

Cerritos College CTE Program Report, Spring 2020

Program: Cosmetology

Division: Technology

Attached is a copy of the Annual Unit Plan for: [Click here to enter text.](#)

Submitted by: Janet Ramirez-Han

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1. **Objectives: What are the objectives of the program?** To what extent are these objectives being achieved? How satisfied are students with their preparation for employment? How satisfied are employers with the preparation they receive in this program? Does this program contribute to programs in other fields? What plans are in place for improving the program?

Unfortunately, we do not have program objectives. We only have class objectives. We do not survey students either. Because we do not have a process in place to survey students after they complete our program there is no quantitative measure to gauge their satisfaction with employment preparation. Thus, any explanation would be anecdotal and not necessarily representative of the broader population. Likewise, we do not track post-graduation employment of our students so we are unable to interview employers for their satisfaction of our students' preparation. However, we do have several local employers that participate on our advisory board who have hired student alumni and have provided feedback about their satisfaction. In general, the consistent feedback from this small group sample (anecdotal again) is that our students do not maintain a strong set of "soft skills" akin to client relationship building and management.

In relation to whether our program can contribute to programs in other fields, we have seen cosmetology students successfully transfer their skillsets to general business environments and ownership as well as theater. We have also seen our esthetician students successfully transfer their skillsets to other business environments and nursing.

Considering we are lacking good quantitative measures of student and employer satisfaction; these two areas are strong candidates for improvement. As such, the Cosmetology program will be seeking opportunities to enhance our surveying capabilities in order to better understand the perceived and real value associated with

completing our programs. In addition, we will be working towards creating some program objectives.

- 2. Market Data Need: How strong is the demand for graduates of the program?** How has demand changed in the past two years and what is the outlook for the next five years. How many jobs are available regionally in this field? Are other similar programs offered in this region and if so, what is their impact on the job market? How is the job market impacting your program?

The Cosmetology and Esthetician programs within our Cerritos College Cosmetology Department help provide the necessary skills to attain employment within 3 primary occupations; (1) Hairdressers, Hairstylists, and Cosmetologists (2) Skincare Specialists and (3) Barbers. Based on reporting from the Labor Market Information Division of the California EDD, the outlook for employment in these 3 occupations is very positive.

According to a long-term occupational projection study performed by the EDD, the average projected percentage change in employment from the base year of 2018 to the projected year 2023 is a combined 7.8%, which is 0.5% higher than the entire Personal Care and Service Occupations category and a more substantial 2.6% higher than the entire occupational dataset in California that encompasses more than 751 unique occupations.

If we break out each of the individual occupations supported by our Cosmetology department, we see employment for hairdressers in CA expected to increase by 7.9%, skincare specialists by 8.3%, and barbers by 7.0%. However, in absolute terms, this translates to 3,925 incrementally employed hairdressers, 570 incremental skincare specialists, and 370 incremental barbers.

This dynamic is exactly what we see at a more local level as well. For example, in reviewing the same projections for the LA/Orange County Region, we see even greater employment projection rates for hairdressers, skincare specialists, and barbers of 8.8%, 8.4%, and 9.7%, respectively with hairdressers having 6 to 9 times more employment opportunities than the other two occupations. Moreover, when reviewing the average annual job openings figures, there 1,130 (51.5%) more opportunities across these 3 occupations due to additional availabilities from job separations, exits, and transfers.

In closing, this data provides evidence that the job market for occupations supported by our Cosmetology Department is robust. In fact, the uptick in enrollment we have seen over the last 4 academic years is likely a result of the perceived opportunities new students are noticing. This trend bodes well for our department and suggests there are ample opportunities, both locally and beyond as they enroll in our programs.

3. **Enrollment/Retention/Placement: What are the trends in student enrollment, success and completion, and placement?** Is there an increase or decline in the last five years? What are the barriers to success and completion? What are placement rates with local employers? What do these data mean for your program?

The Cosmetology Department manages two distinct programs; Cosmetology and Esthetics. Over the last 4 academic years, the overall enrollment of these two programs combined has grown by a solid 24.5% from 143 enrolled students in the 2015-16 academic year to 178 enrolled students in the 2018-19 academic year. The average completion rate across these 4 years was 96% with a slight 1.1% decrease in the completion rate from 97.2% in the 2015-16 academic year to 96.1% in the 2018-19 academic year. Similarly, the average success rate over the same 4-year period was 94.1% going from 96.1% in 2014-15 to 92.7% in 2018-19, a reduction of 3.4%. Overall, the 25% increase in total enrollment over the last 4 years is a very favorable trend that suggests the Cosmetology program has been successfully recruiting new students. That said, the slight decreases in both our completion and success rates indicates there is room for improvement in both areas. Improving these rates may further enhance enrollment in this department in the future.