

EASTERN CENTER FOR ARTS AND TECHNOLOGY

PROGRAM REVIEW

FINAL REPORT

COSMETOLOGY

2024

Occupational Advisory Committee Members

Leah Davis, Salon Manager-Leah's Beauty Salon

Desiree Hawthorne, Salon Leader – Hair Cuttery

Kysha Woods, Private Salon Owner- Lux Lab Philly/Keith Media Agency

Sandy Hummel, Private Salon Owner/Hair Stylist-Manely for You Beauty Salon

Brett Sauder, Owner/Hair Stylist- Taire Hair Salon

Liora Layton, Student Representative

Cosmetology students must earn 1250 hours to receive their cosmetology license which is not possible during 2 years of high school. EASTERN offers a 5-week program in the summer for an additional 150 hours. Students must attend the summer sessions during both their junior and senior summers to reach the 1250 hours needed to receive their license.

Students can apply for and take their state board theory exam at 900 hours. Most students with good attendance will be able to take advantage of this early testing by March/April of their senior year. If students pass their state board theory exam early all they must do is finish their 1250 hours and they will be licensed. Early testing gives the students who fail the theory exam a chance to remediate while they are still in school and retest before graduation. The other advantage to early testing is that students who cannot finish their hours at EASTERN have an easier time transferring all their hours to a private school if they can show the school that they have already passed the state board exam and only need to finish the hours. Early testing is still available to students and every student who was able to test early during the school year took advantage of the opportunity.

Data from ONET and the U.S. Bureau of Labor and Statics Occupational Profile for cosmetologists indicates cosmetologists held approximately 558,700 jobs nationally. Opportunities for these workers are projected to grow +11% by 2021-2031 which is faster than average, with 87,200 current job openings.

The median wage for cosmetologists nationally in 2023 was \$33,290 and in Pennsylvania the median pay is \$29,480. The current rate for cosmetologists ranges widely due to the type of shops, specifications of job specialties and location of salons. We believe that these rates also do not fully take into consideration the large percentage of income that stylists earn from tips. 10% of workers earn \$17,820 or less and 10% of workers earn \$56,510 or more.

Program Data Analysis

Data for enrollment and retention did not on average meet EASTERN goals. Completion exceeded EASTERN goals.

2022-2023 Key Indicators of Program Success (KIPS)

Enrollment – Goal is 80%

2023-75%

Completion- (includes students who dropout) Goal is 73%

2023- 88%

Placement- Goal is 84%

2023-36.7%

NOCTI scores are Advanced. Cosmetology scores are consistently above the national and state averages in both the written and practical tests.

Program Viability

After examining the data regarding the employment outlook to the year 2026, Cosmetology is a viable program and should be continued. The data, as stated above, is very clear that there will be a consistent increase in job opportunities in Cosmetology. According to O*Net, overall employment is projected to grow much faster than average due to increasing population, incomes, and demand for personal appearance services. As workers retire, transfer to other occupations, or leave the labor force for other reasons, numerous job openings will be available. As a result, job prospects should be plentiful.

Program Specific Questions- Cosmetology

What are the current and/or new certifications available for students in the program?

Cosmetology is governed by the PA State Board of Cosmetology. The current testing company hired to provide licensure test is Pearson Vue. Pearson Vue started testing the summer of 2011.

That State Board of Cosmetology allows licenses for nail technician, esthetician, natural hair braider, cosmetologist, cosmetology teacher and limited practice teacher. EASTERN currently provides for additional hours in the summer and during teacher in-service so that students may reach the 1250 hours needed to achieve their cosmetology license by the end of their senior summer.

The major concern is enrollment. While the number of potential 11th and 12th grade students is declining, Cosmetology has experienced an unprecedented loss of students.

2019	2020	2021	2022
78.8%	66.3%	87.5%	78.8%

PA State Board of Cosmetology is offering up to 600 distance hours. Using CIMA, the new online platform from Milady, we should be able to fulfill some of those distance hours. Utilizing an online platform for hours may make it more convenient for students to earn hours.

Are there any changes in regards to “Green Technology” that may affect the program and the respective industry?

The committee does not recommend adding any class time to “green technology” but just to continue discussing advances in these technologies where or when appropriate.

Environmental protection is an increasing factor in the planning and conduct of many businesses. What are the considerations that must be addressed in the curriculum to facilitate these concerns (i.e. OSHA regulations, safety concerns, chemical usage and disposal)?

EASTERN has always and will continue to follow the safety requirements of the State Board of Cosmetology. The State Board and its laws are part of the cosmetology curriculum. S/P2 has also created an online certification for Cosmetology students. The students can receive extra hours and this additional certification in the cosmetology field.

Are there any post-secondary opportunities (dual enrollment, articulations) for graduates of the program?

We do currently have an articulation agreement with Bucks County School of Beauty Culture.

What are the current industry trends regarding employment as well as entrepreneurial opportunities?

The committee believes that jobs are always available. The skills required for employment beyond the ability to pass the state board exams are to be experienced with customer service and excellent people skills. It is imperative that students entering the salon understand: pay and the difference between salary and commission, understanding what a 1099 employee is and how that is not the correct way to get paid in a salon, social media presence, and being aware of their surroundings. Industry suites have become an increasing trend allowing licensed stylists to rent a space as “their salon.” Concern over this trend would include young stylists not understanding how to deal with or handle difficult clients or stylist cutting or chemical mistakes.

There are many more jobs than just being a hairdresser. Graduates could become salon representatives, company representatives, product educators, platform artists, nail technicians, estheticians, makeup artists, teachers, or salon managers and owners.

Business operations still include full-service salons as well as a growth in niche salons (i.e. blow-dry salons, children’s salons, men’s barber style salons, day spas etc.). Licensed Cosmetologists can become salon owners either as sole proprietorship, partnerships, or larger franchise salons.

Pennsylvania does not have an understanding or reciprocity with Connecticut, Colorado, Florida, Hawaii, New Jersey, New Mexico, Rhode Island, or Utah. A PA Licensed Cosmetologist is granted reciprocity with any other US state, which makes relocation and job searches easy.

Most salons are using social media to market their salons and artists. Many stylists and salons rely heavily on their Instagram pages. Many salons are using computerized appointment books and record keeping. There are also an increasing

number of online sites offering both technical and customer service advice for salon employees like behindthechair.com, redken.com and clairolpro.com.

Milady is the number one provider of beauty and wellness learning solutions for schools all over the world. Milady has recently launched its completely virtual curriculum CIMA. Students can now purchase an online licensed program to enhance their learning experience using more videos and enhanced theory lessons for students to follow.

Recommendations

Based on the industry trends discussed above, the OAC makes the following recommendations:

Recommendation #1

The Occupational Advisory Committee recommends that the metal dryer and iron holders in both practical labs and the metal inserts be replaced or cleaned properly to remove rust. This will include the cleaning or replacing the bases and footrests of all hydraulic chairs.

Replacement of the cosmetology chair bases or total chair replacement:

48 chairs at \$300-\$400 per chair. Approximately \$14,400-\$19,200.

Recommendation #2

The OAC has recommended replacing the current washer and dryer with higher quality OAC recommended equipment.

Speed Queen Top Loading Washing Machine and Electric Dryer \$3,000

Recommendation #3

The committee recommends the purchase of chair manikin holders. This purchase will allow students to practice with the chairs, keep the practical labs less cluttered and keep excess water off the counter tops and prevent more water damage to the stations and metal inserts. Approximately \$3000.

Recommendation #4

Due to the increasing amount of technology used in this industry and the purchase of Milady CIMA the committee recommends the continued use of technology in the classroom. We will need an additional laptop cart with 25 laptop computers. \$35,000.

Recommendation #5

We will need to purchase a gel kit and light for both junior and senior classes. It is a very popular trend. Gel enhancements are now being used in Skills USA nail competitions. 2 kits @ \$90.00 apiece. We will also have to purchase additional curing lamps so students can work individually.
Individual lamps- \$10.00 each for 20 at a total of \$200.

Timeline

Phase 1 2024-2025

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| • Gel Nail Kit (6) | \$432 |
| • Lamps | \$200 |
| • Instructor Soak off Vaneer kit (2) | \$476 |
| • Clean metal inserts on tables to remove rust. | |
| • Speed Queen Top Loading Washing Machine/Dryer | \$3,000 |

Phase 2 2025-2026

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| • Chair Mannikin Holders | \$3,000 |
| • Additional laptop cart and 25 laptops. | TBD |

Phase 3 2026-2027

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| • Cosmetology chair replacement | \$19,200 |
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Total \$26,308