

Program of Study Justifications for Human Services

Program of Study	Page
Childhood Development Services	2
Social Health Services	8
Dietetics and Nutrition	14
Cosmetology	19
Barbering	25

Childhood Development Services

2016-17 Program of Study	Level 1	Level 2	Level 3	Level 4
Childhood Development Services	Early Childhood Education Careers I (6015)	Early Childhood Education Careers II (6016)	Early Childhood Education Careers III (6017)	Early Childhood Education Careers VI (6035)

Description

Childhood Development Services is designed to prepare students for careers as a preschool teacher, nanny, or childcare provider. Course content covers the components of child development, planning age-appropriate activities, learning environments, and many other skills related to teaching younger populations. Upon completion of this program of study, students will get to work along educators with younger populations, compile artifacts for a professional portfolio, and be prepared for further training at the postsecondary level.¹ Students may gain job experience while still in high school through local and Career and Technical Student Organizations (CTSO) competitions and work-based learning.

Job Outlook

Nationally, job opportunities for childcare workers, preschool and childcare teachers/directors are expected to be promising. Workers with formal education should have the best job prospects. However, even those without formal education who are interested in the occupation should have little trouble finding employment because of the need to replace workers who leave the occupation.² The Bureau of Labor Statistics projects employment of childcare workers to grow five percent and the employment of preschool and childcare centers teachers/directors to grow seven percent from 2014 to 2024, about as fast as the average for all occupations, which is reflected in **Figure 1**.

The number of children who are of preschool age is expected to increase, although their share of the overall population should remain constant. A greater number of working parents will continue to need help caring for their children. In addition, a continued focus on the importance of early childhood education—specifically preschool—should increase demand for childcare centers. Early childhood education is widely recognized as important for a child’s intellectual and emotional

¹ Tennessee Department of Education. (2016). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

² United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition, Childcare Workers*. Retrieved from <http://www.bls.gov/ooh/personal-care-and-service/childcare-workers.htm>

development. However, the increasing cost of childcare and the increasing number of stay-at-home parents may reduce demand in the child daycare services industry.³

According to the Tennessee Department of Labor and Workforce Development, there are more job openings expected annually than there were training completers in the recent year. There were 30 potential candidates in the workforce system and 139 advertised job openings online on March 6, 2016. Counties with a low supply of workers but with a high demand of workers are those in urban and suburban areas: Knox, Davidson, Rutherford, Shelby, Williamson, Blount, and Sumner counties.⁴

Figure 1. State and national trends for preschool teacher occupations with positive projections.⁵

United States	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Preschool Teachers, Except Special Education	441,000	470,600	+7%	15,870
Tennessee	Employment		Percent Change	Projected Annual Job Openings
	2012	2022		
Preschool Teachers, Except Special Education	9,850	12,010	+22%	490

The TN Department of Labor and Workforce Development projects 1,545 openings for childcare workers and 715 openings for preschool teachers from 2014-22. **Figure 2** outlines the related career opportunities and the training necessary for each.

³ United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition, Preschool and Childcare Center Directors*. Retrieved from <http://www.bls.gov/ooh/management/preschool-and-childcare-center-directors.htm>

⁴ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2016). *Supply and Demand Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproi>

⁵ United States Department of Labor, Employment and Training Administration. (2016). *Career One Stop*. Retrieved from <http://www.onetonline.org/link/details/25-2011.00>

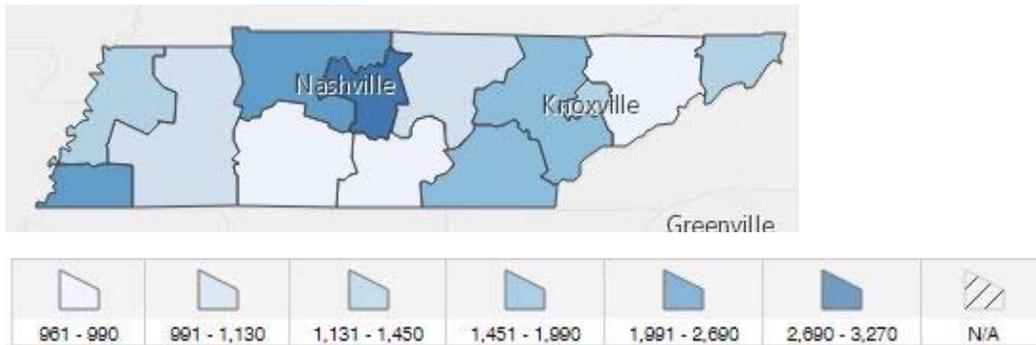
Figure 2. Tennessee employment projections for childhood development service-related occupations with positive job openings projected 2014-22.⁶

	Annual Job openings due to growth and replacement, 2014- 2022	Total Percent Change, 2014- 2022	Annual Median Wage, 2014	Education level	On-the-job training
Childcare Workers	1,545	26.50%	\$18,530	High School Diploma (or equivalent)	Short-term on-the-job training
Preschool Teachers, Except Special Education	715	40.50%	\$22,286	Associate's Degree (or other 2-year degree)	-----
Preschool & Childcare Center Education Administrators	85	35.00%	\$36,766	Bachelor's Degree	Short-term on-the-job training
Nanny	-----	-----	\$19,730	High School Diploma (or equivalent), Postsecondary training-certificate	Short-demonstrations
Teacher Assistants	855	15.30%	\$19,493	Postsecondary training-certificate	Short-demonstrations
Kindergarten Teachers	235	21.20%	\$41,160	Bachelor's Degree	-----

Job opportunities for early childhood education careers and related occupations are strongest in urban and surrounding areas in Tennessee. **Figure 3** shows that more preschool and elementary teachers and childcare workers are needed in employment in the Memphis, Nashville, Clarksville, and Chattanooga areas and in surrounding areas.

⁶ Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016). *Occupational Projections*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occpro>

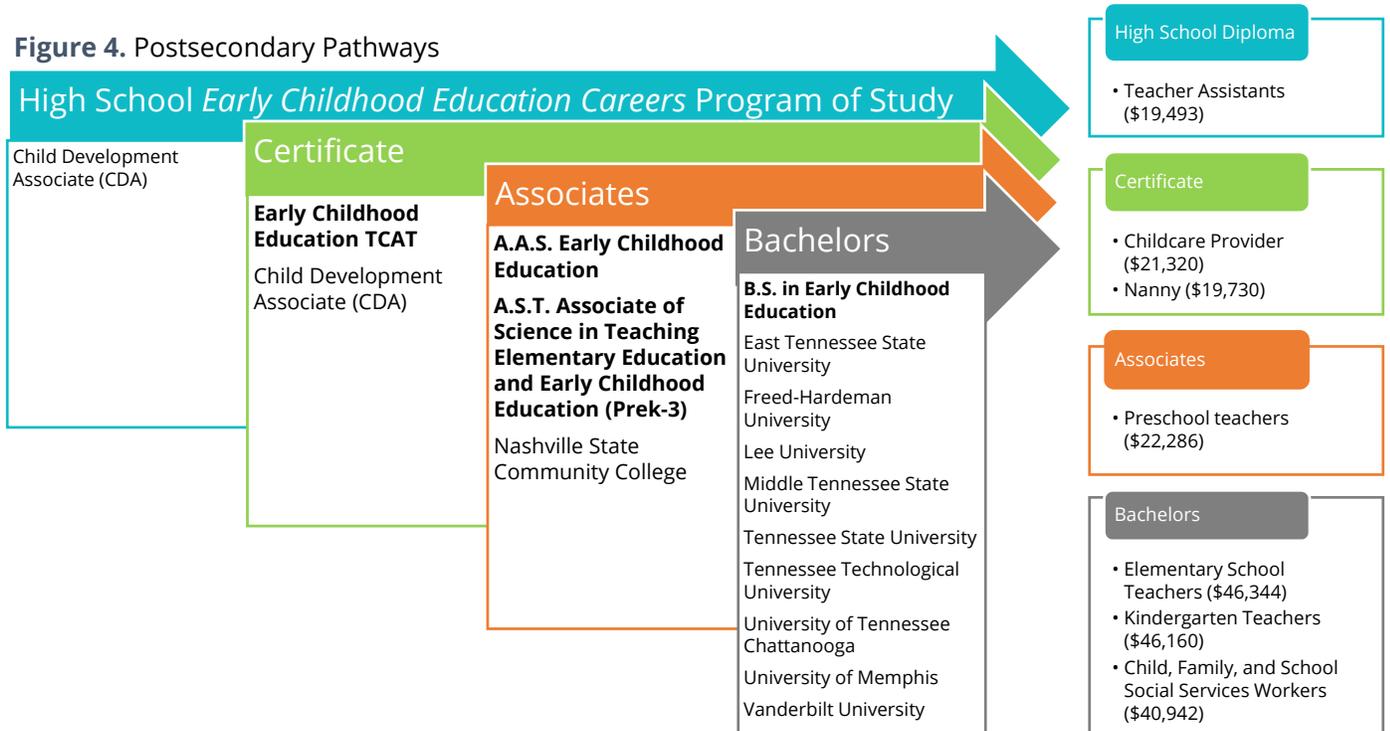
Figure 3. 2014 Estimated Employment⁴



Postsecondary Opportunities

Upon completion of this program of study, students will be prepared to continue their studies at the postsecondary level. Early Childhood Education Careers IV is a capstone course in which the student will compile a professional portfolio and complete in an internship. Available Student Industry Certification: Child Development Associate (CDA). Students can sit for this industry certification after completing ECEC III with the completion of 120 clock hours of child development education and 480 hours of experience working directly with children. **Figure 4** outlines the related career opportunities and the training necessary for each. While some occupations require a high school diploma or postsecondary certificate only, the highest paid occupations in childhood development service occupations require a bachelor’s degree.

Figure 4. Postsecondary Pathways



Current Secondary Landscape

In the 2014-15 school year, 46 schools in Tennessee offered courses in the program of study of Childhood Development Services, 1,807 students were enrolled in an Early Childhood Education Careers (ECEC) I course. Of that group, 1,052 students were enrolled in ECEC II, the level two course and significantly dropped in the level three ECEC course with 308 students enrolled. The number of students enrolled in the Childhood Development Services program of study has not changed in the past two years. **Figure 5** shows the open enrollment analysis for 2014-15 SY and 2015-16 SY as well student enrollment for 2014-15 in the Childhood Development Services program of study.

Figure 5. Open Enrollment Analysis 2014-15 to 2015-16

Childhood Development Services	
2013-14	23
2014-15	46
2015-16	46
	<i>No Change</i>

Student Enrollment 2014-15

Early Childhood Education Careers I	Early Childhood Education Careers II	Early Childhood Education Careers III	Early Childhood Education Careers IV
1807	1052	308	32

Recommendations

To differentiate and create a more seamless pipeline into postsecondary schools and careers, the recommendation is to move this program of study into the Education and Training career cluster. Also, the department recommends changing the name from Childhood Development Services to Early Childhood Education Careers to correlate with the course titles.

More schools should be offering this program of study across the state because of the large number of job opportunities available. Marketing materials and the dissolving of the current Early Childhood Education program of study in the Education and Training career cluster will create differentiation, a more seamless pathway, and should help increase the enrollment numbers.

References

- Tennessee Department of Education. (2016). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>
- Tennessee Department of Education. (2015). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.
- Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2016). *Employment Wage and Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>
- Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016). *Occupational Projections*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>
- Tennessee Department of Labor and Workforce Development, Job4TN Online. (2016). *Supply and Demand Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>
- United States Department of Labor, Employment and Training Administration. (2016). *Career One Stop*. Retrieved from <http://www.onetonline.org/link/details/25-2011.00>
- United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition, Childcare Workers*. Retrieved from <http://www.bls.gov/ooh/personal-care-and-service/childcare-workers.htm>
- United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition, Preschool and Childcare Center Directors*. Retrieved from <http://www.bls.gov/ooh/management/preschool-and-childcare-center-directors.htm>

Social Health Services

2016-17 Program of Study	Level 1	Level 2	Level 3	Level 4
Social Health Services	Introduction to Human Studies (6137)	Lifespan Development (6013)	Family Studies (6136)	Human Services Practicum (6138) -and/or- Psychology (3433) -and/or- Sociology (3432)

Description

Social Health Services focuses on the skills and knowledge needed for occupations that support the everyday functioning of society, such as social services workers, counselors, and family mediators. In this program of study, students investigate human needs and their impact on lifespan development, an overview of the human and social services fields, communication skills, and the historical and social changes of the modern family. As students' progress through the program of study, they will compile artifacts for a portfolio in preparation for future training at a postsecondary level.⁷ Students may gain job experience while still in high school through local and Career and Technical Student Organizations (CTSO) competitions and work-based learning.

Job Outlook

According to the U.S. Bureau of Labor Statistics, the overall national employment of social workers is projected to grow 12 percent from 2014 to 2024, faster than the average for all occupations. Employment growth will be driven by increased demand for health care and social services, but will vary by specialty.⁸

- Employment of **child, family, and school social workers** is projected to grow six percent from 2014 to 2024, faster than the average for all occupations. Child and family social workers will be needed to work with families to strengthen parenting skills, prevent child abuse, and identify alternative homes for children who are unable to live with their biological families. In schools, more social workers will be needed due to rising student enrollments.

⁷ Tennessee Department of Education. (2016). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

⁸ United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <http://www.bls.gov/ooh/community-and-social-service/social-workers.htm>

- Employment of **healthcare social workers** is projected to grow 19 percent from 2014 to 2024, much faster than the average for all occupations. As baby boomers age, they and their families will require help from social workers to find care, increasing the need for healthcare social workers.
- Employment of **mental health and substance abuse social workers** is projected to grow 19 percent from 2014 to 2024, much faster than the average for all occupations. Employment will grow as more people seek treatment for mental illness and substance use disorders. In addition, drug offenders are increasingly being sent to treatment programs rather than to jail. As a result, use of substance abuse treatment programs is expected to grow, increasing demand for these specialists.¹

Occupations in this program of study have bright outlooks nationally and statewide.⁹ **Figure 1 and Figure 2** outline the related career opportunities and the training necessary for each.

Figure 1. Tennessee employment projections for social health service-related occupations with positive job openings projected 2014-22³.

	Job openings due to growth and replacement, 2014- 2022	Total Percent Change, 2014- 2022	Annual Median Wage, 2014	Education level	On-the-job training
Child, Family, and School Social Workers	120	2.80%	\$40,942	Bachelor's Degree (36.41% Master's Degree)	Over 2 years, up to 4 years
Counselors, All Other	15	4.80%	\$39,326	Bachelor's Degree (14.29% Master's Degree)	-----
Educational, Guidance, School, and Vocational Counselors	160	12.30%	\$46,526	Master's Degree	Over 6 months, up to 1 year
Healthcare Social Workers	135	16.60%	\$47,840	Master's Degree	1 to 3 months
Marriage and Family Therapists	25	5.40%	\$34,310	Master's Degree	Over 1 year, up to 2 years

⁹ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2016). *Occupational Projections*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Mental Health and Substance Abuse Social Workers	45	6.30%	\$34,088	Master's Degree (14.95% Post-Master's Certificate)	1 to 3 months
Mental Health Counselors	70	5.20%	\$29,051	Master's Degree	3 to 6 months
Social and Human Service Assistants	80	5.50%	\$29,166	Bachelor's Degree	Short demonstrations-1 month
Social Workers, All Other	35	16.30%	\$53,752	Bachelor's Degree	-----
Substance Abuse and Behavioral Disorder Counselors	40	9.20%	\$35,386	Master's Degree	Over 6 months, up to 1 year

Figure 2. State and national trends for social and human services assistant occupations with positive projections 2012-22¹⁰.

United States	Employment		Percent Change	Projected Annual Job Openings
	2012	2022		
Social and Human Service Assistants	372,700	453,900	+22%	17,870
Tennessee	Employment		Percent Change	Projected Annual Job Openings
	2012	2022		
Social and Human Service Assistants	2,390	2,610	+9%	80

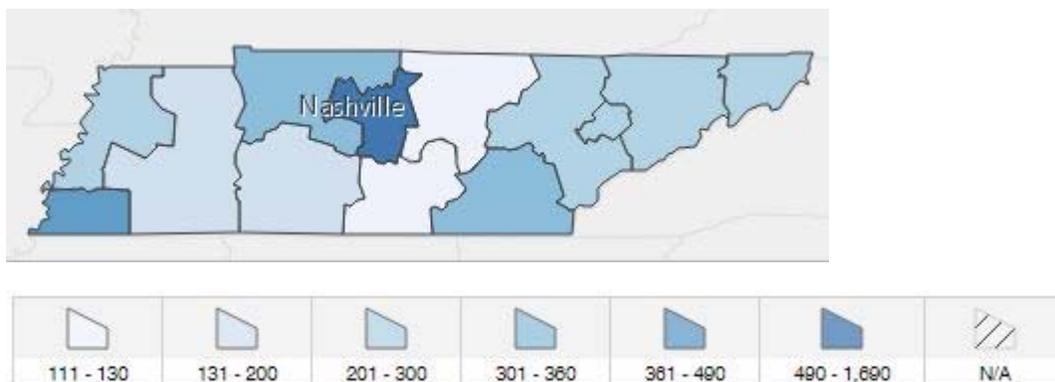
¹⁰ Career One Stop. (2016). *Occupation Profile, State and National Trends*. Retrieved from <http://www.onetonline.org/link/summary/21-1093.00>

State and national trends for counselor occupations with positive projections 2012-22⁴.

United States	Employment		Percent Change	Projected Annual Job Openings
	2012	2022		
Counselors, All Other	29,800	35,600	+19%	1,210
Tennessee	Employment		Percent Change	Projected Annual Job Openings
	2012	2022		
Counselors, All Other	500	530	+7%	20

Job opportunities for child, family, and school social workers and related occupations are strongest in urban and surrounding areas in Tennessee. **Figure 3** shows that more social workers and counselors are employed in the Memphis, Nashville, Knoxville, Clarksville, and Chattanooga areas than in surrounding areas.

Figure 3. 2014 Estimated Employment³

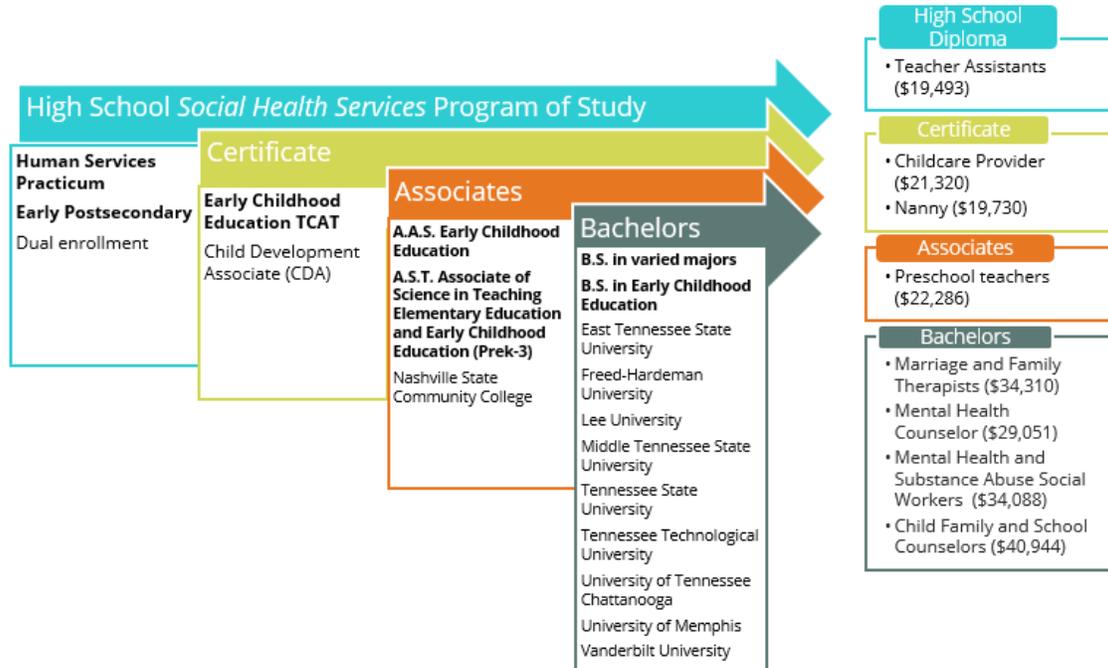


Postsecondary Pathways

Upon completion of this program of study, students will have compiled artifacts for a portfolio in preparation for future training and will be prepared to continue their studies at the postsecondary level. Human Services Practicum is a capstone course in which the student will be proficient in components of communication, critical thinking, problem solving, information technology, ethical and legal responsibilities, leadership, and teamwork. Instruction may be delivered through school-based laboratory training or through work-based learning arrangements such as cooperative education, mentoring, and job shadowing.

Figure 4 outlines the related career opportunities and the training necessary for each. While some occupations require a high school diploma or postsecondary certificate only, the highest paid occupations in social health service occupations require a bachelor's degree, and most require a master's degree (refer to **Figure 1**).

Figure 4. Postsecondary Pathways



Current Secondary Landscape

In the 2014-15 school year, 166 schools in Tennessee offered courses in the program of study of Social Health Sciences and 10,074 students were enrolled in an Introduction to Human Studies course. Of that group, only 5,992 students were enrolled in Lifespan Development, the level two course and steadily decreased in the level three course, Family Studies, with 4,154 students. Only 330 students were enrolled in the capstone course, Human Services Practicum. The number of students enrolled in a social health services course has decreased in the past two years. **Figure 5** shows the open enrollment analysis for 2014-15 SY and 2015-16 SY as well student enrollment for 2014-15 in the Social Health Services program of study.

Figure 5. Open Enrollment Analysis 2014-15 to 2015-16

Social Health Services	
2014-15	166
2015-16	145
	<i>Decline</i>

Student Enrollment 2014-15¹¹

Introduction to Human Studies	Lifespan Development	Family Studies	Human Services Practicum
10,074	5992	4154	330

Recommendations

No further changes recommended at this time.

References

Tennessee Department of Education. (2016). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

Tennessee Department of Education. (2015). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2016). *Employment Wage and Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016). *Occupational Projections*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <http://www.bls.gov/ooh/community-and-social-service/social-workers.htm>

United States Department of Labor, Employment and Training Administration. (2016). *Career One Stop*. Retrieved from <http://www.careeronestop.org/>

¹¹ Tennessee Department of Education. (2015). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

Dietetics and Nutrition

2016-17 Program of Study	Level 1	Level 2	Level 3	Level 4
Dietetics and Nutrition	Introduction to Human Studies (6137)	Nutrition Across the Lifespan (6005)	Nutrition Science and Diet Therapy (6007)	Human Services Practicum (6138) -and/or- Psychology (3433) -and/or- Sociology (3432)

Description

Dietetics and Nutrition is designed to prepare students for occupations that focus on nutritional well-being, such as a dietitian or nutritional counselor. The course content covers the foundations of human needs, nutritional requirements and issues, nutrients and their relation to disease, and disease prevention. Upon completion of this program of study, students will graduate with a professional portfolio and will be prepared for further study or a variety of nutritional career opportunities.¹² Students may gain job experience while still in high school through local and Career and Technical Student Organizations (CTSO) competitions and work-based learning.

Job Outlook

The job outlook for the dietetic and nutrition-related occupations is very competitive and the growth rate is positive.¹³ Employment of dietitians and nutritionists is projected to grow 16 percent from 2014 to 2024. In recent years, interest in the role of food and nutrition in promoting health and wellness has increased, particularly as a part of preventative healthcare in medical settings.¹⁴ According to the Centers for Disease Control, more than one-third of U.S. adults are obese. Many diseases, such as diabetes and kidney disease, are associated with obesity.

¹² Tennessee Department of Education. (2016). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

¹³ Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016). *Occupational Summary*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>

¹⁴ United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition, Dietitians and Nutritionists*. Retrieved from <http://www.bls.gov/ooh/healthcare/dietitians-and-nutritionists.htm>

The importance of diet in preventing and treating illnesses is now well known.¹⁵ More dietitians and nutritionists will be needed to provide care for people with these conditions. In addition, there will be demand for dietitians in grocery stores to help consumers make healthy food choices.

As the baby-boom generation grows older and looks for ways to stay healthy, there will be more demand for dietetic services. Also, an aging population will increase the need for dietitians and nutritionists in nursing homes. **Figure 1** outlines the related career opportunities and the training necessary for each.

Figure 1. Tennessee employment projections for dietetic and nutrition-related occupations with positive job openings projected 2014-22¹⁶

	Job openings due to growth and replacement, 2014- 2022	Total Percent Change, 2014- 2022	Annual Median Wage, 2014	Education level	On-the-job training
Athletic Trainers	25	12.00%	\$40,942	Bachelor's Degree (Most have Master's Degree)	Short demonstrations
Community Health Workers	30	16.90%	\$39,326	Bachelor's Degree	1 to 3 months
Dietetic Technicians	20	12.20%	\$46,526	High School Diploma plus certificate	Short demonstrations
Dietitians and Nutritionists	35	14.80%	\$52,265	Bachelor's Degree plus certificate	Short demonstrations
Health Educators	55	24.80%	\$34,310	Bachelor's Degree	1 to 3 months
Healthcare Social Workers	135	16.60%	\$34,088	Master's Degree	1 to 3 months

¹⁵ United States of Health & Human Services, Centers for Disease Control and Prevention. (2016). *Division of Nutrition, Physical Activity, and Obesity*. Retrieved from <http://www.cdc.gov/nutrition/>

¹⁶ Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016). *Occupational Projections*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Job opportunities for dietetics and nutrition related occupations are strongest in urban and surrounding areas in Tennessee. **Figure 2** shows that more dietitians and nutritionists are employed in the Memphis, Nashville, Knoxville, Clarksville, and Chattanooga areas than in surrounding areas.

Figure 2. 2014 Estimated Employment⁵

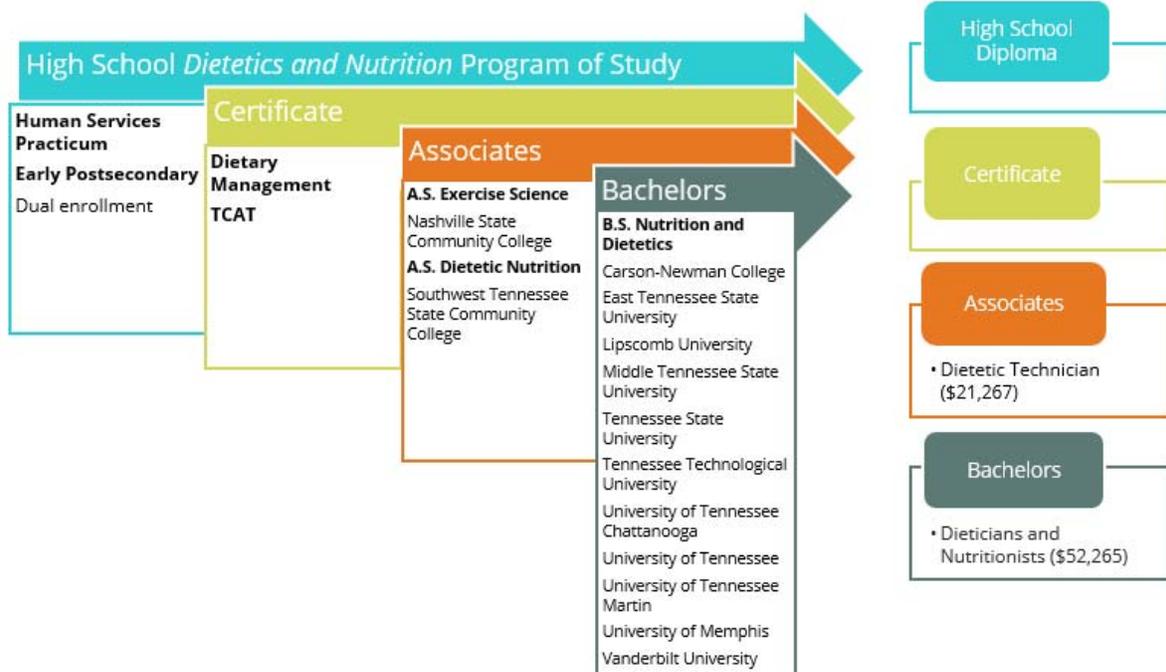


Postsecondary Pathways

Upon completion of this program of study, students will have compiled artifacts for a portfolio in preparation for future training and will be prepared to continue their studies at the postsecondary level or a variety of career opportunities. Human Services Practicum is a capstone course in which the student will be proficient in components of communication, critical thinking, problem solving, information technology, ethical and legal responsibilities, leadership, and teamwork. Instruction may be delivered through school-based laboratory training or through work-based learning arrangements such as cooperative education, mentoring, and job shadowing.

Figure 3 outlines the related career opportunities and the training necessary for each. While some occupations require a high school diploma or postsecondary certificate only, the highest paid occupations in dietetics and nutrition occupations require a bachelor's degree.

Figure 3. Postsecondary Pathways



Current Secondary Landscape

In the 2014-15 school year, 111 schools in Tennessee offered courses in the program of study of Dietetics and Nutrition, 5,474 students were enrolled in a level two course, Nutrition Across the Lifespan. Of that group, only 1,336 students were enrolled in Nutrition Science and Diet Therapy, the level three course. The number of students enrolled in a dietetic and nutrition course has increased in the past two years. **Figure 4** shows the open enrollment analysis for 2014-15 SY and 2015-16 SY as well student enrollment for 2014-15 in the Dietetic and Nutrition program of study.

Figure 4. Open Enrollment Analysis 2014-15 to 2015-16

Dietetics & Nutrition	
2014-15	111
2015-16	116
	<i>Increase</i>

Student Enrollment 2014-15

Introduction to Human Studies	Nutrition Across the Lifespan	Nutrition Science and Diet Therapy	Human Services Practicum
10,074	5474	1336	330

Recommendations

No further changes recommended at this time. Program of study marketing materials can be used to help increase the enrollment numbers.

References

Tennessee Department of Education, Career and Technical Education. (2016). Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

Tennessee Department of Education. (2015). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2016). *Employment Wage and Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016). *Occupational Projections*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016). *Occupational Summary*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>

United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition, Dietitians and Nutritionists*. Retrieved from <http://www.bls.gov/ooh/healthcare/dietitians-and-nutritionists.htm>

United States of Health & Human Services, Centers for Disease Control and Prevention. (2016). *Division of Nutrition, Physical Activity, and Obesity*. Retrieved from <http://www.cdc.gov/>

Cosmetology

2016-17 Program of Study	Level 1	Level 2	Level 3	Level 4
Cosmetology	Principles of Cosmetology (5983)	Design Principles of Cosmetology (5986)	Chemistry of Cosmetology (5984)	Entrepreneurship (5934)

Description

Cosmetology is designed to prepare students for careers within the personal care industry, including hairstylist, colorist, and nail technician. The courses in the program of study cover the safety procedures in salon environments, principles of hair design, nail structures, and chemistry of color application. Students may acquire hours to transfer to a postsecondary institution to complete the requirements needed to be eligible to take the Tennessee State Board of Cosmetology examination for a Tennessee Cosmetology License.¹⁷ Students may gain job experience while still in high school through local and Career and Technical Student Organizations (CTSO) competitions and work-based learning.

Job Outlook

The Tennessee Department of Labor and Workforce Development projects 200 average annual openings (two percent growth) for hairdressers, hairstylists, and cosmetologists from 2014 to 2022 with a total of 10,830 employed in the group in Tennessee in 2022.¹⁸ Nationally, jobs for barbers, hairdressers, and cosmetologists are projected to grow by 10 percent from 2014 to 2024, faster than average for all occupations. The demand for hair coloring, hair straightening, and other advanced hair treatments has risen in recent years, a trend that is expected to continue.¹⁹ In Tennessee, 25 average annual openings are projected for manicurists and pedicurists. The median annual wage for manicurists and pedicurists in Tennessee in 2014 was \$23,626. In the cosmetology and barbering occupation group, the shampooing technician occupation is expected to grow in TN by 6.5 percent with only 5 average annual openings. Skincare specialists are expected to grow by 38.6 percent because of their employment in the medical field. **Figure 1** outlines the related career opportunities

¹⁷ Tennessee Department of Education. (2016). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

¹⁸ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2016). *Occupational Projections*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

¹⁹ United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <http://www.bls.gov/ooh/>

and the training necessary for each. Every occupation in this area requires a postsecondary certificate and the attainment/renewal of license.

Figure 1. Tennessee employment projections for cosmetology-related occupations with positive job openings projected 2014-22.²

	Job openings due to growth and replacement, 2014- 2022	Total Percent Change, 2014- 2022	Annual Median Wage, 2014	Education level	On-the-job training
Hairdressers, Hairstylists, and Cosmetologists	415	17.40%	\$21,043	Postsecondary training- Certificate	Long-term on-the-job training
Manicurists and Pedicurists	25	21.30%	\$23,626	Postsecondary training- Certificate	Short-term on-the-job training
Barbers	-----	-----	\$21,683	Postsecondary training- Certificate	Long-term on-the-job training
Shampooers	5	6.50%	\$20,278	Postsecondary training- Certificate	Short-term on-the-job training
Skincare Specialists	45	38.60%	\$33,882	Postsecondary training- certificate	-----

Labor supply and demand in Tennessee for this program of study is very competitive and the growth rate is positive. According to the Tennessee Department of Commerce & Insurance and the board of Cosmetology and Barber Examiners in 2014, there were 51,000 licensed cosmetologists, manicurists, aestheticians, and natural hair stylists combined, and 5,000 master barbers.²⁰ Nationally, a large number of job openings will stem from the need to replace workers who transfer to other occupations, retire, or leave the occupation for other reasons. However, workers should expect strong competition for jobs and clients at higher paying salons, of which there are relatively few and for which applicants must compete with a large pool of experienced hairdressers and cosmetologists.³

²⁰ Tennessee Department of Commerce & Insurance. (2016). *Board of Cosmetology and Barber Examiners*. <https://www.tn.gov/commerce/article/cosmo-additional-information>

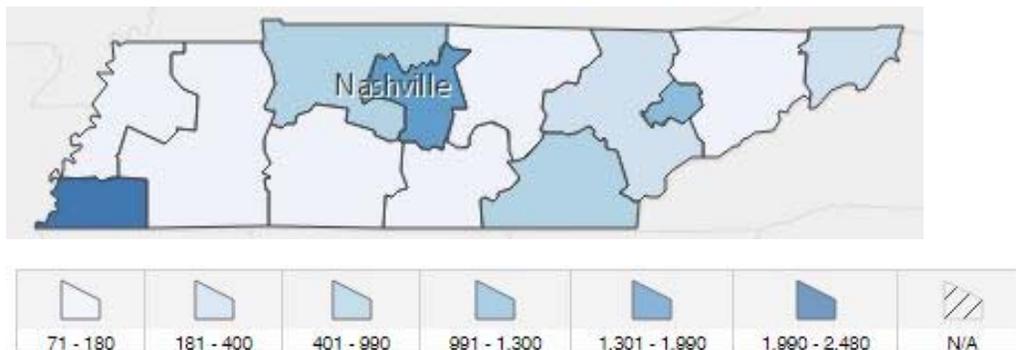
In Tennessee in 2013, 51.1 percent of cosmetologist who completed the required course hours were employed following certification and 28.6 percent of barbering completers were employed the same year. **Figure 2** displays the number of completers available and completers employed.

Figure 2. Labor Supply and Demand for Tennessee-Placement Rates for Tennessee in 2013.²¹

Program	Title	Completers Available	Completers Employed	Rate
12.0401	Cosmetology/Cosmetologist, General.	305	156	51.1%
12.0402	Barbering/Barber.	35	10	28.6%
12.0410	Nail Technician/Specialist and Manicurist.	12	9	75%

Job opportunities for hairdressers, hairstylists, and cosmetologists are strongest in urban and surrounding areas in Tennessee. **Figure 3** shows that more cosmetologists and barbers are employed in the Memphis, Nashville, Knoxville, Clarksville, and Chattanooga areas than in surrounding areas.

Figure 3. 2014 Estimated Employment

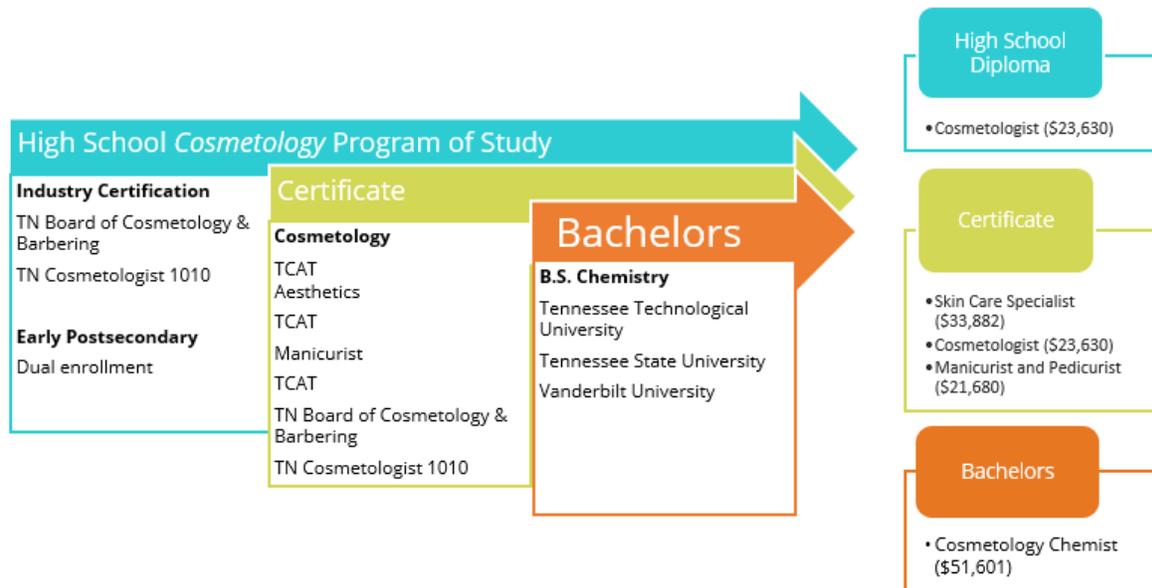


Postsecondary Opportunities

Upon completion of this program of study, students will be prepared to transfer to a postsecondary institution to complete hourly requirements to be eligible to take the Tennessee State Board of Cosmetology examinations for a Tennessee Cosmetology License. **Figure 4** outlines the related career opportunities and the training necessary for each.

²¹Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2016). *Labor Supply and Demand for Tennessee*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>

Figure 4. Postsecondary Pathways



Current Secondary Landscape

In the 2014-15 school year, 105 schools in Tennessee offered courses in the program of study of Cosmetology and 4,149 students were enrolled in the foundational course, Principles of Cosmetology. Of that group, only 2,988 students were enrolled in the level two course, Design Principles of Cosmetology and steadily decreased in the level three course, Chemistry of Cosmetology, to 1,826 students. The number of students enrolled in a cosmetology courses have decreased in the past two years. In **Figure 5**, it is evident that students are not completing a program of study because of the increasingly drop of student enrollment in each course. **Figure 5** shows the open enrollment analysis for 2014-15 SY and 2015-16 SY as well student enrollment for 2014-15 in the Cosmetology program of study.

Figure 5. Open Enrollment Analysis 2014-15 to 2015-16

Cosmetology	
2014-15	105
2015-16	100
	<i>Decline</i>

Student Enrollment 2014-15

Principles of Cosmetology	Design Principles of Cosmetology	Chemistry of Cosmetology
4149	2988	1826

Recommendation

It's imperative to create a rigorous and relevant cosmetology program of study aligned with industry demands and changes in state legislature, the recommendation is to dissolve the current courses and standards. The current standards do not create a seamless pathway to postsecondary schools or to industry needs. To design the new cosmetology program of study standards with alignment to postsecondary and industry demands, a cosmetology work group will be established. The members will consist of educators from secondary schools and Tennessee College of Applied Technology (TCAT) schools, and a representative from the Board of Cosmetology and Barbering Examiners. The purpose for this group will be to review content with purposeful organization with reference to certification hours to help students attain certification and licensure without having to retake course hours at the postsecondary level. The cosmetology field is very competitive; the level of rigor and relevant content in the new course standards will raise the bar and prepare students with a competitive resume in any career in cosmetology.

In previous years, students completing 300 hours in this program of study were eligible to take the Tennessee State Board of Cosmetology Shampooing examination for a Shampoo Technician License. According to the data, the shampooing technician job opportunities are not as prevalent as other occupations in this program of study. The shampoo technician certification examination does not cover a complete program of study, and will not be a promoted industry certification.

In order to track performance/practical and theoretical certification hours, close monitoring is needed. Valid tracking will insure relevant credit hours are transferred from secondary to postsecondary schools.

2017-18 Program of Study	Level 1	Level 2	Level 3	Level 4
Cosmetology	Cosmetology I (TBD)	Cosmetology II (TBD)	Cosmetology III (TBD) -or- Dual Enrollment Cosmetology (4110)	Cosmetology IV (TBD) -or- Dual Enrollment Cosmetology (4110)
				Industry Certification: TN Board of Cosmetology & Barbering— TN Cosmetologist 1010

References

PSI Exams Online. (2016). TN Cosmetologist 1010. Retrieved from https://candidate.psiexams.com/catalog/fti_agency_license_details.jsp?fromwhere=findtest&testid=585

Tennessee Department of Commerce & Insurance. (2016). *Board of Cosmetology and Barber Examiners*. Retrieved from <https://www.tn.gov/commerce/article/cosmo-additional-information>

Tennessee Department of Commerce & Insurance. (2016). *Rules of the Tennessee Board of Cosmetology*. Retrieved from <http://share.tn.gov/sos/rules/0440/0440-01.20151201Complete.pdf>

Tennessee Department of Education. (2016). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

Tennessee Department of Education. (2015). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

Tennessee Department of Labor & Workforce Development. (2016). *Employment Wage and Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2016). *Labor Supply and Demand for Tennessee*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>

Tennessee Department of Labor and Workforce Development, Job4TN Online. (2016). *Occupational Projections*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <http://www.bls.gov/ooh/>

Barbering

2016-17 Program of Study	Level 1	Level 2	Level 3	Level 4
Barbering	Barbering I (5972)	Barbering II (5973)	Barbering III (5974)	Entrepreneurship (5934)
			Industry Certification: TN Board of Cosmetology & Barbering— TN Master Barber 1010	

Description

Barbering focuses on the skills and knowledge needed for individuals interested in careers within the barbering industry. Course content provides students with the opportunity to acquire fundamental skills in barbering theory while applying technical skills related to safety, principles of hair, nail structure, and scalp care.²² Students may gain job experience while still in high school through local and Career and Technical Student Organizations (CTSO) competitions and work-based learning.

Job Outlook

Nationally, jobs for barbers, hairdressers, and cosmetologists are projected to grow by 10 percent from 2014 to 2024, faster than the average for all occupations. The demand for hair coloring, hair straightening, and other advanced hair treatments has risen in recent years, a trend that is expected to continue. The mean salary for barbers nationally is \$23,030.²³ There were 12 job openings advertised online in Tennessee for Barbers on February 24, 2016 and 1,476 job opening advertised online for the related occupation group of Personal Care and Service Occupations in Tennessee. The estimated openings per year in Tennessee due to growth and due to replacements is 0.00 percent.

²² Tennessee Department of Education. (2016). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

²³ United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <http://www.bls.gov/ooh/personal-care-and-service/barbers-hairdressers-and-cosmetologists.htm>

This is compared with all other occupations in Tennessee.²⁴ **Figure 1** outlines the related career opportunities and the training necessary for each. Every occupation in this area requires a postsecondary certificate and the attainment/renewal of license.

Figure 1. Tennessee employment projections for cosmetology-related occupations with positive job openings projected 2014-22.²⁵

	Annual Job openings due to growth and replacement, 2014- 2022	Total Percent Change, 2014- 2022	Annual Median Wage, 2014	Education level	On-the-job training
Hairdressers, Hairstylists, and Cosmetologists	415	17.40%	\$21,043	Postsecondary training-Certificate	Long-term on-the-job training
Manicurists and Pedicurists	25	21.30%	\$23,626	Postsecondary training-Certificate	Short-term on-the-job training
Barbers	-----	0.00%	\$21,683	Postsecondary training-Certificate	Long-term on-the-job training
Shampooers	5	6.50%	\$20,278	Postsecondary training-Certificate	Short-term on-the-job training
Skincare Specialists	45	38.60%	\$33,882	Postsecondary training-certificate	-----

Labor supply and demand in Tennessee for this cluster is very competitive and the growth rate is positive. According to the TN Department of Commerce & Insurance and the board of Cosmetology and Barber Examiners in 2014, there are 51,000 licensed cosmetologists, manicurists, aestheticians, and natural hair stylists combined, and 5,000 master barbers.²⁶ Nationally, a large number of job openings will stem from the need to replace workers who transfer to other occupations, retire, or leave the occupation for other reasons. However, workers should expect strong competition for jobs and clients at higher paying salons, of which there are relatively few and for which applicants must compete with a large pool of experienced hairdressers and cosmetologists.²

²⁴ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2016). *Occupational Profile*. Retrieved from <https://www.jobs4tn.gov/vosnet/lmi/occ/occsunmary.aspx?enc=e7AKr7bjUGRBEdrMte14UWcOJ8CyGG5EwWE88eYAfzwwfWCzBjplC/AYI7hkMsv0LSNibQ38ZlwgH3Yt4O8+TIM/7KYw5ekyq6biUNJ/e0LP8w+OGvCau+xDUfxjuck>

²⁵ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2016). *Occupational Projections*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occpri>

²⁶ Tennessee Department of Commerce & Insurance. (2016). *Board of Cosmetology and Barber Examiners*. <https://www.tn.gov/commerce/article/cosmo-additional-information>

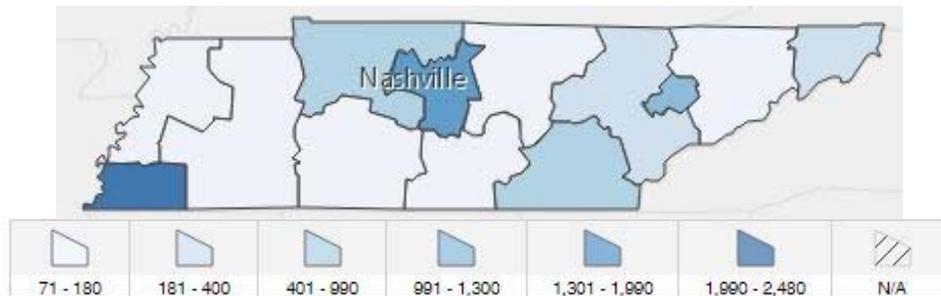
In Tennessee in 2013, 51.1 percent of cosmetologist who completed the required course hours were employed following certification and 28.6 percent of barbering completers were employed the same year. **Figure 2** displays the number of completers available and completers employed.

Figure 2. Labor Supply and Demand for Tennessee-Placement Rates for Tennessee in 2013²⁷.

Program	Title	Completers Available	Completers Employed	Rate
12.0401	Cosmetology/Cosmetologist, General	305	156	51.1%
12.0402	Barbering/Barber	35	10	28.6%
12.0410	Nail Technician/Specialist and Manicurist	12	9	75%

Job opportunities for hairdressers, hairstylists, master barbers, and cosmetologists are strongest in urban and surrounding areas in Tennessee. **Figure 3** shows that more cosmetologists and barbers are employed in the Memphis, Nashville, Knoxville, Clarksville, and Chattanooga areas than in surrounding areas.

Figure 3. 2014 Estimated Employment⁴

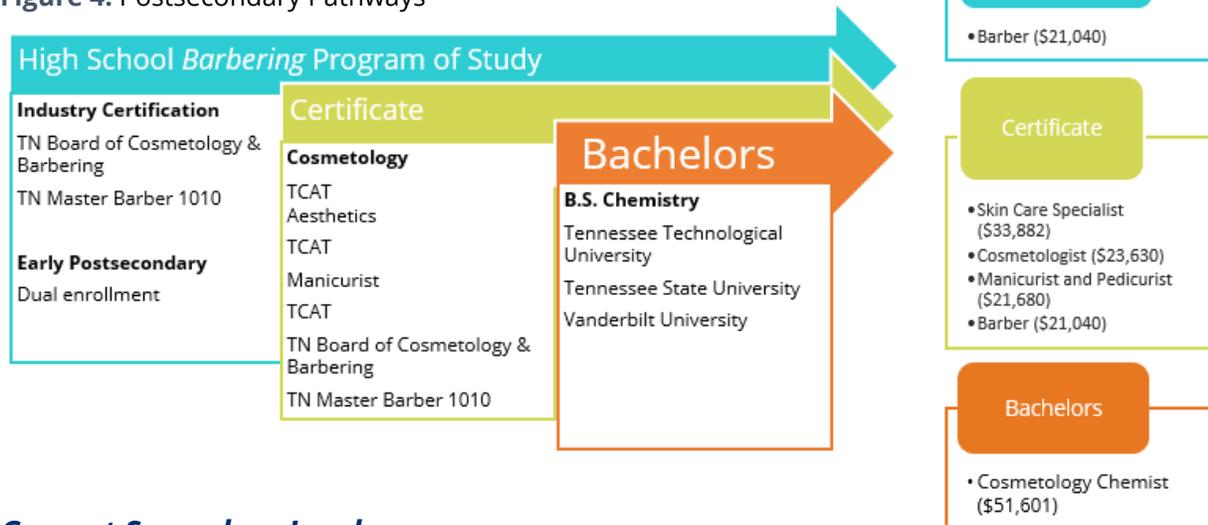


Postsecondary Opportunities

Upon completion and acquisition of 340 hours in this program of study, students are eligible to take the Tennessee Board of Barbering Examination for a Tennessee Barbering Technician License. Students may decide to transfer to a postsecondary institution to complete hourly requirements to be eligible to take the Tennessee Board of Barbering Examination for a Tennessee Master Barber License. **Figure 4** outlines the related career opportunities and the training necessary for each.

²⁷Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2016). *Labor Supply and Demand for Tennessee*. Retrieved from <https://www.jobs4tn.gov/vosnet/lmi/LabSupplyDetails.aspx?geo=4701000000&time=20130100&session=LABSUPPLY&subsession=99&clustercode=10.4110000&onelic=True>

Figure 4. Postsecondary Pathways



Current Secondary Landscape

In the 2014-15 school year, 6 schools in Tennessee offered courses in the Barbering program of study and 153 students were enrolled in a Barbering course. Of that group, only 64 students were enrolled in Barbering II, and steadily decreased in the level three course with 17 students. The number of students enrolled in a barbering course has decreased in the past two years. **Figure 5** shows the open enrollment analysis for 2014-15 SY and 2015-16 SY as well student enrollment for 2014-15 in the Barbering program of study.

Figure 5. Student Enrollment 2014-15

Barbering I	Barbering II	Barbering III
153	64	17

Open Enrollment Analysis 2014-15 to 2015-16

Barbering	
2014-15	6
2015-16	5
Decline	

Recommendations

Students are able to attain 340 hours on completion of this program of study and at this point students are eligible to take the Tennessee State Board of Barbering examination for a Barbering Technician License. According to the data, the barbering technician job opportunities are not prevalent. The Barbering Technician License is a stepping stone to become a Licensed Master Barber. Students are not completing a program of study and are not moving into a seamless pathway into the career or postsecondary education when attaining this license. No further changes recommended at this time but will be monitoring enrollment and industry data.

References

- PSI Exams Online. (2016). *TN Master Barber 1010*. Retrieved from https://candidate.psiexams.com/catalog/fti_agency_license_details.jsp?fromwhere=findtest&testid=619
- Tennessee Department of Commerce & Insurance. (2016). *Board of Cosmetology and Barber Examiners*. <https://www.tn.gov/commerce/article/cosmo-additional-information>
- Tennessee Department of Commerce & Insurance. (2016). *Rules of the Tennessee Board of Cosmetology*. Retrieved from <http://share.tn.gov/sos/rules/0440/0440-01.20151201Complete.pdf>
- Tennessee Department of Education. (2016). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>
- Tennessee Department of Education. (2015). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.
- Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2016). *Employment Wage and Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>
- Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2016). *Labor Supply and Demand for Tennessee*. Retrieved from <https://www.jobs4tn.gov/vosnet/lmi/LabSupplyDetails.aspx?geo=470100000&time=20130100&session=LABSUPPLY&subsession=99&clustercode=10.4110000&onelic=True>
- Tennessee Department of Labor and Workforce Development, Job4TN Online. (2016). *Occupational Profile*. Retrieved from <https://www.jobs4tn.gov/vosnet/lmi/occ/occsummary.aspx?enc=e7AKr7bjUGRBEdrMte14UWcOJ8CyGG5EwWE88eYAfzbwifWCzBjpLc/AYI7hkMsv0LSNibQ38ZlwgH3Yt4O8+TIM/7KYw5ekyq6biUNJ/e0LP8w+OGvCau+xDUfxjuck>
- Tennessee Department of Labor and Workforce Development, Job4TN Online. (2016). *Occupational Projections*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>
- United States Department of Labor, Bureau of Labor Statistics. (2015, December 17). *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <http://www.bls.gov/ooh/personal-care-and-service/barbers-hairdressers-and-cosmetologists.htm>