

**Program Endorsement Brief: 3007.00/Cosmetology and Barbering
Cosmetology (Associate of Science & Certificate)
Hairstyling (Associate of Science & Certificate)**

Los Angeles/Orange County Center of Excellence, November 2021

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/> (See comments below)	
Living Wage: (Entry-Level, 25 th)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to five middle-skill occupations: *barbers (39-5011)*, *hairdressers, hairstylists, and cosmetologists (39-5012)*, *makeup artists, theatrical and performance (39-5091)*, *manicurists and pedicurists (39-5092)*, and *skincare specialists (39-5094)*. Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with the relevant occupations.

Based on the available data, there does not appear to be a supply gap for these cosmetology and hairstyling occupations in the region. However, the oversupply is with the COE’s acceptable margin (25% over or under the number of annual openings) and is therefore considered “supply met” rather than a “supply gap.” While the Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education for all five of these occupations, the majority of annual openings have entry-level wages that are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties. **Therefore, due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **5,511 jobs available annually** in the region due to retirements and workers leaving the field, **which is less than the 6,094 awards conferred annually** by educational institutions in the region.
 - Although there are more awards conferred than job openings, the data suggests that the **demand has been met for these occupations within the LA/OC region** since the three-year average number of awards (supply) is within the COE’s 25% margin of annual job openings (demand).

- Over the past 12 months, there were **4,815 online job postings related to cosmetologists and hairstylists**. The highest number of job postings were for hair stylists, estheticians, stylists, barbers, and cosmetologists/hair stylists.
- **Living Wage Criteria** – Within Los Angeles County, **the majority (97%) of annual job openings** for these cosmetology and hairstyling occupations have **entry-level wages below the self-sufficiency standard hourly wage (\$18.10/hour)**.¹
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a **postsecondary non-degree award** as the typical entry-level education for these cosmetology and hairstyling occupations.
 - Furthermore, the national-level educational attainment data indicates between **35.2% and 51.9% of barbers; hairdressers, hairstylists, and cosmetologists; makeup artists, theatrical and performance; and skincare specialists in the field have completed some college or an associate degree**.
 - However, *manicurists and pedicurists* only have 23.9% of workers in the field who have completed some college or an associate degree.

Supply:

- There are **11 community colleges** in the LA/OC region that issue awards related to cosmetology, conferring an average of **967 awards annually** between 2017 and 2020.
- Between 2016 and 2019, there was an average of **5,127 awards conferred annually** in related training programs by non-community college institutions throughout the region.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these cosmetology and hairstyling occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 1% through 2025. However, there will be more than 5,500 job openings per year through 2025 due to retirements and workers leaving the field.

This report includes employment projection data by Emsi which uses EDD information. Emsi's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the full impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the full impacts of COVID-19 into account.

Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 11/15/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties²

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	35,000	34,019	(981)	(3%)	3,911
Orange	13,307	13,964	657	5%	1,600
Total	48,307	47,983	(323)	(1%)	5,511

Wages

The labor market endorsement in this report considers the entry-level hourly wages for these cosmetology and hairstyling occupations in Los Angeles County as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County— The majority (97%) of annual openings for these cosmetology and hairstyling occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County).³ Typical entry-level hourly wages are in a range between \$6.92 and \$42.02. The only occupation in this report with entry-level wages above the self-sufficiency standard wage is *makeup artists, theatrical and performance* (\$42.02). Experienced workers can expect to earn wages between \$15.64 and \$68.17; only experienced *hairdressers, hairstylists, and cosmetologists* (\$22.76), *skincare specialists* (\$23.05), and *makeup artists, theatrical and performance* (\$68.17) earn wages above the self-sufficiency standard.

Orange County— The majority (99.6%) of annual openings for these cosmetology and hairstyling occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$20.63 in Orange County).⁴ Typical entry-level hourly wages are in a range between \$7.11 and \$30.88. The only occupation in this report with entry-level wages above the self-sufficiency standard wage is *makeup artists, theatrical and performance* (\$30.88). Experienced workers can expect to earn wages between \$14.64 and \$61.78; only experienced *hairdressers, hairstylists, and cosmetologists* (\$21.70), *skincare specialists* (\$22.34), and *makeup artists, theatrical and performance* (\$61.78) earn wages above the self-sufficiency standard.

Job Postings

There were 4,815 online job postings related to cosmetology and hairstyling listed in the past 12 months. The highest number of job postings were for hair stylists, estheticians, stylists, barbers, and cosmetologists/hair stylists. The top skills were hair styling, scheduling, cleaning, client base retention, and customer service. The top three employers, by number of job postings, in the region were Great Clips, Nordstrom, and Massage Envy.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the full impact of COVID-19. While

² Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

³ Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 11/15/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

⁴ Ibid.

employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists a postsecondary non-degree award as the typical entry-level education for all five occupations in this report. Furthermore, the national-level educational attainment data indicates between 35.2% and 51.9% of *barbers; hairdressers, hairstylists, and cosmetologists; makeup artists, theatrical and performance; and skincare specialists* in the field have completed some college or an associate degree. However, *manicurists and pedicurists* only have 23.9% of workers in the field who have completed some college or an associate degree. Of the 6% of cosmetology and hairstyling job postings listing a minimum education requirement in Los Angeles/Orange County, 100% (266) requested a high school diploma.

Educational Supply

Community College Supply—Exhibit 2 shows the three-year average number of awards conferred by community colleges in the related TOP code: Cosmetology and Barbering (3007.00). The colleges with the most completions in the region are Saddleback, Citrus, and Golden West. Over the past 12 months, there were eight other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	College	2017-2018 Awards	2018-2019 Awards	2019-2020 Awards	3-Year Award Average
3007.00	Cosmetology and Barbering	Cerritos	67	122	86	92
		Citrus	177	177	143	166
		Compton	13	31	3	16
		El Camino	49	52	31	44
		LA Trade	83	98	62	81
		Pasadena	3	39	31	24
		Santa Monica	26	17	54	32
		LA Subtotal	418	536	410	455
		Fullerton	60	121	104	95
		Golden West	106	112	137	118
		Saddleback	158	251	354	254
		Santiago Canyon	30	26	79	45
		OC Subtotal	354	510	674	513
		Supply Subtotal/Average			772	1,046

Non-Community College Supply—For a comprehensive regional supply analysis, it is also important to consider the supply from other institutions in the region that provide training programs for cosmetology and hairstyling. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional

Programs (CIP) Codes: Cosmetology/Cosmetologist, General (12.0401), Barbering/Barber (12.0402), Make-Up Artist/Specialist (12.0406), Hair Styling/Stylist and Hair Design (12.0407), Facial Treatment Specialist/Facialist (12.0408), Aesthetician/Esthetician and Skin Care Specialist (12.0409), Nail Technician/Specialist and Manicurist (12.0410), and Cosmetology, Barber/Styling, and Nail Instructor (12.0413). Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, four-year colleges in the region conferred an average of 5,127 awards annually in related training programs.

Exhibit 3: Regional non-community college awards, 2016-2019

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
12.0401	Cosmetology/ Cosmetologist, General	ABC Adult School	-	9	12	7
		Academy for Salon Professionals	15	22	13	17
		Academy of Esthetics & Cosmetology	12	8	14	11
		Advance Beauty College	38	33	39	37
		Alhambra Beauty College	26	24	14	21
		American Beauty College	23	18	21	21
		Asian-American International Beauty College	55	87	25	56
		Aveda Institute-Los Angeles	85	49	36	57
		Baldwin Park Adult & Community Education	32	21	16	23
		Beyond 21st Century Beauty Academy	22	11	16	16
		Career Academy of Beauty	47	38	49	45
		Coastline Beauty College	24	40	17	27
		Coba Academy	22	24	10	19
		Colleen O'Hara's Beauty Academy (CLOSED)	41	18	16	25
		CRU Institute of Cosmetology and Barbering	8	1	-	3
		Diamond Beauty College	20	12	12	15
		Flair Beauty College	29	27	24	27
		International College of Beauty Arts & Sciences	33	46	27	35
		John Wesley International Barber and Beauty College	53	3	5	20
		KC Beauty Academy	-	-	19	6
Newberry School of Beauty	58	26	25	36		
Palace Beauty College	31	19	18	23		

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		Paul Mitchell the School-Costa Mesa	105	81	89	92
		Paul Mitchell the School-Pasadena	91	84	83	86
		Paul Mitchell the School-Sherman Oaks	149	138	139	142
		Pomona Unified School District Adult and Career Education	27	24	25	25
		Professional Institute of Beauty	42	52	40	45
		Redondo Beach Beauty College	10	4	5	6
		Rosemead Beauty School	50	85	26	54
		Salon Success Academy-West Covina	-	1	6	2
		Santa Ana Beauty Academy	14	8	8	10
		Santa Ana Beauty College	93	126	29	83
		Thanh Le College School of Cosmetology	16	9	20	15
		Toni & Guy Hairdressing Academy-Santa Monica	181	142	128	150
		Universal College of Beauty	16	4	10	10
		Victory Career College	-	3	7	3
		ZMS	8	4	2	5
12.0402	Barbering/ Barber	Academy of Esthetics and Cosmetology	7	11	9	9
		Advance Beauty College	-	6	16	7
		Alhambra Beauty College	-	6	10	5
		American Beauty College	37	46	38	40
		Baldwin Park Adult & Community Education	7	11	11	10
		Beyond 21st Century Beauty Academy	1	3	1	2
		Borner's Barber College	20	12	13	15
		Coastline Beauty College	8	13	17	13
		Coba Academy	-	-	12	4
		Colleen O'Hara's Beauty Academy (CLOSED)	3	13	7	8
		CRU Institute of Cosmetology and Barbering	31	24	31	29
		Hacienda La Puente Adult Ed.	-	-	6	2

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		John Wesley International Barber and Beauty College	43	32	33	36
		KC Beauty Academy	-	-	1	0
		Newberry School of Beauty	22	29	16	22
		Palace Beauty College	13	14	7	11
		Paul Mitchell the School-Costa Mesa	32	34	39	35
		Paul Mitchell the School-Pasadena	-	3	7	3
		Paul Mitchell the School-Sherman Oaks	-	-	9	3
		Pomona Unified School District Adult and Career Education	-	-	7	2
		Salon Success Academy-West Covina	-	-	4	1
		Santa Ana Beauty Academy	2	1	2	2
		Santa Ana Beauty College	10	2	5	6
		Victory Career College	-	7	10	6
ZMS	32	38	36	35		
12.0406	Make-Up Artist/ Specialist	Colleen O'Hara's Beauty Academy (CLOSED)	13	9	-	7
		Elegance International	281	216	178	225
		Make-up Designory	603	596	513	571
12.0407	Hair Styling/ Stylist and Hair Design	Santa Ana Beauty Academy	-	1	1	1
12.0408	Facial Treatment Specialist/ Facialist	Coastline Beauty College	-	29	48	26
12.0409	Aesthetician/ Esthetician and Skin Care Specialist	Academy for Salon Professionals	47	56	58	54
		Academy of Esthetics and Cosmetology	-	-	1	0
		Advance Beauty College	70	102	123	98
		Alhambra Beauty College	34	36	43	38
		Asian-American International Beauty College	128	88	117	111
		Aveda Institute-Los Angeles	49	67	112	76
		Beyond 21st Century Beauty Academy	2	7	17	9

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
12.0410	Nail Technician/ Specialist and Manicurist	Career Academy of Beauty	87	97	96	93
		Coastline Beauty College	31	-	-	10
		Coba Academy	19	26	35	27
		Colleen O'Hara's Beauty Academy (CLOSED)	8	16	15	13
		Diamond Beauty College	39	34	33	35
		Flair Beauty College	12	27	22	20
		Hacienda La Puente Adult Ed.	-	18	25	14
		International College of Beauty Arts & Sciences	28	23	15	22
		KC Beauty Academy	-	-	27	9
		Newberry School of Beauty	43	46	47	45
		Palace Beauty College	38	47	50	45
		Paul Mitchell the School-Costa Mesa	37	80	100	72
		Paul Mitchell the School-Pasadena	40	69	65	58
		Redondo Beach Beauty College	5	10	18	11
		Rosemead Beauty School	88	117	121	109
		Salon Success Academy-West Covina	-	-	8	3
		Santa Ana Beauty Academy	6	4	6	5
		Santa Ana Beauty College	55	23	30	36
		Thanh Le College School of Cosmetology	10	7	11	9
		Victory Career College	-	27	36	21
		ZMS	32	21	34	29
		Academy of Esthetics and Cosmetology	2	3	3	3
		Advance Beauty College	351	358	427	379
		Alhambra Beauty College	23	41	21	28
		American Beauty College	3	3	3	3
		Asian-American International Beauty College	610	390	565	522
		Beyond 21st Century Beauty Academy	-	4	3	2
		Career Academy of Beauty	3	-	-	1
		Coastline Beauty College	84	93	149	109
		Diamond Beauty College	243	185	192	207

CIP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		International College of Beauty Arts & Sciences	16	28	8	17
		Palace Beauty College	33	36	61	43
		Redondo Beach Beauty College	30	44	93	56
		Rosemead Beauty School	92	108	123	108
		Salon Success Academy-West Covina	-	-	7	2
		Santa Ana Beauty College	176	29	22	76
		Victory Career College	-	2	12	5
		ZMS	-	-	10	3
12.0413	Cosmetology, Barber/Styling, and Nail Instructor	Advance Beauty College	1	1	3	2
		American Beauty College	3	3	2	3
		Asian-American International Beauty College	6	4	5	5
		Beyond 21st Century Beauty Academy	-	1	1	1
		Career Academy of Beauty	1	2	1	1
		Colleen O'Hara's Beauty Academy (CLOSED)	1	-	-	0
		Hacienda La Puente Adult Education	83	60	54	66
		Palace Beauty College	1	-	-	0
		Professional Institute of Beauty	2	1	3	2
		Thanh Le College School of Cosmetology	3	-	-	1
Supply Total/Average			5,316	4,901	5,165	5,127

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Barbers (39-5011)	1,851	1,791	(60)	(3%)	181	\$6.92	\$11.20	\$16.83
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	22,504	21,656	(847)	(4%)	2,529	\$12.91	\$15.08	\$22.76
Makeup Artists, Theatrical and Performance (39-5091)	1,179	1,151	(28)	(2%)	122	\$42.02	\$57.76	\$68.17
Manicurists and Pedicurists (39-5092)	7,051	6,987	(63)	(1%)	808	\$12.30	\$13.83	\$15.64
Skincare Specialists (39-5094)	2,416	2,434	18	1%	271	\$13.28	\$16.81	\$23.05
Total	35,000	34,019	(981)	(3%)	3,911			

Exhibit 5. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Barbers (39-5011)	389	382	(7)	(2%)	40	\$7.11	\$11.59	\$17.02
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	7,943	8,009	66	1%	907	\$12.41	\$14.36	\$21.70
Makeup Artists, Theatrical and Performance (39-5091)	51	53	2	4%	6	\$30.88	\$49.81	\$61.78
Manicurists and Pedicurists (39-5092)	3,757	4,231	474	13%	498	\$10.82	\$12.71	\$14.64
Skincare Specialists (39-5094)	1,168	1,290	123	11%	149	\$12.77	\$16.23	\$22.34
Total	13,307	13,964	657	5%	1,600			

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Barbers (39-5011)	2,240	2,172	(67)	(3%)	221	Postsecondary non-degree award
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	30,446	29,665	(781)	(3%)	3,436	Postsecondary non-degree award
Makeup Artists, Theatrical and Performance (39-5091)	1,229	1,203	(26)	(2%)	128	Postsecondary non-degree award
Manicurists and Pedicurists (39-5092)	10,808	11,218	410	4%	1,306	Postsecondary non-degree award
Skincare Specialists (39-5094)	3,583	3,724	141	4%	420	Postsecondary non-degree award
Total	48,307	47,983	(323)	(1%)	5,511	

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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