
63	Showcase your level of education, skills, and photographic knowledge that you will bring to the team, especially if you have skills that will be a big asset, such as studio lighting and portrait knowledge. Please let the team know if you have experience with Data Asset Management.	3/17/2026 1:46 PM
64	Build a connection with your supervisor or boss. Show them why you deserve a pay raise.	3/17/2026 1:44 PM
65	A lot of institutions will compare title names with other institutions which also goes into the salary. Sometimes it's asking for a title change	3/17/2026 1:41 PM
66	Start high, it takes a long time to get it increased	3/17/2026 1:29 PM
67	Document the facts. We did a report for leadership that showed how many projects we shot in 2023, 2024, and 2025 to show how much the workload was increasing.	3/17/2026 1:25 PM
68	Never take the first offer	3/17/2026 1:21 PM
69	Keep pushing to move the pay scales up, figure out ways to demonstrate the value to those who do not understand how important institution generated original visuals are to all facets of the institution: student recruitment, faculty recruitment, staff recruitment etc...	3/17/2026 1:20 PM
70	Use data like the BYU Photography Log to track and advocate for a fair wage.	3/17/2026 1:19 PM
71	Calculate extra time via a log so you have data	3/17/2026 1:18 PM
72	Do research of other local University's staff salaries and go from there.	3/17/2026 1:17 PM
73	Document the your professional development and new skills and demonstrate how you have used them to advance the institution.	3/17/2026 1:16 PM
74	One would be to be realistic to the quality of your work and / or experience. If you have 10 years experience, but your work isn't up to the task you have to be realistic. Time behind the camera doesn't matter if the quality isn't there. Be aware of what you are bring to the table.	3/17/2026 1:16 PM
75	Ask for more than you expect and negotiate to where you are comfortable. Be sure you are comfortable with your salary for quite some time, raises aren't guaranteed.	3/17/2026 1:15 PM
76	I like hourly because of the huge amount of overtime pay and ETO accrued. The SIDs are salary and though with a higher base pay, they make less than me.	3/17/2026 1:14 PM
77	Show your credentials and be confident in yourself. Be willing to negotiate creatively.	3/17/2026 1:14 PM
78	Ask for what you're worth. If there is some claim of HR policies that cap salaries within certain pay bands, ask for a list of accomplishments/goals that are attainable to move up to the next higher salary band.	3/17/2026 1:11 PM
79	Always communicate expectations immediately, clarify anything that may be unclear, and get everything in writing.	3/17/2026 1:09 PM
80	Bring data as leverage	3/17/2026 1:07 PM

Q56 Any additional comments?

Answered: 20 Skipped: 98

#	RESPONSES	DATE
1	I believe this survey would be even more useful if regional pay information was gathered in some form. Average salaries can be useful in negotiating raises or promotions, but regional specific information makes the data more accurate/useful.	3/26/2026 12:00 PM
2	Both photography and video units often operate within larger departments. While there are budgets, they may not be photo/video specific, and they aren't always divulged to this in non-leadership roles. This isn't well reflected with the budget related questions in the survey. Yearly expenditures aren't necessarily consistent year to year, they can vary widely year to year. This year's expenditures on supplies and equipment is \$0, last year's was \$20k+. Maybe reword this question to "What were your total expenditures on supplies and equipment this fiscal year?".	3/24/2026 6:28 PM
3	My university's outlook looks better than most. However, I still feel like I'm paid less than I'm worth. Not trying to look a gift horse in the mouth, but I'm also realistic. I'd rather have a smaller budget for equipment if that meant a few more \$Ks in my pocket.	3/20/2026 2:12 PM
4	I love the survey, but large universities seem favored? Re: salaries - I would be curious to see a breakdown by what region of the country/state participants work in. Also, an additional question could ask about number of days allowed to work from home, as I have that option. Also, age of computer equipment and if that is personal to provided. Also, I think there used to be more questions about DAM and what people use, but then DAM's got their own survey, but there hasn't been a new DAM survey in a while now. Thank you! <3	3/19/2026 3:55 PM
5	Thank you!	3/18/2026 1:46 PM
6	It's a tougher world out there— all we can do is keep going and keep expanding.	3/18/2026 1:33 PM
7	Thanks, as always, for digging into this topic.	3/18/2026 9:32 AM
8	N/A	3/18/2026 7:19 AM
9	I think you should also highball yourself the majority of the time, ESPECIALLY if you are a woman. Men do it all the time, and from personal experience, they usually always get the salary they request, so try it and see what happens.	3/18/2026 6:50 AM
10	Thanks for doing this	3/17/2026 7:42 PM
11	n/a	3/17/2026 2:15 PM
12	Thanks.	3/17/2026 2:14 PM
13	Parking should be free at least	3/17/2026 2:13 PM
14	For those managing a team, be flexible for freelance opportunities. You can make more freelancing, but that flexibility will be an added perk to the employee when they weigh moving to other jobs.	3/17/2026 2:01 PM
15	Our equipment budget isn't annual; it's on a per-proposal/demonstrated-need and approval basis.	3/17/2026 1:56 PM
16	Annual raises at a state school are nearly always going to be limited. Find out about what "advancement" means for your role, and work with your supervisor to get there. This year, I leveraged my digital asset management responsibilities, supervising a student and strong involvement in photography planning to get a 5% salary increase in addition to our annual 3% raises.	3/17/2026 1:48 PM
17	No	3/17/2026 1:41 PM
18	Be open to doing photo and video. More opportunities open up!	3/17/2026 1:15 PM

19	Do not become solely a still shooter. If you are getting an advanced degree, get one in library science; it opens up doors for DAM and similar jobs.	3/17/2026 1:14 PM
20	Enjoy what you do and show it.	3/17/2026 1:14 PM