

# Program Competition & Student Demand

## Active Selections

( County : San Mateo, CA ) AND ( ( Program of study : Associate's degree - Cosmetology/Cosmetologist, General (12.0401) OR Program of study : Award of at least 1 but less than 2 academic years - Cosmetology/Cosmetologist, General (12.0401) ) )

### Total Degrees Conferred

**96**  
(-12.7% since 2015)

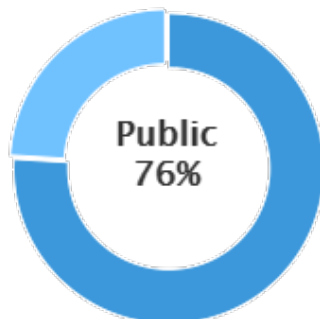
In 2019

### Number of Institutions

**3**  
(No change since 2015)

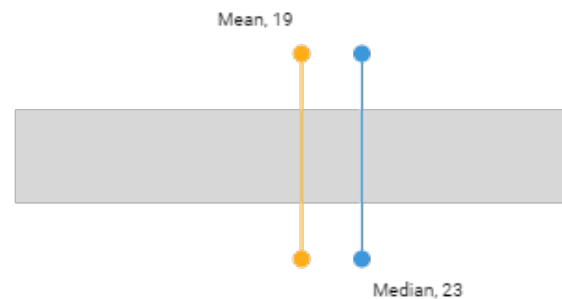
In 2019

### Market Share by Type of Institution



In 2019

### Degrees Conferred by Institution



In 2019

Institution	Type	Distance Learning	Market Share 2019 (%)	Change in Market Share 2015-2019 (%)	Change in Degree Conferrals 2015-2019 (%)	2019	2018	2017	2016	2015
Skyline College	Public	No	38.5	17.6	60.9	37	6	23	34	23
College of San Mateo	Public	No	37.5	6.6	5.9	36	41	39	65	34
Hilltop Beauty School	For-Profit	No	24.0	-24.2	-56.6	23	44	47	52	53

\*This report uses data from the National Center for Education Statistics (NCES) IPEDS database from 2015-2019.

# Program Competition & Student Demand

## Active Selections

( County : San Mateo, CA OR County : San Francisco, CA OR County : Santa Clara, CA OR County : Contra Costa, CA OR County : Alameda, CA ) AND ( ( Program of study : Associate's degree - Cosmetology/Cosmetologist, General (12.0401) OR Program of study : Award of at least 1 but less than 2 academic years - Cosmetology/Cosmetologist, General (12.0401) ) )

**Total Degrees Conferred**      **Number of Institutions**

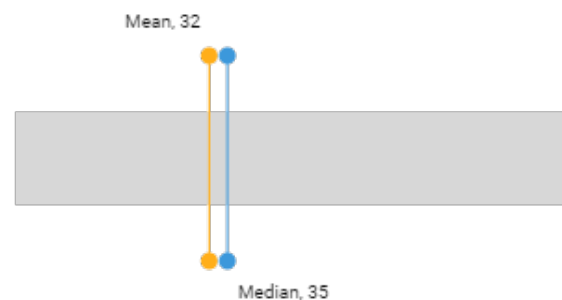
**616**  
(-47.2% since 2015)

**15**  
(-4 since 2015)

**Market Share by Type of Institution**



**Degrees Conferred by Institution**



In 2019

In 2019

In 2019

In 2019

Institution	Type	Distance Learning	Market Share 2019 (%)	Change in Market Share 2015-2019 (%)	Change in Degree Conferrals 2015-2019 (%)	2019	2018	2017	2016	2015
Paul Mitchell the School-East Bay	For-Profit	No	14.9	1.5	-41.0	92	99	104	108	156
Cinta Aveda Institute	For-Profit	No	10.9	4.7	-6.9	67	67	61	76	72
San Francisco Institute of Esthetics & Cosmetology Inc	For-Profit	No	9.4	3.3	-18.3	58	60	76	69	71
Paul Mitchell the School-San Jose	For-Profit	No	8.9	N/A	N/A	55	N/A	N/A	N/A	N/A
The Salon Professional Academy-San Jose	For-Profit	No	7.1	2.0	-25.4	44	54	58	44	59
San Jose City College	Public	No	7.0	-1.4	-56.1	43	69	89	58	98
International College of Cosmetology	For-Profit	No	6.5	3.6	17.6	40	33	51	33	34
Laney College	Public	No	6.2	2.4	-13.6	38	48	31	50	44
Skyline College	Public	No	6.0	4.0	60.9	37	6	23	34	23
Avalon School of Cosmetology-Alameda	For-Profit	No	6.0	0.2	-45.6	37	26	45	46	68
College of San Mateo	Public	No	5.8	2.9	5.9	36	41	39	65	34
J D Academy of Salon and Spa	For-Profit	No	5.7	4.8	250.0	35	18	14	18	10
Hilltop Beauty School	For-Profit	No	3.7	-0.8	-56.6	23	44	47	52	53
Moler Barber College-Oakland	For-Profit	No	1.5	N/A	N/A	9	N/A	N/A	N/A	N/A
Gavilan College	Public	No	0.3	0.1	0.0	2	0	5	1	2

Academy for Salon Professionals-Santa Clara	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	46	49
Contra Costa College	Public	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Marinello Schools of Beauty-San Francisco	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	166
Marinello Schools of Beauty-Santa Clara	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	177
Milan Institute of Cosmetology-Concord	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Northern California Institute of Cosmetology Inc	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	10
Paris Beauty College	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	29
San Francisco College of Cosmetology	UnKnown	No	N/A	N/A	N/A	N/A	N/A	N/A	13	13	12

\*This report uses data from the National Center for Education Statistics (NCES) IPEDS database from 2015-2019.

## Alumni Analysis

There are 8 alumni represented

### Active Selections

Institution	College of San Mateo
Program of Study	Cosmetology/Cosmetologist, General (12.0401)
Degree Level	All
Year of Graduation	2015-2020

63%

Percent reporting employment within a year of graduation.

Source: Burning Glass Analysis of Social Profiles

38%

Percent employed **in their field of study** within a year of graduation ⓘ

Source: Burning Glass Analysis of Social Profiles

25%

Percent currently working in field of study

Source: Burning Glass Analysis of Social Profiles

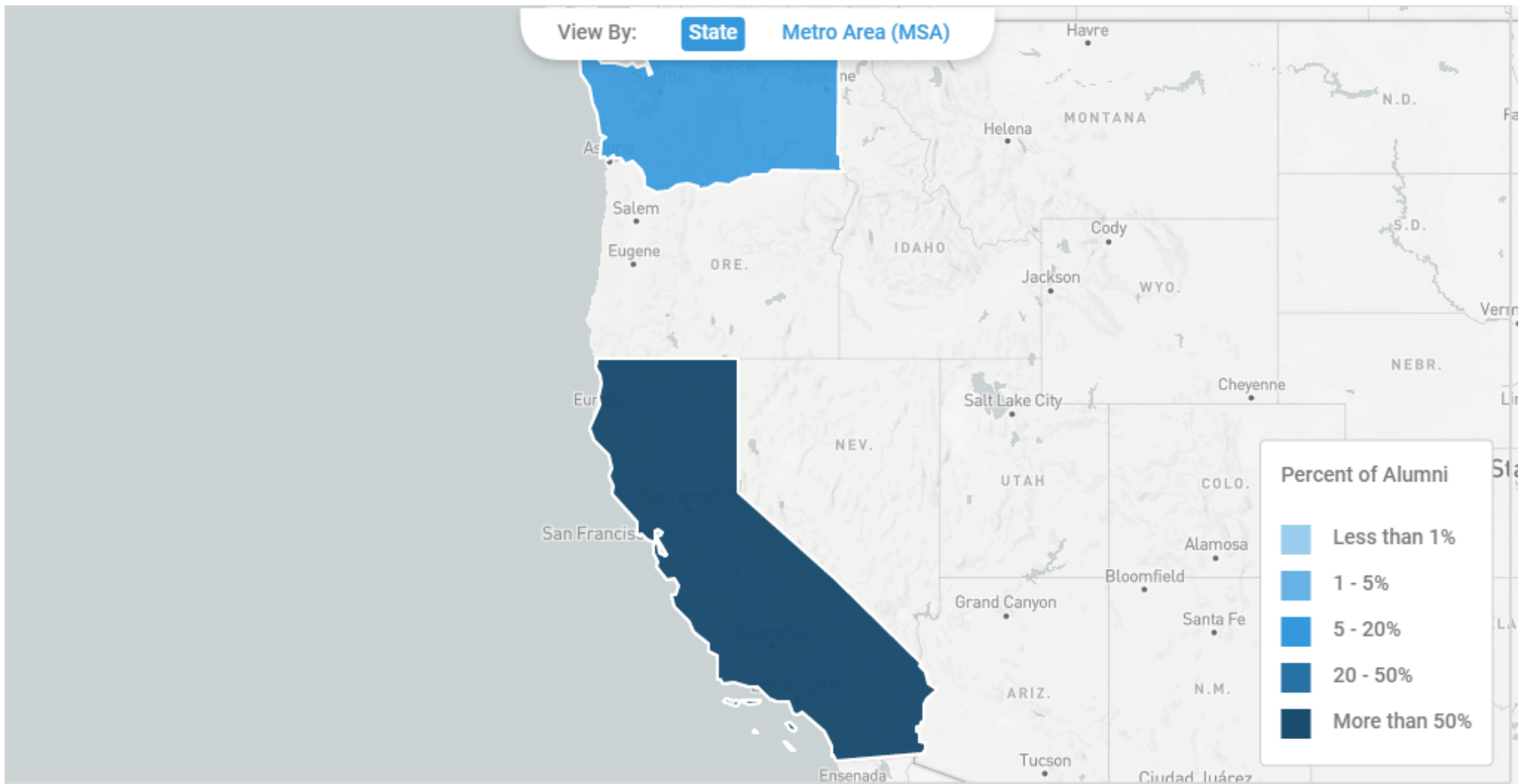
## Top Current Occupations

Currently displaying: Burning Glass, Occupation

Alumni Current Occupation	Number Of Alumni Working In Occupation
Host / Hostess 🚩	12.5
Barber / Hair Stylist / Cosmetologist 🚩	12.5
Retail Store Manager / Supervisor	12.5
Hotel Desk Clerk	12.5

🚩 = occupation is within alumni's field of study

# Current Place of Residence



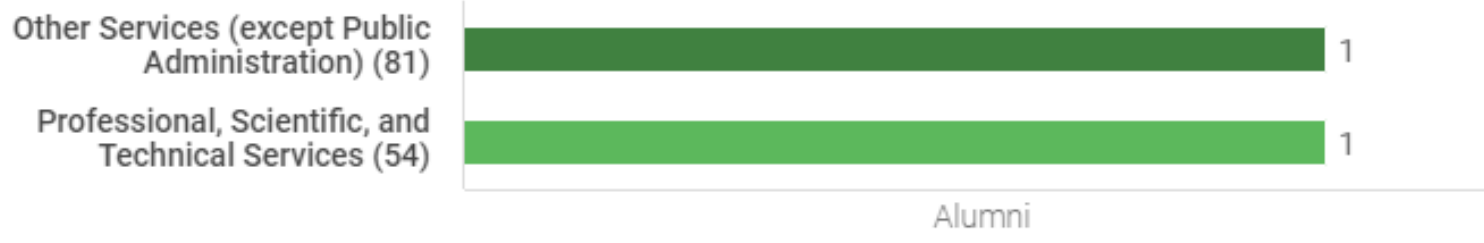
100%  
In-State

0%  
Out-of-State (US)

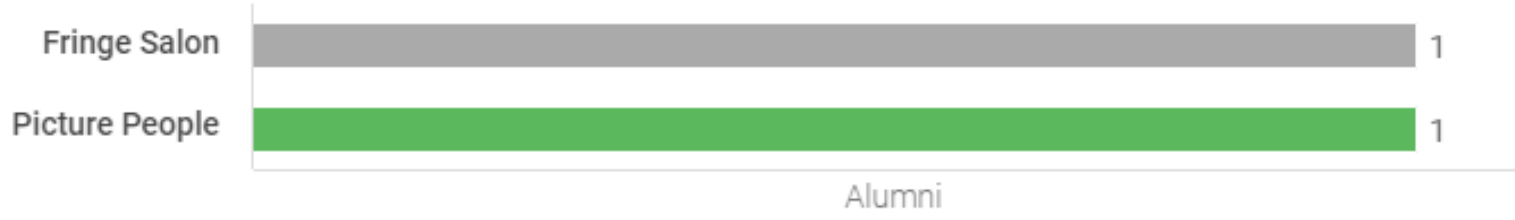
0%  
International

## Top Industries

Currently displaying: 2-digit NAICS



## Top Employers

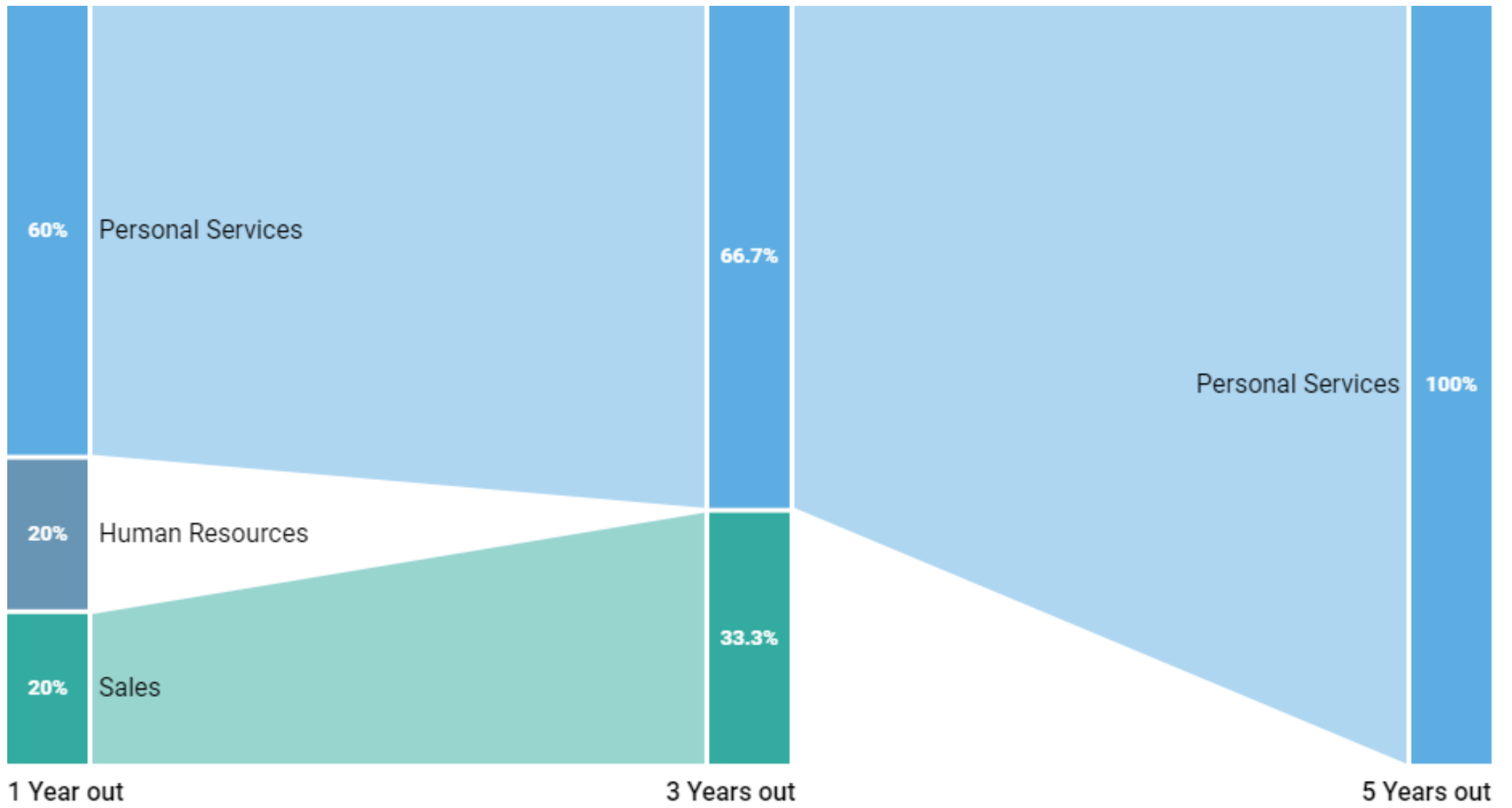


- Other Services (except Public Administration) (81)
- Professional, Scientific, and Technical Services (54)
- Others

## Career Outcomes - Overview

Currently displaying: Burning Glass

This chart shows the occupation families that alumni were employed in at 1, 3, and 5 years after graduation.



## Degree Level

No data available for this report with your selected filters.

## Program of Study

No data available for this report with your selected filters.

## Institution

No data available for this report with your selected filters.



## Certification Analysis

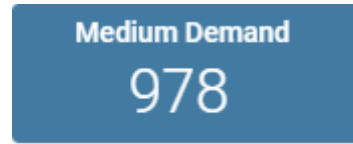
### Active Selections

San Mateo, CA, San Francisco, CA, Santa Clara, CA, Contra Costa, CA, Alameda, CA, Cosmetology Certification, Cosmetology License

## Certification Metrics

### Job Postings

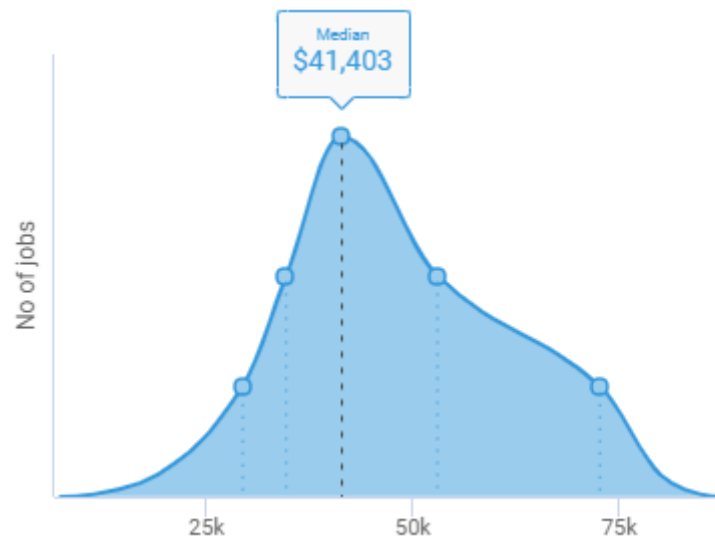
Last 12 Months



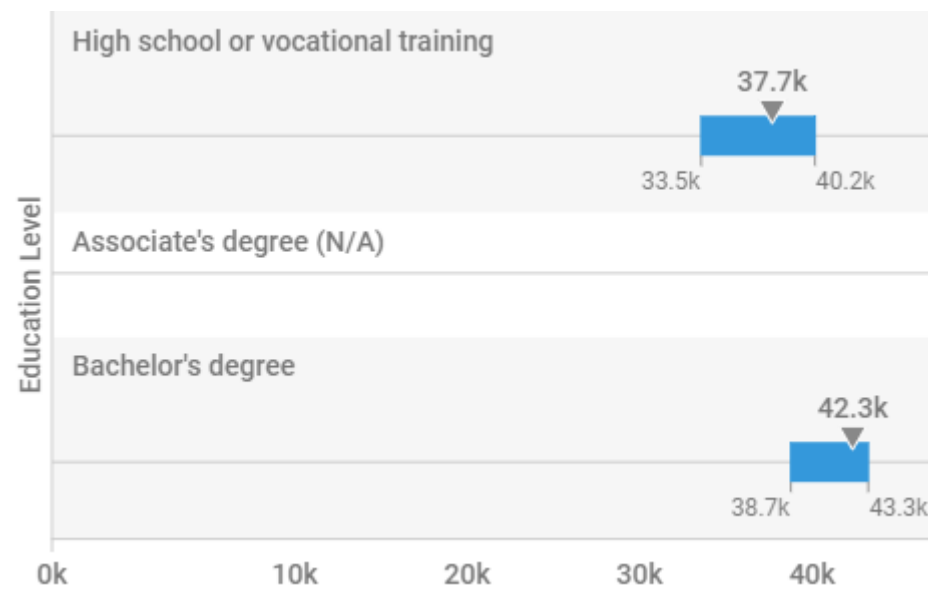
### Location Quotient



## Salary Overall

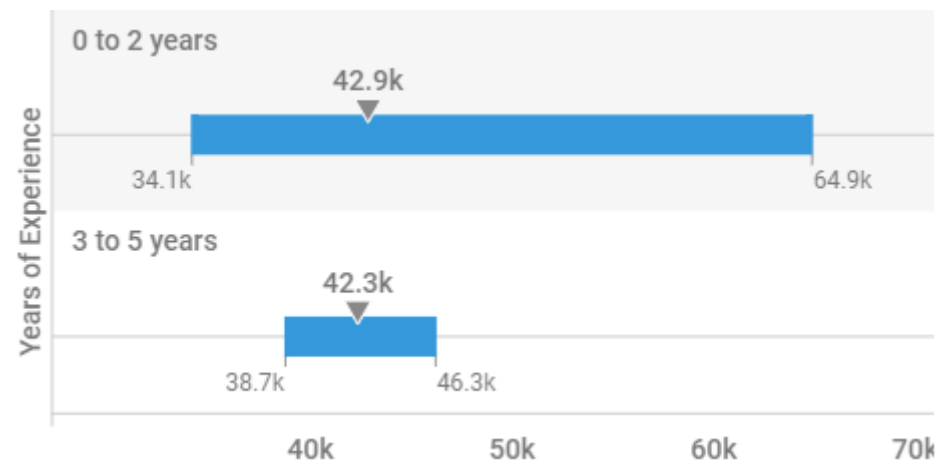


## Salary By Education



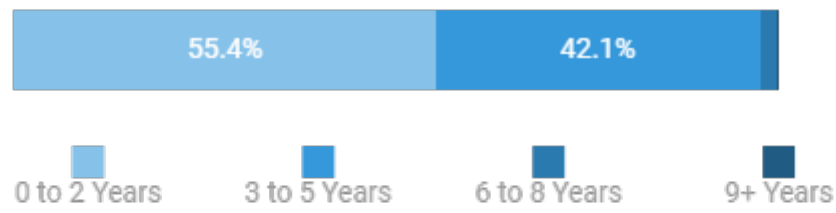
Salary distribution is not shown for education levels with insufficient sample size

## Salary By Experience

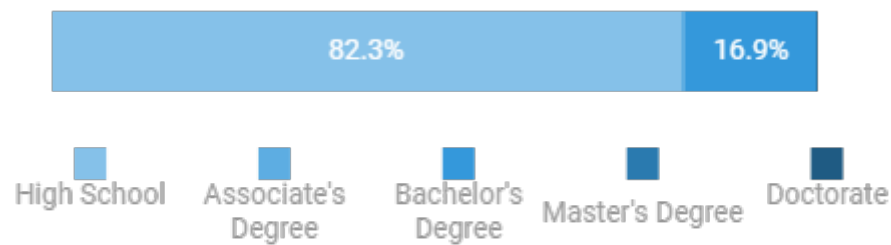


Salary distribution is not shown for experience levels with insufficient sample size

## Years of Experience



## Education Level



## Top Occupations Requesting Certification(s)

Occupation	Associated Education Level
Barber / Hair Stylist / Cosmetologist	High school or vocational
Retail Sales Associate	High school or vocational
Retail Store Manager / Supervisor	High school or vocational
Artist / Illustrator	High school or vocational
Office Manager	Bachelor's
Vocational Education Instructor	Bachelor's
Salon / Spa Manager	High school or vocational
Beautician	High school or vocational
Manicurist / Pedicurist	High school or vocational
Makeup Artist	High school or vocational

## Certification Taxonomy

Certification Group	Job Postings
Cosmetology	1,525
Certification	Job Postings
Cosmetology License	965
Certified Hair Stylist	191
Licensed Barber	188
Makeup Artist	76
Manicurist Certification	65
Cosmetology Certification	20
Esthiology License	10
Licensed Cosmetology Teacher	5
Certified Esthetician	2
Aesthetics License	1
Licensed Beautician	1
Tattoo Artist	1

## Top Occupations

Occupation	Total Job Postings (Last 12 Months)	Job Postings Requesting Certification(s)(#)	Job Postings Requesting Certification(s)(%)	Occupation Projected Growth (10 Years)	Associated Education Level
Barber / Hair Stylist / Cosmetologist	1,671	416	24.9%	19.5%	High school or vocational training
Retail Beauty Consultant	700	65	9.3%	0.8%	High school or vocational training
Retail Store Manager	9,958	57	0.6%	3.2%	High school or vocational training
Artist / Illustrator	644	38	5.9%	15.1%	High school or vocational training
Office Manager (General)	2,483	35	1.4%	6.1%	Bachelor's degree
Vocational Education Instructor	1,283	29	2.3%	7.8%	Bachelor's degree
Salon / Spa Manager	287	24	8.4%	15.2%	High school or vocational training
Esthetician	223	23	10.3%	16.7%	High school or vocational training
Retail Sales Associate (General)	20,463	21	0.1%	0.8%	High school or vocational training
Manicurist / Pedicurist	140	21	15.0%	20.7%	High school or vocational training

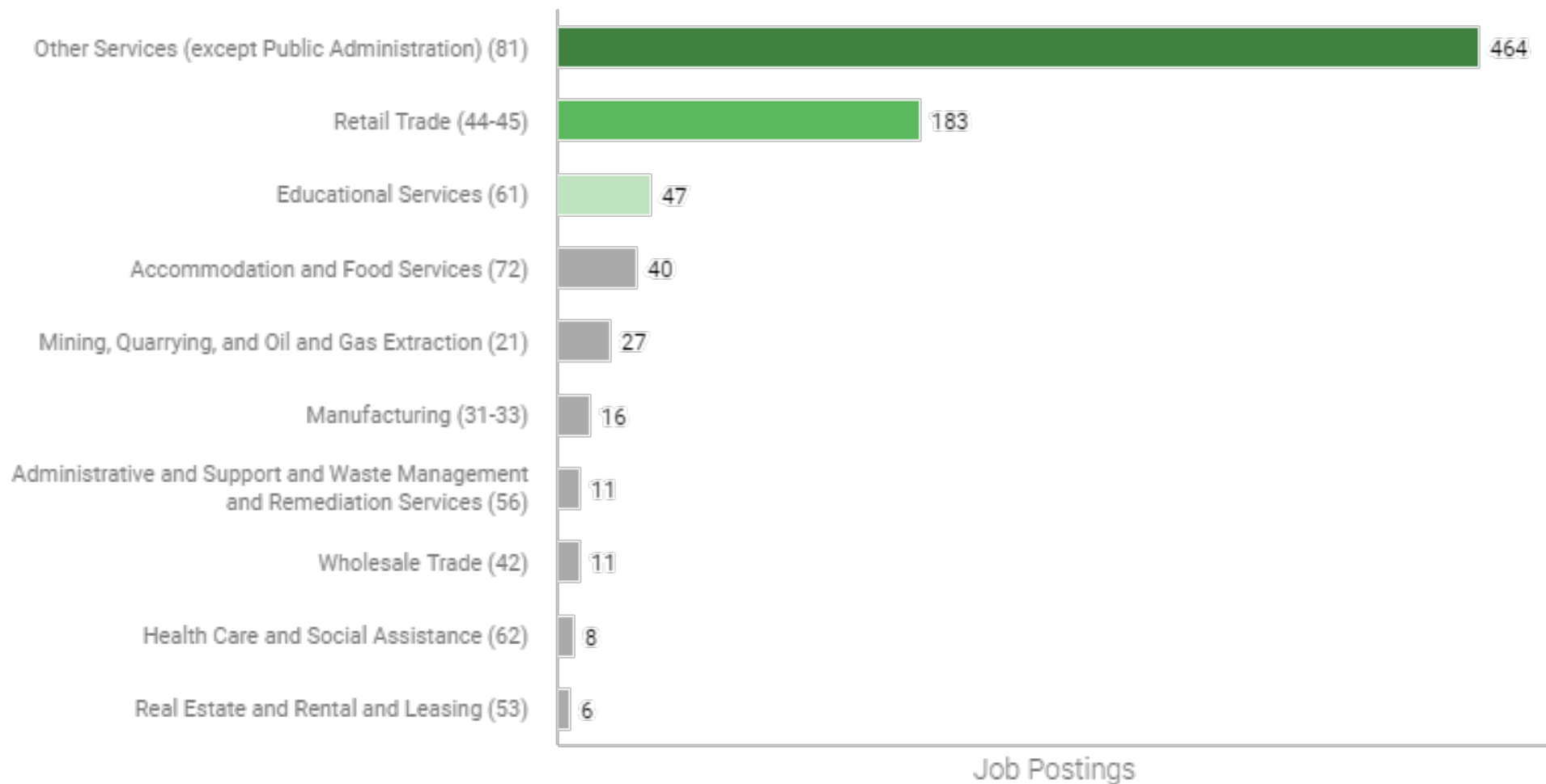
## Top Co-occurring Skills

	Skill	Job Postings
1	Hair Styling	348
2	Retail Industry Knowledge	247
3	Sales	236
4	Cleaning	198
5	Customer Service	161
6	Product Sales	161
7	Cosmetics Industry Knowledge	159
8	Personal Protective Equipment (PPE)	143
9	Retail Sales	136
10	Budgeting	129

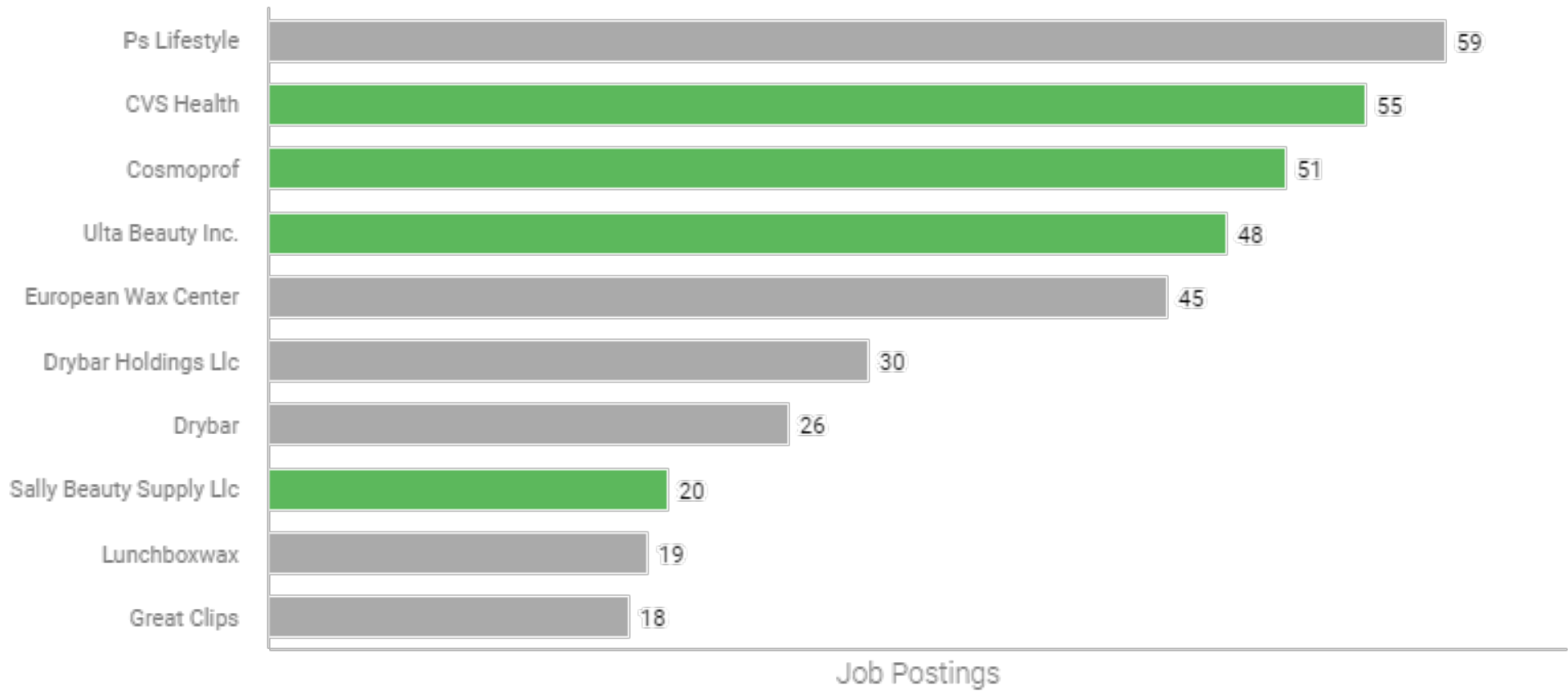
Currently displaying: Specialized

## Top Industries

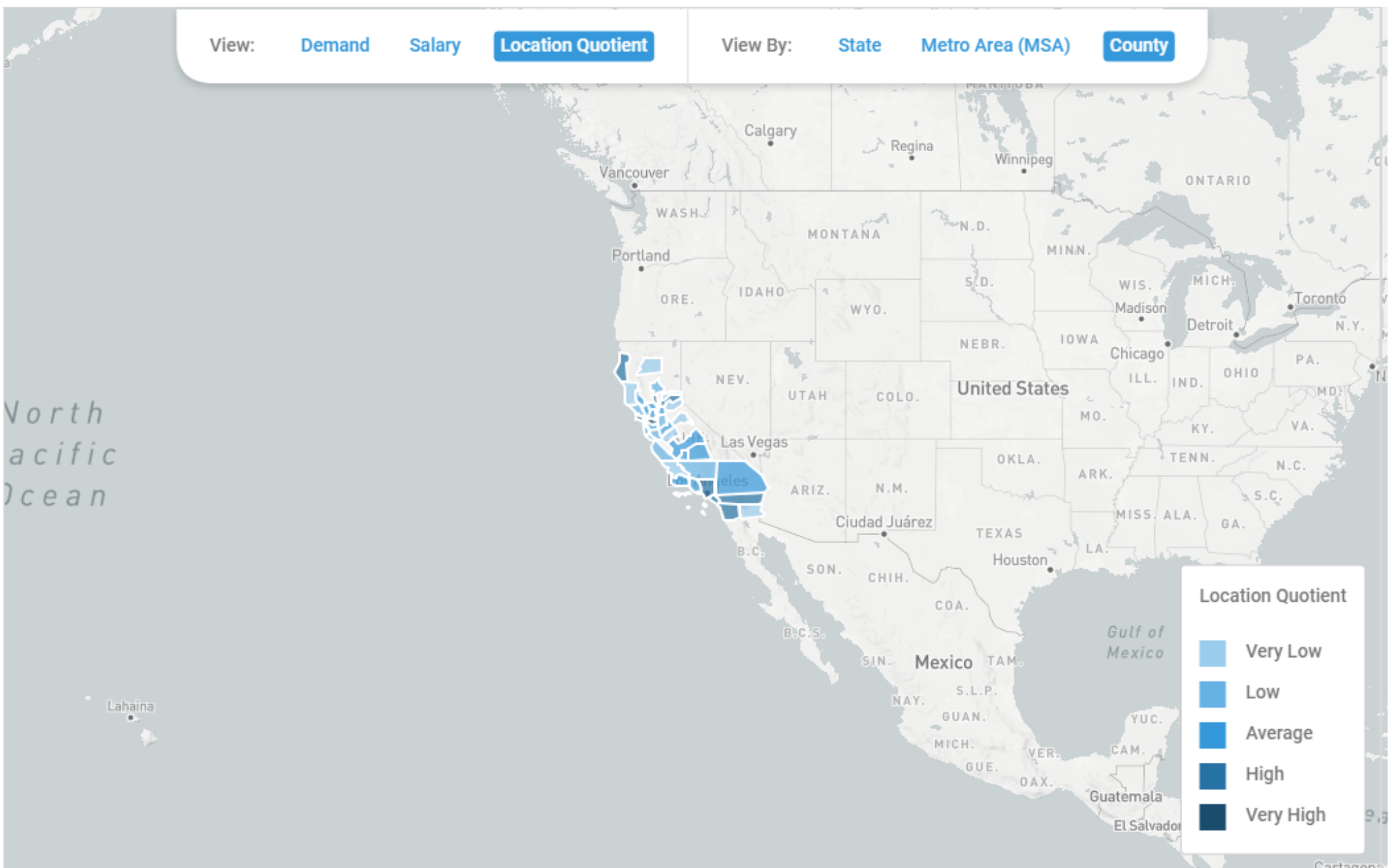
Currently displaying: 2digit








## Top Employers



## Top Locations



County	Job Postings (Last 12 Months)	Median Salary	Location Quotient
Los Angeles, CA	1,414	\$43k	1.4 
Orange, CA	623	\$42k	1.4 
San Diego, CA	594	\$36k	1.3 
San Bernardino, CA	266	\$38k	1.2 
Alameda, CA	263	\$42k	1.0 
Santa Clara, CA	261	\$41k	0.7 
Riverside, CA	260	\$39k	1.4 
Contra Costa, CA	184	\$40k	1.6 
Sacramento, CA	183	\$42k	1.0 
San Francisco, CA	150	\$43k	0.5 