

Program of Study Justifications for Human Services

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Human and Social Sciences

2018-19 Program of Study	Level 1	Level 2	Level 3	Level 4
Human and Social Sciences	Introduction to Human Studies (6137)	Lifespan Development (6013)	Family Studies (6136) -or- Dual Enrollment Human and Social Sciences (4108) -or- Cambridge IGCSE Sociology (0495)	Human Services Practicum (6138) -and/or- Psychology (3433) -and/or- Sociology (3432) -or- Statewide Dual Credit Course Psychology -and/or- Sociology Dual Enrollment Human and Social Sciences (4108)
			Industry Certification: Tennessee Specific Industry Certification for Human and Social Sciences (in pilot)	

Description

Human and Social Sciences 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.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.

¹ Tennessee Department of Education. (2018). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

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.²

- 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.
- 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.²

Occupations in this program of study have bright outlooks nationally and statewide.³ **Figure 1 and Figure 2** outline the related career opportunities in Tennessee.

Figure 1. Tennessee employment projections for human and social sciences-related occupations with positive job openings projected 2014-24^{3,4}.

Occupation	2014 Estimated Employment	2024 Projected Employment	Total 2014- 2024 Employment Change	Total Percent Change	Median Salary
Child, Family, and School Social Workers	4,720	5,070	340	7.20%	\$41,240
Community and Social Service Specialists, All Other	880	970	90	10.40%	\$38,490
Community Health Workers	500	620	120	24.80%	\$31,950
Counselors, All Other	500	580	80	16.80%	\$38,870
Clinical, Counseling, and School Psychologists	1,890	2,290	410	21.50%	\$65,380

² United States Department of Labor, Bureau of Labor Statistics. (2018, April 10). *Occupational Outlook Handbook, 2017-18 Edition*. Retrieved from <http://www.bls.gov/ooh/community-and-social-service/social-workers.htm>

³ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2018). *Occupational Projections (Long-term)*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

⁴ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2018). *Employment Wage and Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Healthcare Social Workers	3,420	4,470	1,050	30.60%	\$52,690
Marriage and Family Therapists	700	890	190	27.00%	\$33,840
Mental Health and Substance Abuse Social Workers	1,820	2,310	500	27.20%	\$32,650
Mental Health Counselors	2,740	3,580	830	30.40%	\$31,360
Personal Care and Service Workers, All Other	2,060	2,320	260	12.70%	\$21,780
Social Workers, All Other	680	720	40	5.50%	\$52,520
Economists	70	80	10	9.60%	\$80,860
Psychologists, All Other	160	150	-20	-9.90%	\$95,710
Social Science Research Assistants	550	660	100	18.90%	\$42,730
Social Scientists and Related Workers, All Other	320	340	20	7.30%	\$62,020
Substance Abuse and Behavioral Disorder Counselors	1,370	1,900	530	38.80%	\$38,530

Figure 2. State and national trends for social and human services assistant occupations with positive projections 2014-24⁵.

United States	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Social and Human Service Assistants	386,600	430,800	+11%	12,000
Tennessee	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Social and Human Service Assistants	2,470	2,870	+16%	110

State and national trends for counselor occupations with positive projections 2014-24⁵.

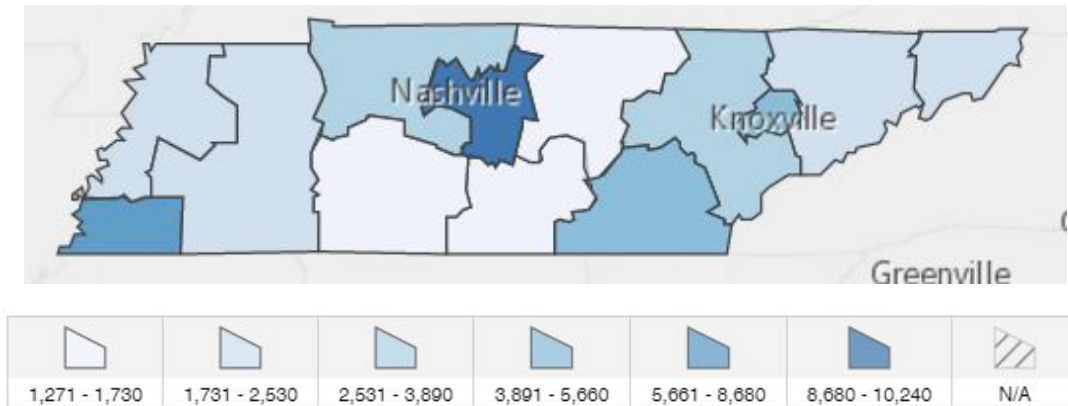
United States	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Counselors, All Other	31,000	34,400	+11%	990
Tennessee	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Counselors, All Other	500	580	+17%	20

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 community and social

⁵ Career One Stop. (2018). *Occupation Profile, State and National Trends*. Retrieved from <http://www.onetonline.org/link/summary/21-1093.00>

services occupations in Tennessee are employed and needed in the Memphis, Nashville, Knoxville, Clarksville, and Chattanooga areas than in surrounding areas.

Figure 3. 2014 Estimated Employment³



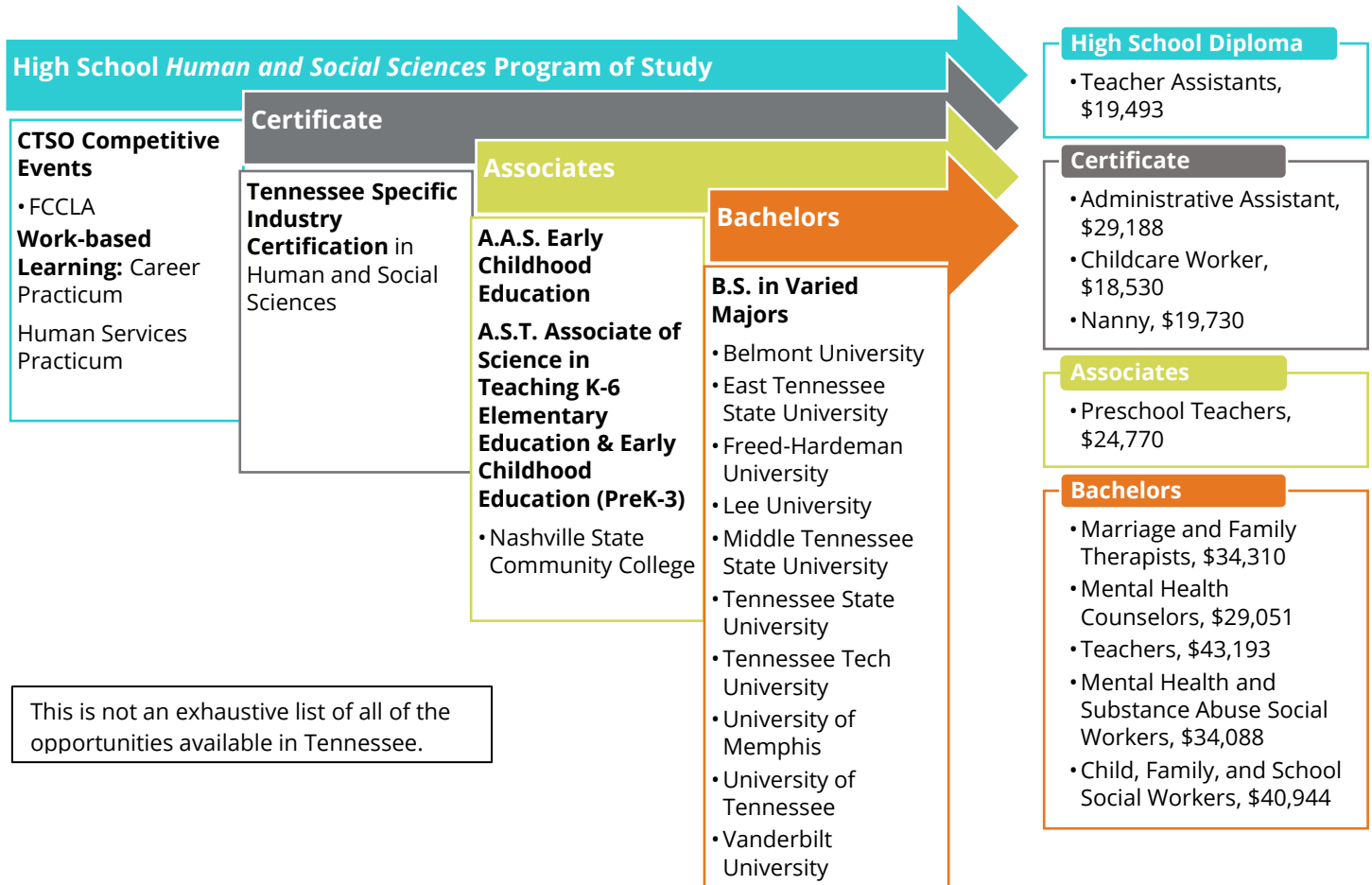
Postsecondary Pathways

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 in relation to family and community structures. Instruction may be delivered through school-based laboratory training or through work-based learning arrangements such as cooperative education, mentoring, and job shadowing.

Tennessee Specific Industry Certification in Human and Social Sciences will be piloted for a second year in the 2019-20 SY to students who have completed the first three levels in the Human and Social Sciences program of study. This certification will provide credentialing of the student’s knowledge and skills to secure employment or transition to postsecondary areas that are high wage, high skill and/or high demand careers.

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 human and social sciences occupations require a bachelor’s degree, and most require a master’s degree.

Figure 4. Postsecondary Pathways⁶



Current Secondary Landscape

With a high estimated percentage increase in occupational growth from the years 2014—2024, there is a need for the Human and Social Sciences program of study across the state of Tennessee. This was also documented in the Drive to 55 report in which the Human and Social Sciences program of study was ranked within the top 10 needed programs in the state. However, we are seeing a decrease across all four courses and within the program of study open enrollment analysis, shown in **Figure 5**. In the school years 2014-15 to 2018-19, we saw a decline in enrollment and in offerings in districts.

In the school year 2017-18, eight schools piloted the Tennessee Specific Industry Certification for Human and Social Services.

⁶ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2018). *Occupational Employment and Wages*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Figure 5. Open Enrollment Analysis 2014-15 to 2018-19⁷

Human and Social Sciences	
2014-15	166
2015-16	145
2016-17	143
2017-18	150
2018-19	122

Student Enrollment⁷

SY	Introduction to Human Studies*	Lifespan Development	Family Studies	Human Services Practicum*
2013-14	---	7507	---	---
2014-15	9488	5753	3834	280
2015-16	8433	5271	3365	264
2016-17	8109	5059	3057	190

*Introduction course and capstone course to *Human and Social Sciences* and *Dietetics and Nutrition*.

Human and Social Sciences Concentrators⁷

Human and Social Sciences	
2014-15	584
2015-16	907
2016-17	623

Recommendations

No changes are recommended to the course standards in the program of study at this time. Continue to provide support to human and social services teachers while more districts begin piloting the Tennessee Specific Industry Certification (TSIC) aligned to the Human and Social Sciences program of study.

Provide an increase in marketing the program of study through resources as well as provide specific support to educators who teach the courses within this program of study.

⁷ Tennessee Department of Education. (2018). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

2019-20 Program of Study	Level 1	Level 2	Level 3	Level 4
Human and Social Sciences	Introduction to Human Studies (6137)	Lifespan Development (6013)	Family Studies (6136) -or- Dual Enrollment Human and Social Sciences (4108) -or- Cambridge IGCSE Sociology (0495)	Human Services Practicum (6138) -and/or- Psychology (3433) -and/or- Sociology (3432) -or- Statewide Dual Credit Course Psychology -and/or- Sociology Dual Enrollment Human and Social Sciences (4108)
			Industry Certification: Tennessee Specific Industry Certification for Human and Social Sciences	

References

Tennessee Department of Education. (2018). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

Tennessee Department of Education. (2018). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

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United States Department of Labor, Bureau of Labor Statistics. (2018, April 10). *Occupational Outlook Handbook, 2017-18 Edition*. Retrieved from <http://www.bls.gov/ooh/community-and-social-service/social-workers.htm>

United States Department of Labor, Employment and Training Administration. (2018). *Career One Stop*. Retrieved from <http://www.careeronestop.org/>

Dietetics and Nutrition

2018-19 Program of Study	Level 1	Level 2	Level 3	Level 4
Dietetics and Nutrition	Introduction to Human Studies (6137)	Nutrition Across the Lifespan (6005) -or- Cambridge IGCSE Food & Nutrition (0648)	Nutrition Science and Diet Therapy (6007) -or- Dual Enrollment Dietetics & Nutrition (4109)	Human Services Practicum (6138) -and/or- Psychology (3433) -and/or- Sociology (3432) -or- -or- Statewide Dual Credit Course Psychology -and/or- Sociology Dual Enrollment Dietetics & Nutrition (4109)
			Industry Certification: Tennessee Specific Industry Certification for Dietetics & Nutrition (in pilot)	

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.⁸ Students may gain job experience while still in high school through local and Career and Technical Student Organizations (CTSO) competitions and work-based learning.

⁸ Tennessee Department of Education. (2018). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

Job Outlook

The job outlook for the dietetic and nutrition-related occupations is very competitive and the growth rate is positive.⁹ Employment of dietitians and nutritionists is projected to grow 23.8 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.¹⁰ 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.

The importance of diet in preventing and treating illnesses is now well known.¹¹ 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** and **Figure 2** outline the related career opportunities in Tennessee.

Figure 1. Tennessee employment projections for dietetic and nutrition-related occupations with positive job openings projected 2014-24¹²

Occupation	2014 Estimated Employment	2024 Projected Employment	Total 2014- 2024 Employment Change	Total Percent Change	Median Salary
Athletic Trainers	650	860	210	32.40%	\$42,010
Community Health Workers	500	620	120	24.80%	\$31,950
Dietetic Technicians	960	1,110	150	15.50%	\$22,050
Dietitians and Nutritionists	1,200	1,490	290	23.80%	\$54,310
Health Educators	830	1,120	290	34.60%	\$34,330
Healthcare Social Workers	3,420	4,470	1,050	30.60%	\$52,690

⁹ Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2018). *Occupational Projections (Long-term)*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>

¹⁰ United States Department of Labor, Bureau of Labor Statistics. (2018, April 10). *Occupational Outlook Handbook, 2017-18 Edition, Dietitians and Nutritionists*. Retrieved from <http://www.bls.gov/ooh/healthcare/dietitians-and-nutritionists.htm>

¹¹ United States of Health & Human Services, Centers for Disease Control and Prevention. (2018). *Division of Nutrition, Physical Activity, and Obesity*. Retrieved from <http://www.cdc.gov/nutrition/>

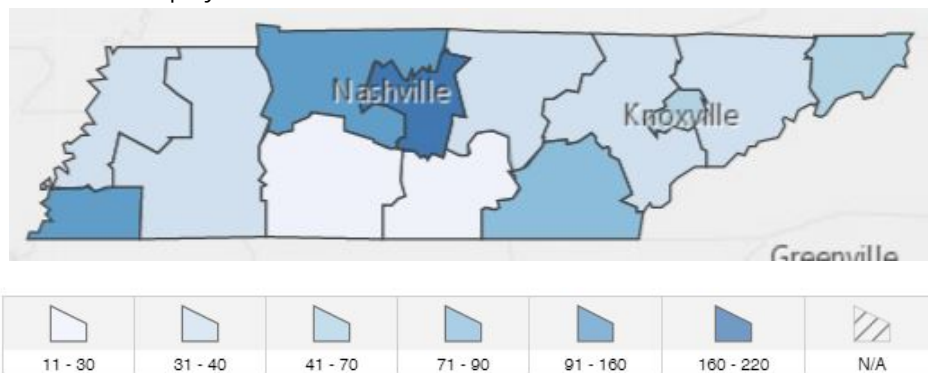
¹² Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2018). *Employment Wage and Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Figure 2. State and national trends for dietitians and nutritionists occupations with positive projections 2014-24¹³.

United States	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Dietitians and Nutritionists	66,700	77,600	+16%	1,600
Tennessee	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Dietitians and Nutritionists	1,200	1,490	+24%	40

Job opportunities for dietetics and nutrition related occupations are strongest in urban and surrounding areas in Tennessee. **Figure 3** shows that more dietitians and nutritionists are employed in the Memphis, Nashville, Clarksville, Knoxville, and Chattanooga areas than in surrounding areas.

Figure 3. 2014 Estimated Employment⁹



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 in relation to dietetic and nutrition occupations. Instruction may be delivered through school-based laboratory training or through work-based learning arrangements such as cooperative education, mentoring, and job shadowing.

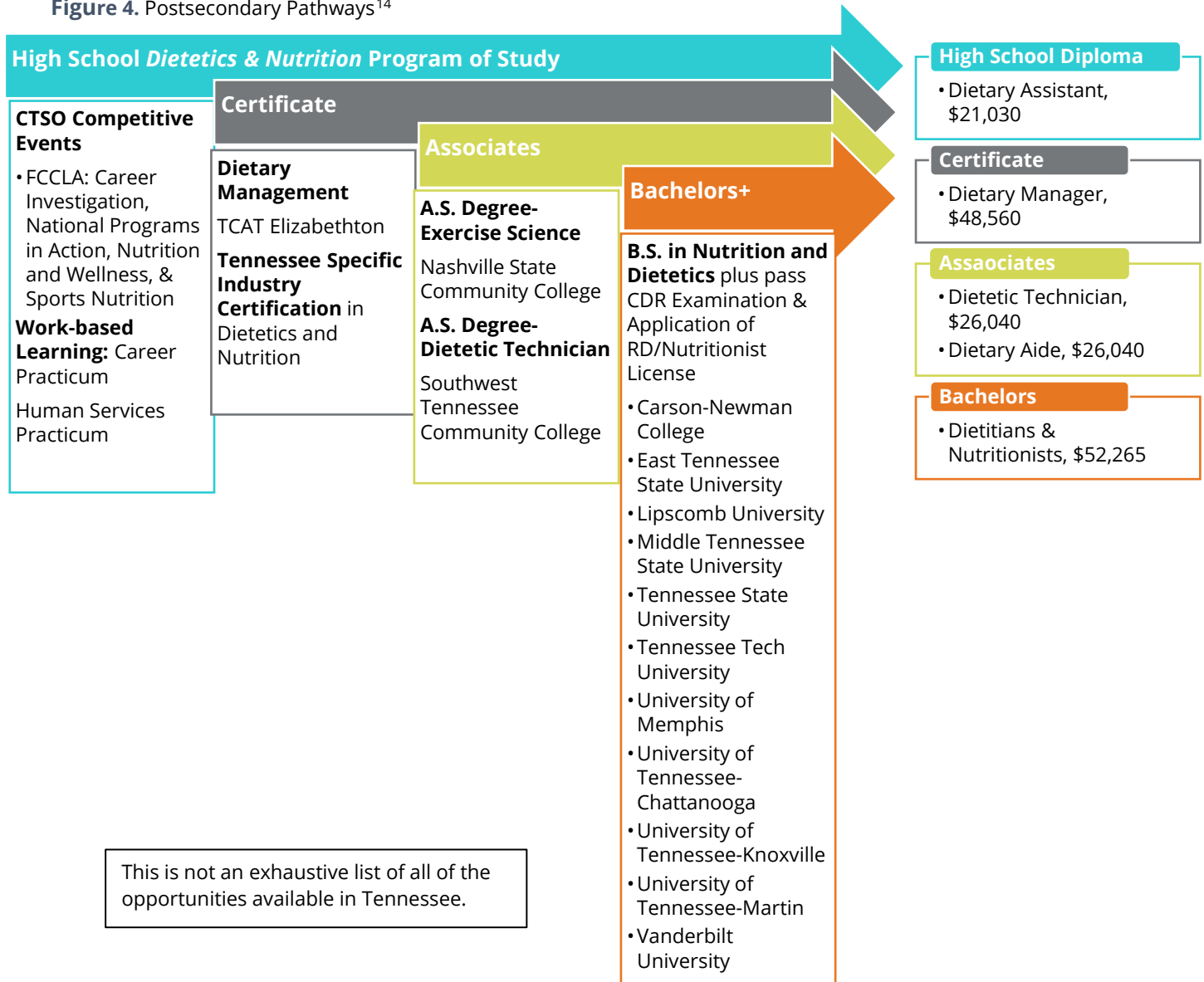
Tennessee Specific Industry Certification in dietetics and nutrition will be piloted for a second year in the 2019-20 SY to students who have completed the first three levels in the Dietetics and Nutrition program of study. This certification will provide credentialing of the student’s knowledge and skills to

¹³ Career One Stop. (2018). *Occupation Profile, State and National Trends*. Retrieved from <https://www.onetonline.org/link/summary/29-1031.00>

secure employment or transition to postsecondary areas that are high wage, high skill and/or high demand careers.

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 dietetics and nutrition occupations require a bachelor’s degree.

Figure 4. Postsecondary Pathways¹⁴



¹⁴ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2018). *Occupational Employment and Wages*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Current Secondary Landscape

With a high estimated percentage increase in occupational growth from the years 2014—2024 and an increase on individual health and self-care, there is a need for the Dietetics and Nutrition program of study across the state of Tennessee. We are seeing an increase in student enrollment but a decrease within the program of study open enrollment analysis, shown in **Figure 5**. In the school years 2014-15 to 2018-19, we have seen an increase in enrollment and a decrease in school offerings in districts.

In the school year 2017-18, seven schools piloted the Tennessee Specific Industry Certification for Human and Social Services.

Figure 5. Open Enrollment Analysis 2014-15 to 2018-19¹⁵

Dietetics & Nutrition	
2014-15	111
2015-16	116
2016-17	108
2017-18	103
2018-19	96

Student Enrollment¹⁵

SY	Introduction to Human Studies*	Nutrition Across the Lifespan	Nutrition Science and Diet Therapy	Human Services Practicum*
2013-14	---	7384	163	---
2014-15	9488	5329	1237	280
2015-16	8433	5085	1153	264
2016-17	8109	5405	1459	190

*Introduction course and capstone course to *Human and Social Sciences* and *Dietetics and Nutrition*.

Dietetics & Nutrition Concentrators¹⁵

Dietetics & Nutrition	
2014-15	261
2015-16	439
2016-17	358

¹⁵ Tennessee Department of Education. (2018). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

Recommendations

No changes are recommended to the course standards in the program of study at this time. Continue to provide support to dietetics and nutrition teachers while more districts begin piloting the Tennessee Specific Industry Certification (TSIC) aligned to the Dietetics and Nutrition program of study.

Continue to market the program of study through resources as well as provide specific support to educators who teach the courses within this program of study.

2019-20 Program of Study	Level 1	Level 2	Level 3	Level 4
Dietetics and Nutrition	Introduction to Human Studies (6137)	Nutrition Across the Lifespan (6005) -or- Cambridge IGCSE Food & Nutrition (0648)	Nutrition Science and Diet Therapy (6007) -or- Dual Enrollment Dietetics & Nutrition (4109)	Human Services Practicum (6138) -and/or- Psychology (3433) -and/or- Sociology (3432) -or- -or- Statewide Dual Credit Course Psychology -and/or- Sociology Dual Enrollment Dietetics & Nutrition (4109)
			Industry Certification: Tennessee Specific Industry Certification for Dietetics & Nutrition	

References

- Tennessee Department of Education, Career and Technical Education. (2018). Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>
- Tennessee Department of Education. (2018). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.
- Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2018). *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. (2018). *Occupational Projections (Long-term)*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>
- Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2018). *Occupational Summary*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>
- United States Department of Labor, Bureau of Labor Statistics. (2018, April 10). *Occupational Outlook Handbook, 2017-18 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

2018-19 Program of Study	Level 1	Level 2	Level 3	Level 4
Cosmetology	Cosmetology I (5983)	Cosmetology II (5986)	Cosmetology III (5984) -or- Dual Enrollment Cosmetology (4110)	Cosmetology IV (6179) -or- Dual Enrollment Cosmetology (4110)
				Industry Certification: TN Board of Cosmetology & Barbering— TN Cosmetologist 1010

Description

All courses in the Cosmetology program of study have been revised to address and prepare students for postsecondary and industry standards. Cosmetology is designed to prepare students for careers in cosmetology by developing an understanding of efficient and safe work practices, salon business concepts and operations, hair techniques and chemical services, facial and skin care procedures and state board theoretical practical application. Laboratory facilities and experiences simulate those found in the cosmetology industry. Students may acquire hours transferable to a postsecondary institution for completion of hourly requirements needed to sit for the Tennessee Board of Cosmetology and Barber Examiners examination for the Tennessee Cosmetology License.¹⁶ 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 332 average annual openings (one percent growth) for hairdressers, hairstylists, and cosmetologists from 2014 to 2024 with a total of 10,660 employed in the group in Tennessee in 2024.¹⁷ Nationally, jobs for barbers, hairdressers, and cosmetologists are projected to grow by ten percent from 2014 to 2024, faster than average for all occupations. The demand for hair coloring, hair straightening, and other

¹⁶ Tennessee Department of Education. (2018). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

¹⁷ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2018). *Occupational Projections (Long-term)*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

advanced hair treatments has risen in recent years, a trend that is expected to continue.¹⁸ In Tennessee, 11 average annual openings are projected for manicurists and pedicurists. Skincare specialists are expected to grow by 37.9 percent because of their employment in the medical field. Every occupation in this area requires a postsecondary certificate and the attainment/renewal of license. **Figure 1** and **Figure 2** outlines the related career opportunities.

Figure 1. Tennessee employment projections for cosmetology-related occupations with positive job openings projected 2014-24.¹⁷

Occupation	2014 Estimated Employment	2024 Projected Employment	Total 2014- 2024 Employment Change	Total Percent Change	Median Salary
Barbers	Confidential	Confidential	Confidential	Confidential	Confidential
Hairdressers, Hairstylists, and Cosmetologists	9,580	10,660	1,080	11.20%	\$24,130
Makeup Artists, Theatrical and Performance	Confidential	Confidential	Confidential	Confidential	\$59,050
Managers, All Other	12,500	13,790	1,280	10.30%	\$77,680
Manicurists and Pedicurists	460	530	70	15.30%	\$18,710
Sales and Related Workers, All Other	3,160	3,540	380	12.00%	\$30,640
Skincare Specialists	570	780	220	37.90%	\$28,000

Figure 2. State and national trends for cosmetology-related occupations with positive projections 2014-24¹⁹.

United States	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Hairdressers, Hairstylists, and Cosmetologists	597,200	655,600	+10%	21,210
Tennessee	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Hairdressers, Hairstylists, and Cosmetologists	9,580	10,660	+11%	330

¹⁸ United States Department of Labor, Bureau of Labor Statistics. (2018, April 10). *Occupational Outlook Handbook, 2017-18 Edition*. Retrieved from <http://www.bls.gov/ooh/>

¹⁹ Career One Stop. (2018). *Occupation Profile, State and National Trends*. Retrieved from <https://www.onetonline.org/link/summary/29-1031.00>

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.¹⁸

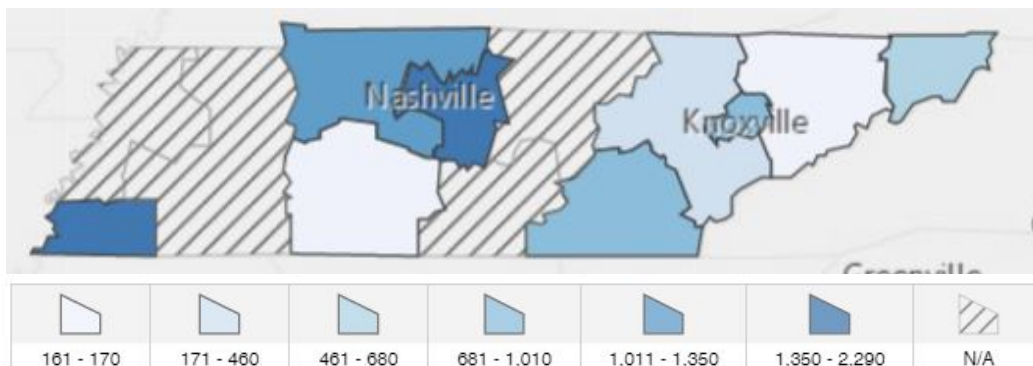
In Tennessee in 2013, 51.1 percent of cosmetologist who completed the required course hours were employed following certification and 28.6 percent of barbering completers were employed the same year. **Figure 3** displays the number of completers available and completers employed.

Figure 3. 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 4** shows that more cosmetologists and barbers are employed in the Memphis, Nashville, Knoxville, Clarksville, and Chattanooga areas and in surrounding areas.

Figure 4. 2014 Estimated Employment¹⁷



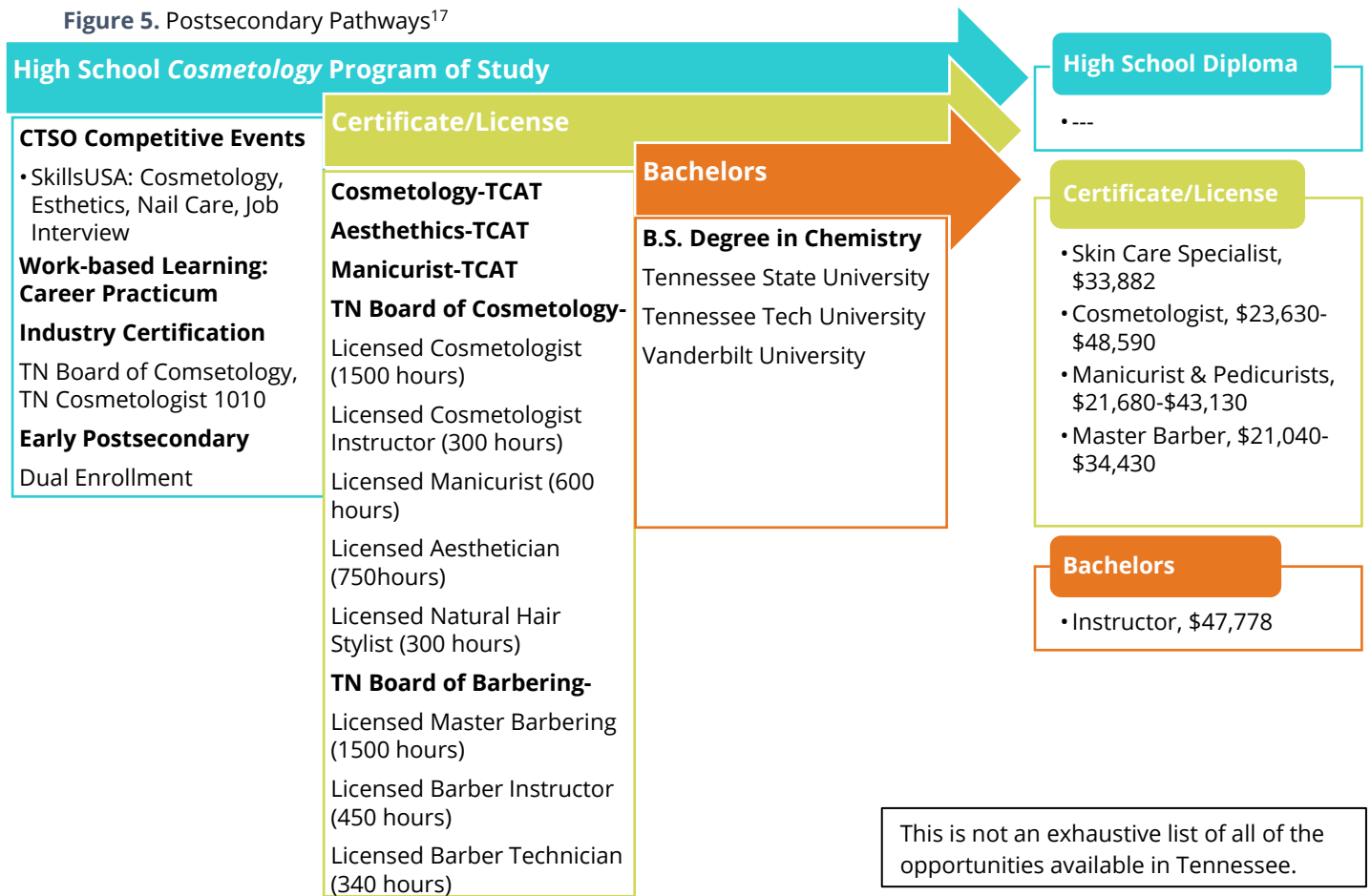
²⁰ Tennessee Department of Commerce & Insurance. (2018). *Board of Cosmetology and Barber Examiners*. <https://www.tn.gov/commerce/article/cosmo-additional-information>

²¹Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2018). *Labor Supply and Demand for Tennessee*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>

Postsecondary Opportunities

Upon completion of this program of study, students will be prepared to sit for the cosmetology certification and apply for a license or 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 5** outlines the related career opportunities and the training necessary for each.

Figure 5. Postsecondary Pathways¹⁷



Current Secondary Landscape

In the school years 2013-14 to 2017-18, both student enrollment and school district offerings has steadily increased, shown in **Figure 6**. However, the projected number of school offerings for the 2018-19 SY has decreased. It is evident that all students are not completing a program of study because of the increasingly drop of student enrollment in each course. However, the four new courses (*Cosmetology I-IV*) and standards that were implemented in the 2017-18 SY should help programs align to the completion of cosmetology certification hours and alignment of postsecondary opportunities encouraging the completion of the program of study.

Figure 6. Open Enrollment Analysis 2014-15 to 2018-19²²

Cosmetology	
2014-15	105
2015-16	100
2016-17	121
2017-18 New POS Courses	139
2018-19 New POS Courses	108

Student Enrollment²²

SY	Principles of Cosmetology	Design Principles of Cosmetology	Chemistry of Cosmetology	Entrepreneurship*
2013-14	3611	1798	1194	1109
2014-15	3482	2128	1263	1564
2015-16	3561	2036	1337	1733
2016-17	4156	2612	1895	---
2016-17 Dual Enrollment	596			

*The Entrepreneurship course is also offered in the *Entrepreneurship and Barbering* programs of study. Data is reflecting all areas.

Cosmetology Concentrators²²

Cosmetology	
2013-14	1229
2014-15	1310
2015-16	1660
2016-17	1179

Recommendation

No changes are recommended to the course standards in the program of study at this time. Continue to provide support to cosmetology instructors while they adjust to the new courses and standards.

²² Tennessee Department of Education. (2018). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.



2019-20 Program of Study	Level 1	Level 2	Level 3	Level 4
Cosmetology	Cosmetology I (5983)	Cosmetology II (5986)	Cosmetology III (5984) -or- Dual Enrollment Cosmetology (4110)	Cosmetology IV (6179) -or- Dual Enrollment Cosmetology (4110)
				Industry Certification: TN Board of Cosmetology & Barbering— TN Cosmetologist 1010

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- Tennessee Department of Labor & Workforce Development. (2018). *Employment Wage and Data*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>
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Barbering

2018-19 Program of Study	Level 1	Level 2	Level 3	Level 4
Barbering	Barbering I (5972)	Barbering II (5973)	Barbering III (5974) -or- Dual Enrollment Barbering (4111)	Entrepreneurship (5934) -or- Dual Enrollment Barbering (4111)
			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. Students may acquire hours transferable to a postsecondary institution for completion of hourly requirements needed to sit for the Tennessee Cosmetology and Barber Examiners examination for the Tennessee’s Master Barber License.²³ 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 ten 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 \$23,030.²⁴ There were three job openings advertised online in Tennessee for Barbers on April 27, 2017 and 23 job opening advertised online for the related occupation group of Personal Care and Service Occupations in Tennessee.²⁵ **Figure 1**

²³ Tennessee Department of Education. (2018). *Career and Technical Education*. Retrieved from <http://tn.gov/education/article/cte-cluster-human-services>

²⁴ United States Department of Labor, Bureau of Labor Statistics. (2018, April 10). *Occupational Outlook Handbook, 2017-18 Edition*. Retrieved from <http://www.bls.gov/ooh/personal-care-and-service/barbers-hairdressers-and-cosmetologists.htm>

²⁵ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2018). *Occupational Profile*. Retrieved from <https://www.jobs4tn.gov/vosnet/lmi/occ/occsurvey.aspx?enc=e7AKr7bjUGRBEdr>

and **Figure 2** outlines the related career opportunities. Every occupation in this area requires a postsecondary certificate and the attainment/renewal of license.

Figure 1. Tennessee employment projections for barbering-related occupations with positive job openings projected 2014-24.²⁶

Occupation	2014 Estimated Employment	2024 Projected Employment	Total 2014- 2024 Employment Change	Total Percent Change	Median Salary
Barbers	Confidential	Confidential	Confidential	Confidential	Confidential
Hairdressers, Hairstylists, and Cosmetologists	9,580	10,660	1,080	11.20%	\$24,130
Makeup Artists, Theatrical and Performance	Confidential	Confidential	Confidential	Confidential	\$59,050
Managers, All Other	12,500	13,790	1,280	10.30%	\$77,680
Manicurists and Pedicurists	460	530	70	15.30%	\$18,710
Sales and Related Workers, All Other	3,160	3,540	380	12.00%	\$30,640
Skincare Specialists	570	780	220	37.90%	\$28,000

Figure 2. State and national trends for barbers with positive projections 2014-24²⁷.

United States	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Barbers	59,200	65,100	+10%	1,700
Tennessee	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Barbers	N/A	N/A	N/A	N/A

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 were 51,000 licensed cosmetologists, manicurists,

²⁶ Tennessee Department of Labor and Workforce Development, Job4TN Online. (2018). *Occupational Projections (Long-term)*. Retrieved from <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

²⁷ Career One Stop. (2018). *Occupation Profile, State and National Trends*. Retrieved from <https://www.onetonline.org/link/summary/29-1031.00>

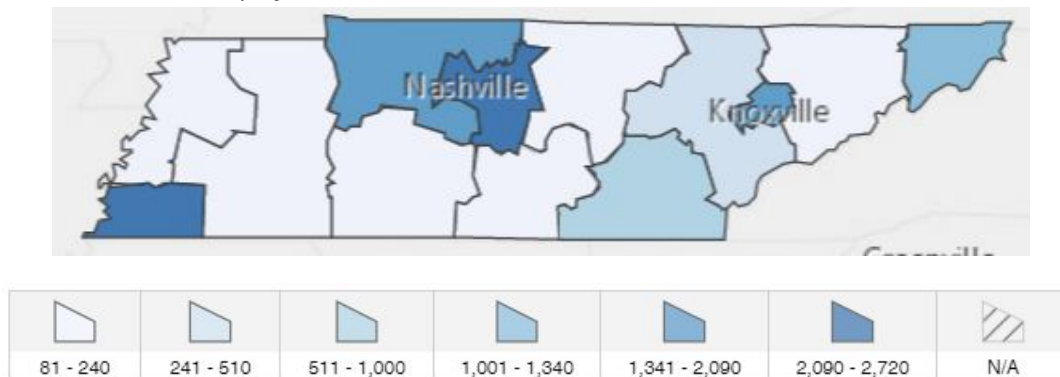
aestheticians, and natural hair stylists combined, and 5,000 master barbers.²⁸ Nationally, a large number of job openings will stem from the need to replace workers who transfer to other occupations, retire, or leave the occupation for other reasons. However, workers should expect strong competition 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.²³ **Figure 3** displays the number of completers available and completers employed.

Figure 3. Labor Supply and Demand for Tennessee-Placement Rates for Tennessee in 2013²⁹.

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 4** shows that more personal appearance workers are employed in the Memphis, Nashville, Knoxville, Clarksville, and Chattanooga areas than in surrounding areas.

Figure 4. 2014 Estimated Employment²⁵



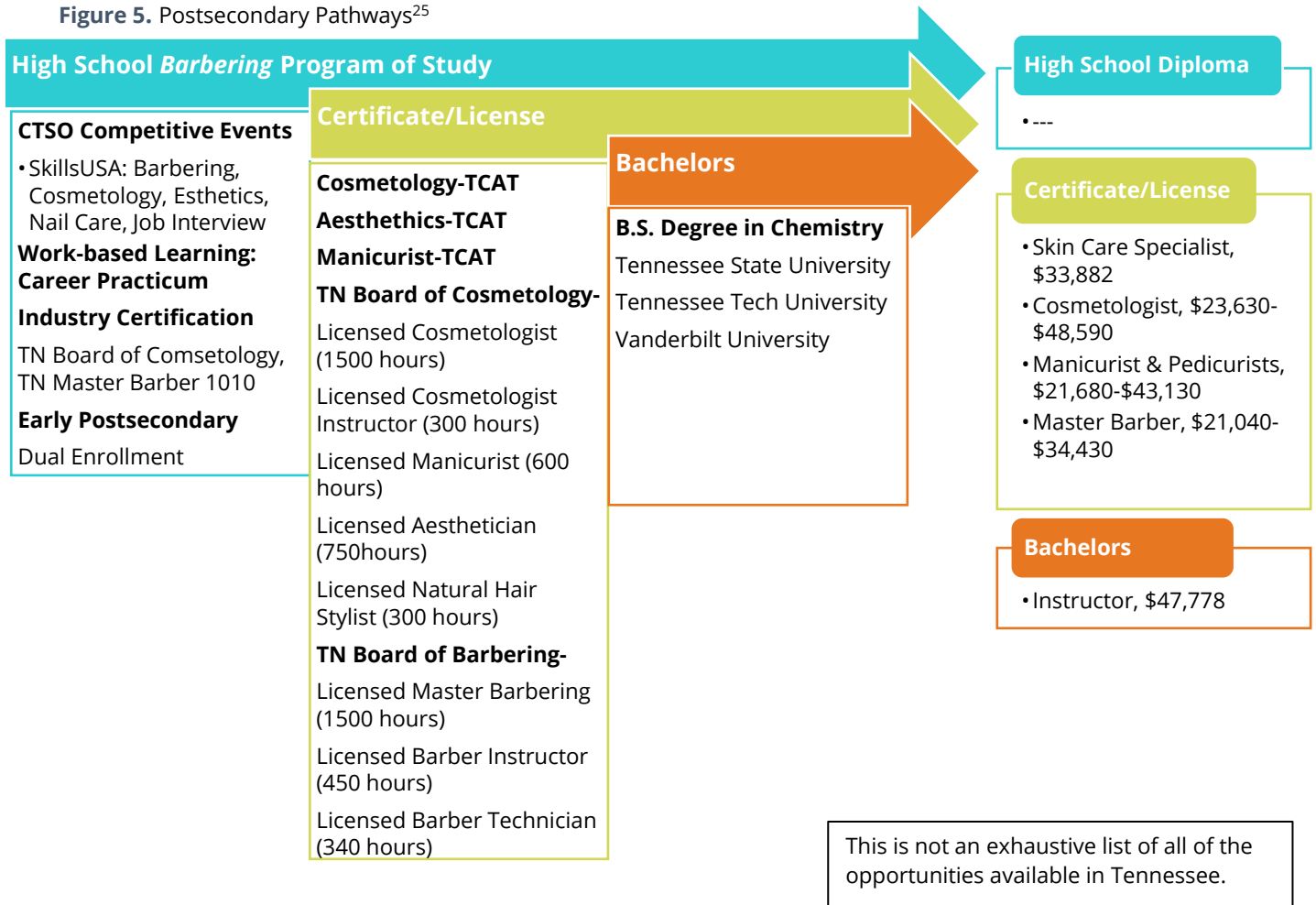
²⁸ Tennessee Department of Commerce & Insurance. (2018). *Board of Cosmetology and Barber Examiners*. <https://www.tn.gov/commerce/article/cosmo-additional-information>

²⁹Tennessee Department of Labor & Workforce Development, Jobs4TN Online. (2016). *Labor Supply and Demand for Tennessee*. Retrieved from <https://www.jobs4tn.gov/vosnet/Imi/LabSupplyDetails.aspx?geo=4701000000&time=20130100&session=LABSUPPLY&subsession=99&clustercode=10.4110000&onelic=True>

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 5** outlines the related career opportunities and the training necessary for each.

Figure 5. Postsecondary Pathways²⁵



Current Secondary Landscape

Although the open enrollment analysis for 2016-17 shows a jump in school district offerings, the enrollment of students has continued to decrease in the school years 2013-14 to 2016-17, shown in **Figure 6**.

Figure 6. Open Enrollment Analysis 2014-15 to 2018-19³⁰

Barbering	
2014-15	6
2015-16	5
2016-17	26
2017-18	29
2018-19	6

Student Enrollment³⁰

SY	Barbering I	Barbering II	Barbering III	Entrepreneurship*
2013-14	183	63	2	1109
2014-15	153	64	17	1564
2015-16	181	95	20	1733
2016-17	106	82	22	2316

*The Entrepreneurship course is also offered in the *Entrepreneurship and Cosmetology* programs of study. Data is reflecting all areas.

Barbering Concentrators³⁰

Barbering	
2013-14	93
2014-15	83
2015-16	152
2016-17	116

Recommendations

No changes recommended at this time but will be monitoring enrollment, industry data, and policy and law changes.

³⁰ Tennessee Department of Education. (2018). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

2019-20 Program of Study	Level 1	Level 2	Level 3	Level 4
Barbering	Barbering I (5972)	Barbering II (5973)	Barbering III (5974) -or- Dual Enrollment Barbering (4111)	Entrepreneurship (5934) -or- Dual Enrollment Barbering (4111)
			Industry Certification: TN Board of Cosmetology & Barbering— TN Master Barber 1010	

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