

MEMORANDUM

To: Kim Kirkwood, Department Chair, Butte College

From: Sara Phillips, Director, Far North Center of Excellence

Date: Tuesday, February 1, 2022

Re: Program modification (substantial change)- Cosmetology

Background

Butte College contacted the Far North Center of Excellence to request updated labor market information for the existing Cosmetology program, due to changes in state licensing requirements

This memo provides an analysis of occupational demand and program supply data to assess labor market gaps. Data is provided for the fifteen-county Far North subregion and comes from EMSI. Occupations are aligned to career education programs using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and the ONet OnLine education crosswalk. Program awards data comes from Management Information Systems (MIS) Data Mart.

Findings

What occupations are aligned to the proposed program?

- The occupations that align with the program are hairdressers, hairstylists, and cosmetologists (SOC 39-5012) and manicurists and pedicurists (SOC 39-5092).

What are the hourly wages for the studied occupations?

- Entry-level hourly wages for the occupations studied here are below the living wage threshold of \$12.74 for a single adult in the Far North subregion (Exhibit 1)¹.

What is the employment outlook for the studied occupations?

- Employment for hairdressers, hairstylists, and cosmetologists in the Far North is expected to decline by 2% over the next five years. Employment projections for manicurists are higher, at 9%, but the total number of jobs is much lower than for hairdressers, hairstylists, and cosmetologists (Exhibit 2).

¹ The Self-Sufficiency Standard for California 2021. Center for Women's Welfare, University of Washington.
<http://www.selfsufficiencystandard.org/California>

- Between 2020 and 2025, there are projected to be 216 job openings for these occupations each year in the Far North subregion.

What does training supply look like for the studied occupations?

- Butte College is the only community college in the Far North currently offering a training program for cosmetologists and barbers. Over the last three academic years, an average of 79 awards were conferred for TOP Code 3007.00 (Exhibit 3).

Recommendations

- Data analysis shows an undersupply of awards (n=79) compared to occupational demand (n=216) for these cosmetology occupations in the Far North.
- While there appears to be a supply gap, wages for these occupations are below the living wage for the region. Therefore, the Far North Center of Excellence recommends evaluation of student outcomes as part of the modification process.

Please contact Sara Phillips, Director, Far North COE, for further information at sphillips@shastacollege.edu or 530-242-7635.

Exhibit 1. Summary of entry-level work requirements by occupation

Occupation	Skill Level	Typical Entry-Level Education	Work Experience Requirements	Typical On-the-job Training Required	Entry-level Hourly Wage
Hairdressers, hairstylists, and cosmetologists	Middle	Postsecondary nondegree award	None	None	\$11.66
Manicurists and pedicurists	Middle	Postsecondary nondegree award	None	None	\$9.75

Exhibit 2. Occupational employment and projected demand, 2020-2025

Occupation	2020 Jobs	2025 Jobs	2020-2025 Projected Change	2020-2025 Projected % Change	2020-2025 Annual Openings
Hairdressers, hairstylists, and cosmetologists	1,549	1,520	(29)	(2%)	178
Manicurists and pedicurists	295	323	28	9%	38
Far North	1,844	1,844	0	0%	216

Exhibit 3. Far North program supply, 2017-18 through 2019-20

Program - TOP/CIP Code	College	Annual Awards 2017-18	Annual Awards 2018-19	Annual Awards 2019-20	3-Yr Annual Awards Average
Cosmetology and Barbering - (3007.00)	Butte	158	34	46	79
Grand Total		158	34	46	79