

BEAUTY AS A CAREER

INSIGHTS AND INTEREST FROM HIGH SCHOOL CAREER COUNSELORS



SUMMARY

Concerns about college debt, the impact of artificial intelligence (AI) on traditional white-collar careers and questions about the value of a college education have reshaped the conversation around choosing between college and career education.

This study combines qualitative and quantitative research to offer insights into perceptions of career choices, especially related to the beauty industry. It focuses on a nationwide group of high school career counselors, aiming to understand their level of interest in beauty careers and the information they need to effectively promote careers in beauty.

Our research confirms that career education is seen as increasingly more important—compared to a traditional college education—among career counselors. Conversations with these counselors reveal a shift in parental expectations—largely influenced by their own experiences of limited returns on investment from their college education. Consequently, parents are more inclined to consider trade careers, including those in the beauty industry, for their children. Counselors also note that professionals in the beauty industry often seem to earn more than they do, which further boosts support of beauty careers for their students.

Despite this growing interest, counselors generally lack familiarity with the beauty industry. To make beauty, barbering and wellness careers more appealing, it's crucial to provide counselors with easily accessible information about pursuing these careers, available programs and financial aid options. Despite this growing interest, counselors generally lack familiarity with the beauty industry and counselors often don't find internet searches helpful due to time constraints.

Moreover, counselors suggest that beauty schools are currently underrepresented at counselor and school events. They stress the importance of increased industry engagement including active involvement with high schools, local chapters of the American School Counselor Association (ASCA) and career fairs.

As career education becomes a more attractive alternative to traditional college, this research equips industry stakeholders and policymakers with valuable insights to guide their strategies and initiatives.

METHODOLOGY

To capture these insights, Pivot Point and Beauty Cast Network (BCN) conducted research at the 2023 American School Counselor Association (ASCA) Annual Conference.

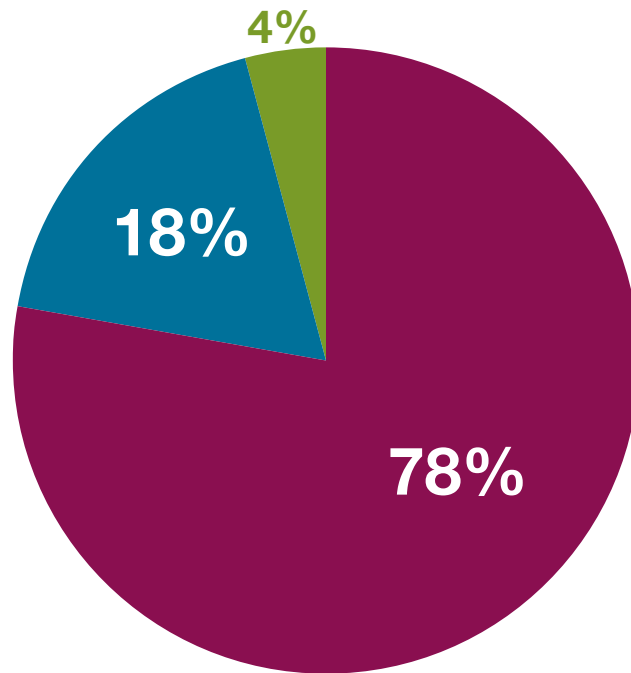
This research report includes both quantitative research of attendees as well as qualitative insights from conversations with attendees to provide a holistic overview of attitudes and perceptions about career education, with specific emphasis on the beauty industry.

While many different school employees were represented at the conference, our research represents only responses from career counselors. We obtained over 200 responses with approximately 150 responses specifically from participating career counselors.






QUESTION

In your opinion, what are the future trends in education for students pursuing career education versus traditional college education?



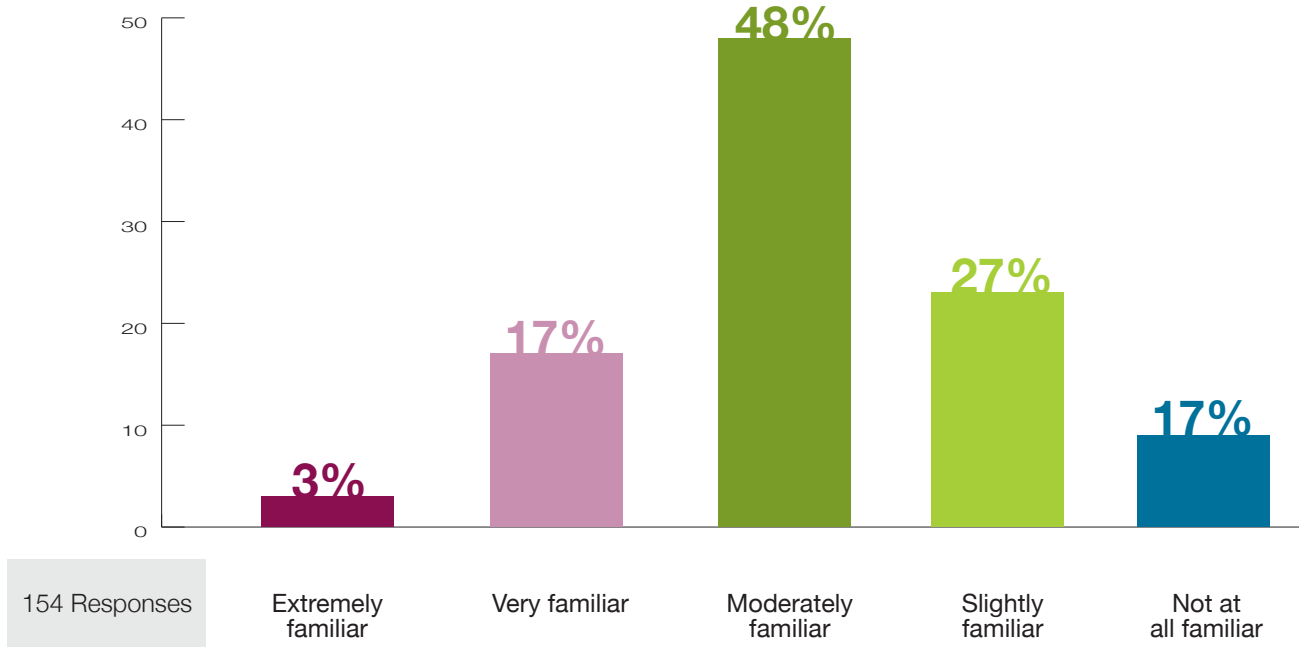
158 Responses

-  Upward trend for career education vs. traditional college education
-  Upward trend for traditional college education vs. career education
-  No change in trend for either type of education



QUESTION

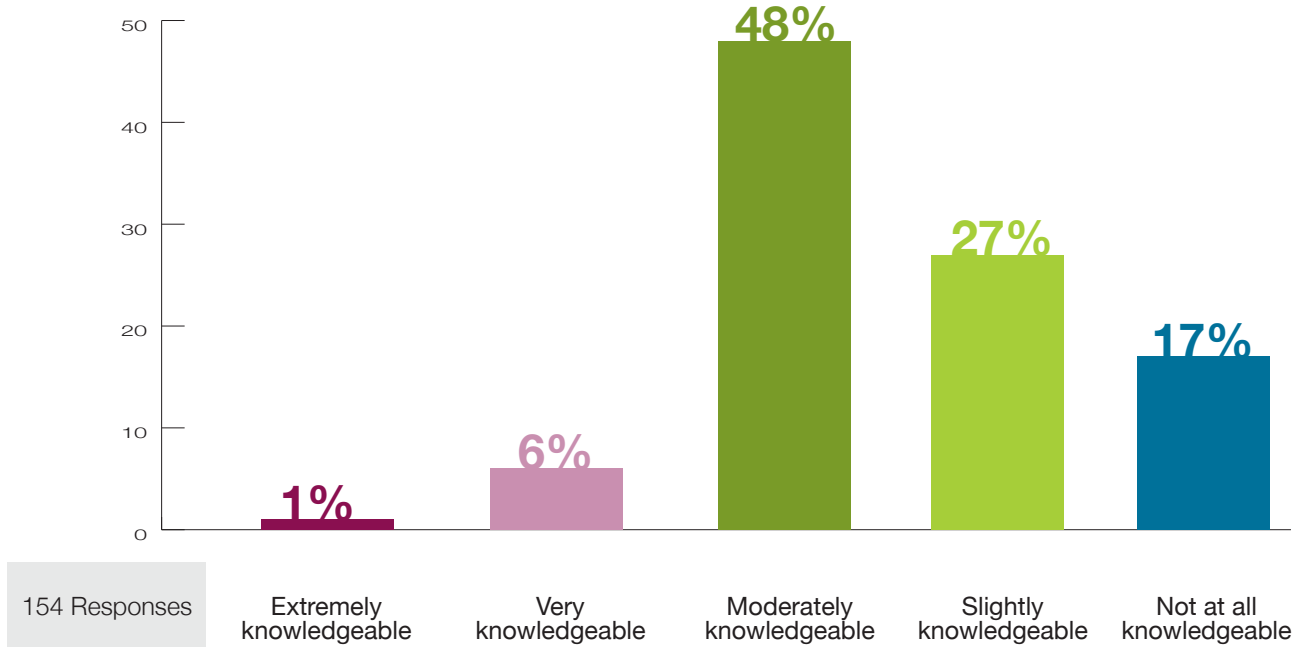
What level of familiarity do you have regarding career paths in the beauty industry?





QUESTION

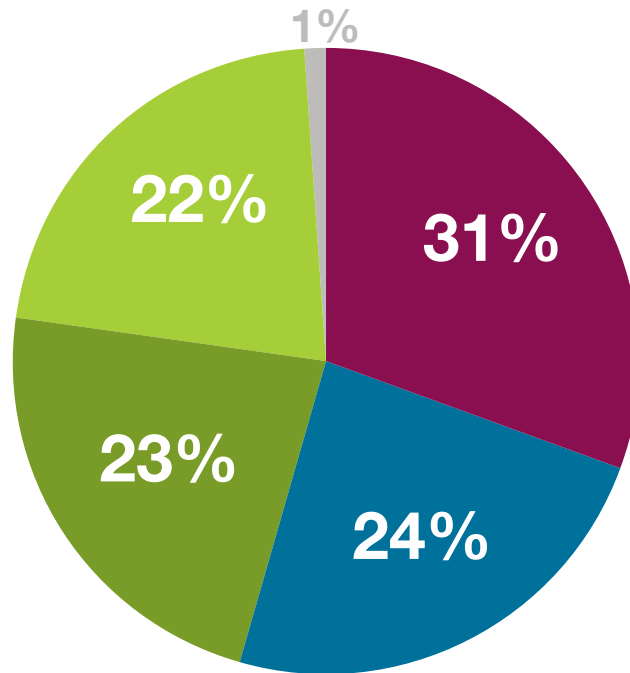
How knowledgeable are you on beauty school program offerings?










QUESTION

What information would most help you support students who want to pursue beauty careers?



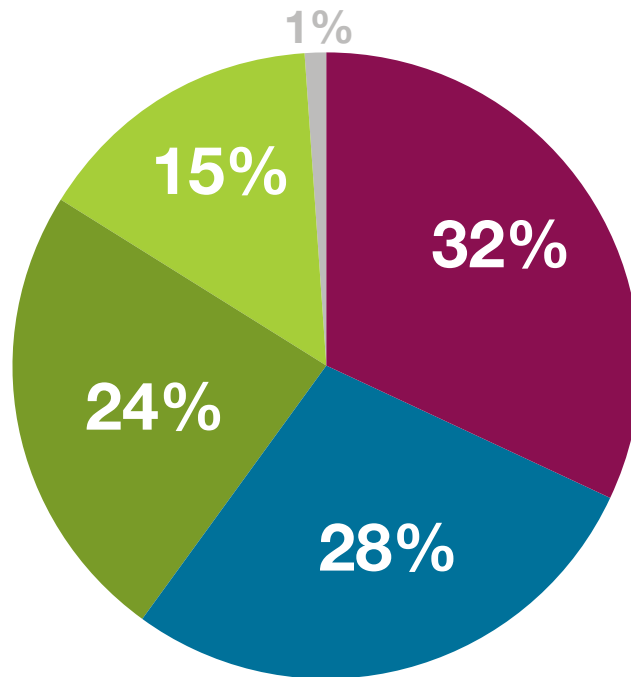
153 Responses

-  Types of beauty school programs
-  Financial aid and scholarship opportunities for beauty education
-  Licensing requirements and processes
-  Job prospects and earning potential in the beauty industry
-  Other








QUESTION

Which type of information would most likely encourage you to prescribe students to consider a career in the beauty industry?



149 Responses

-  Information on the range of career paths within the beauty industry
-  Data on beauty industry growth and job opportunities
-  Training and education resources for aspiring beauty professionals
-  Success stories and testimonials from professionals in the beauty industry
-  Other

ABOUT PIVOT POINT RESEARCH

At Pivot Point, we live and breathe beauty and wellness. Our highly respected team includes 31 industry professionals holding industry-specific licenses. With extensive experience spanning diverse industry segments, including beauty schools, salons, spas, barbershops, chains, brands, distributors and media, we have cultivated an unparalleled insight into the heartbeat of the industry.

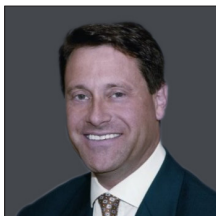
Our in-house research professionals aren't just experts—they are passionate advocates for your success. We go beyond surface-level research, delving deep into the intricacies of industry relationships and emerging trends to ensure your objectives are seamlessly integrated with real-world insights. We're not here solely to crunch numbers but to empower your business decisions with tailor-made solutions.

We understand that time is frequently of the essence. As your trusted partner, we leverage our deep-rooted industry connections and profound expertise to swiftly propel your projects forward with self-sufficiency. Whether your research underpins internal intelligence or information intended for broader markets, we're here to help you explore the full range of options.

To learn more about our comprehensive research capabilities, kindly complete the inquiry form at the link below, and our team will promptly be in touch. We look forward to collaborating with you!

INQUIRY FORM - <https://www.pivot-point.com/research/>

The Pivot Point Research Leadership Team



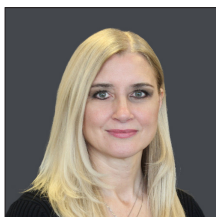
Steve Reiss
Strategic Marketing & Business Insights

10+ years providing custom research solutions to leading beauty industry groups, with a focus on leveraging research insights to create effective strategies supporting business goals.



Sabrina Cason
Primary Research

Specializes in consumer-focused market research, leading and designing research methodology, execution and analysis that provides insight to drive business growth.



Vasiliki A. Starvrakis
Secondary Research

Specializes in analyzing and aggregating 3rd-party and government data and regulatory, licensing and accrediting agency requirements to inform business decisions.



Christina Mooshil
Data Visualization

Specializes in combining analysis, design and storytelling to create visual data representations that help people understand and evaluate information more easily.

ABOUT BEAUTY CAST NETWORK

Penny Burns is the founder of Beauty Cast Network (BCN), a digital career services platform founded in 2013 to connect schools and students with leading regional and national employers across the categories of beauty, barbering, nails, skincare and wellness. BCN's mission is to help graduates find their way to the right first job, a critical step in developing a successful career.

A long-time industry veteran, Penny has gone from successfully managing and owning nine schools to re-focusing her energies on helping graduates and employers connect through the Beauty Cast Network. Penny believes that when we help a graduate choose a career path that allows them to continue to learn and grow, it will eventually lead them to a profitable and sustainable Dream Career.



Penny Burns

penny@beautycastnetwork.com

<https://beautycastnetwork.com>