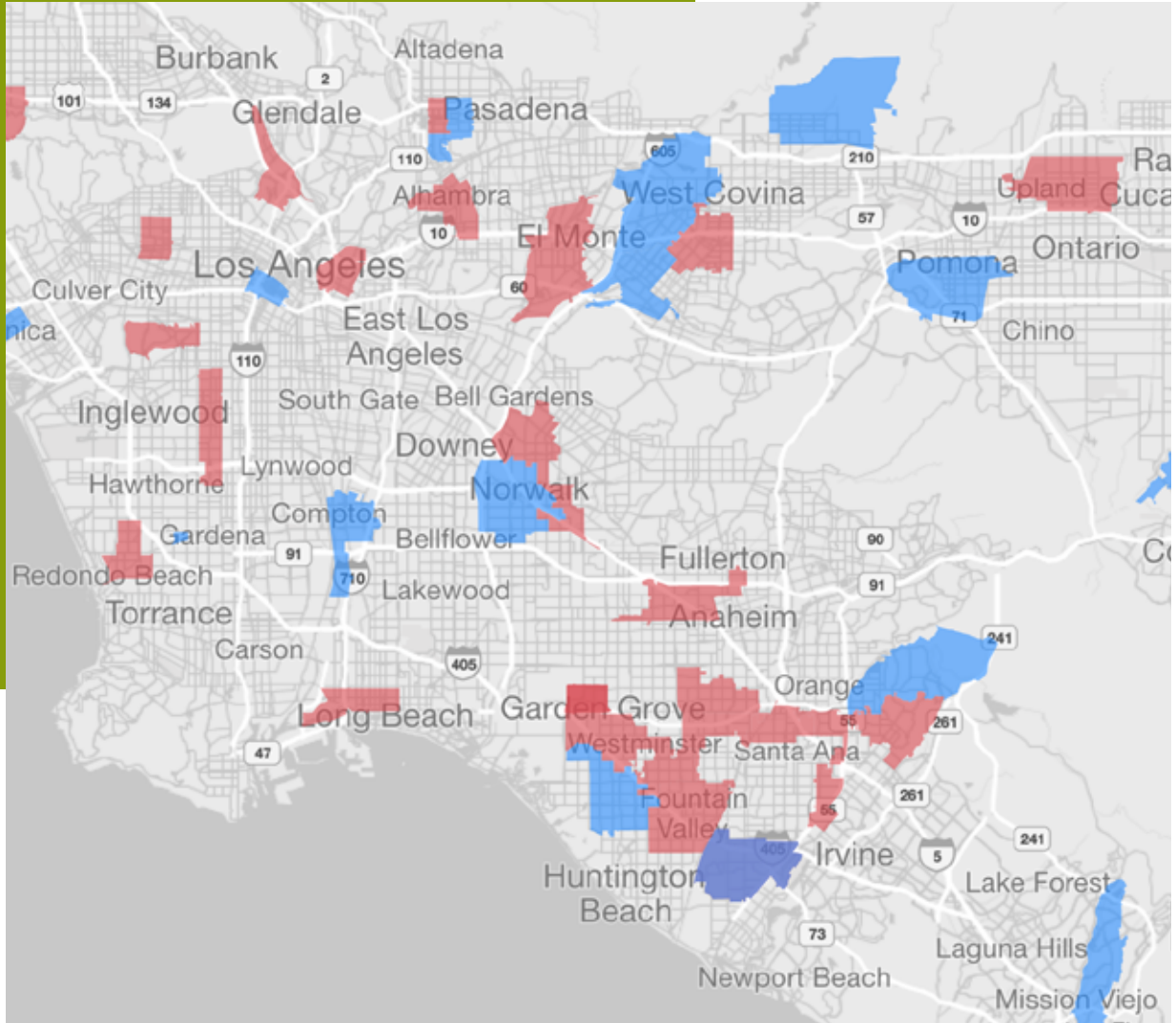


# BEAUTY SCHOOL DESERTS

## REGIONAL AVAILABILITY OF PUBLIC AND PRIVATE BEAUTY SCHOOLS



# SUMMARY

Industry estimates say that the proposed gainful employment standards could lead to more than half of the private beauty schools in the United States (U.S.) shutting down over the next few years. According to the Gainful Employment Explorer Tool, created by Peter Granville of the Century Foundation, the failure rate for our private schools (CIP 1204) is significantly higher (<https://petergranville.shinyapps.io/GE-Explorer-Tool/>).

To better understand the impact of potential school closures, Pivot Point used data provided by the U.S. Department of Education to create the following visualizations:

- An interactive map showing the availability of public and private beauty school education within U.S. ZIP codes
- A graph displaying the total number of beauty schools in each state, categorized as public or private

The data-driven visualizations highlight that the new gainful employment standards and the closing of a significant percentage of private beauty schools would create “beauty deserts” — large areas of the country without access to beauty school education.

The Department of Education has noted that “more than 90 percent of students enrolled in failing programs have at least one non-failing option within the same geographic area, credential level, and broad field” (88 Fed. Reg. 32309 - May 19, 2023). Using their data, it is clear that this assumption does not apply to our industry.

As a result of these standards the beauty industry, which is already facing significant staffing shortages, would be unable to meet customer demand. Consequently, many salons, barbershops and spas will have to reduce services or even close.

Pivot Point hopes that these visualizations will serve as a valuable tool to inform rulemakers about the consequences whether intended or unintended of implementing the current proposal for gainful employment standards.

# METHODOLOGY

To create our visualizations and gain insights, Pivot Point used data provided by the Department of Education. It should be noted that the government data is incomplete — for example, it does not include beauty schools in Alaska. We are not sure how the data has impacted the rulemaking and related assumptions.

To view the source of the data on Negotiated Rulemaking for Higher Education 2021-22:

<https://www2.ed.gov/policy/highered/reg/hearulemaking/2021/index.html>

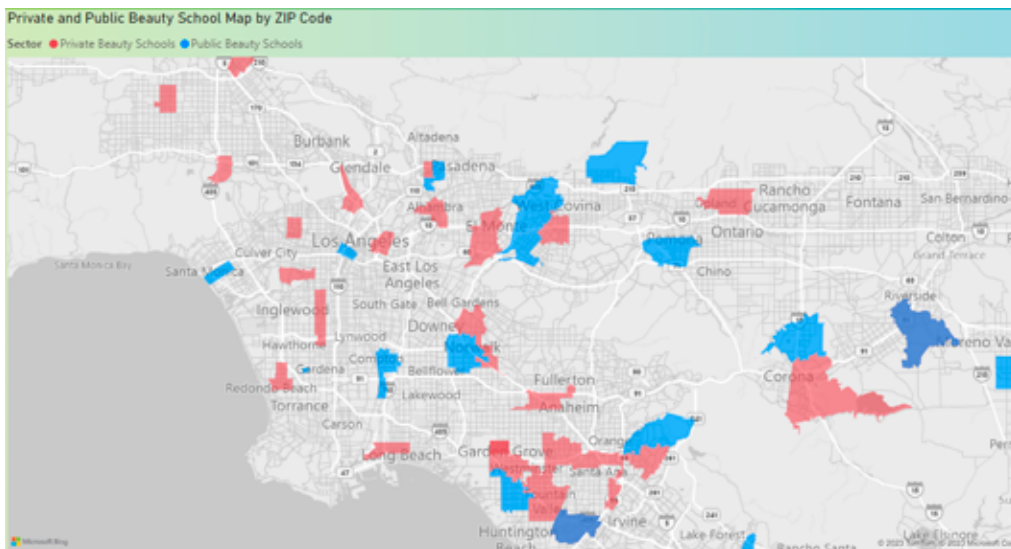
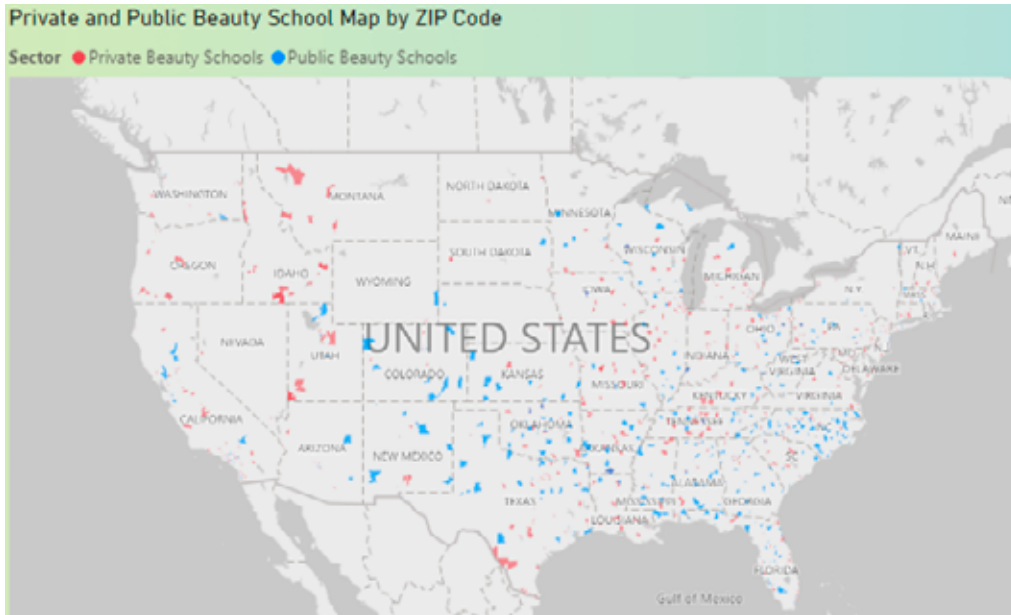
- Scroll to down to **Federal Register Notices and Fact Sheets**
- Click on the drop-down menu to view the GE Data 1-3 Documents
  - GE Data 1\* – Description ([PDF](#)) (182K) [5/17/2023]
  - GE Data 2\* – Data Codebook ([Excel](#)) (28K) [5/30/2023]
  - GE Data 3\* – Dataset ([Excel](#)) (54M) [5/17/2023]

This information is also provided on the FEDERAL REGISTER which includes the latest version of any given rule, specifically Financial Value Transparency and Gainful Employment (GE), Financial Responsibility, Administrative Capability, Certification Procedures and Ability to Benefit (ATB):

<https://www.federalregister.gov/documents/2023/05/19/2023-09647/financial-value-transparency-and-gainful-employment-ge-financial-responsibility-administrative>

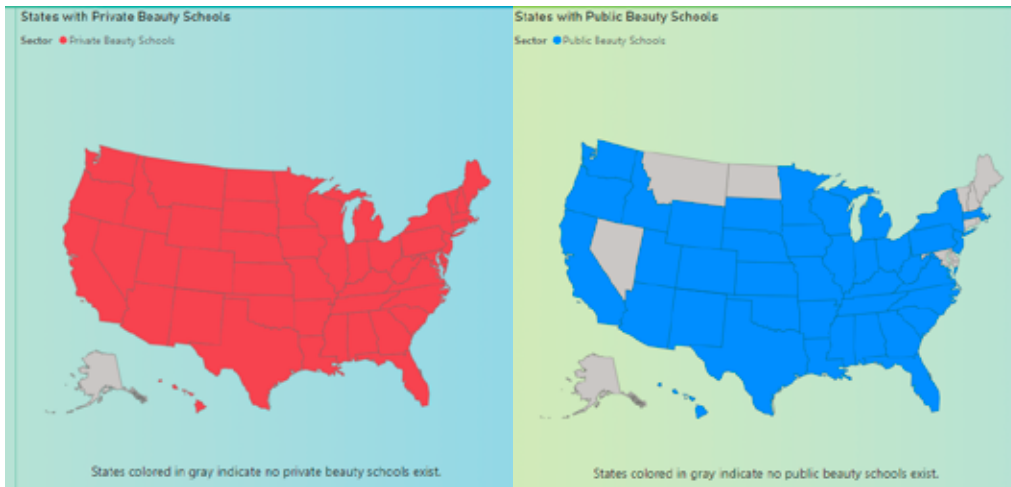
# PRIVATE VS. PUBLIC BEAUTY SCHOOLS

These are interactive maps; please use the headers and cursor to navigate



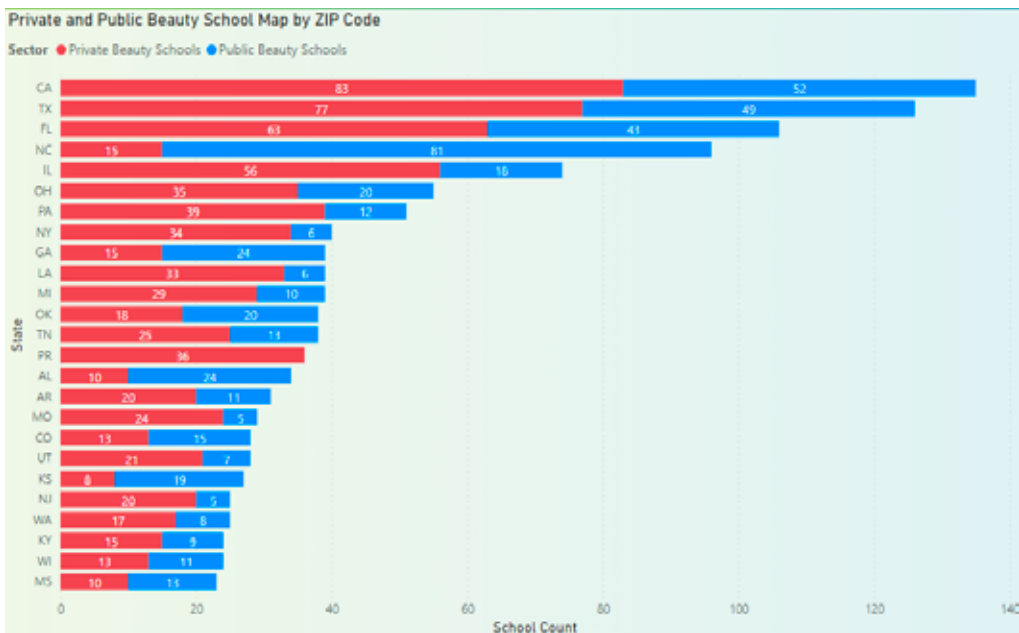
Click here to view the interactive map, or alternatively, copy and paste the link to your browser: <https://www.pivot-point.com/beauty-school-deserts/>

# BEAUTY SCHOOLS BY STATES



Click here to view the interactive map, or alternatively, copy and paste the link to your browser: <https://www.pivot-point.com/beauty-school-deserts/>

Select the “States with no Public Schools” tab on the interactive map menu bar



Click here to view the interactive map, or alternatively, copy and paste the link to your browser: <https://www.pivot-point.com/beauty-school-deserts/>

Select the “Private vs. Public Bar Chart” tab on the interactive map menu bar

# 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!

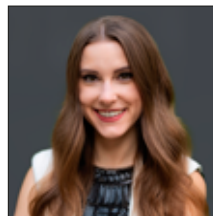
**INQUIRY FORM** - <https://www.pivot-point.com/research/>

## 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.



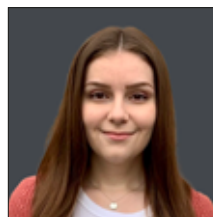
**Sabrina Cason**  
*Primary Research*

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.