

**Program Endorsement Brief: 1006.00 – Technical Theater  
Costumes/Wardrobe for the Entertainment Industry (Certificate)  
Makeup for the Entertainment Industry (Certificate)  
Wigs/Hair for the Entertainment Industry (Certificate)**  
Los Angeles/Orange County Center of Excellence, December 2021

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**Summary**

<b>Program Endorsement:</b>	<b>Endorsed: All Criteria Met</b> <input type="checkbox"/>	<b>Endorsed: Some Criteria Met</b> <input checked="" type="checkbox"/>	<b>Not Endorsed</b> <input type="checkbox"/>
<b>Program Endorsement Criteria</b>			
<b>Supply Gap:</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
<b>Living Wage: (Entry-Level, 25<sup>th</sup>)</b>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
<b>Education:</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
<b>Emerging Occupation(s)</b>			
	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 four occupations, as they relate to the entertainment industry:

- *Costume attendants (39-3092),*
- *Hairdressers, hairstylists, and cosmetologists (39-5012),*
- *Makeup artists, theatrical and performance (39-5091), and*
- *Tailors, dressmakers, and custom sewers (51-6052).*

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.<sup>1</sup> 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 appears to be a supply gap in the region for the four occupations of interest. While entry-level hourly wages are below the self-sufficiency standard wage in both Los Angeles and Orange counties, the majority of annual openings for the occupations in this report typically require a postsecondary non-degree award. **Due to some of the criteria being met, the COE endorses this program.** Detailed reasons include:

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<sup>1</sup> 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.

### Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be nearly **4,100 jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 3,152 awards conferred annually** by educational institutions in the region.
  - The *hairdressers, hairstylists, and cosmetologists* occupation includes workers in all fields, and not solely within the entertainment industry. Therefore, the demand data in this report is overstated for *hairdressers, hairstylists, and cosmetologists within the entertainment industry*.
- **Living Wage Criteria** – In Los Angeles County, the majority (96%) of annual job openings for these occupations have entry-level wages **below** the self-sufficiency standard wage (\$18.10/hour).<sup>2</sup>
- **Educational Criteria** – Within the LA/OC region, **88% of the annual job openings** for the occupations in this report **typically require a postsecondary non-degree award**.
  - National-level educational attainment data indicates that between 25% and 45% of workers in the field have completed some college or an associate degree.

### Supply:

- Between 2017 and 2020, **22 community colleges** in the LA/OC region issued awards in programs that have historically trained for the occupations of interest, conferring an average of **1,069 awards**.
- Between 2016 and 2019, non-community college institutions in the region conferred an average of **2,083 awards in relevant programs**.

### Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the four occupations of interest. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 3% through 2025. However, there will be nearly 4,100 job openings per year through 2025 due to retirements and workers leaving the field.

**NOTE:** The *hairdressers, hairstylists, and cosmetologists* occupation includes workers in all fields, and not solely within the entertainment industry. Therefore, the data in Exhibit 1 is overstated for *hairdressers, hairstylists, and cosmetologists* within the entertainment industry.

*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*

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<sup>2</sup> Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 12/14/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

occupational employment. Therefore, the projections included in this report do not take the full impacts of COVID-19 into account.

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>3</sup>**

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	26,557	25,389	(1,168)	(4%)	3,065
Orange	8,693	8,674	(19)	0%	1,005
<b>Total</b>	<b>35,249</b>	<b>34,063</b>	<b>(1,187)</b>	<b>(3%)</b>	<b>4,071</b>

## Wages

The labor market endorsement in this report considers the hourly wages for the four 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.

**NOTE:** The majority of *hairdressers, hairstylists and cosmetologists* (67%) and *tailors, dressmakers, and custom sewers* (56%) in Los Angeles County are self-employed and list self-employment as their primary source of income.<sup>4</sup> Self-employed workers have different earnings dynamics than wage and salaried workers, making direct comparisons between these types of workers difficult. Examples include deciphering what is a return to labor versus a return to capital, as well as showing possible negative earnings if expenses or investments exceed gross receipts.<sup>5</sup> For these reasons as well as others (working on a gig basis rather than full time all year long), wage data appears low throughout the region due to the high percentage of self-employed workers within these two occupations. It is worth noting that workers in a typical employee-employer relationship within these occupations report higher wages than their self-employed counterparts.

**Los Angeles County** — Nearly all of the annual openings (96%) for the four occupations have entry-level wages **below** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$9.74 and \$42.02. Only one occupation in this report has entry-level wages above the self-sufficiency standard wage: *makeup artists, theatrical and performance* (\$42.02). Experienced workers can expect to earn wages between \$22.76 and \$68.17, which are above the self-sufficiency standard wage estimate.

**Orange County** — Nearly all of the annual openings (99%) for the four occupations have entry-level wages **below** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$9.31 and \$30.88. Only one occupation in this report has entry-level wages above the self-sufficiency standard wage: *makeup*

<sup>3</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

<sup>4</sup> Emsi provides self-employment data as reported to the Census’ American Community Survey, and counts respondents who list self-employment as their primary source of income.

<sup>5</sup> [https://www.brookings.edu/wp-content/uploads/2019/11/201911\\_Brookings-Metro\\_low-wage-workforce\\_Ross-Bateman.pdf](https://www.brookings.edu/wp-content/uploads/2019/11/201911_Brookings-Metro_low-wage-workforce_Ross-Bateman.pdf)

artists, theatrical and performance (\$30.88). Experienced workers can expect to earn wages between \$21.70 and \$61.78, which are above the self-sufficiency standard wage estimate.

### Job Postings

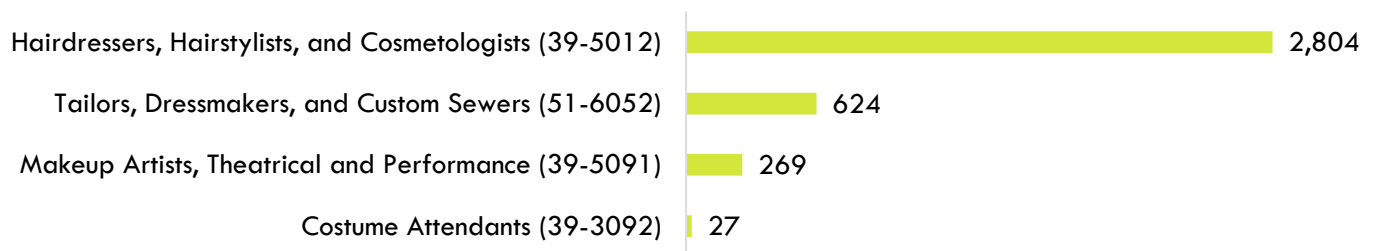
Over the past 12 months, there have been 3,724 online job postings for the four occupations of interest. Exhibit 2 displays the number of job postings by occupation. The majority of job postings (75%) were for *hairdressers, hairstylists, and cosmetologists*, followed by *tailors, dressmakers, and custom sewers* (17%). The highest number of job postings were for hair stylists, cosmetologists/hair stylists, seamstresses, traveling cosmetologists, and tailors. The top skills were hair styling, client retention, scheduling, sales, and sewing. The top employers, by number of job postings, in the region were Great Clips, Nordstrom, Sport Clips, and Ulta Beauty Inc.

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

**Exhibit 2: Job postings by occupation (last 12 months)**

### Educational Attainment

The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupations in this report:



- **No formal education:** *Tailors, dressmakers, and custom sewers*
- **High school diploma or equivalent:** *Costume attendants*
- **Postsecondary non-degree award:** *Hairdressers, hairstylists, and cosmetologists; and makeup artists, theatrical and performance*

In the LA/OC region, the majority of annual job openings (88%) typically require a postsecondary non-degree award. National-level educational attainment data indicates that between 25% and 45% of workers in the field have completed some college or an associate degree. Of the 8% of job postings listing a minimum education requirement in Los Angeles/Orange County, 99% (287) requested high school or vocational training, and 1% (4) requested an associate degree.

### Educational Supply

**Community College Supply** — Exhibit 3 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the

occupations of interest. The colleges with the most completions in the region are Saddleback, Citrus, and Golden West.

**Exhibit 3: Regional community college awards (certificates and degrees), 2017-2020**

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
1006.00	Technical Theater	Citrus	9	5	8	7
		East LA	10	7	15	11
		Glendale	-	-	1	0
		LA City	-	38	1	13
		LA Pierce	12	12	13	12
		LA Valley	2	4	2	3
		Long Beach	1	-	-	0
		Mt San Antonio	-	1	-	0
		Pasadena	2	4	2	3
		Santa Monica	16	17	17	17
		<b>LA Subtotal</b>	<b>52</b>	<b>88</b>	<b>59</b>	<b>66</b>
		Cypress	3	3	3	3
		Fullerton	10	11	4	8
		Golden West	-	-	1	0
		Irvine Valley	2	3	3	3
		Orange Coast	-	1	-	0
		Saddleback	2	-	2	1
		Santa Ana	3	1	3	2
		<b>OC Subtotal</b>	<b>20</b>	<b>19</b>	<b>16</b>	<b>18</b>
		<b>Supply Subtotal/Average</b>			<b>72</b>	<b>107</b>
1303.30	Fashion Production	LA Trade-Tech	5	1	3	3
		Long Beach	2	-	-	1
		<b>LA Subtotal</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>4</b>
		Fullerton	1	1	3	2
		Orange Coast	10	4	14	9
		Santa Ana	3	4	-	2
		<b>OC Subtotal</b>	<b>14</b>	<b>9</b>	<b>17</b>	<b>13</b>
<b>Supply Subtotal/Average</b>			<b>21</b>	<b>10</b>	<b>20</b>	<b>17</b>
3007.00	Cosmetology and Barbering	Cerritos	67	122	86	92
		Citrus	177	177	143	166
		Compton	13	31	3	16

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
		El Camino	49	52	31	44
		LA Trade-Tech	83	98	62	81
		Pasadena	3	39	31	24
		Santa Monica	26	17	54	32
		<b>LA Subtotal</b>	<b>418</b>	<b>536</b>	<b>410</b>	<b>455</b>
		Fullerton	60	121	104	95
		Golden West	106	112	137	118
		Saddleback	158	251	354	254
		Santiago Canyon	30	26	79	45
		<b>OC Subtotal</b>	<b>354</b>	<b>510</b>	<b>674</b>	<b>513</b>
		<b>Supply Subtotal/Average</b>	<b>772</b>	<b>1,046</b>	<b>1,084</b>	<b>967</b>
		<b>Supply Total/Average</b>	<b>865</b>	<b>1,163</b>	<b>1,179</b>	<b>1,069</b>

**Non-Community College Supply** — For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for the four occupations. Exhibit 4 shows the annual and three-year average number of awards conferred by these institutions in programs crosswalked to the community college programs listed in Exhibit 3. Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 2,083 awards.

**Exhibit 4: Regional non-community college awards, 2016-2019**

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
12.0401	Cosmetology/ Cosmetologist, General	ABC Adult School	-	9	12	7
		Academy for Salon Professionals	15	22	13	17
		Academy of Esthetics and 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

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
		Aveda Institute-LA	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
		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 USD Adult and Career Education	27	24	25	25
		Professional Institute of Beauty	42	52	40	45

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
		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 – Los Angeles	16	4	10	10
		Victory Career College	-	3	7	3
		ZMS	8	4	2	5
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
19.0902	Apparel and Textile Manufacture	Beverly Hills Design Institute	1	-	2	1
		Fashion Institute of Design & Merchandising – Los Angeles	-	6	6	4
<b>Supply Total/Average</b>			<b>2,374</b>	<b>2,129</b>	<b>1,745</b>	<b>2,083</b>



Appendix A: Occupational demand and wage data by county

Exhibit 5. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Costume Attendants (39-3092)	991	922	(69)	(7%)	198	\$15.07	\$18.50	\$25.83
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
Tailors, Dressmakers, and Custom Sewers (51-6052)	1,883	1,659	(224)	(12%)	216	\$9.74	\$16.43	\$28.70
<b>Total</b>	<b>26,557</b>	<b>25,389</b>	<b>(1,168)</b>	<b>(4%)</b>	<b>3,065</b>	-	-	-

Exhibit 6. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Costume Attendants (39-3092)	172	114	(59)	(34%)	30	\$13.15	\$16.08	\$22.27
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
Tailors, Dressmakers, and Custom Sewers (51-6052)	527	499	(28)	(5%)	63	\$9.31	\$14.95	\$25.94
<b>Total</b>	<b>8,693</b>	<b>8,674</b>	<b>(19)</b>	<b>0%</b>	<b>1,005</b>	-	-	-

**Exhibit 7. Los Angeles and Orange Counties**

<b>Occupation (SOC)</b>	<b>2020 Jobs</b>	<b>2025 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Typical Entry-Level Education</b>
Costume Attendants (39-3092)	1,163	1,036	(127)	(11%)	227	High school diploma or equivalent
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
Tailors, Dressmakers, and Custom Sewers (51-6052)	2,410	2,158	(252)	(10%)	279	No formal educational credential
<b>Total</b>	<b>35,249</b>	<b>34,063</b>	<b>(1,187)</b>	<b>(3%)</b>	<b>4,071</b>	<b>-</b>

**Appendix B: Sources**

- O\*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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