

ABC Adult School
12254 Cuesta Drive, Cerritos, CA 90703
(562) 229-7960

Cosmetology Advisory Meeting
March 19, 2018
11:00 a.m. to 1:00 p.m.
Cabrillo Lane, Room K2

Committee Members Present:

Paul Berry, Barristar Student Services
Ray Fas, Hand and Stone Cerritos
Gina Cisneros, Great Clips
Lilah Larkin, Regis Corporation
Martin Rodriguez, Ooh La La Salon and Spa
Amy Rodriguez, Ooh La La Salon and Spa
Jaz Moreno, Jazz-Z Beauty Products

Committee Members Absent:

Elsie Daniels, Hollywood Faces Studio
Breanne Lightfoot, Starlet Hair Lounge
Catherine Inchuasti, Student

In Attendance:

Dr. PaoLing Guo, **Principal**; Nancy Amara, **Assistant Principal**; Chuck Minear, **Assistant Principal**; Rachelle Schulz, **TOSA/Lead Instructor**; Melissa Van Aalsburg, **Secretary II**; Monica Ramirez, **ParaEducator**

Instructors: Marta Ortega and Crystal Bernal-McMihelk

Minute Items

Welcome

By Dr. PaoLing Guo

Paoling thanked everyone for taking the time out of their busy day to attend today's Cosmetology Advisory. We are looking to hire a new part-time teacher to help with the new students. We currently have a strong need for our Cosmetology program, and we are hoping to build the program to offer more new classes. Our students are doing a wonderful job in class, and we have a handful that are just finishing their 1600 hours. Our students are entering many different competitions, and they are doing well in these competitions. We had six students recently enter a Barristar competition. Thank you again for coming, and we hope to learn from your insights.

Introductions and Meeting Overview

By Nancy Amara

Chuck Minear mentioned that the ABC Adult School currently has two Assistant Principals. Chuck is in charge of the CTEC program, and Nancy Amara, who will be in charge of the introductions and meeting overview, is the Assistant Principal on the Cabrillo Lane Campus.

Paul Berry, Barristar, informed everyone that he has recently started The Student Under Ground. This online community will cost the students \$12/year. Every Monday, there will be a new online class for the members to take part seminars hosted by leading industry professionals. There will also be product discounts. Students will be able to

communicate with other students and young professionals via the website message boards. Instructors will receive access to this program for free. The Under Ground will go live on April 2nd.

Nancy Amara went through the agenda items for today's meeting overview.

Review Mission Statement

By Chuck Minear

A mission statement gives an overall idea of what we are all about. We have a dual accreditation with the Western Association of Schools and Colleges (WASC) and the Council on Occupational Education (COE). WASC accredits all of the high schools and colleges in our region. COE is an international accreditation for schools that offer Career Technical Education. We sought out COE accreditation in order to offer our students financial aid. We will hope to offer our financial aid soon.

"The Mission Statement of the ABC Adult School is to improve the quality of life by providing our diverse community with meaningful opportunities to fulfill career, educational and personal goals through lifelong learning." We have many different departments including Community Education, ESL, Academics, Career Technical Education (CTEC). Our CTEC program offers eleven different career pathways for our students to prepare for their careers. We will soon be adding a dental assistant pathway. Most of our career pathways end in industry certification, but our Cosmetology and Pharmacy Technician programs end in licensure. Our Parent Education program teaches parents how to help their children.

Jaz Moreno, Jazz-Z Beauty Products, asked about adding an esthetician and manicurist programs. The manicurist program is only 600 hours and with the offering of financial aid the program should be full. Jaz also mentioned adding a barbering program as well. Chuck responded that the program is new, and the first group of students is just graduating. We wanted to bring a cohort through in order to determine what areas we are lacking in. After we have fixed all of these areas, we can offer more specialized programs for our students. Ray Fas, Hand and Stone Cerritos, asked how much the program costs. Marta Ortega, instructor, responded the cost is \$6000, and it take approximately 14 months to complete. The students are in class for 35 hours per week. Chuck added that we are a part of a school district, so we have many different breaks placed into the program. Chuck also added that the ABC Adult School is known for basing our goals on our students' success. Jaz Moreno, Jazz-Z Beauty Products, recommended have classes for 10 hours a day for 3 days instead of 5 days a week. She mentioned that most private cosmetology schools are starting to adapt to this new schedule.

Gina Cisneros, Great Clips, asked about A-G training for students and whether or not we have to abide by the A-G courses. Chuck responded that we are not A-G, and that Gina could be thinking of an ROP program. We are an adult school, so we don't have to abide by those policies. We can accept students as young as 16, and they can take our classes as an elective for their high school diploma. For the students within ABC Unified School District we do offer our classes for free. The Cerritos area has a heavy focus on sending the students to four year colleges and universities, so that is why there is a big push for high school students to take A-G courses. Without the A-G courses the students will be ineligible to apply to a four year university. Chuck added that the ABC Adult School's main focus is licensure and industry certification.

Review and Discuss Student Learning Outcomes

Instructional Delivery Methods

Instructional Supplies

By Marta Ortega

The young people don't know what they want. They are constantly on their phones, and we have to find a way to use their phones to our advantage. It is not going to change. Our goal is to train them to know that the client in the chair as the most important thing. We use the Milady's books which go through the history of cosmetology, jobs, business, resumes, image, and sciences. In these 14 months the goal is to give our students a taste of everything they will need to know when they get to a salon.

Paul Berry, Barristar, we have to make sure that the students know that they need social skills along with social media skills. Anyone can post on social media. Most of what is on there is garbage, and we are so bombarded with what to look at. Most clients won't want what the students will see online, and they have to know what the clients want and not only what social media claims that clients want. Marta Ortega responded that she doesn't want the students to focus on social media, but it is the new trend. We just have to make sure that our students understand the difference between reality and the fake stuff put online. Martin Rodriguez, Ooh La La Salon and Spa, mentioned that all of the students know how to do the trendy hair styles and colors, but they don't know how to get it out of the clients hair. Paul Berry, Barristar, added that the art is important because it will bring people into the industry as everyone is fascinated by the art. Crystal Bernal-McMihelk, instructor, mentioned that everyone needs to inform all of the students of the side effects of these trendy hair colors. They students need to remember to tell the clients what they are getting into with having these random hair colors, and all of the upkeep that these colors will require of the client. Many clients want nothing to do with the trendy hair styles after they find out that the color will dissipate quickly and they have to do a lot of upkeep which can be pricey.

Marta Ortega mentioned that the number one teaching priority is getting the students to understand the basics of cosmetology including and most importantly the chemical services. Martin Rodriguez, Ooh La La Salon and Spa, said that the students need to know what each product they use on their clients does. They also need to know each ingredient and understand what each ingredient will affect the client. They need to be able to communicate this to everyone who sits in their chair. Marta Ortega said that in the classroom they use Clairol products because of the education that Clairol offers when purchasing their products. She mentioned that we do have an excess of Clairol products, and we are almost out of the educational services. Paul Berry, Barristar, added that he knows of many different people who can offer basic education to our students. The people that he will recommend don't work for the color manufacturer, so they will not be biased in their education. Paul recommended to never trust the manufacturer's education services. Martin Rodriguez, Ooh La La Salon and Spa, mentioned that we need to focus on teaching the students proper chemical services. Most new cosmetologists don't know what hair color is. Most of the chemicals and how they work are not taught to the students.

Paul Berry, Barristar, mentioned a lot of times students come out of school and salon owners blame the schools because students know so little about working in a salon. Jaz Moreno, Jazz-Z Beauty Products, mentioned that there should be advanced training classes for the students, so this trend doesn't continue. Marta Ortega mentioned that some students come in and they have a natural gift. These students can very easily excel and have no issues in class. She also has students who don't have the natural gift, but they want to do cosmetology. These students will struggle in the program. It is very difficult to teach a class with both kinds of students because they ones with the natural gifts will get easily distracted because the ones that struggle are taking up too much time. We are trying to maintain a balance so both types of students will be able to succeed in classes. Paul Berry, Barristar, mentioned that there needs to be a verity of speakers in the class for all students to succeed. Martin Rodriguez, Ooh La La Salon and Spa, added that the artists also need to come in and speak as well, so the students will be able to see the artistic side of the business as well.

Paul Berry, Barristar, mentioned that there also needs to be speakers to speak about their businesses. Many students don't show up to trainings involving business, but it is very important. They need to know what they don't know about business in order to succeed. Amy Rodriguez, Ooh La La Salon and Spa, mentioned that when business practices are even discussed in class, the information goes over their heads. Jaz Moreno, Jazz-Z Beauty Products, recommends having students visit salons on several field trips. This will allow the students to see how much companies are charging for their services. This will allow the students to be more realistic with their goals as time goes on. Ray Fas, Hand and Stone Cerritos, has every new employee perform 100 internship hours with the company first. All of the employees have to do the laundry, clean the building, etc. They need to learn that cleaning is a necessary part of their job. Martin Rodriguez, Ooh La La Salon and Spa, added that no one likes to work in a dirty environment.

Jaz Moreno, Jazz-Z Beauty Products, mentioned that we should get into the non-surgical hair replacement business as well. The people who perform the hair replacements make into the six figures because there are so few people. The pieces cost anywhere from \$1200 - \$1800, all of which is paid by the insurance company. There are over 5000 clinics in Japan, but no one talks about it in the United States. Rachelle Schulz, Lead Instructor, asked where these hair pieces are made. Jaz Moreno responded that they are made by hand in Nepal. We can teach students how to order, put them in, etc.

Paul Berry, Barristar, mentioned the Student Under Ground. It will consist of an hour long online class for students to learn from industry leaders. There will be three classes booked in advanced. Many schools don't have motivational instructors. This online area is a place for students to remain excited and motivated for their careers. Amy Rodriguez, Ooh La La Salon and Spa, mentioned that we need to teach the students in the ways that they learn. This will allow for all students to learn as much as possible. Some students learn by listening, some by reading, some by hands-on. We need to make sure that we include all learning methods, so there are no students left behind. Lilah Larkin, Regis Corporation, Marta's former student, Jon, worked for us at Regis, and we were very happy to have him. Many times we will cut off students who can't succeed in their salons, but Jon was different. He was very motivated and excited to be there that they took the time to teach what he needed to know.

Chuck Minear mentioned that we try to get our instructors everything they need to succeed in the Cosmetology program. We want our program, instructor, and students to be successful. PaoLing Guo, mentioned that we are funded under K12 funding, and we haven't seen much of an increase in funding. This is why we are looking into getting financial aid. Gina Cisneros, Great Clips, asked if we go to our local schools to promote our program. PaoLing, responded that we do promote in our local schools. We will also be hiring a new Job Developer shortly to help with promoting our school to local businesses.

Job Placement Numbers

By Chuck Minear

We don't have any job placement numbers for our cosmetology program because no one has graduated. Our first set of students will be completed with the program in June. We track three different areas for our students. We track graduation rate, completion rate, and placement rate. Graduation rate is students who complete the Career Technical Diploma, completion rate is students who complete enough classes to get a job, and placement rate is the total number of students who get a job. The most important are the completion and placement rates. In order to maintain our accreditation we are required to have a 60% completion rate and 70% placement rate. We will update you on the cosmetology numbers next year once we have a graduating class.

Adjournment

Chuck thanked everyone for coming and contributing to today's Cosmetology Advisory Meeting.

Transcribed by: Melissa Van Aalsburg

Signature: _____ Date: _____