Program Overview
11 Culinary, Entertainment, and Personal Services

Lightcast Q3 2023 Data Set

August 2023

San Mateo County Community College District

Parameters

Completions Year: 2020

Jobs Timeframe: 2022 - 2029

Job Postings Timeframe: Jun 2021 - Jul 2023

Programs:
11 items selected. See Appendix A for details.

Regions:

Code	Description	Code	Description
6001	Alameda County, CA	6081	San Mateo County, CA
6013	Contra Costa County, CA	6085	Santa Clara County, CA
6075	San Francisco County, CA		

Education Level:

Description
Associate degree

Tuition Type: Tuition & Fees

Graduate Status: Undergraduate

Residency: In-State

5	18	Completions Distribution
Institutions	**Completions**	
0% Growth (2016-2020)	13% Growth (2016-2020)	

Completions Distribution

1 ——————— Average: 3.6 ——————— 7

Median: 3

Program Overview

18
Completions

	Completions (2020)	% Completions	Institutions (2020)	% Institutions
● All Programs	18	100%	5	100%
● Distance Offered Programs	0	0%	0	0%
● Non-Distance Offered Programs	18	100%	5	100%

Market Share by Institution Type
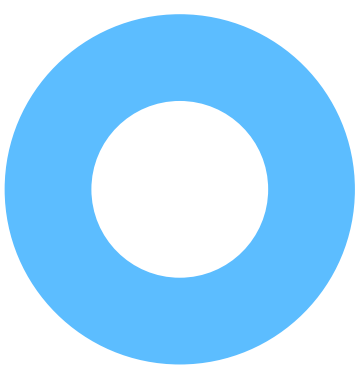
Institution Type	Completions (2020)	Market Share
● Public, 2-year	18	100.0%

Market Share by Program
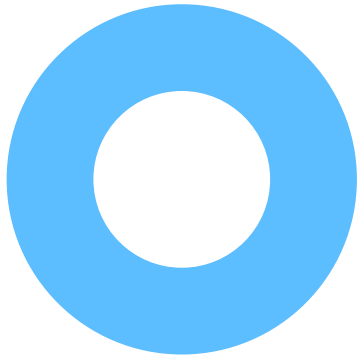
| Program	Completions (2020)	Market Share
● Cosmetology/Cosmetologist, General (12.0401)	18	100.0%

Completions by Institution

Institution	Associate's Degree Completions (2020)	Growth % YOY (2020)	Market Share (2020)	IPEDS Tuition & Fees (2020)	Completions Trend (2016-2020)
Laney College	7	-36.4%	38.9%	$1,167	
San Jose City College	6	0.0%	33.3%	$1,362	
College of San Mateo	3	50.0%	16.7%	$1,434	
Gavilan College	1	-50.0%	5.6%	$1,166	
Skyline College	1	0.0%	5.6%	$1,464	

Regional Trends
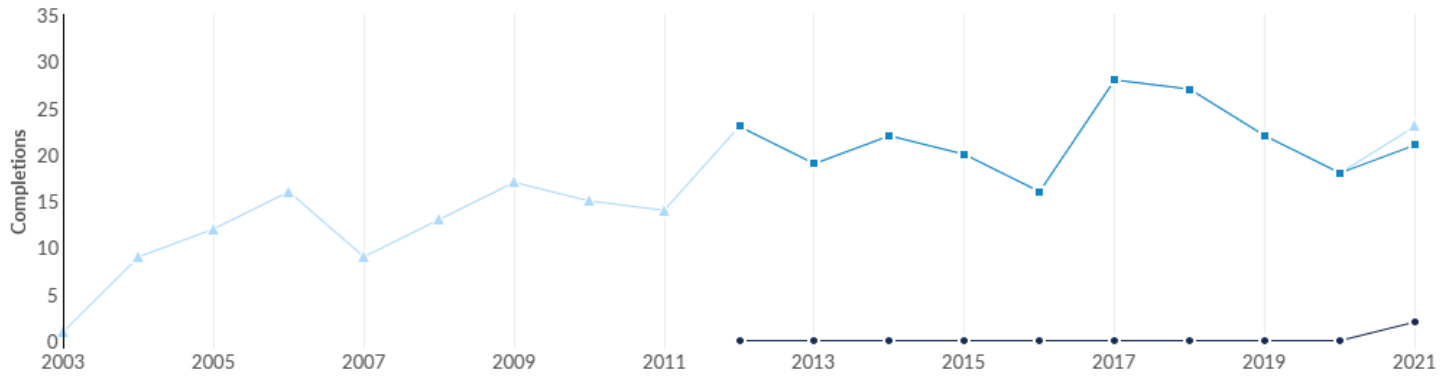
		2012 Completions	2020 Completions	% Change
●	Distance Offered Programs	0	0	0.0%
■	Non-Distance Offered Programs	23	18	-21.7%
▲	All Programs	23	18	-21.7%

Regional Completions by Award Level

	Award Level	Completions (2020)	Percent	
●	Associate's Degree	18	100.0%	▬▬▬▬

Similar Programs

2	**64**
Programs (2020)	Completions (2020)

CIP Code	Program	Associate's Degree Completions (2020)
50.0501	Drama and Dramatics/Theatre Arts, General	59
50.0502	Technical Theatre/Theatre Design and Technology	5

Target Occupations

Filtered by the proportion of the national workforce in these occupations with an Associate's degree

2,362	+17.2%	$17.03/hr $35.4K/yr	405
Jobs (2022)*	% Change (2022-2029)*	Median Earnings	Annual Openings*
11% below National average*	Nation: +11.7%*	Nation: $15.78/hr; $32.8K/yr	

Occupation	2022 Jobs*	Annual Openings*	Median Earnings	Growth (2022 - 2029)*	Employment Concentration (2022)*
Hairdressers, Hairstylists, and Cosmetologists	1,230	208	$16.86/hr	+13.33%	0.78
Manicurists and Pedicurists	531	93	$16.76/hr	+24.11%	1.63
Skincare Specialists	284	54	$18.71/hr	+23.24%	0.95
First-Line Supervisors of Personal Service Workers	219	36	$25.47/hr	+17.81%	0.83
Barbers	64	9	$14.14/hr	+3.13%	0.53
Shampooers	25	5	$16.93/hr	+20.00%	0.69
Makeup Artists, Theatrical and Performance	<10	Insf. Data	$52.40/hr	+Insf. Data	Insf. Data

Job Postings Summary

24	8 : 1	11	19 days
Unique Postings	**Posting Intensity**	**Employers Competing**	**Median Posting Duration**
201 Total Postings	Regional Average: 4 : 1	86,762 Total Employers	Regional Average: 30 days

There were **201** total job postings for your selection from June 2021 to July 2023, of which **24** were unique. These numbers give us a Posting Intensity of **8-to-1**, meaning that for every 8 postings there is 1 unique job posting.

This is higher than the Posting Intensity for all other occupations and companies in the region (4-to-1), indicating that they may be trying harder to hire for this position.

Top Companies Posting

Company	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Spread Your Wings	14 / 7	2 : 1	n/a
Beautiful From Head 2 Toe	46 / 2	23 : 1	n/a
John Varvatos	2 / 2	1 : 1	n/a
Life Time	3 / 2	2 : 1	17 days
Bluemercury	1 / 1	1 : 1	19 days
Bollywood Beauty Salon	1 / 1	1 : 1	45 days
Cordevalle L.P	1 / 1	1 : 1	n/a
Hatch	5 / 1	5 : 1	n/a
Oakland Children's Fairyland	1 / 1	1 : 1	19 days
The Lash Lounge	1 / 1	1 : 1	19 days

Top Posted Job Titles

Job Title	Total/Unique (Jun 2021 - Jul 2023)	Posting Intensity	Median Posting Duration
Directors of Adult Day Services	13 / 6	2 : 1	n/a
Aquatics Supervisors	3 / 2	2 : 1	17 days
Estheticians	3 / 2	2 : 1	n/a
Salon Directors	122 / 2	61 : 1	n/a
Salon Hair Stylists	46 / 2	23 : 1	n/a
Beauticians	1 / 1	1 : 1	45 days
Day Program Directors	1 / 1	1 : 1	n/a
Eyelash Technicians	1 / 1	1 : 1	19 days
Makeup Artists	1 / 1	1 : 1	19 days
Outlet Store Managers	1 / 1	1 : 1	n/a

Top Specialized Skills

● Frequency in Job Postings   ● Frequency in Profiles
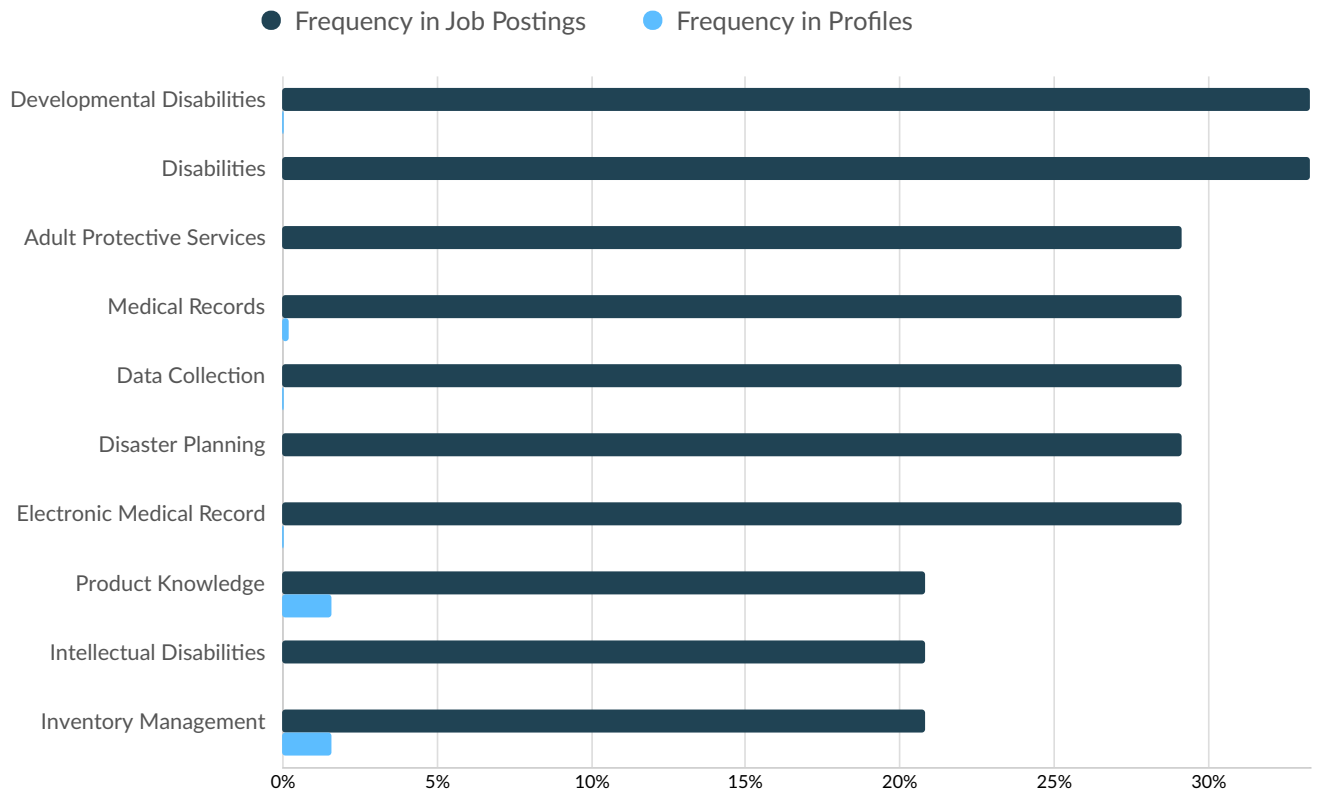
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Developmental Disabilities	8	33%	5	0%
Disabilities	8	33%	0	0%
Adult Protective Services	7	29%	0	0%
Medical Records	7	29%	26	0%
Data Collection	7	29%	4	0%
Disaster Planning	7	29%	0	0%
Electronic Medical Record	7	29%	6	0%
Product Knowledge	5	21%	193	2%
Intellectual Disabilities	5	21%	0	0%
Inventory Management	5	21%	190	2%

Top Common Skills

● Frequency in Job Postings   **● Frequency in Profiles**
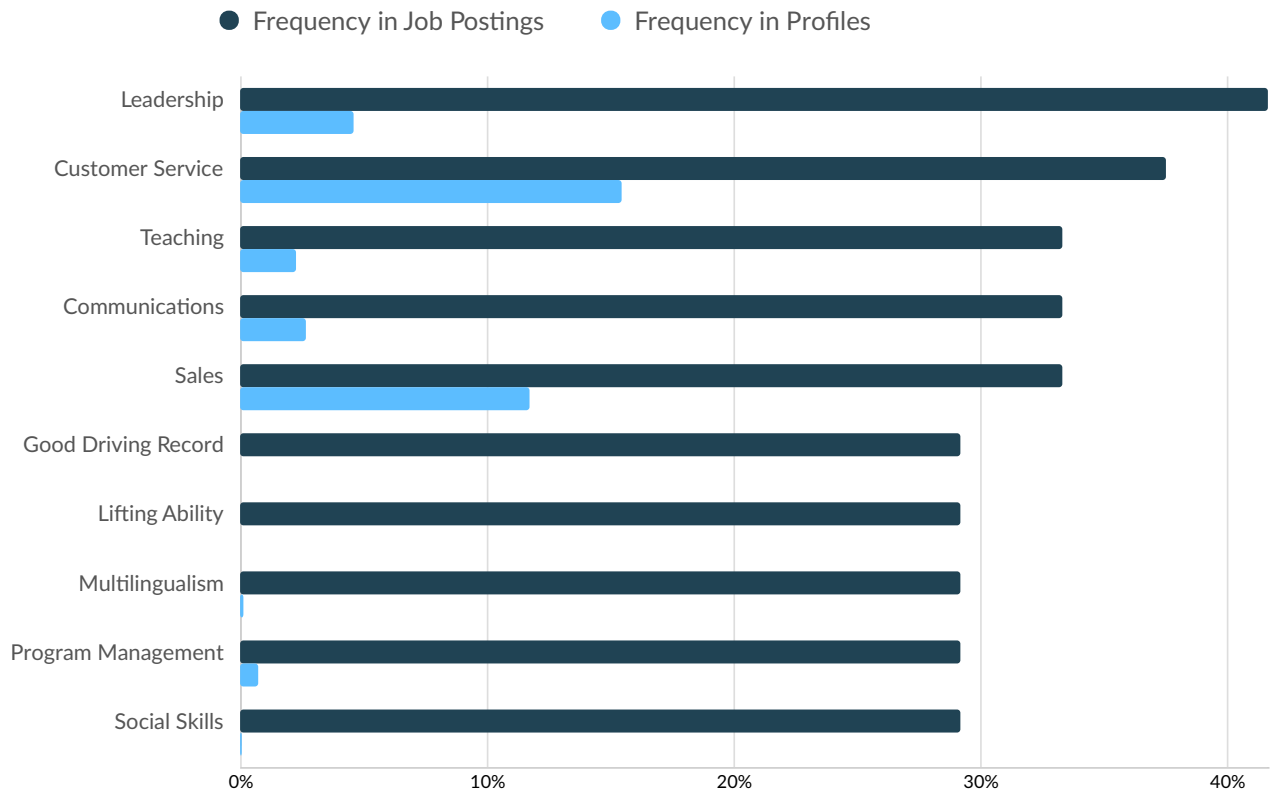
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Leadership	10	42%	550	5%
Customer Service	9	38%	1,859	15%
Teaching	8	33%	271	2%
Communications	8	33%	318	3%
Sales	8	33%	1,409	12%
Good Driving Record	7	29%	0	0%
Lifting Ability	7	29%	1	0%
Multilingualism	7	29%	17	0%
Program Management	7	29%	89	1%
Social Skills	7	29%	12	0%

Top Software Skills

● Frequency in Job Postings   ● Frequency in Profiles
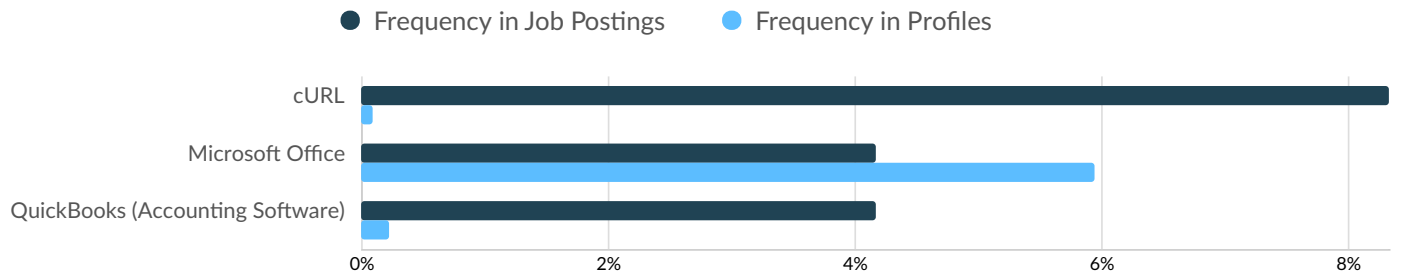
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
cURL	2	8%	12	0%
Microsoft Office	1	4%	716	6%
QuickBooks (Accounting Software)	1	4%	27	0%

Top Qualifications

Qualification	Postings with Qualification
Valid Driver's License	8
Registered Behavior Technician (RBT)	5
First Aid Certification	3
Cosmetology License	2
Registered Nurse (RN)	1
Cardiopulmonary Resuscitation (CPR) Certification	1
Basic Life Support (BLS) Certification	1
Licensed Practical Nurse (LPN)	1
Licensed Vocational Nurse (LVN)	1

Appendix A - Programs

Code	Description
12.0401	Cosmetology/Cosmetologist, General
12.0402	Barbering/Barber
12.0406	Make-Up Artist/Specialist
12.0407	Hair Styling/Stylist and Hair Design
12.0408	Facial Treatment Specialist/Facialist
12.0409	Aesthetician/Esthetician and Skin Care Specialist

Code	Description
12.0410	Nail Technician/Specialist and Manicurist
12.0412	Salon/Beauty Salon Management/Manager
12.0413	Cosmetology, Barber/Styling, and Nail Instructor
12.0414	Master Aesthetician/Esthetician
12.0499	Cosmetology and Related Personal Grooming Arts, Other

Appendix B - Data Sources and Calculations

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates are also affected by county-level Emsi earnings by industry.

Lightcast Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

State Data Sources

This report uses state data from the following agencies: California Employment Development Department