



Program Endorsement Brief

COSMETOLOGY

North/Far North Center of Excellence
MARCH 2021

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COVID-19 Statement: This report includes employment projection data by EMSI. 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 or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they 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. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

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Summary

The Far North Center of Excellence for Labor Market Research prepared this report to provide regional labor market supply and demand data related to cosmetology occupations in the Far North region. This report focuses on three middle-skill occupations - barbers (39-5011), hairdressers, hairstylists, and cosmetologists (39-5012), and manicurists and pedicurists (39-5092).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 existing community college programs.

Key findings include:

- The Far North region held 2,182 jobs for cosmetology workers in 2019. The number of jobs is projected to decline by 6.0% over the next five years.
- Over the next five years, cosmetology workers are projected to have 290 annual openings in the Far North region.
- Wages for cosmetology workers are typically above the Far North region's living wage of \$10.89 per hour, except for entry level barbers.
- Thirty-nine percent of incumbent cosmetology workers have education consistent with community college offerings (some college or associate degrees).
- Analysis of postsecondary awards in the Far North region shows that, on average, 79 awards were issued each year between the 2017-2018 and 2019-2020 academic years.

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.

Introduction

The Far North Center of Excellence was asked to provide labor market information for a proposed program at a regional community college. This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

- Barbers (39-5011)
- Hairdressers, Hairstylists, and Cosmetologists (39-5012)
- Manicurists and Pedicurists (39-5092)

A review of related programs revealed the following program(s), and Taxonomy of Programs (TOP) code(s) are appropriate for inclusion in this report:

- Cosmetology and Barbering (3007.00)

The corresponding Classification of Instructional Programs (CIP) code(s) are:

- Cosmetology/Cosmetologist, General (12.0401)

The SOC titles, SOC codes, and job descriptions from the Bureau of Labor Statistics (BLS) and O*Net OnLine are shown below.

Barbers (39-5011)

Provide barbering services, such as cutting, trimming, shampooing, and styling hair; trimming beards; or giving shaves.

Hairdressers, Hairstylists, and Cosmetologists (39-5012)

Provide beauty services, such as cutting, coloring, and styling hair, and massaging and treating scalp. May shampoo hair, apply makeup, dress wigs, remove hair, and provide nail and skincare services.

Manicurists and Pedicurists (39-5092)

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

Occupational Demand

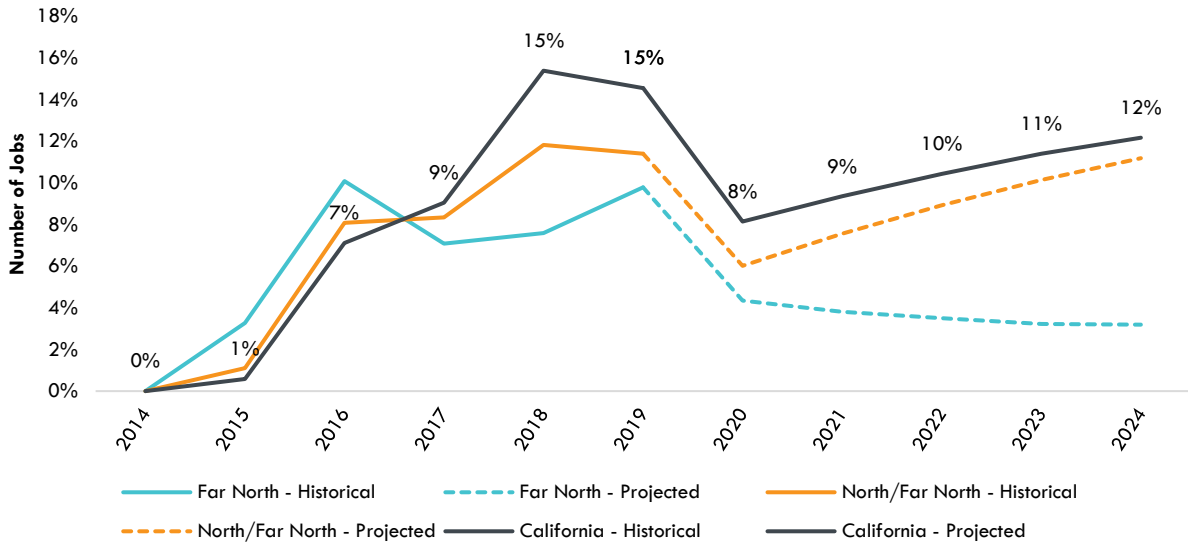
Exhibit 1 summarizes the five-year projected job growth for the selected occupations in the Far North, North/Far North, and California.

Exhibit 1. Employment and projected demand, 2019-2024

Occupation	SOC	2019 Jobs	2024 Jobs	2019-2024 Jobs Change	2019-2024 Jobs % Change	2019-2024 Annual Openings
Barbers	39-5011	84	78	(6)	(8%)	14
Hairdressers, Hairstylists, and Cosmetologists	39-5012	1,692	1,560	(132)	(8%)	217
Manicurists and Pedicurists	39-5092	406	414	7	2%	58
Far North region	TOTAL	2,182	2,051	(131)	(6%)	290
Barbers	39-5011	646	689	43	7%	90
Hairdressers, Hairstylists, and Cosmetologists	39-5012	8,101	7,855	(246)	(3%)	1,057
Manicurists and Pedicurists	39-5092	2,615	2,796	180	7%	364
North/Far North region	TOTAL	11,363	11,340	(23)	(0%)	1,512
Barbers	39-5011	7,231	7,402	171	2%	1,013
Hairdressers, Hairstylists, and Cosmetologists	39-5012	90,582	87,363	(3,219)	(4%)	11,366
Manicurists and Pedicurists	39-5092	34,604	34,903	299	1%	4,627
California	TOTAL	132,416	129,668	(2,748)	(2%)	17,006

Exhibit 2 compares the percent change in the number of jobs between 2014 through 2019 and the projected changes through 2024. The rate of change is indexed to the total number of jobs in 2014.

Exhibit 2. Changes in employment, 2014-2024



Wages

Exhibit 3 compares the entry-level, median, and experienced wages for the selected occupations to the Far North living wage for a single adult.²

Exhibit 3. Comparison of wages by occupation, Far North region



² Living wage is defined as the level of income a single adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. The 25th-percentile and 75th-percentile hourly wages are used as proxy for entry-level and experienced-level wages.

Job Postings

This section of the report analyzes recent data from online job postings (real-time LMI). Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical data. Job postings data comes from Burning Glass Labor Insights and represents new listings posted online within the last year, from March 1, 2020, to February 28, 2021.

Occupations and Job Titles

Exhibit 4 details the number of online job postings for the selected occupations. Burning Glass identified a pool of 55 job postings for the selected occupations in the Far North region.

Exhibit 4. Number of job postings by occupation in the Far North region

Occupation	Job Postings	Share of Job Postings
Barbers (39-5011)	0	0%
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	53	96%
Manicurists and Pedicurists (39-5092)	2	4%
Total Job Postings	55	100%

Exhibit 5 shows the top 10 job titles with the most job postings and the share of job postings. All 55 job postings included a job title.

Exhibit 5. Top jobs titles for selected occupations in the Far North region

Job Title	Job Postings	Share of Job Postings
Hair Stylist	48	89%
Beautician	2	4%
Stylist in Training	1	2%
Nail Technician	1	2%
Manicurist	1	2%
Cosmetologist	1	2%

Employers

Exhibit 6 shows the top 10 employers for job postings related to the selected occupations. Please note that 20% of job posting have been excluded because they did not include an employer. The list below includes all employers who had a job posting for the related occupations.

Exhibit 6. Top employers for selected occupations in the Far North region

Employer	Job Postings	Share of Job Postings
Great Clips	20	45%
Maurices Incorporated	13	30%
Ultra Beauty Inc.	3	7%
Sport Clips	2	5%
Oak River Rehab	2	5%
Regis Corporation	1	2%
Mastercuts	1	2%
Lux Lounge	1	2%
JCPenney	1	2%

Skills and Certifications

Exhibit 7 shows the top 10 specialized skills for the selected occupations. Please note that 27% of job posting have been excluded because they did not include a skill.

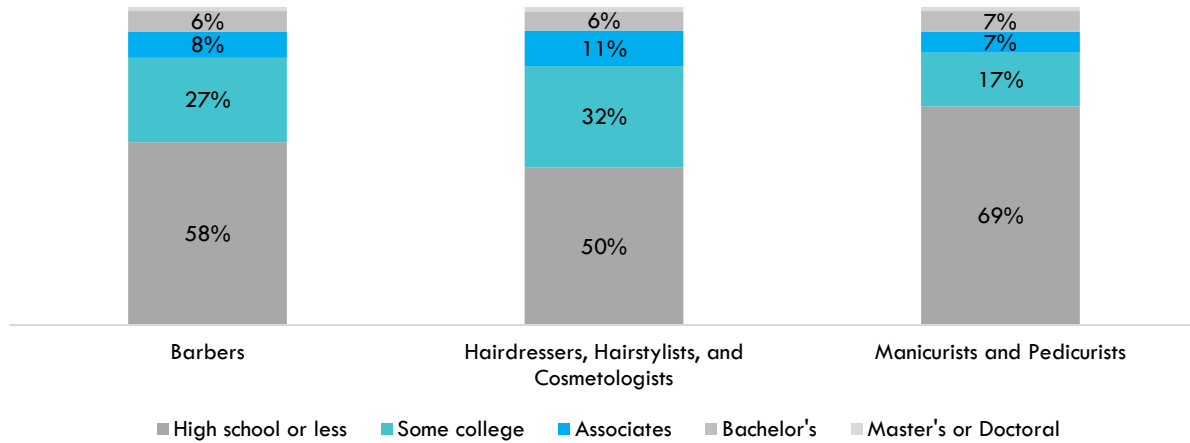
Exhibit 7. Top skills for selected occupations in the Far North region

Specialized Skill	Job Postings	Share of Job Postings
Hair Styling	32	24%
Client Base Retention	21	16%
Scheduling	19	15%
Customer Service	15	11%
Merchandising	13	10%
Sales	12	9%

Education and Training Requirements

The U.S. Census Bureau and Bureau of Labor Statistics collects data on the level of education achieved by workers employed in occupations. Exhibit 8 shows the national-level educational attainment of the current workforce in the selected occupations.

Exhibit 8. Educational attainment for selected occupations, 2019



The Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which the BLS publishes projections data. Exhibit 9 shows the entry-level job requirements for the selected occupations.

Exhibit 9. Typical education, training, and work experience for selected occupations

Occupation	Typical Entry-Level Education Required	Work Experience Required	Typical On-the-job Training Required
Barbers	Postsecondary nondegree award	None	None
Hairdressers, Hairstylists, and Cosmetologists	Postsecondary nondegree award	None	None
Manicurists and Pedicurists	Postsecondary nondegree award	None	None

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes. Exhibit 10 shows the TOP and CIP codes related to the selected occupations.

Exhibit 10. Related TOP and CIP programs and codes for the selected occupations

TOP Programs and Codes	Aligned CIP Programs and Codes
Cosmetology and Barbering (3007.00)	Cosmetology/Cosmetologist, General (12.0401)

Community College Supply

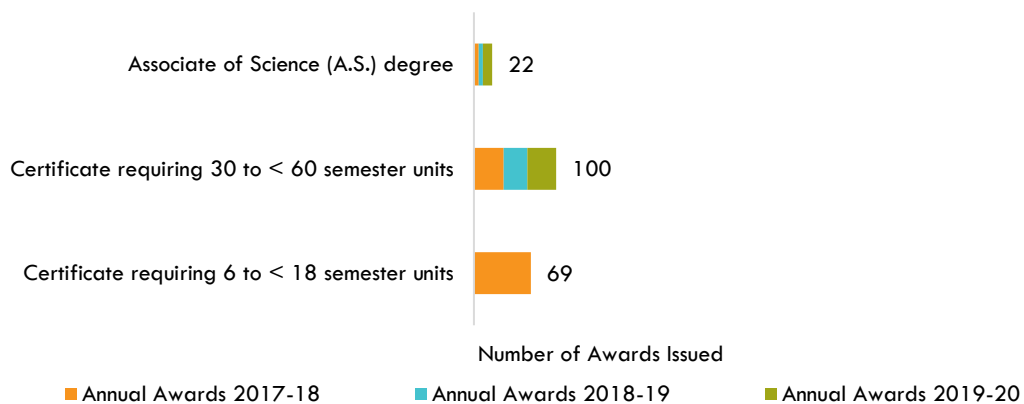
Exhibit 11 compares the average number of certificates and degrees conferred by Far North region community colleges in the selected programs over the last three academic years.

Exhibit 11. Regional community college awards (certificates and degrees), 2016-17 through 2018-19

Program	College	Annual Awards 2016-2017	Annual Awards 2017-2018	Annual Awards 2018-2019	3-Year Annual Awards Average
Cosmetology and Barbering (3007.00)	Butte	158	34	46	79
Totals		158	34	46	79

Exhibit 12 shows the distribution of issued awards by type.

Exhibit 12. Regional community college awards by type, 2016-17 through 2018-19



Other Postsecondary Supply

It is crucial to consider the supply from non-community college institutions in the region that provides training for the selected occupations.

No other postsecondary training providers in the Far North region offers a program in Cosmetology/Cosmetologist, General (12.0401).

Findings

- The Far North region held 2,182 jobs for cosmetology workers in 2019. The number of jobs is projected to decline by 6.0% over the next five years.
- Over the next five years, cosmetology workers are projected to have 290 annual openings in the Far North region.
- Wages for cosmetology workers are typically above the Far North region's living wage of \$10.89 per hour, except for entry level barbers. Reported earnings for cosmetology workers range from a low of \$7 per hour for entry-level barbers to a high of \$23 per hour for experienced hairdressers. The 2020 living wage for a single adult in the Far North region is \$10.89 per hour.
- Thirty-nine percent of incumbent cosmetology workers have education consistent with community college offerings (some college or associate degrees).
- Analysis of postsecondary awards in the Far North region shows that, on average, 79 awards were issued each year between the 2017-2018 and 2019-2020 academic years. The most popular award conferred was a certificate requiring six- to fewer than 18-semester units.
- According to real-time labor market information, there were 55 online job postings for cosmetology workers between March 1, 2020, and February 28, 2021. Nearly all (96%) of online job postings were for hairstylists.

Recommendations

- Based on a three-year average of annual awards in related Far North region programs (79 certificates and degrees) and projected yearly openings (290 openings), the region seems to have room for new training programs related to the occupation.
- The North/Far North Center of Excellence recommends moving forward with programmatic changes.

COE Recommendation		
Move forward with the program	Program is not recommended	Additional information needed
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix A. Methodology and Sources

Occupations in this report were identified using O*Net. This report's findings were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

Sources used for data analysis purposes in this report include:

- U.S. Department of Labor/Employment and Training Administration (DOL ETA) O*NET Online
- Burning Glass, Labor Insight/Jobs
- Economic Modeling Specialists, International (EMSI)
- California Employment Development Department, Labor Market Information Division (EDD, LMID)
- Bureau of Labor Statistics, Occupational Employment Statistics (OES)
- California Community Colleges Chancellor's Office, Cal-PASS Plus LaunchBoard
- Living Insight Center for Community Economic Development, Self-Sufficiency Standard Tool for California
- California Community Colleges Chancellor's Office Management Information Systems (MIS Data Mart)
- U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS)

For more information, please contact:

Sara Phillips, Director
Far North Center of Excellence
sphillips@shastacollege.edu

