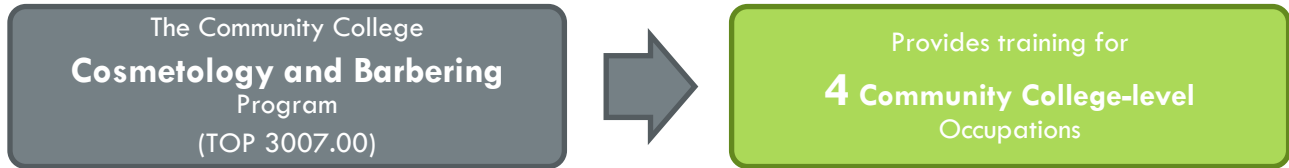


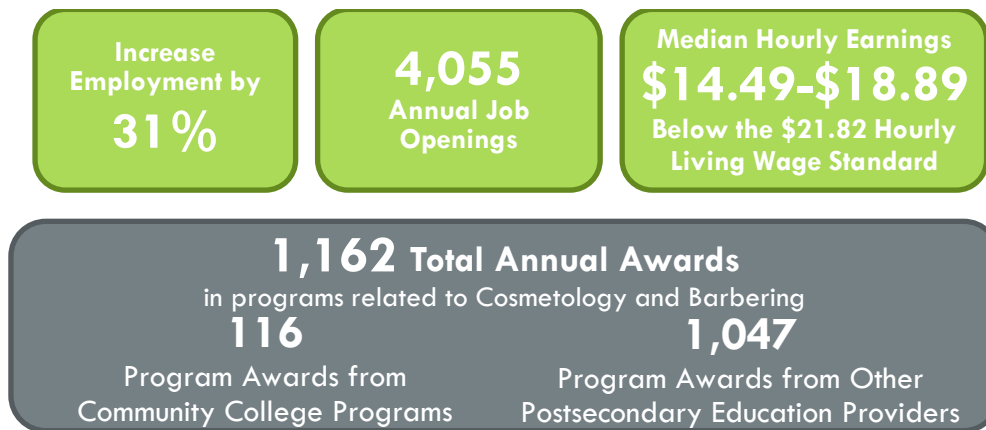
Cosmetology and Barbering

Inland Empire/Desert Region (Riverside and San Bernardino counties)

Summary



Over the next five years (2021-2026), employment for the cosmetology and barbering occupational group is projected to



The Inland Empire/Desert Centers of Excellence
 **Cautiously Recommends**
Expanding Cosmetology and Barbering Programs
due to the low wages for these occupations

Introduction

California Community College cosmetology and barbering programs (TOP 3007.00) prepare students for employment through the instruction of the care and styling of hair, and care of complexion, hands and feet, including hygiene, customer relations, and salon management (Taxonomy of Programs, 2012). The knowledge, skills, and abilities trained by cosmetology and barbering programs lead to employment in the following occupations, further referred to as the cosmetology and barbering occupational group:

- Barbers (SOC 39-5011)
- Hairdressers, Hairstylists, and Cosmetologists (39-5012)
- Manicurists and Pedicurists (39-5092)
- Skincare Specialists (39-5094)

Job Counts and Projections

In 2021, there were 18,847 cosmetology and barbering jobs in the Inland Empire/Desert Region. Employment for this occupational group is projected to increase by 31% through 2026, with 4,055 job openings expected annually. Exhibit 1 displays the job counts, projected job growth, job openings, and the share of incumbent workers aged 55 years and older in the region.

Exhibit 1: Five-year projections, Inland Empire/Desert Region, 2021-2026

Occupation	2021 Jobs	2026 Jobs	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)	% of workers age 55+
Hairdressers, Hairstylists, and Cosmetologists	12,812	16,675	30%	13,997	2,799	29%
Manicurists and Pedicurists	3,736	5,022	34%	4,038	808	16%
Barbers	1,494	1,759	18%	1,231	246	16%
Skincare Specialists	804	1,143	42%	1,010	202	15%
Total	18,847	24,600	31%	20,276	4,055	25%

Source: Lightcast 2023.1

An online job advertisement (ad) search for the cosmetology and barbering occupational group was conducted to reveal the employers seeking these workers, including the median posting duration, earnings information, education and experience requirements, and in-demand skills. Over the previous 12 months, there were 867 job ads posted for the cosmetology and barbering occupational group in the region.

Exhibit 2 shows the number of job ads posted during the last 12 months and the regional median posting duration. On average, employers in the region had job ads for the cosmetology and barbering occupational group open for 29 days. The average regional online job is open for 28 days, indicating employers likely face similar challenges filling open positions for the barbering and cosmetology occupational group as other jobs.

Exhibit 2: Job ads and median posting duration, Inland Empire/Desert Region, April 2022 – March 2023

Occupation	Job Ads	Median Posting Duration (Days)
Hairdressers, Hairstylists, and Cosmetologists	763	29
Barbers	70	28
Manicurists and Pedicurists	30	25
Skincare Specialists	14	46
Total	867	29

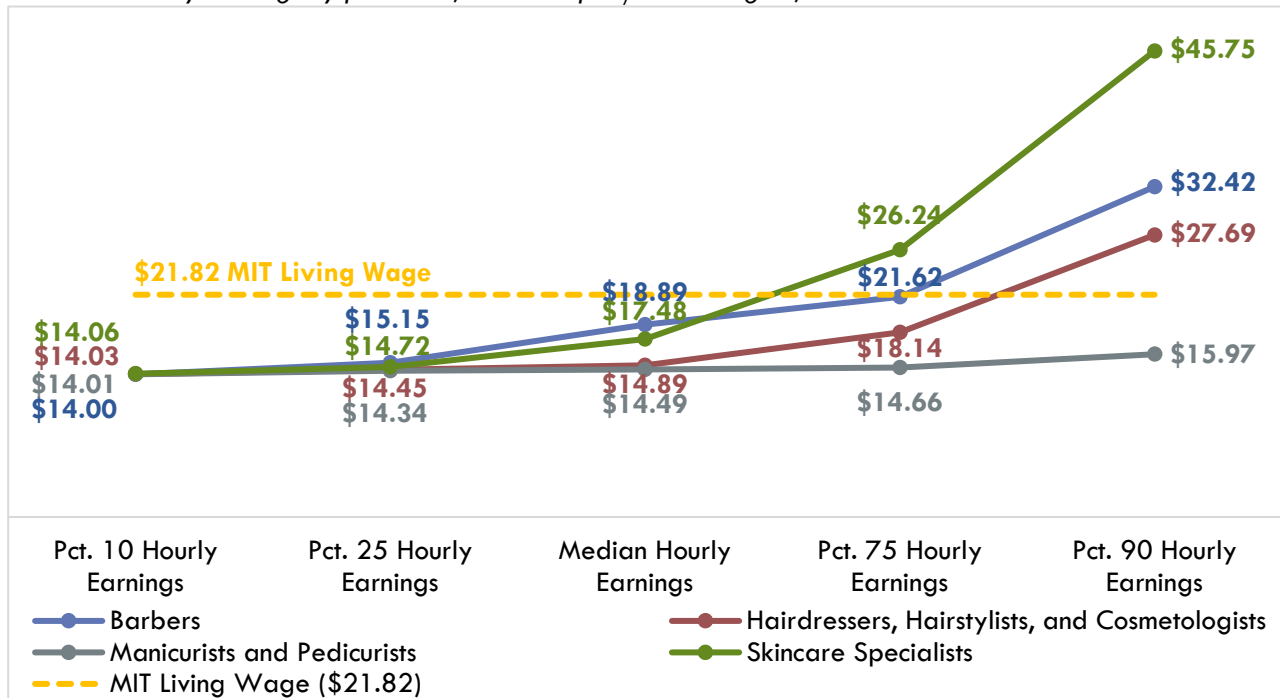
Source: Lightcast 2023.1

Earnings

Community colleges should ensure their training programs lead to employment opportunities that provide a living wage. The MIT living wage calculator estimates that an individual must earn \$21.82 per hour or \$45,386 annually in California to be self-sufficient (Glasmeier, 2023).

Exhibit 3 displays the hourly earnings for the cosmetology and barbering occupational group. The median hourly earnings for the cosmetology and barbering occupational group are between \$14.49 and \$18.89, below the region's hourly living wage standard (\$21.82 per hour). The hourly earnings for skincare specialists exceed the living wage standard at the 75th percentile. The 90th percentile hourly earnings for the cosmetology and barbering occupational group, except for manicurists and pedicurists, surpass the living wage standard, indicating that only the top 10% of workers earn a living wage. The hourly earnings for manicurists and pedicurists are not above the living wage, indicating that these workers may struggle to support themselves. Please note that earnings data includes reported tips.

Exhibit 3: Hourly earnings by percentile, Inland Empire/Desert Region, 2021



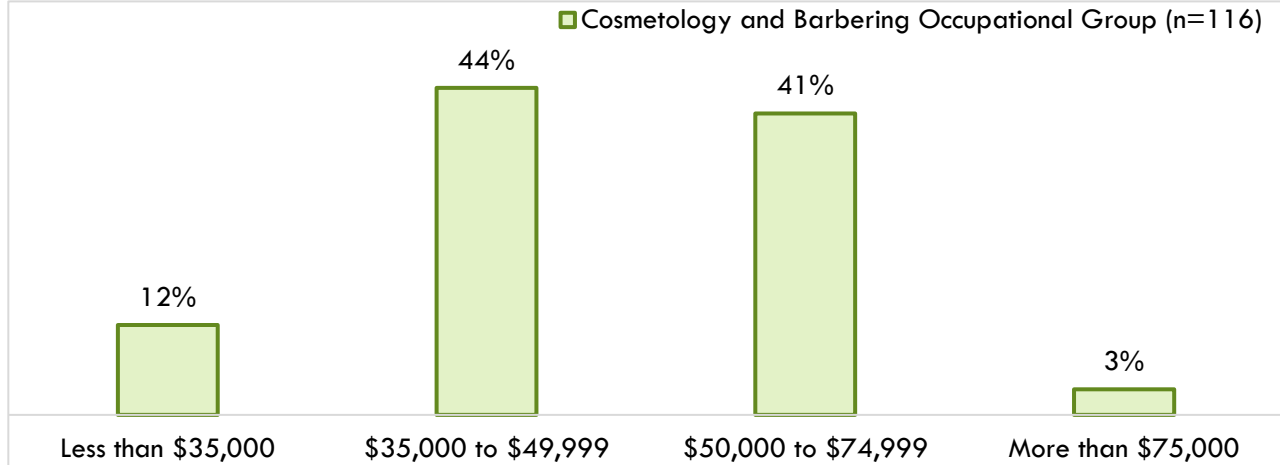
Source: Lightcast 2023.1

Advertised Salary from Online Job Ads

Exhibit 4 displays online job ad salary data for the cosmetology and barbering occupational group over the last 12 months. Online job ad salary information reveals employers willing to pay the cosmetology and barbering occupational group an average annual salary of \$48,506 or \$23.32 hourly, above the region's \$45,386 annual (\$21.82 hourly) MIT living wage standard. This may be an early indication that hourly

earnings are increasing for this classification of workers. Consider the salary information with caution since only 13% (116 out of 867) of online job ads for this occupational group provided salary information.

Exhibit 4: Advertised salary information, Inland Empire/Desert Region, April 2022 – March 2023



Source: Lightcast 2023.1

Job Titles, Employers, Skills, Education, and Work Experience

Exhibit 5 displays the job titles most frequently requested by employers seeking cosmetology and barbering workers in the region over the last 12 months. Displaying job titles may provide insight into the positions available to students after completing a program. The most commonly requested job title for this occupational group was hair stylist.

Exhibit 5: Most frequently used job titles in employer job ads, Inland Empire/Desert Region, April 2022 – March 2023

Job Titles	Job Ads
Hair Stylists	571
Hair Stylists/Cosmetologists	57
Stylists	54
Licensed Hair Stylists	42
Barbers	35
Stylists/Barbers	34
Stylists/Cosmetologists	22
Nail Technicians	15
Estheticians	13
All other job titles	24
Total	867

Source: Lightcast 2023.1

Exhibit 6 displays the employers that posted the most job ads for the cosmetology and barbering occupational group in the region over the last 12 months. Showing employer names provides insight into where students may find employment after completing a program. Great Clips posted the most job ads for the cosmetology and barbering occupational group over the previous 12 months.

Exhibit 6: Employers posting the most job ads for the cosmetology and barbering occupational group over the last 12 months, Inland Empire/Desert Region, April 2022 – March 2023

Top Employers	Job Ads
Great Clips	434
Sport Clips	259
Regis Corporation	38
Ulta Beauty	26
Sassy Do's	17
Supercuts	16
Yaamava' Resort & Casino at San Manuel	16
Massage Envy	8
Pechanga Resort & Casino	8
Bello Salon	6
All other employers	39
Total	867

Source: Lightcast 2023.1

Exhibit 7 lists a sample of specialized and employability skills employers seek when filling cosmetology and barbering positions. Specialized skills are occupation-specific skills that employers request for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is often referred to as "soft skills." The skills requested in job ads may be utilized to guide curriculum development.

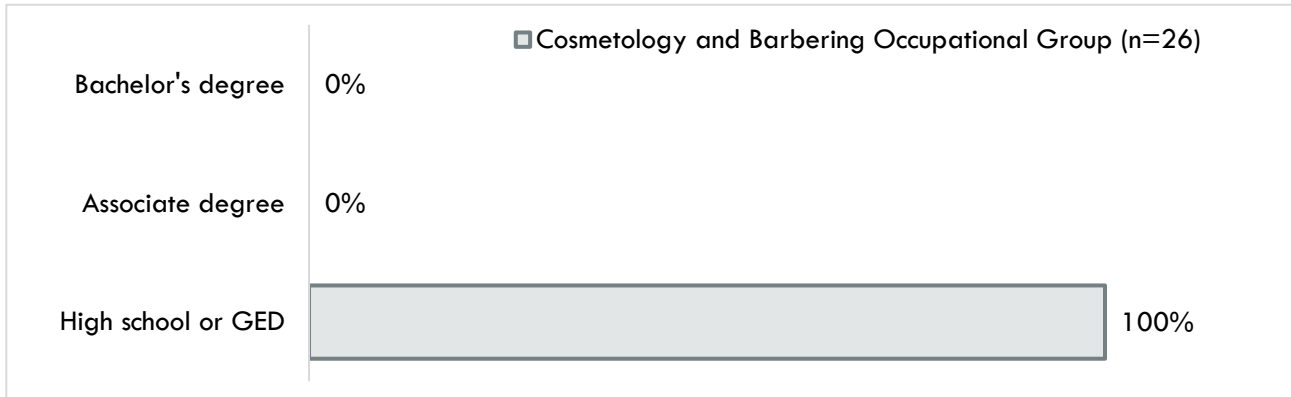
Exhibit 7: Sample of in-demand skills from employer job ads, Inland Empire/Desert Region, April 2022 – March 2023

Specialized skills (n=867)	Employability skills
<ul style="list-style-type: none"> • Cosmetology • Cosmetics • Manicuring/Pedicuring • Professional Hair Care • Skin Care • Nail Care • Hair Coloring 	<ul style="list-style-type: none"> • Customer Service • Interpersonal Communication Skills • Cleanliness/Sanitation • Professionalism • Sales • Arithmetic • Operations

Source: Lightcast 2023.1

Exhibit 8 displays the minimum advertised education requirements for the cosmetology and barbering occupational group. Approximately 97% of employers did not include education requirements in job ads for the cosmetology and barbering occupational group. All job ads with minimum education requirements sought candidates with a high school diploma or equivalent.

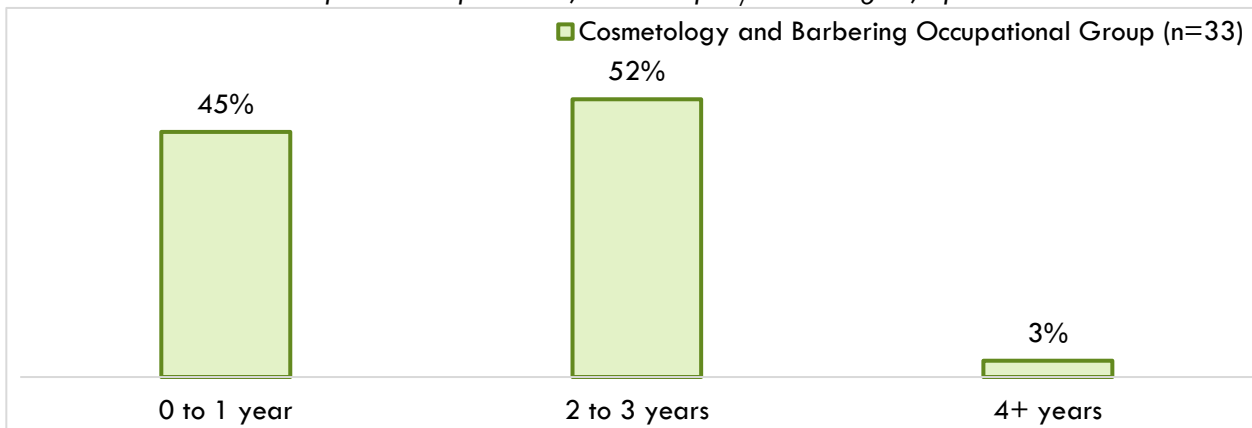
Exhibit 8: Minimum advertised education requirements, Inland Empire/Desert Region, April 2022 – March 2023



Source: Lightcast 2023.1

Exhibit 9 displays the real-time work experience requirements from employer job ads for the cosmetology and barbering occupational group. Most employers (96%) did not include experience requirements in job ads for the cosmetology and barbering occupational group. Within job ads with experience requirements, approximately 45% of employers sought candidates with one year or less of previous work experience, and 55% sought candidates with more than one year of prior work experience.

Exhibit 9: Real-time work experience requirements, Inland Empire/Desert Region, April 2022 – March 2023



Source: Lightcast 2023.1

Certifications

Exhibit 10 displays the most frequently requested certifications by employers in job ads. Approximately 84% of employers sought candidates with a barber’s license, indicating that this license is valuable to employers. According to the California Board of Barbering and Cosmetology, candidates only need to pass the written

examination to obtain licensure (California Board of Barbering and Cosmetology, 2023). For more information regarding barbering licenses, please visit the board website.

Exhibit 10: Certifications most frequently required by employers, Inland Empire/Desert Region, April 2022 through March 2023

Certification	Jobs Ads
Barber License	730
Cosmetology License	42
Esthetician License	3

Source: Lightcast 2023.1

Student Completions and Programs Outcomes

Exhibit 11 displays student completions for cosmetology and barbering (TOP 3007.00) programs over the last three academic years, 2019-2022. Regional community colleges have issued 116 awards annually in cosmetology and barbering programs over the previous three academic years. Program completion and student outcome methodologies can be found in the appendix.

Exhibit 11: Annual average community college awards for cosmetology and barbering programs, Inland Empire/Desert Region, Academic Years 2019-2022

TOP 3007.00 – Cosmetology and Barbering (Local Program Title)	Academic Year 2019-20	Academic Year 2020-21	Academic Year 2021-22	Total CC Annual Average Awards, Academic Years 2019-22
Barstow College (Cosmetology)				33
Associate Degree	9	6	16	10
Certificate 30 < 60-semester units	22	25	22	23
Riverside City College (Barbering Concepts, Cosmetology, Cosmetology Business Administration: Entrepreneurial Concentration, Management and Supervision, Cosmetology Concepts, Cosmetology: Instructor Training, Esthetician, Esthetician Concepts, Hairstyling Concepts, Manicuring Concepts)				82
Associate Degree	12	14	17	14
Certificate 30 < 60-semester units	67	23	42	44
Certificate 16 < 30-semester units	43	2	1	15
Certificate 6 < 18-semester units	6	9	11	9
Total	159	79	109	116

Source: MIS Data Mart, COCI

California program outcome data may provide useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 12.

Exhibit 12: 3007.00 – Cosmetology and barbering strong workforce program outcomes, Inland Empire/Desert Region, Academic Year 2019-2020 (Unless Noted)

Strong Workforce Program Metrics: 3007.00 – Cosmetology and barbering Academic Year 2019-20, unless noted otherwise	Inland Empire/Desert Region	California
Unduplicated count of enrolled students (2020-21)	282	4,747
Completed 9+ career education units in one year (2020-21)	60%	59%
Students who attained a noncredit workforce milestone in a year (2020-21)	-	69%
Students who earned a degree, certificate, or attained apprenticeship (2020-21)	54	986
Transferred to a four-year institution (transfers)	-	40
Job closely related to the field of study (2018-19)	80%	70%
Median annual earnings (all exiters)	\$17,386	\$20,400
Median change in earnings (all exiters)	14%	19%
Attained a living wage (completers and skills-builders)	25%	18%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

The cosmetology and barbering occupational group may be trained by a variety of Classification of Instructional Programs (CIP) programs. Other regional postsecondary education providers utilize four CIP program codes for their cosmetology and barbering programs. Exhibits 13 – 16 display awards for programs related to cosmetology and barbering over the last three academic years. Over the last three academic years, other regional postsecondary education institutions issued a combined total of 1,047 awards annually. Completion data is compiled from the Integrated Postsecondary Education Data System (IPEDS) for the most recent three years.

Exhibit 13. Other educational providers cosmetology/cosmetologists, general programs, three-year annual average credentials, Inland Empire/Desert Region, Academic Years 2017-2020

12.0401 – Cosmetology/ Cosmetologist, General	Academic Year 2017-18	Academic Year 2018-19	Academic Year 2019-20	Other Educational Providers Annual Average Credentials, 2017-2020
Advance Beauty Techs Academy				9
Postsecondary awards	6	6	15	9
Bridges Beauty College				2
Postsecondary awards	0	0	7	2
Coachella Valley Beauty College				12
Postsecondary awards	19	9	7	12
Coachella Valley Beauty College-Hemet				13
Postsecondary awards	9	15	16	13

12.0401 – Cosmetology/ Cosmetologist, General	Academic Year 2017-18	Academic Year 2018-19	Academic Year 2019-20	Other Educational Providers Annual Average Credentials, 2017-2020
Elite Cosmetology School				22
Postsecondary awards	20	18	27	22
International School of Beauty Inc				32
Postsecondary awards	35	33	29	32
Milan Institute of Cosmetology-La Quinta				26
Postsecondary awards	33	22	24	26
Paul Mitchell the School- Temecula				184
Postsecondary awards	196	185	170	184
Royale College of Beauty and Barbering				6
Postsecondary awards	7	12	0	6
Salon Success Academy- Corona				19
Postsecondary awards	21	24	13	19
Salon Success Academy- Fontana				18
Postsecondary awards	21	18	15	18
Salon Success Academy- Redlands				27
Postsecondary awards	37	26	18	27
Salon Success Academy- Riverside				26
Postsecondary awards	20	30	27	26
Salon Success Academy- Upland				41
Postsecondary awards	48	40	34	41
San Bernardino Beauty College				6
Postsecondary awards	8	9	1	6
Total	480	447	403	443

Source: IPEDS

Exhibit 14. Other educational providers barbering/barber programs, three-year annual average credentials, Inland Empire/Desert Region, Academic Years 2017-2020

12.0402 – Barbering/Barber	Academic Year 2017-18	Academic Year 2018-19	Academic Year 2019-20	Other Educational Providers Annual Average Credentials, 2017-2020
Advance Beauty Techs Academy				21
Award 1 < 2 academic years	0	0	1	0
Award < 1 academic year	3	3	0	2
Postsecondary awards	26	16	15	19
Bridges Beauty College				2
Postsecondary awards	0	0	6	2
Coachella Valley Beauty College				20
Award 1 < 2 academic years	0	0	1	0
Award < 1 academic year	3	3	0	2
Postsecondary awards	17	16	19	17
Coachella Valley Beauty College-Hemet				9
Award 1 < 2 academic years	0	0	1	0
Award < 1 academic year	1	0	0	0
Postsecondary awards	9	6	9	8
Elite Cosmetology School				10
Postsecondary awards	13	6	11	10
International School of Beauty Inc				27
Postsecondary awards	34	20	26	27
Paul Mitchell the School-Temecula				18
Postsecondary awards	6	25	24	18
Royale College of Beauty and Barbering				11
Postsecondary awards	22	11	0	11
Salon Success Academy-Corona				0
Postsecondary awards	0	0	0	0
Salon Success Academy-Fontana				0
Postsecondary awards	0	0	0	0
Salon Success Academy-Riverside				18
Postsecondary awards	15	19	20	18

12.0402 – Barbering/Barber	Academic Year 2017-18	Academic Year 2018-19	Academic Year 2019-20	Other Educational Providers Annual Average Credentials, 2017-2020
Salon Success Academy-Upland				23
Postsecondary awards	29	26	15	23
San Bernardino Beauty College				15
Award < 1 academic year	2	1	0	1
Postsecondary awards	19	15	8	14
Total	199	167	156	174

Source: IPEDS

Exhibit 15. Other educational providers aesthetician/esthetician and skin care specialist programs, three-year annual average credentials, Inland Empire/Desert Region, Academic Years 2017-2020

12.0409 – Aesthetician/Esthetician and Skin Care Specialist	Academic Year 2017-18	Academic Year 2018-19	Academic Year 2019-20	Other Educational Providers Annual Average Credentials, 2017-2020
Advance Beauty Techs Academy				17
Award < 1 academic year	8	17	26	17
Bridges Beauty College				1
Award < 1 academic year	0	0	4	1
Coachella Valley Beauty College				1
Award < 1 academic year	0	4	0	1
Coachella Valley Beauty College-Hemet				25
Award < 1 academic year	14	22	38	25
Elite Cosmetology School				19
Award < 1 academic year	10	23	25	19
International School of Beauty Inc				41
Award < 1 academic year	46	40	0	29
Postsecondary awards	0	0	38	13
Milan Institute of Cosmetology-La Quinta				36
Award < 1 academic year	22	34	53	36
Royale College of Beauty and Barbering				17
Award < 1 academic year	18	33	0	17
Salon Success Academy-Corona				71
Award < 1 academic year	58	85	71	71

12.0409 – Aesthetician/Esthetician and Skin Care Specialist	Academic Year 2017-18	Academic Year 2018-19	Academic Year 2019-20	Other Educational Providers Annual Average Credentials, 2017-2020
Salon Success Academy- Fontana				0
Award < 1 academic year	0	0	0	0
Salon Success Academy- Redlands				56
Award < 1 academic year	45	67	57	56
Salon Success Academy- Upland				67
Award < 1 academic year	57	80	65	67
San Bernardino Beauty College				5
Award < 1 academic year	4	10	0	5
Total	282	415	377	358

Source: IPEDS

Exhibit 16. Other educational providers nail technician/specialist and manicurist programs, three-year annual average credentials, Inland Empire/Desert Region, Academic Years 2017-2020

12.0410 - Nail Technician/Specialist and Manicurist	Academic Year 2017-18	Academic Year 2018-19	Academic Year 2019-20	Other Educational Providers Annual Average Credentials, 2017-2020
Advance Beauty Techs Academy				2
Award < 1 academic year	0	4	2	2
Bridges Beauty College				3
Award < 1 academic year	0	0	10	3
Coachella Valley Beauty College				1
Award < 1 academic year	0	1	2	1
Coachella Valley Beauty College-Hemet				4
Award < 1 academic year	1	7	3	4
International School of Beauty Inc				9
Award < 1 academic year	3	10	14	9
Royale College of Beauty and Barbering				3
Award < 1 academic year	5	5	0	3
Salon Success Academy- Corona				1
Award < 1 academic year	0	1	3	1
Salon Success Academy- Fontana				3
Award < 1 academic year	0	3	5	3

12.0410 - Nail Technician/Specialist and Manicurist	Academic Year 2017-18	Academic Year 2018-19	Academic Year 2019-20	Other Educational Providers Annual Average Credentials, 2017-2020
Salon Success Academy-Redlands				4
Award < 1 academic year	0	3	10	4
Salon Success Academy-Riverside				10
Award < 1 academic year	6	14	11	10
Salon Success Academy-Upland				9
Award < 1 academic year	9	13	6	9
San Bernardino Beauty College				21
Award < 1 academic year	16	47	0	21
Total	40	108	66	71

Source: IPEDS

Summary of Findings

Employment for the cosmetology and barbering occupational group is expected to increase by 31% through 2026, with 4,055 job openings projected annually. The median hourly earnings for the cosmetology and barbering occupational group are between \$14.49 and \$18.89, below the region's hourly living wage standard (\$21.82 per hour). However, online job ad salary information reveals employers willing to pay the cosmetology and barbering occupational group an average annual salary of \$48,506 or \$23.32 hourly, above the region's \$45,386 annual (\$21.82 hourly) MIT living wage standard. This may be an early indication that hourly earnings for this classification of workers are increasing. Please view this set of job ad earnings information cautiously since only 13% of these job ads reported earnings.

Regional community colleges have issued 116 awards annually in cosmetology and barbering programs (TOP 3007.00) over the previous three academic years. Other regional postsecondary educational institutions use four program codes for cosmetology and barbering training programs. Over the last three academic years, other regional postsecondary institutions issued 1,047 awards annually.

The Centers of Excellence cautiously recommends expanding occupational training for cosmetology and barbering occupations. While there is significant demand for these workers in the region, the wages associated with these occupations are low. Colleges considering this program should partner with applicable employers to document their demand for these workers and the skills students need to earn a living wage shortly after exiting a community college program.

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May 2023

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Appendix: Occupation definitions, sample job titles, five-year projections, and earnings for cosmetology and barbering occupations

Occupation Definitions (SOC code), Education and Training Requirements, Community College Education Attainment

Barbers (SOC 39-5011)

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

Sample job titles: Barber Shop Operator, Barber Stylist, Stylist

Entry-Level Educational Requirement: Postsecondary nondegree award

Work Experience Required: None

Training Requirement: None

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 35%

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.

Sample job titles: Beautician, Cosmetologist, Hair Dresser, Hair Stylist, Hairdresser, Hairstylist, Stylist

Entry-Level Educational Requirement: Postsecondary nondegree award

Work Experience Required: None

Training Requirement: None

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 43%

Manicurists and Pedicurists (SOC 39-5092)

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

Sample job titles: Manicurist, Nail Technician (Nail Tech), Pedicurist

Entry-Level Educational Requirement: Postsecondary nondegree award

Work Experience Required: None

Training Requirement: None

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 24%

Skincare Specialists (39-5094)

Provide skincare treatments to face and body to enhance an individual's appearance. Includes electrologists and laser hair removal specialists.

Sample job titles: Aesthetician, Clinical Esthetician, Esthetician, Facialist, Medical Esthetician, Skin Care Specialist, Skin Care Technician, Skin Care Therapist, Spa Technician

Entry-Level Educational Requirement: Postsecondary nondegree award

Work Experience Required: None

Training Requirement: None

Incumbent workers with a Community College Award or Some Postsecondary Coursework: 52%

Appendix: Methodology

Exhibit 11 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2019 and 2022 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total of associate degrees and certificates issued during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variations that might be present in a single year.

Community college student outcome information is from LaunchBoard and is based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2023a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS) administered by Santa Rosa Junior College (LaunchBoard, 2023a).

Job ad data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014). Online job ads often do not reveal employers' hiring intentions; it is unknown if employers plan to hire one or multiple workers from a single online job ad or collect resumes for future hiring needs. A closed job ad may not be the result of a hired worker.

Table 1. 2021 to 2026 job growth, wages, entry-level education, training, and work experience required for the cosmetology and barbering occupational group in the Inland Empire/Desert Region (Riverside and San Bernardino counties combined)

Occupation (SOC)	2021 Jobs	5-Year Change	5-Year % Change	Annual Openings (New + Replacement Jobs)	Entry-Experienced Hourly Wage (10 th to 90 th percentile)	Median Hourly Wage (50 th percentile)	Average Annual Earnings	Entry-Level Education & On-The-Job-Training	Work Experience Required
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	12,812	3,863	30%	2,799	\$14.03 to \$27.69	\$14.89	\$37,800	Postsecondary nondegree award & None	None
Manicurists and Pedicurists (39-5092)	3,736	1,285	34%	808	\$14.01 to \$15.97	\$14.49	\$31,000	Postsecondary nondegree award & None	None
Barbers (39-5011)	1,494	266	18%	246	\$14.00 to \$32.42	\$18.89	\$40,400	Postsecondary nondegree award & None	None
Skincare Specialists (39-5094)	804	339	42%	202	\$14.06 to \$45.75	\$17.48	\$47,700	Postsecondary nondegree award & None	None
Total	18,847	5,753	31%	4,055	-	-	-	-	-

Source: Lightcast 2023.1