

Labor Market Analysis for Program Recommendation: 0506.40/Small Business and Entrepreneurship (Salon Management)

Orange County Center of Excellence, November 2024



Summary

Program LMI Endorsement	Endorsed: All LMI Criteria Met <input type="checkbox"/>	Endorsed: Some LMI Criteria Met <input checked="" type="checkbox"/>	Not LMI Endorsed <input type="checkbox"/>
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Program LMI Endorsement Criteria

	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Supply Gap:	<i>Comments:</i> there is projected to be 4,751 middle-skill annual job openings throughout Los Angeles and Orange counties for these middle-skill salon management occupations, which is more than the 2,738 awards conferred by educational institutions.	
Self-Sufficiency Standard Living Wage ¹ :	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments:</i> all annual job openings for these middle-skill salon management occupations have entry-level hourly wages significantly below the OC living wage of \$27.13.	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
	<i>Comments:</i> All annual job openings for these middle-skill salon management occupations typically require a postsecondary nondegree award and between 35% and 43% of workers in the field have completed some college or an associate degree as their highest level of education.	

Additional Considerations

Emerging Occupation(s):	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments:</i> N/A	
OC Resilient Job(s):	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments:</i> See Resilient Jobs and US News & World Report Best Jobs	
U.S. News & World Report 2024 Best Jobs List ² :	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	<i>Comments:</i> See Resilient Jobs and US News & World Report Best Jobs	

The Orange County Center of Excellence for Labor Market Research (OC COE) prepared this report to determine whether there is a supply gap in the Los Angeles/Orange County regional labor market related to three salon management occupations:

- Middle-Skill
 - Barbers (39-5011)
 - Hairdressers, Hairstylists, and Cosmetologists (39-5012)

¹ At the direction of the California Community College Chancellor's Office, the living wage endorsement criteria in this report uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard, which the COE refers to as a living wage, to determine Orange County's living wage of \$27.13, last updated in March 2024.

² "100 Best Jobs of 2024," U.S. News & World Report, accessed May 7, 2024, <https://money.usnews.com/careers/best-jobs/rankings/the-100-best-jobs>.

- Above Middle-Skill – denoted with a caret (^) throughout this report.
 - *Personal Service Managers, All Other*[^]

Based on the available data there appears to be a supply gap for these middle-skill salon management occupations and typical education requirements for these occupations align with a community college education. However, all annual job openings have entry-level wages significantly below the Self-Sufficiency Standard living wage. **Therefore, due to some of the regional labor market criteria being met, the COE endorses this proposed program.**

Exhibit 1 lists the occupational demand, supply, typical entry-level education, and educational attainment for the occupations included in this report.

Exhibit 1: Labor Market Endorsement Summary

Occupation (SOC)	Demand (Annual Openings)	Supply (CC and Non-CC)	Entry-Level Hourly Earnings (25 th Percentile)	Typical Entry-Level Education	Community College Educational Attainment
Barbers (39-5011)	LA: 365	LA: 213			
	OC: 75	OC: 107	OC: \$9.16	Postsecondary nondegree award	35%
	TTL: 440	TTL: 320			
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	LA: 3,209	LA: 1,557			
	OC: 1,101	OC: 860	OC: \$14.29	Postsecondary nondegree award	43%
	TTL: 4,310	TTL: 2,418			
Middle-Skill Total	4,751	2,738	N/A	N/A	N/A
Personal Service Managers, All Other (11-9179) [^]	LA: 122	LA: 10,542			
	OC: 42	OC: 4,679	OC: \$8.50	Bachelor's degree	25%
	TTL: 164	TTL: 15,221			
Above Middle-Skill Total	164	15,221	N/A	N/A	N/A
Total	4,914	17,958	N/A	N/A	N/A

Demand:

- The number of jobs related to these middle-skill salon management occupations is projected to increase 10% through 2028, equating to 4,751 annual job openings.
- Hourly entry-level wages for these middle-skill salon management occupations range from \$9.16 to \$14.29 in Orange County; all annual job openings have entry-level wages significantly below the Self-Sufficiency Standard living wage.
- There were 2,926 online job postings for these middle-skill salon management occupations over the past 12 months. The highest number of postings were for hair stylists, stylists, and barbers.
- The typical entry-level education for these middle-skill salon management occupations is a postsecondary nondegree award.
- Between 35% and 43% of workers in these middle-skill occupations have completed some college or an associate degree as their highest level of educational attainment.

Supply:

- There was an average of 1,497 awards conferred by 25 community colleges in Los Angeles and Orange Counties from 2020 to 2023.
- Non-community college institutions conferred an average of 1,241 awards from 2019 to 2022.
- Orange County community college students that exited small business and entrepreneurship programs in the 2020-21 academic year had a median annual wage of \$35,454 (\$17.05 per hour) after exiting the program and 38% attained the regional living wage.
- Throughout Orange County, 65% of small business and entrepreneurship students that exited their program in 2019-20 reported that they are working in a job closely related to their field of study.

Demand

Occupational Projections:

Exhibit 2 shows the annual percent change in jobs for all three of the salon management occupations researched in this report from 2018 through 2028. Employment in these salon management occupations declined 2% in Orange County from 2019 to 2020, which is lower than the 7% decline across all occupations in Los Angeles and Orange counties due to the COVID-19 pandemic.

In the two years preceding the pandemic, employment for these occupations in Orange County increased in 2018 and flattened through 2019. After declines of employment in 2020, 2021, and 2023, employment for these three occupations in Orange County is projected to increase 1% through 2028, experiencing a similar rate relative to all occupations in Los Angeles and Orange counties.

Exhibit 2: Annual Percent Change in Jobs for Salon Management Occupations, 2018-2028

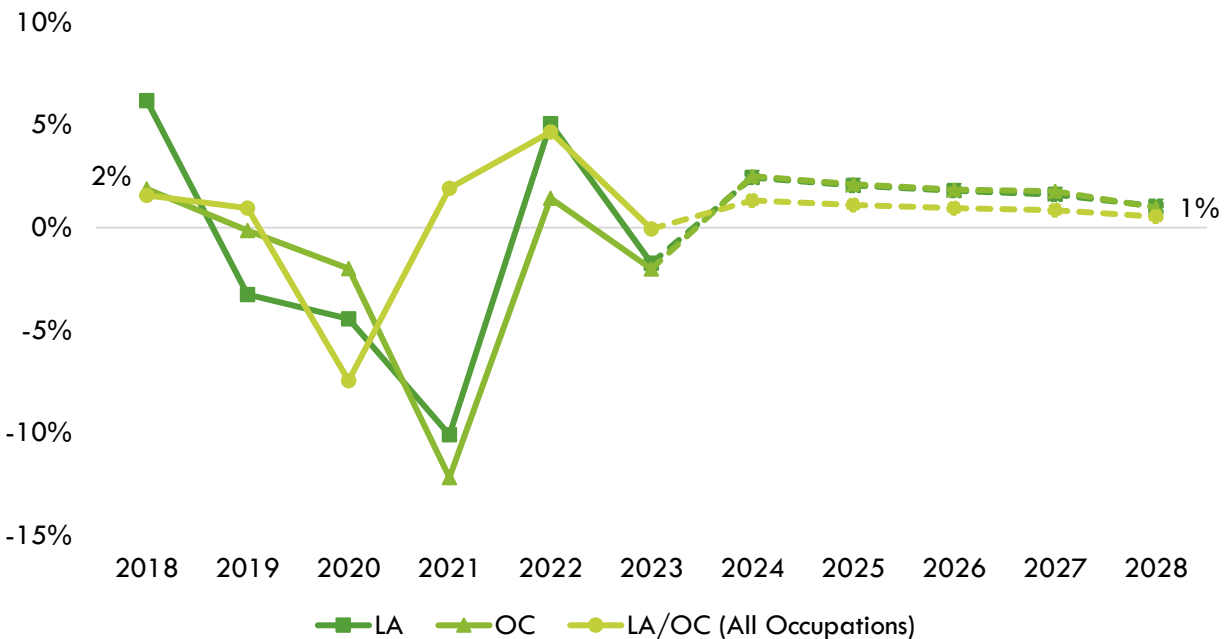


Exhibit 3 shows the five-year occupational demand projections for these middle-skill salon management occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 10% through 2028. There is projected to be 4,751 jobs available annually.

Exhibit 3: Middle-Skill Occupational Demand in Los Angeles and Orange Counties³

Geography	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	Annual Openings
Los Angeles	22,520	24,660	2,140	10%	3,574
Orange	7,163	7,874	711	10%	1,176
Total	29,683	32,534	2,851	10%	4,751

Exhibit 4 shows the five-year occupational demand projections for the above middle-skill occupation, *personal service managers, all other*⁴. In Los Angeles/Orange County, the number of jobs related to this occupation is projected to increase by 5% through 2028. There is projected to be 164 jobs available annually.

Exhibit 4: Above Middle-Skill Occupational Demand in Los Angeles and Orange Counties

Geography	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	Annual Openings
Los Angeles	1,423	1,501	78	6%	122
Orange	483	505	21	4%	42
Total	1,906	2,006	99	5%	164

Wages:

The labor market endorsement in this report considers the entry-level hourly wages for these salon management occupations in Orange County as they relate to the county's living wage. Los Angeles County wages are included below to provide a complete analysis of the LA/OC region.

At the direction of the California Community College Chancellor's Office, the living wage endorsement criteria in this report uses the University of Washington's Center for Women's Welfare Self-Sufficiency Standard, which the COE refers to as a living wage, to determine Orange County's living wage of \$27.13, last updated in March 2024. Additionally, data for the MIT Living Wage, updated on February 14, 2024, is provided as a reference. Currently, the MIT Living Wage in Orange County is \$30.48. Both figures, which account for geographic-specific costs of necessities such as housing, food, health care, and transportation to assess the cost of living, are notated in the exhibits below.

It is important to note that the majority of workers in these occupations in the Los Angeles/Orange County region are considered self-employed. Self-employed workers have different earning dynamics than wage and salaried workers, making direct comparisons 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.⁴ For these reasons, wage data appears to be significantly lower than both the living wage and minimum wage.

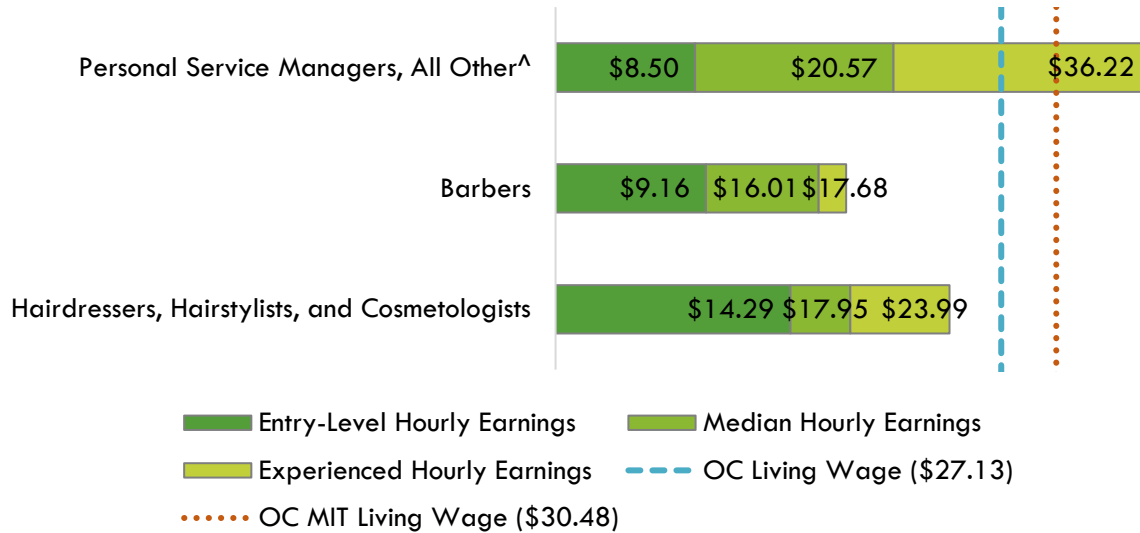
All annual openings for these middle-skill salon management occupations have entry-level wages significantly below the Self-Sufficiency Standard living wage for one adult (\$27.13 in Orange County). Typical entry-level hourly wages range between \$8.50 and \$9.16. Orange County's average wages of \$22.78 are slightly lower than the average statewide wage of \$22.93 for these occupations. Exhibit 5

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

⁴ https://www.brookings.edu/wp-content/uploads/2019/11/201911_Brookings-Metro_low-wage-workforce_Ross-Bateman.pdf

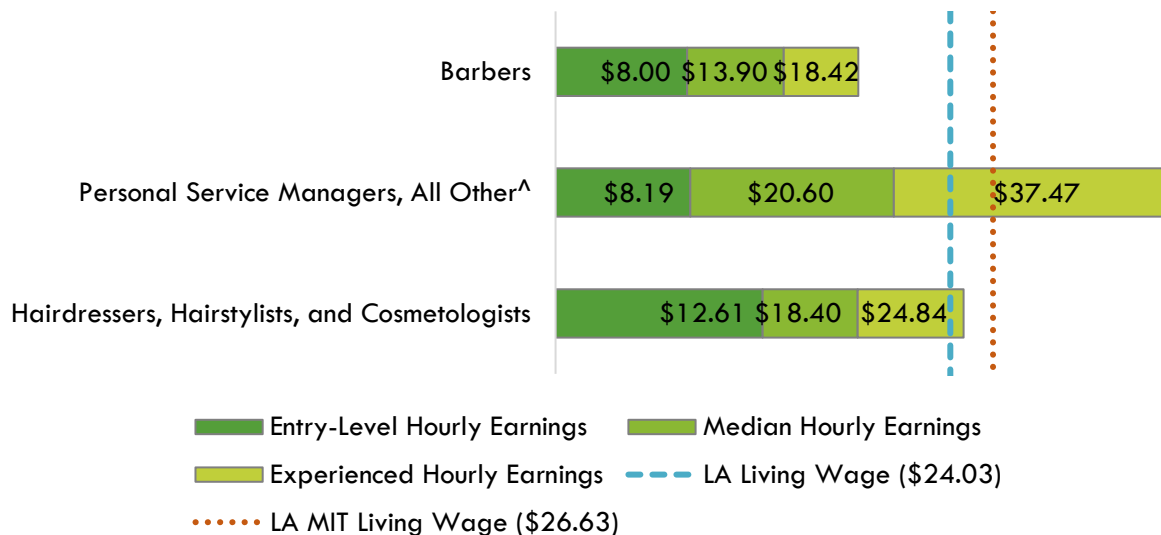
shows the wage range for each of the three salon management occupations in Orange County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

Exhibit 5: Wages by Occupation in Orange County



All annual openings for these middle-skill salon management occupations have entry-level wages significantly below the Self-Sufficiency Standard living wage for one adult (\$24.03 in Los Angeles County). Typical entry-level hourly wages range between \$8.00 and \$12.61. Los Angeles County’s average wages of \$23.12 are above the average statewide wage of \$22.93 for these occupations. Exhibit 6 shows the wage range for each of the three salon management occupations in Los Angeles County and how they compare to the regional living wage, sorted from lowest to highest entry-level wage.

Exhibit 6: Wages by Occupation in Los Angeles County



Resilient Jobs and U.S. News & World Report Best Jobs:

Exhibit 7 shows if each occupation is considered an Orange County Great Recession-Resilient, COVID-19 Pandemic Recession-Resilient Job, or a 2024 U.S. News & World Report (USN&WR) Best Job. Only one occupation, *personal services managers, all other*[^], met the criteria to be considered a COVID-19 Pandemic Recession-Resilient Job. None of the three salon management occupations are Great Recession-Resilient Jobs or USN&WR Best Jobs.

Exhibit 7: Resilient Jobs and USN&WR Best Jobs Designations

Occupation	Great Recession-Resilient Job	COVID-19 Pandemic Recession-Resilient Job	2024 USN&WR Best Job
Middle-Skill			
Barbers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hairdressers, Hairstylists, and Cosmetologists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Above Middle-Skill			
Personal Service Managers, All Other [^]	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Job Postings:

Important Online Job Postings Data Note: Online job postings data is sourced from Lightcast, a labor market analytics firm that scrapes, collects, and organizes data from online job boards such as LinkedIn, Indeed, Glassdoor, Monster, GovernmentJobs.com, and thousands more. Lightcast uses natural language processing (NLP) to determine the related company, industry, occupation, and other information for each job posting. However, NLP has limitations that include understanding contextual words or phrases; determining differences in words that can be used as nouns, verbs, and/or adjectives; and misspellings or grammatical errors.⁵ For these reasons, job postings could be assigned to the wrong employer, industry, or occupation within Lightcast's database.

Additionally, there are several limitations when analyzing job postings. A single job posting may not represent a single job opening, as employers may be creating a pool of candidates for future openings or hiring for multiple positions with a single posting. Additionally, not all jobs are posted online, and jobs may be filled through other methods such as internal promotion, word-of-mouth advertising, physical job boards, or a variety of other channels.

There were 3,886 online job postings related to these salon management occupations listed in the past 12 months. Exhibit 8 shows the number of job postings by occupation. Nearly 67% of job postings were for hairdressers, hairstylists, and cosmetologists.

Exhibit 8: Number of Job Postings by Occupation (n=3,886)

Occupation	Job Postings	Percentage of Job Postings
Hairdressers, Hairstylists, and Cosmetologists	2,585	67%
Personal Service Managers, All Other	960	25%
Barbers	341	9%
Total Postings	3,886	100%

⁵ K. R. Chowdhary, *Fundamentals of Artificial Intelligence* (Basingstoke: Springer Nature, 2020), <https://link.springer.com/book/10.1007/978-81-322-3972-7>.

The top employers for the middle-skill salon management occupations in the region, by number of job postings, are shown in Exhibit 9.

Exhibit 9: Top Middle-Skill Employers by Number of Job Postings (n=2,926)

Employer	Job Postings	Percentage of Job Postings
Great Clips	489	17%
Ultra Beauty	200	7%
Supercuts	160	5%
Regis Corporation	146	5%
Disney	132	5%
Sport Clips	131	4%
Glamsquad	68	2%
JCPenney	41	1%
Floyd's 99 Barbershop	37	1%
Madison Reed	32	1%

The top employers for the above middle-skill occupation, *personal service managers, all other*[^], in the region, by number of job postings, are shown in Exhibit 10.

Exhibit 10: Top Above Middle-Skill Employers by Number of Job Postings (n=960)

Employer	Job Postings	Percentage of Job Postings
Great Clips	220	23%
Eos Fitness	21	2%
Regis Corporation	19	2%
Supercuts	18	2%
Allsaints Limited	9	1%
HealthPRO Heritage	9	1%
Marriott International	9	1%
Salon Republic	9	1%
Equinox	8	1%
The Hydration Room	8	1%

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown for these middle-skill occupations in Exhibit 11.

Exhibit 11: Top Skills for Middle-Skill Occupations by Number of Job Postings (n=2,926)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Cosmetology (1,572)	Customer Service (991)	Microsoft Outlook (18)
Professional Hair Care (295)	Communication (738)	Microsoft Excel (14)
Ear Piercing (280)	Sales (537)	Microsoft Office (11)
Cosmetics (274)	Cleanliness (373)	DIGITAL Command Language (10)
Hairstyling (265)	Lifting Ability (214)	Microsoft Word (10)
Product Knowledge (189)	Management (195)	Image Viewer (8)

Top Specialized Skills	Top Soft Skills	Top Computer Skills
Business Development (188)	Administrative Functions (186)	Microsoft PowerPoint (7)
Housekeeping (157)	Professionalism (167)	Operating Systems (7)
Manicure (113)	Coordinating (163)	TikTok (7)
Marketing (113)	Sanitation (150)	Adobe Acrobat (6)

The top specialized, soft, and computer skills listed by those most frequently mentioned in job postings (denoted in parentheses) are shown for the above middle-skill occupation, *personal service managers, all other*[^], in Exhibit 12.

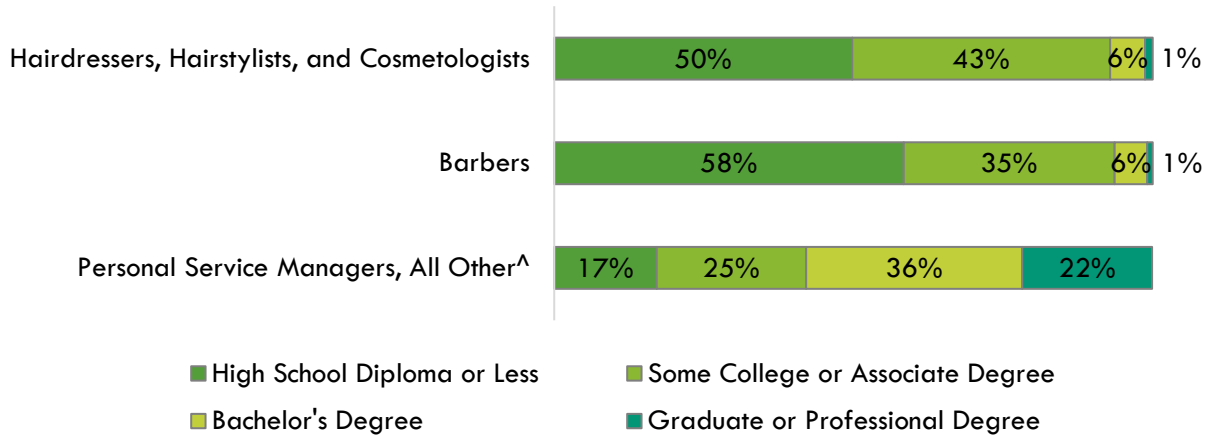
Exhibit 12: Top Skills for Above Middle-Skill Occupations by Number of Job Postings (n=960)

Top Specialized Skills	Top Soft Skills	Top Software and Computer Skills
Cosmetology (184)	Communication (470)	Microsoft Excel (58)
Marketing (147)	Customer Service (368)	Microsoft Office (57)
Inventory Management (68)	Operations (274)	Microsoft Outlook (43)
Health And Wellness Coaching (58)	Management (267)	Microsoft PowerPoint (41)
Customer Complaint Resolution (57)	Sales (225)	Microsoft Word (26)
Housekeeping (49)	Leadership (220)	Inventory Management System (9)
Selling Techniques (44)	Detail Oriented (140)	Google Workspace (8)
Performance Appraisal (41)	Coaching (139)	Operating Systems (7)
Exercise Science (38)	Scheduling (131)	Software Systems (7)
Merchandising (38)	Professionalism (128)	Equinox (OSGi) (6)

Educational Attainment:

The Bureau of Labor Statistics (BLS) lists a postsecondary nondegree award as the typical entry-level education for *barbers and hairdressers, hairstylists, and cosmetologists* and a bachelor's degree for *personal service managers, all other*[^]. However, the national-level educational attainment data indicates between 25% and 43% of workers in the field have completed some college or an associate degree as their highest level of education. Exhibit 13 shows the educational attainment for each occupation, sorted by highest community college educational attainment to lowest.

Exhibit 13: National-level Educational Attainment for Occupations



Of the 4% of the cumulative job postings for these middle-skill salon management occupations that listed a minimum education requirement in Los Angeles/Orange County, 74% (89) requested a high school diploma or an associate degree and 24% (29) requested a bachelor's degree.

Alternatively, of the 28% of the postings for *personal service managers, all other*[^] that listed a minimum education requirement, 52% (138) requested a high school diploma or an associate degree and 46% (122) requested a bachelor's degree.

Educational Supply

Community College Supply:

Exhibit 14 shows the three-year average number of awards conferred by community colleges in the related TOP codes: Small Business and Entrepreneurship (0506.40) and Cosmetology and Barbering (3007.00). The colleges with the most completions in the region are Irvine, Citrus, and Santa Monica. Over the past 12 months, there were three other related program recommendation requests from regional community colleges.

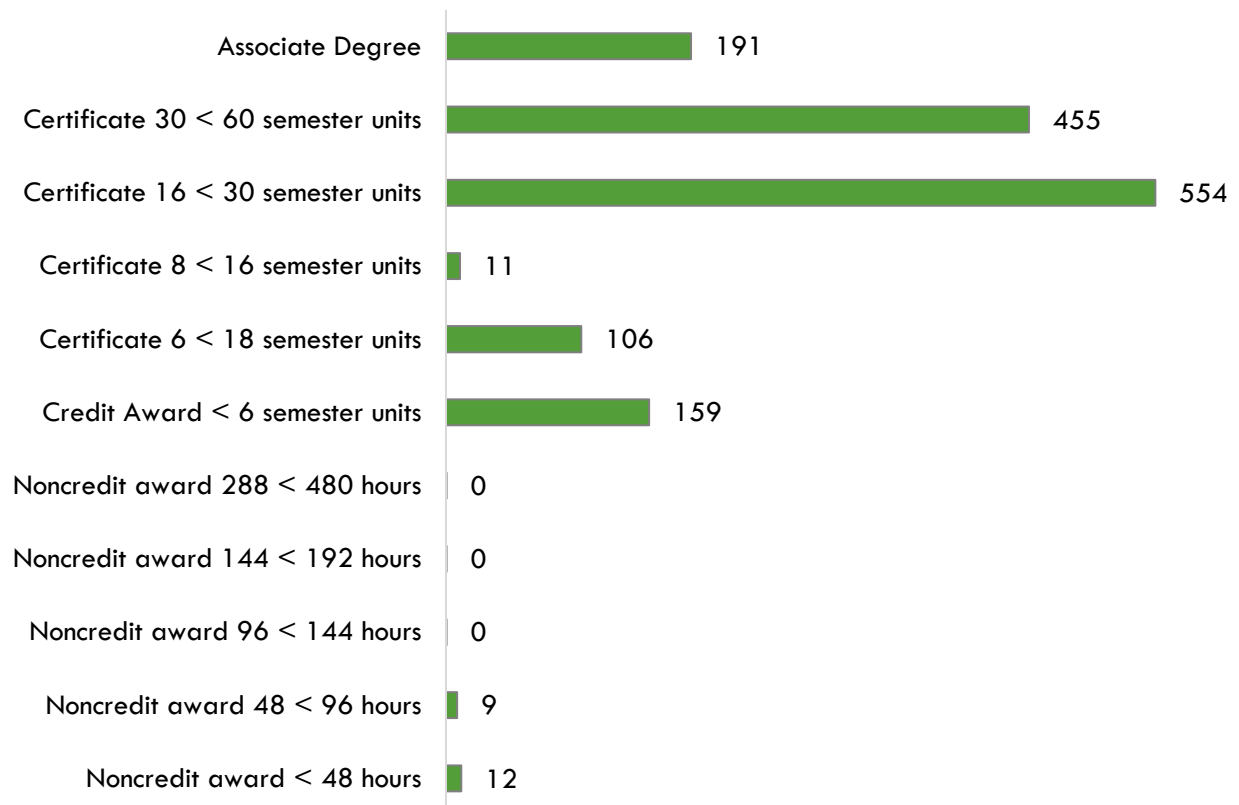
Exhibit 14: Regional Community College Awards (Certificates and Degrees), 2020-2023

TOP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average		
0506.40	Small Business and Entrepreneurship	Cerritos	18	15	13	15		
		Citrus	0	1	0	0		
		East LA	1	36	19	19		
		Glendale	1	0	6	2		
		LA City	4	7	19	10		
		LA Pierce	6	5	31	14		
		LA Trade	9	3	10	7		
		LA Valley	0	99	174	91		
		Long Beach	2	0	1	1		
		Mt San Antonio	19	36	21	25		
		Pasadena	22	186	65	91		
		Rio Hondo	4	6	13	8		
		Santa Monica	22	28	17	22		
		West LA	1	5	12	6		
		LA Subtotal			109	427	401	312
		Coastline	16	4	4	8		
		Cypress	4	0	0	1		
		Fullerton	6	5	2	4		
		Golden West	2	3	2	2		
		Irvine	11	233	233	159		
		Orange Coast	0	8	0	3		
		Saddleback	8	10	6	8		
		Santa Ana	6	1	3	3		
		Santiago Canyon	0	1	4	2		
		OC Subtotal			53	265	254	191
		Supply Subtotal/Average			162	692	655	503
				Cerritos	77	172	96	115
				Citrus	137	146	186	156

TOP Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
		Compton	0	24	66	30
		El Camino	31	18	35	28
		LA Trade	86	101	194	127
		Pasadena	37	31	28	32
		Santa Monica	31	147	214	131
		LA Subtotal	399	639	819	619
		Fullerton	140	142	115	132
		Golden West	89	55	133	92
		Saddleback	70	171	137	126
		Santiago Canyon	10	16	47	24
		OC Subtotal	309	384	432	375
Supply Subtotal/Average			708	1,023	1,251	994
Supply Total/Average			870	1,715	1,906	1,497

Exhibit 15 shows the annual average community college awards by type from 2020-21 to 2022-23. The plurality of the awards are for certificates between 16 and less than 30 semester units, followed by certificates between 30 and less than 60 semester units and associate degrees.

Exhibit 15: Annual Average Community College Awards by Type, 2020-2023



Community College Student Outcomes:

Exhibit 16 shows the Strong Workforce Program (SWP) metrics for real estate programs in South Orange County Community College District (SOCCCD), the Orange County Region, and California. Of the 1,461 Orange County small business and entrepreneurship students in the 2020-21 academic year, 23% (341) attended an SOCCCD college.

Additionally, SOCCCD students that exited small business and entrepreneurship programs in the 2021-22 academic year had lower median annual earnings (\$33,810 or \$16.25 per hour) compared to all small business and entrepreneurship students in Orange County (\$35,454 or \$17.05 per hour). A slightly higher percentage of SOCCCD small business and entrepreneurship students attained the living wage (39%) when compared to all small business and entrepreneurship students in Orange County (38%).

Exhibit 16: Small Business and Entrepreneurship (0506.40) Strong Workforce Program Metrics, 2021-22⁶

SWP Metric	SOCCCD	OC Region	California
SWP Students	341	1,461	8,720
SWP Students Who Earned 9 or More Career Education Units in the District in a Single Year	26%	28%	31%
SWP Students Who Completed a Noncredit CTE or Workforce Preparation Course	Insufficient Data	79%	82%
SWP Students Who Earned a Degree or Certificate or Attained Apprenticeship Journey Status	Insufficient Data	18	644
SWP Students Who Transferred to a Four-Year Postsecondary Institution (2019-20)	24	93	467
SWP Students with a Job Closely Related to Their Field of Study (2019-20)	Insufficient Data	65%	64%
Median Annual Earnings for SWP Exiting Students (2020-21)	\$33,810 (\$16.25)	\$35,454 (\$17.05)	\$35,736 (\$17.18)
Median Change in Earnings for SWP Exiting Students (2020-21)	36%	31%	22%
SWP Exiting Students Who Attained the Living Wage (2020-21)	39%	38%	47%

Non-Community College Supply:

To comprehensively analyze the regional supply, it is crucial to include data from other institutions offering salon management training programs. Exhibit 17 displays the annual and three-year average awards granted by these institutions under the related Classification of Instructional Programs (CIP) codes:

- Cosmetology/Cosmetologist, General (12.0401)
- Barbering/Barber (12.0402)
- Cosmetology, Barber/Styling, and Nail Instructor (12.0413)
- Cosmetology and Related Personal Grooming Arts, Other (12.0499)
- Business/Commerce, General (12.0499)
- Business Administration and Management, General (52.0201)
- Hospitality Administration/Management, General (52.0901)

⁶ All SWP metrics are for 2020-21 unless otherwise noted.

No awards were conferred under the following related CIP codes:

- Make-Up Artist/Specialist (12.0406)
- Hair Styling/Stylist and Hair Design (12.0407)
- Salon/Beauty Salon Management/Manager (12.0412)
- Retail Management (52.0212)
- Small Business Administration/Management (52.0703)
- Tourism and Travel Services Management (52.0903)

The available data covers 2019 to 2022. During this period, non-community college institutions in the region conferred an average of 16,461 awards annually in related programs.

Exhibit 17: Regional Non-Community College Awards, 2019-2022

CIP Code	Program	College	2019- 2020 Awards	2020- 2021 Awards	2021- 2022 Awards	3-Year Award Average
12.0401	Cosmetology / Cosmetologist, General	ABC Adult School	7	21	9	12
		Academy for Salon Professionals	17	9	17	14
		Academy of Esthetics and Cosmetology	10	5	8	8
		Advance Beauty College	41	42	49	44
		Alhambra Beauty College	10	10	0	7
		American Beauty College	22	33	33	29
		Asian-American International Beauty College	40	17	59	39
		Aveda Institute-Los Angeles	37	43	40	40
		Baldwin Park Adult & Community Education	10	21	37	23
		Beyond 21st Century Beauty Academy	19	13	25	19
		Career Academy of Beauty	43	35	52	43
		Coastline Beauty College	19	24	27	23
		Coba Academy	9	4	9	7
		CRU Institute of Cosmetology and Barbering	0	0	0	0
		Diamond Beauty College	13	0	0	4
		Flair Beauty College	24	16	15	18

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		International College of Beauty Arts & Sciences	19	12	18	16
		International School of Cosmetology	112	71	144	109
		John Wesley International Barber and Beauty College	2	2	3	2
		KC Beauty Academy	5	4	7	5
		Lancaster Beauty School	27	9	21	19
		Los Angeles College of Aesthetics	19	15	8	14
		Paul Mitchell the School-Costa Mesa	100	83	96	93
		Paul Mitchell the School-Pasadena	62	36	57	52
		Paul Mitchell the School-Sherman Oaks	101	94	128	108
		Pomona Unified School District Adult and Career Education	15	23	16	18
		Professional Institute of Beauty	33	20	48	34
		Redondo Beach Beauty College	4	3	11	6
		Salon Success Academy-West Covina	7	5	12	8
		Santa Ana Beauty Academy	5	1	8	5
		Santa Ana Beauty College	29	17	22	23
		Thanh Le College School of Cosmetology	6	4	8	6
		Universal College of Beauty Inc-Los Angeles 2	4	3	13	7
		Victory Career College	7	1	7	5
		ZMS The Academy	6	6	14	9
Supply Subtotal/Average			884	702	1,021	869

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
12.0402	Barbering/Barber	Academy of Esthetics and Cosmetology	8	1	5	5
		Advance Beauty College	17	22	23	21
		Alhambra Beauty College	7	8	0	5
		American Beauty College	20	13	40	24
		Baldwin Park Adult & Community Education	20	14	24	19
		Beyond 21st Century Beauty Academy	0	3	1	1
		Borner's Barber College	8	2	13	8
		Career Academy of Beauty	0	0	0	0
		Coastline Beauty College	5	4	0	3
		Coba Academy	15	6	15	12
		CRU Institute of Cosmetology and Barbering	33	19	27	26
		Flair Beauty College	0	0	0	0
		Hacienda La Puente Adult Education	29	21	23	24
		International College of Beauty Arts & Sciences	0	0	2	1
		John Wesley International Barber and Beauty College	25	24	18	22
		KC Beauty Academy	0	0	0	0
		Lancaster Beauty School	16	14	11	14
		Los Angeles College of Aesthetics	4	3	5	4
		Paul Mitchell the School-Costa Mesa	30	46	46	41
		Paul Mitchell the School-Pasadena	11	6	12	10
		Paul Mitchell the School-Sherman Oaks	8	13	28	16

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		Pomona Unified School District Adult and Career Education	12	4	9	8
		Redondo Beach Beauty College	0	0	0	0
		Salon Success Academy-West Covina	6	3	4	4
		Santa Ana Beauty Academy	2	1	2	2
		Santa Ana Beauty College	3	2	2	2
		Victory Career College	5	2	5	4
		ZMS The Academy	49	34	47	43
Supply Subtotal/Average			333	265	362	320
12.0413	Cosmetology, Barber / Styling, Nail Instructor	Advance Beauty College	5	4	7	5
		American Beauty College	1	0	3	1
		Asian-American International Beauty College	0	1	1	1
		Beyond 21st Century Beauty Academy	1	0	0	0
		Career Academy of Beauty	2	0	2	1
		Flair Beauty College	0	0	0	0
		Hacienda La Puente Adult Education	41	32	27	33
		Professional Institute of Beauty	2	1	10	4
		Redondo Beach Beauty College	0	0	0	0
		Thanh Le College School of Cosmetology	0	0	0	0
		Universal College of Beauty Inc-Los Angeles 2	1	0	1	1
Supply Subtotal/Average			53	38	51	47
12.0499	Cosmetology and Related Personal Grooming Arts, Other	Career Academy of Beauty	0	0	13	4
		Lancaster Beauty School	0	0	0	0

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
52.0101	Business / Commerce, General	Azusa Pacific University	86	70	15	57
		Biola University	18	26	32	25
		Fremont University	0	0	11	4
		Loyola Marymount University	55	38	39	44
		Marymount California University	10	33	31	25
		Mount Saint Mary's University	0	0	0	0
		Pacific States University	0	0	8	3
		University of Southern California	1	1	0	1
		Supply Subtotal/Average			170	168
52.0201	Business Administration and Management, General	Abraham Lincoln University	1	1	3	2
		America Evangelical University	1	8	9	6
		American Jewish University	12	5	1	6
		Angeles College	6	10	21	12
		Azusa Pacific University	147	142	182	157
		Bethesda University	47	57	39	48
		Biola University	136	120	106	121
		California Institute of Advanced Management	19	32	62	38
		California Intercontinental University	19	19	45	28
		California State Polytechnic University-Pomona	1,450	1,690	1,678	1,606
		California State University-Dominguez Hills	625	657	599	627
		California State University-Fullerton	2,419	2,504	2,289	2,404
		California State University-Long Beach	1,458	1,584	1,688	1,577
		California State University-Los Angeles	1,198	956	854	1,003

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		California State University-Northridge	731	825	840	799
		Chapman University	510	535	526	524
		Claremont Graduate University	84	92	41	72
		Concordia University-Irvine	126	122	99	116
		Fremont University	24	15	3	14
		Haven University	0	0	3	1
		Hope International University	72	56	59	62
		InterCoast Colleges-Santa Ana	18	0	0	6
		InterCoast Colleges-West Covina	0	1	2	1
		Learnet Academy Inc	3	10	6	6
		Life Pacific University	15	17	19	17
		Los Angeles Pacific College	7	3	1	4
		Los Angeles Pacific University	0	16	27	14
		Loyola Marymount University	34	71	68	58
		Marymount California University	59	42	45	49
		Mount Saint Mary's University	50	33	21	35
		Pacific College	0	0	0	0
		Pacific Oaks College	19	16	11	15
		Pacific States University	4	6	8	6
		Pathways College	0	2	0	1
		Pepperdine University	641	600	677	639
		Platt College-Anaheim	14	9	5	9
		Platt College-Los Angeles	11	4	6	7
		Presbyterian Theological Seminary in America	0	0	0	0
		Saybrook University	0	1	5	2

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
		The Chicago School of Professional Psychology at Anaheim	0	4	1	2
		The Chicago School of Professional Psychology at Los Angeles	18	24	19	20
		The Master's University and Seminary	45	40	43	43
		Touro University Worldwide	0	0	10	3
		University of Antelope Valley	38	32	26	32
		University of California-Irvine	497	560	528	528
		University of California-Los Angeles	148	42	15	68
		University of La Verne	545	559	465	523
		University of Massachusetts Global	352	433	467	417
		University of Southern California	1,441	1,490	1,258	1,396
		University of the People	564	815	1,365	915
		University of the West	12	21	10	14
		Vanguard University of Southern California	51	66	50	56
		West Coast University-Orange County	0	0	11	4
		Westcliff University	407	574	434	472
		Whittier College	61	62	39	54
		Woodbury University	66	70	47	61
		Supply Subtotal/Average	14,205	15,053	14,836	14,698
52.0901	Hospitality Administration /	California State Polytechnic University-Pomona	311	277	257	282

CIP Code	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
	Management, General	California State University-Long Beach	68	72	77	72
		University of Antelope Valley	6	3	1	3
		University of Southern California	0	0	22	7
Supply Subtotal/Average			385	352	357	365
Supply Total/Average			16,030	16,578	16,776	16,461

Regional Demographics

This section examines demographic data for Orange County community college students in small business and entrepreneurship programs compared to the OC population, along with occupational data, to identify potential diversity and equity issues addressable by community college programs.

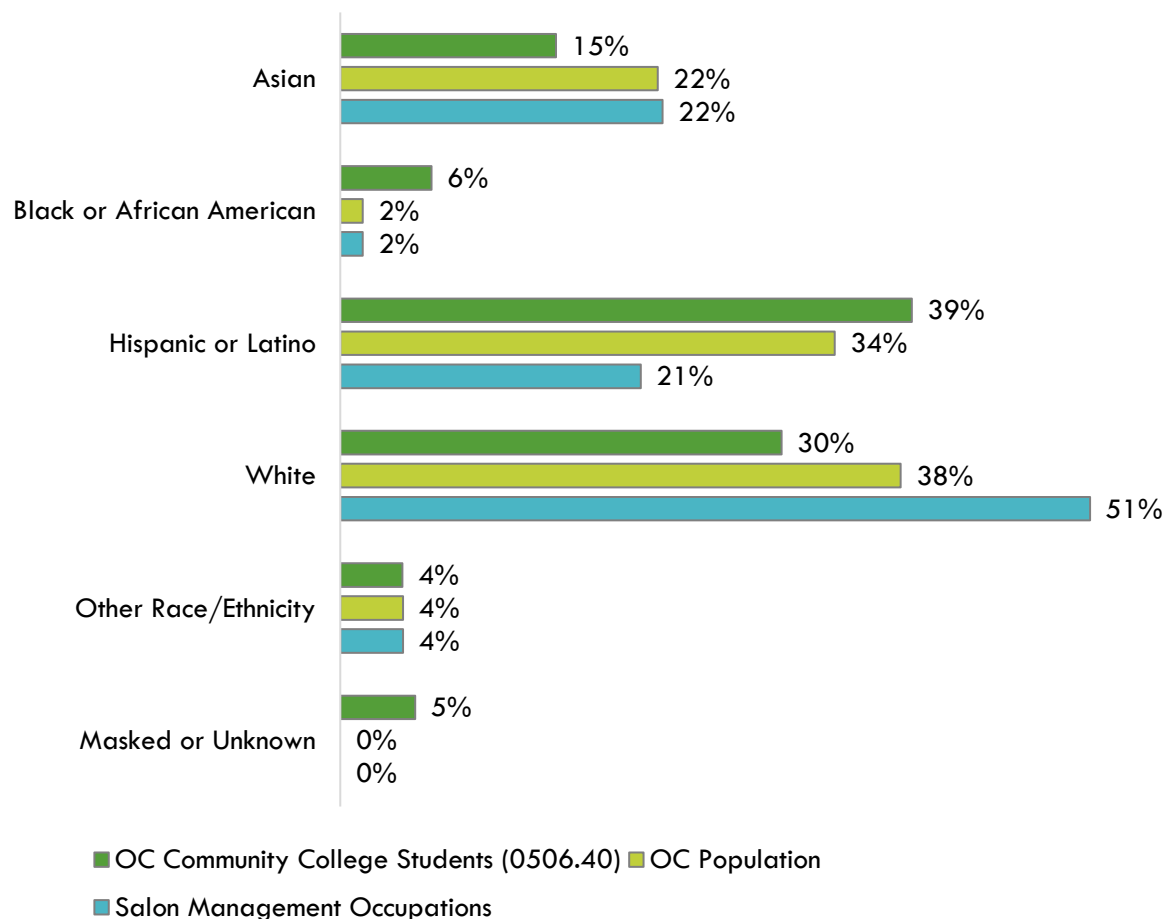
Ethnicity:

Exhibit 18 compares the ethnicity of Orange County community college students enrolled in small business and entrepreneurship programs, the overall Orange County population, and occupation-specific data for the three salon management occupations included in this report.

Notably, a slight majority workers employed in these salon management occupations are white (51%), which is much higher than the population (38%) and community college small business and entrepreneurship students (30%). Conversely, the plurality of community college small business and entrepreneurship students are Hispanic or Latino (39%), which is higher than the population (34%) and almost double workers in the field (21%).

Examining disaggregated data for each occupation (not shown), white workers account for the majority of *personal service managers, all other* (54%) and the plurality of *hairdressers, hairstylists, and cosmetologists* (43%). The occupation with the highest percentages of Hispanic or Latino (40%) and Asian (34%) workers is *barbers*, which has the second highest entry-level wages (\$9.16) of the three salon management occupations.

Exhibit 18: Program and County Demographics by Ethnicity



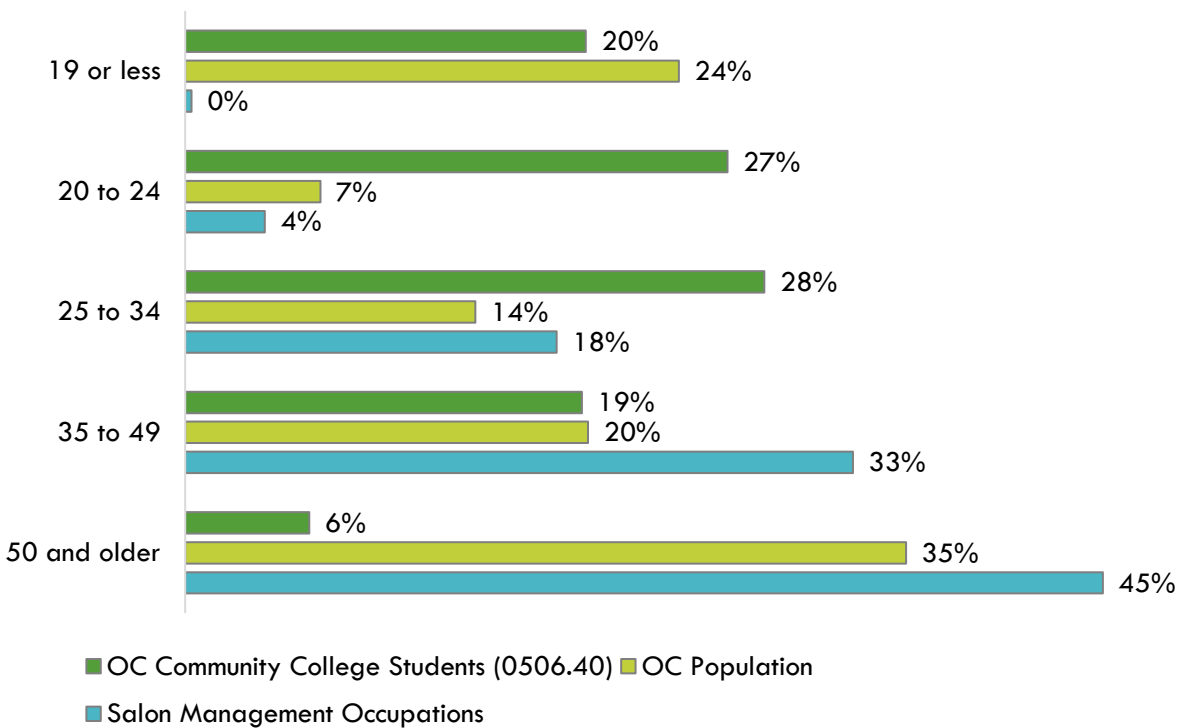
Age:

Exhibit 19 compares the age of Orange County community college students enrolled in small business and entrepreneurship programs, the overall Orange County population, and occupation-specific data for the three salon management occupations included in this report.

The vast majority workers in these salon management occupations are age 35 and older (78%), which is much higher than the population (55%) and more than three times community college small business and entrepreneurship students (25%).

Examining disaggregated data for each occupation (not shown), individuals 50 and older account for the plurality of workers across each of the three occupations: *personal service managers, all other* ^ (46%), *barbers* (43%), and *hairdressers, hairstylists, and cosmetologists* (41%). Individuals 35 to 49 comprise the second largest age group for *personal service managers, all other* ^ (34%) and *hairdressers, hairstylists, and cosmetologists* (27%) and individuals 25 to 34 account for the second largest age group for *barbers* (32%).

Exhibit 19: Program and County Demographics by Age



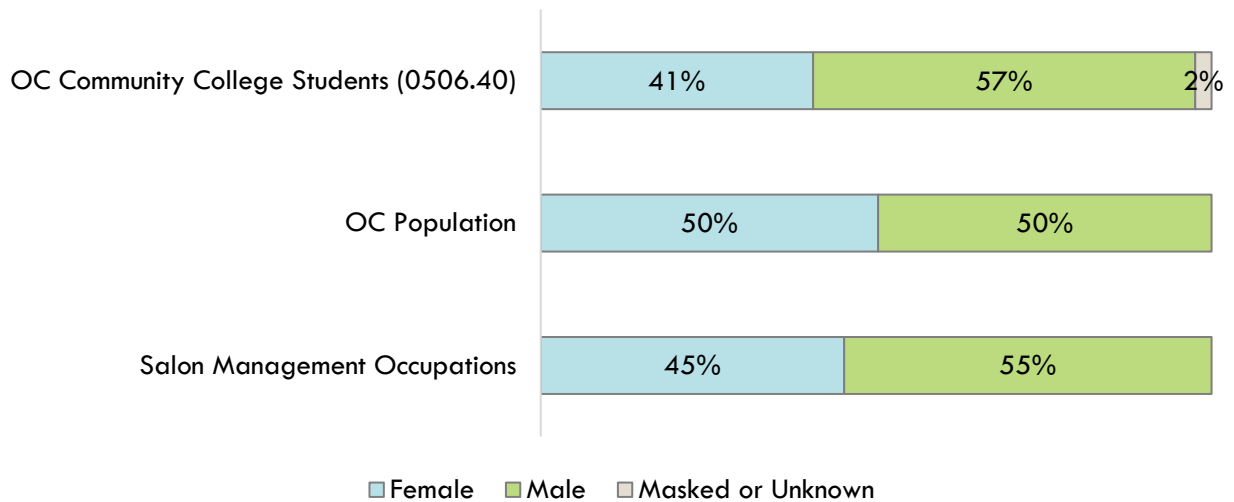
Sex:

Exhibit 20 compares the sex of Orange County community college students enrolled in small business and entrepreneurship programs, the overall Orange County population, and occupation-specific data for these salon management occupations.

Though the population is split evenly between women and men, more than half of all community college small business and entrepreneurship students (57%) and workers in these occupations (55%) are men.

Examining disaggregated data for each occupation (not shown), men account for the majority of workers in two of the three occupations: *personal service managers, all other*[^] (62%) and *barbers* (82%). Conversely, women account for the vast majority of *hairdressers, hairstylists, and cosmetologists*. This occupation offers the highest entry-level wages of the three salon management occupations.

Exhibit 20: Program and County Demographics by Sex



Appendix A: Methodology

The OC COE prepared this report by analyzing data from occupations and education programs. Occupational data is derived from Lightcast, a labor market analytics firm that consolidates data from the California Employment Development Department (EDD), U.S. Bureau of Labor Statistics (BLS) and other government agencies. Program supply data is drawn from two systems: Taxonomy of Programs (TOP) and Classification of Instructional Programs (CIP).

Using a TOP-SOC crosswalk, the OC COE identified middle-skill jobs for which programs within these TOP codes train. Middle-skill jobs include:

- 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.

The OC COE determined labor market supply for an occupation or SOC code by analyzing the number of program completers or awards in a related TOP or CIP code. The COE developed a "supply table" with this information, which is the source of the program supply data for this report. TOP code data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP code data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data), also known as IPEDS. TOP is a system of numerical codes used at the state level to collect and report information on California community college programs and courses throughout the state that have similar outcomes. CIP codes are a taxonomy of academic disciplines at institutions of higher education in the United States and Canada. Institutions outside of the California Community College system do not use TOP codes in their reporting systems.

Data included in this analysis represent the labor market demand for relevant positions most closely related to the proposed program as expressed by the requesting college in consultation with the OC COE. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study which can signal demand and show what employers are looking for in potential employees but is not a perfect measure of the quantity of open positions.

All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

Appendix B: Data Sources

Data Type	Source
Occupational Projections, Wages, and Job Postings	<p>Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment Statistics and the American Community Survey. For more information, see https://lightcast.io/</p>
Living Wage	<p>“Living Wage” measures the income necessary for an individual or family to afford basic expenses by assessing the costs such as housing, food, child care, health care, transportation, and taxes.</p> <p>Per the CCCCCO’s this report’s endorsement criteria uses the University of Washington’s Center for Women’s Welfare Self-Sufficiency Standard last updated in March 2024, which is \$27.13 per hour (\$56,451 annually) in Orange County. For more information, see: http://www.selfsufficiencystandard.org/California</p> <p>The MIT Living Wage, updated on February 14, 2024, is a nationally recognized living wage metric and is provided for reference. The current MIT Living Wage in Orange County is \$30.48. For more information, see: https://livingwage.mit.edu/counties/06059</p>
Typical Education and Training Requirements, and Educational Attainment	<p>The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. 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 BLS publishes projections data. For more information, see https://www.bls.gov/emp/documentation/education/tech.htm</p>
Emerging Occupation Descriptions, Additional Education Requirements, and Employer Preferences	<p>The O*NET database includes information on skills, abilities, knowledges, work activities, and interests associated with occupations. For more information, see https://www.onetonline.org/help/online/</p>
Educational Supply	<p>The CCCCCO Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: https://datamart.cccco.edu</p> <p>The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</p>
Student Metrics and Demographics	<p>LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. For more information, see: https://www.calpassplus.org/LaunchBoard/Home.aspx</p>

Data Type	Source
Population and Occupation Demographics	<p>The Census Bureau's American Community Survey (ACS) is the premier source for detailed population and housing information. For more information, see: https://www.census.gov/programs-surveys/acs</p> <p>Data is sourced from IPUMS USA, a database providing access to ACS and other Census Bureau data products. For more information, see: https://usa.ipums.org/usa/about.shtml</p>

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