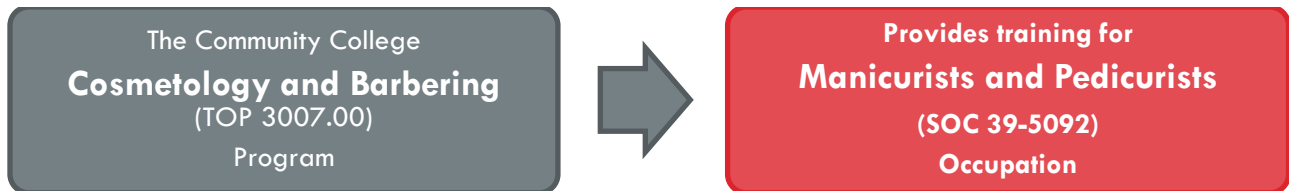


Manicurists and Pedicurists

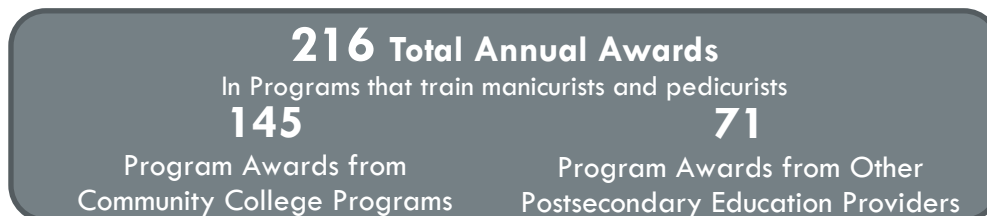
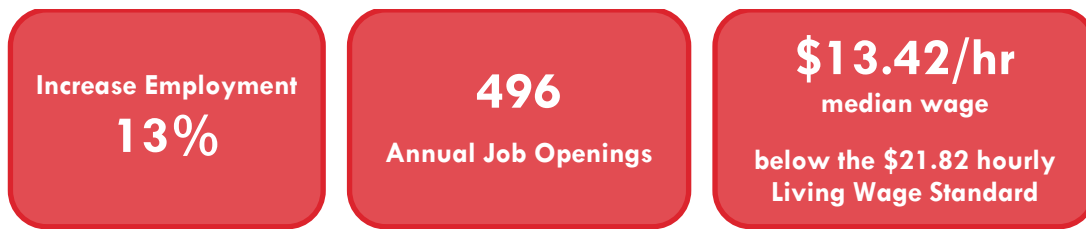
Inland Empire/Desert Region (Riverside and San Bernardino counties)

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 verify their current employment needs.

Summary



Over the next five years (2021-2026), manicurist and pedicurist employment is projected to



The Inland Empire/Desert Centers of Excellence



Cautiously Recommends

Cosmetology and Barbering Program Expansion
to meet the need for more workers in the region

Introduction

This report provides labor market occupational demand and wage research and postsecondary program outcomes related to manicurist and pedicurist training. California Community College cosmetology and barbering (TOP 3007.00) programs prepare students for employment through the instruction of the care and styling of hair, and care of complexion, hands and feet, including hygiene, customer relations, and salon management (Taxonomy of Programs, 2012). The knowledge, skills, and abilities trained by cosmetology and barbering occupations programs lead to the manicurists and pedicurists occupation.

Manicurists and Pedicurists (SOC 39-5092)

Clean and shape customers' fingernails and toenails. May polish or decorate nails.

Sample job titles: Manicurist, Nail Technician, Pedicurist

Entry-Level Educational Requirement: Postsecondary nondegree award

Work Experience Required: None

Training Requirement: None

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 24%

Job Counts and Projections

In 2021, there were 3,636 manicurist and pedicurist jobs in the Inland Empire/Desert Region. Employment for this occupation is expected to increase by 13% through 2026, with 496 job openings projected annually.

Exhibit 1 displays the job counts, five-year projected job growth, job openings, and the share of incumbent workers age 55 years and older in the region.

Exhibit 1: Five-year projections, 2021-2026

2021 Jobs	2026 Jobs	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
3,636	4,121	13%	2,482	496	17%

Source: Lightcast 2022.2

An online job advertisement (ad) search for manicurist and pedicurist jobs was conducted to reveal the employers seeking these workers, including the time it takes to fill positions, earnings information, and in-demand skills. The Centers of Excellence typically seeks to report job advertisement information for occupations with at least 100 job ads over the last 12 months in the region to ensure that the job ad information in this report is reliable and actionable. Over the previous 12 months, there were 43 ads posted for manicurists and pedicurists in the region. The job ad search was expanded to include all advertisements posted in California to gain insight into employer demand for this occupation.

Exhibit 2 shows the number of job ads posted during the last 12 months and the statewide average time to fill this job. On average, employers in California fill online job ads for manicurists and pedicurists in 45 days.

Exhibit 2: Job ads and time to fill

Job Ads	Statewide Average Time to Fill (Days)
413	45

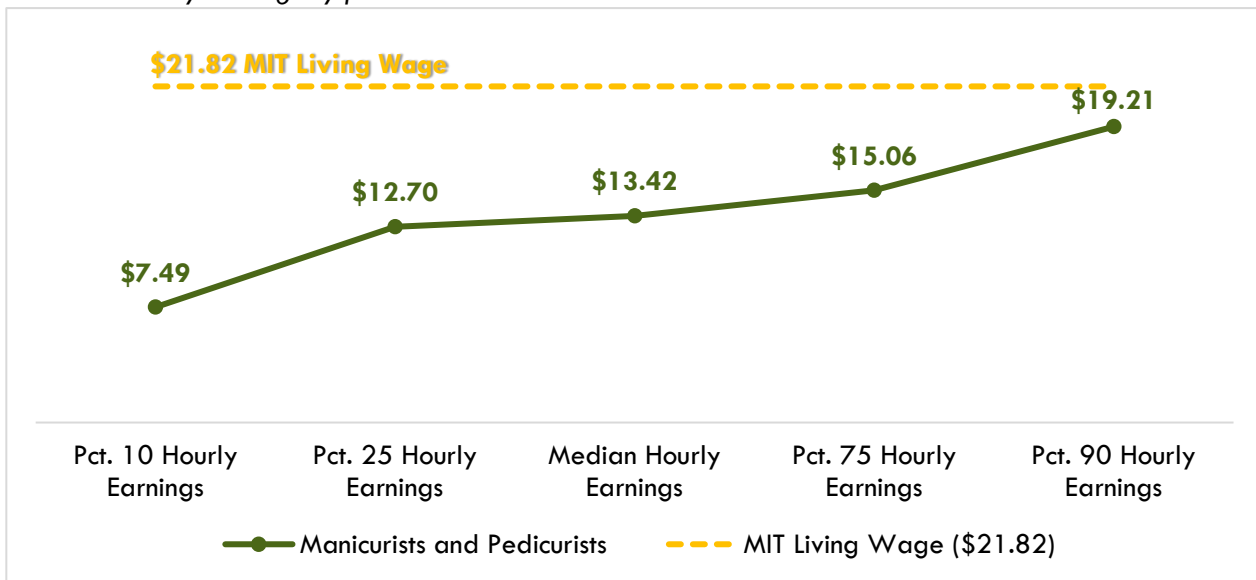
Source: Burning Glass – Labor Insights

Earnings and Benefits

Community colleges should ensure their training programs lead to employment opportunities that provide a living wage. The MIT living wage calculator estimates that an individual must earn \$21.82 per or \$45,386 annually in California (Glasmeier, 2022).

Exhibit 3 displays the hourly earnings for manicurists and pedicurists. The hourly earnings for manicurists and pedicurists do not exceed the living wage standard, indicating that workers in this field may struggle to support themselves. Hourly earnings include reported earned tips.

Exhibit 3: Hourly earnings by percentile



Source: Lightcast 2022.2

Benefits information, typically provided in the California Labor Market Information Division's occupational guides, is unavailable for manicurists and pedicurists (Detailed Occupational Guides, 2022).

Advertised Salary from Online Job Ads

Exhibit 4 displays online job ad salary data for manicurists and pedicurists over the last 12 months. Online job ad salary information reveals that employers are willing to pay manicurists and pedicurists an average annual salary of \$43,000, below the region's \$45,386 annual (\$21.82 hourly) MIT living wage standard. Consider the salary information with caution since only 26% (106 out of 413) of online job ads 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				Average Annual Salary
	Less than \$35,000	\$35,000 to \$49,999	\$50,000 to \$74,999	More than \$75,000	
106	22%	53%	25%	0%	\$43,000

Source: Burning Glass – Labor Insights

Employers, Skills, Education, and Work Experience

Exhibit 5 displays the employers that posted the most job ads for manicurists and pedicurists in the region over the last 12 months. Showing employer names provides insight into where students may find employment after completing a program. The Disneyland Resort in Anaheim opened a new spa at its Grand Californian Hotel & Spa in September 2021 and posted the most job ads for manicurists and pedicurists in the state over the last 12 months. Yaamava’ Resort and Casino at San Manuel posted the most job ads in the region over the previous 12 months.

Exhibit 5: Employers posting the most job ads for manicurists and pedicurists over the last 12 months

Top Employers	Job Ads
Disneyland Resort	61
Marriott International	33
PS Salon and Spa	18
Life Time	16
Yaamava’ Resort and Casino at San Manuel	10
WTS International	8
Nordstrom	8
JCPenney	8
Gina’s Nail Spa	7
All other employers	244
Total	413

Source: Burning Glass – Labor Insights

Exhibit 6 lists a sample of specialized and employability skills employers’ seek when looking for workers to fill manicurist and pedicurist 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=242)	Employability skills
<ul style="list-style-type: none"> Nail Care Customer Service Product Sales Cleaning 	<ul style="list-style-type: none"> Communication Skills Building Effective Relationships Teamwork/Collaboration Work Area Maintenance Creativity

Source: Burning Glass – Labor Insights

Exhibit 7 displays the typical entry-level education, educational attainment, and minimum advertised education requirements for manicurists and pedicurists. According to the Bureau of Labor Statistics, approximately 24% of incumbent workers in this field hold a community college-level of educational attainment; "some college, no degree," and an "associate degree." All of the employers posting job ads sought manicurists and pedicurists with a high school diploma or vocational training. Approximately 19% of job advertisements included minimum education requirements, and 78% (323 ads) had certification requirements, indicating that employers may value cosmetology license holders over individuals with formal instruction.

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
Postsecondary nondegree award	24%	78	100%	-	-

Source: Lightcast 2022.2, 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 manicurists and pedicurists. 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	Number of job ads	Real-Time Work Experience		
		0 – 2 years	3 – 5 years	6+ years
None	109	93%	5%	2%

Source: Lightcast 2022.2, Burning Glass – Labor Insights

Student Completions and Programs Outcomes

Exhibit 9 displays student completions for cosmetology and barbering (3007.00) programs over the last three academic years, 2018-21. Regional community colleges have issued 145 awards annually in cosmetology

and barbering programs over the previous three academic years. Program completion and student outcome methodologies can be found in the appendix.

Exhibit 9: 2018-21, Annual average community college awards for cosmetology and barbering programs in the region

TOP 3007.00 – Cosmetology and Barbering (Local Program Title)	Academic Year 2018-19	Academic Year 2019-20	Academic Year 2020-21	Total CC Annual Average Awards, Academic Years 2018-21
Barstow (Cosmetology)				37
Associate Degree	5	9	6	7
Certificate (30 to < 60 units)	0	22	25	16
Certificate (16 to < 30 units)	44	0	0	15
Riverside (Barbering Concepts, Cosmetology, Cosmetology Business Administration – Entrepreneurial, Business Administrations – Management & Supervision, Cosmetology Concepts, Cosmetology Instructor Training, Esthetician, Esthetician Concepts, Hairstyling Concepts, Manicuring Concepts)				108
Associate Degree	10	12	14	12
Certificate (30 to < 60 units)	111	67	23	67
Certificate (18 to < 30 units)	12	0	0	4
Certificate (16 to < 30 units)	0	43	2	15
Certificate (6 to < 18 units)	14	6	9	10
Total	196	159	79	145

Source: MIS Data Mart, COCI

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. Among the students exiting cosmetology and barbering programs in the region, 75% reported working in their field of study, the median annual earnings were \$20,152, and 26% attained a living wage.

Exhibit 10: 3007.00 – Cosmetology and barbering strong workforce program outcomes

Strong Workforce Program Metrics: 3007.00 – Cosmetology and Barbering Academic Year 2018-19, unless noted otherwise	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2019-20)	451	5,902
Completed 9+ career education units in one year (2019-20)	55%	62%
Perkins Economically disadvantaged students (2019-20)	86%	83%
Students who attained a noncredit workforce milestone in a year (2019-20)	70%	84%

Strong Workforce Program Metrics: 3007.00 – Cosmetology and Barbering Academic Year 2018-19, unless noted otherwise	Inland Empire/Desert Region	California
Students who earned a degree, certificate, or attained apprenticeship (2019-20)	137	1,145
Transferred to a four-year institution (transfers)	-	35
Job closely related to the field of study (2017-18)	75%	73%
Median annual earnings (all exiters)	\$20,152	\$21,120
Median change in earnings (all exiters)	17%	23%
Attained a living wage (completers and skills-builders)	26%	17%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Exhibit 11 displays awards that other postsecondary education providers reported in nail technician/specialist and manicurist (CIP 12.0410) programs. Completion data is compiled from the Integrated Postsecondary Education Data System (IPEDS) for the most recent three years. Twelve other regional postsecondary education providers issued 71 awards annually over the last three academic years.

Exhibit 11: Other educational providers nail technician/specialist and manicurist programs, three-year annual average credentials in the region

12.0410 – Nail Technician/Specialist and Manicurist	Award <1 year	Other Educational Providers Annual Average Credentials, Academic Years 2017-2020
Advance Beauty Techs Academy	2	2
Bridges Beauty College	3	3
Coachella Valley Beauty College	1	1
Coachella Valley Beauty College-Hemet	4	4
International School of Beauty Inc	9	9
Royale College of Beauty and Barbering*	3	3
Salon Success Academy-Corona	1	1
Salon Success Academy-Fontana	3	3
Salon Success Academy-Redlands	4	4
Salon Success Academy-Riverside	10	10
Salon Success Academy-Upland	9	9
San Bernardino Beauty College	21	21
Total	71	71

Source: IPEDS

*Royale College of Beauty and Barbering closed on July 31, 2020, and is no longer preparing students for employment as manicurists and pedicurists.¹

¹ https://www.osar.bppe.ca.gov/closures/royale_beauty.shtml

Summary of Findings

Community college cosmetology and barbering programs provide the knowledge, skills, and abilities that lead to the manicurist and pedicurist occupation. Employment for this occupation is expected to increase by 13% through 2026, with 496 job openings available annually. The hourly earnings for manicurists and pedicurists do not exceed the living wage standard, indicating that workers in this field may struggle to support themselves.

Regional cosmetology and barbering (3007.00) programs have issued 145 awards annually over the last three academic years. Other regional postsecondary institutions have issued 71 awards annually in programs that provide training for manicurists and pedicurists. Combined, postsecondary education providers in the region issued 216 awards annually over the last three academic years.

The Centers of Excellence cautiously recommends expanding occupational training for manicurists and pedicurists. While demand for this occupation is strong, the hourly earnings for this occupation do not exceed the regional living wage standard. Colleges considering this program should partner with applicable employers to document the skills needed for students to quickly earn self-sustainable earnings after exiting these programs.

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Appendix: Methodology

Exhibit 9 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2018 and 2021 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 for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2022a). 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, 2022a).

Job ad 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 ads 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 collecting resumes for future hiring needs. A closed job ad may not be the result of a hired worker.

Table 1. 2021 to 2026 job growth, wages, entry-level education, training, and work experience required for manicurists and pedicurists in the Inland Empire/Desert Region (Riverside and San Bernardino counties combined)

Occupation (SOC)	2021 Jobs	5-Year Change	5-Year % Change	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
Manicurists and Pedicurists (39-5092)	3,636	485	13%	496	\$7.49 to \$19.21	\$13.42	\$31,569	Postsecondary nondegree award & None	None

Source: Lightcast 2022.2