

ABC Adult School

12254 Cuesta Drive, Cerritos, CA 90703
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Cosmetology Advisory Meeting

May 20, 2019

9:30 a.m. to 12:00 p.m.

Cabrillo Lane, Room K2

Committee Members Present:

Paul Barry, Barristar Student Services
Terry Godbolt, Caliprimes
Rin Chheng, Caliprimes
Erica Jemison, Exotica Hair Studio
Lilah Larkin, Supercuts
Diana Macias, DNA Salon Connect
Alisa Macias, DNA Salon Connect

Committee Members Absent:

Elsie Daniels, Hollywood Faces Studio
Alexander Irving, Solana Beach
Laura Rodriguez, Salon Centric

In Attendance:

Chuck Minear, **Assistant Principal**; Nancy Amara, **Assistant Principal**; Melissa Van Aalsburg, **Financial Aid Secretary II**; Maria Garcia, **Secretary II**

Instructors: Marta Ortega and Cristina Gonzalez

Minute Items

Welcome

By Chuck Minear

Chuck Minear thanked everyone for coming to today's advisory meeting. We need to have you attend these advisories for our Council on Occupational Education (COE) accreditation. We need to do this twice a year. We have two formal meetings, and the instructor meets with you informally throughout the year. We appreciate your time, we know how valuable your time is, and we appreciate that. Your expertise is very important for our program's curriculum. We are looking into expanding our Cosmetology program, and we need your help to do that. Chuck proceeded to present himself as the Assistant Principal in charge of CTE Career Technical Education at ABC Adult School. At our adult school, we have over 10,000 students across all our career paths and other areas ESL, high school diploma, community education. In our CTE department we pull in about 6,000 duplicated students a year (duplicated, they might take more than one class). The main goal of ABC Adult School is to give students the knowledge and skills they need to get a job. We deal with many students who have been displaced from work, laid off, or they are injured, or their area they are expert in are not hiring anymore, so we re-trained people.

Introductions and Meeting Overview

By Nancy Amara

Nancy Amara thanked everyone for coming to today's advisory. Today is our second advisory of this school year. She introduced herself as the Assistant Principal at the Cabrillo Lane Campus; I am primarily in charge of community education, which are those fun exercises, arts and crafts classes. I just started to get involved with CTEC learning from Chuck, he is my mentor. Nancy added, if we do not get your help and input with these advisories, our school will not be able to run properly. On this campus, we have CTEC programs, Medical programs, Cosmetology program and ESL classes.

Review Mission Statement

By Nancy Amara

Every 6 years our school goes through the WASC accreditation. We were just recently re-accredited, and we reviewed and revised our Mission Statement and Student Learning Outcomes (SLOs). Typically, we review these items every three years to correspond with our WASC review and accreditations.

The mission statement of the ABC Adult School is as follows: "The Mission 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." This has been our mission statement for the last nine years. The only minor change we made was replacing vocational with career goals.

The Student Learning Outcomes for the ABC Adult School are: "Self-directed lifelong learners who: acquire knowledge and skills appropriate to their stage of life, set and achieve career, educational and/or personal goals, and seek continuing career training and/or educational opportunities. Effective communicators who: demonstrate appropriate listening, speaking, reading, writing, creative, and/or computational skills, apply communication skills to professional, technical and other real-life situations, and enhance and improve their ability to understand and be understood by others. Critical thinkers and problem-solvers who: exercise their powers of judgment, perception, and inference, assess and fulfill their own needs by finding appropriate resources, apply knowledge to professional, technical and other real-life situations."

Both our Mission Statement and SLOs apply to our school as a whole, and not just our Career Technical Education.

Review of Previous Advisory Committee Minutes

Chuck Minear, Assistant Principal, asked the attendees to review the minutes from the last advisory. I will ask someone later on to approve the minutes.

Job Center Update

Recruiting Practices

Apprentice and Job Placement

By Chuck Minear

We have a job center, which helps place students. We are looking for a new job developer, as soon as we hire a new person, we will be updating our career center. The job developer will be helping the student with their resumes, job searches, and Marketing himself or herself to get a job.

60% of the students that are enrolled in our program must complete the program to keep our accreditation, and 70% have to get jobs. They have to get jobs in their area, for instance if we train somebody in cosmetology and they get a job at a restaurant, it does not count. We will have more information regarding the job center in the fall.

Regarding our marketing, we do a lot of direct mailing to the area; we will be having kiosks in malls Cerritos, Lakewood, and Stonewood Mall. We also have an active social media presence; our main way to bring in students is word to mouth. We would like some ideas too from the advisory committee members. Where should we go for students? The problem is we have 11 career paths and each of them have their own place where people with those specialties hang out, and we would like to hit those areas. We would like to open another section, we need 20 people to open the section, and if we get that, we will be hiring another instructor.

Paul Barry, Barristar Student Services, asked if we have access to high schools. Chuck said, one of the interesting things about Cerritos is, you will see that most of our students are not high school graduates, they are people that tried college and came back. The mentality in this town is everybody goes to college, and the problem with that is not everyone wants to go to college. Some people want to be a cosmetologist, but when you tell parents in this area Lakewood, Cerritos, Artesia, they do not want their kids to come here, they want their kids to go to USC, UCLA to be doctors, lawyers.

We are trying to change the culture, but there are also some areas that will be easier like Bellflower, Norwalk, and those areas tend to have different demographics and they are more open to technical education. High schools are a great place to recruit students, the last parent group I talked to, I started my talk with ask parents “how many of you would like to have your child’s education paid for?”

We have medical programs here, if a student comes here to do the medical assistant program because he wants to be a doctor, we have career paths, it is a great way to step towards that, and they can earn money in the area that they love.

Same thing with Cosmetology, they can be a cosmetologist and if they want to further their education, they can, and Financial Aid can help pay for that.

Erica Jemison, Exotica Hair Studio, I did a presentation at Gahr High School and I think when it comes to cosmetology, hair dressing, and the beauty industry there are not enough local success stories, and one of my missions in the industry is that when someone goes to tell the parents I want to be a cosmetologist they get celebrated. This is a wonderful industry and so is the presentation. I was on the stage for 2 or 3 minutes and from there, not only did I get a client, just from hearing the passion her daughter was also inspired they came to my salon we did some videos and they want me to speak more. I think setting up a great inspirational presentation give us the opportunity to do that when we go to a high school, it would be impactful.

Paul Barry, Barristar Student Services, at the end of the day there are many students that would like to become barbers, but they are probably afraid to tell their parents, so you need somebody with passion to go in and talk to the students and then with some luck the student can change their parents' minds.

Chuck added, you need someone who can say I walked this walk and really inspire the students, someone like Ms. Ortega, she is passionate.

Alisa Macias, DNA Salon Connect, something that I learned a while ago, talking about the cost and how tuition is super low, there is this weird perception in our society, that if something does not cost very much then it is not worth it. I would love to know how to bridge that.

Chuck Minear, we have that problem all across our career paths, in our medical programs, and in this program. We have a positive feedback from people who hire our graduates. We typically have businesses come back and ask us to send more students.

Paul Berry, Barristar, Student Services; public schools do a better job, the students get better education, they are in school longer than private schools that charge way more money. I am saying this from lots of years of experience and hiring lots of students, I have a salon for 20 years, the best students that I hired came out of Bellflower back in the 70’s I hire from every kind of college and I still see it today it happens for lots of reasons. First of all, the instructors get paid more money, so they are willing to do more, you end up with more passionate instructors that are willing to give more. None of us here would have made it without the help of that one passionate instructor that took us under their wing. Find your most successful graduates, and have them brag about your school on social media. You can also bring them to high schools to share their stories.

Erica Jemison, Exotica Hair Studio, a good audience is a YouTube channel, these artists do not see the importance of getting their license and becoming a professional, they need to know it’s limitless what you can earn and where you can go, but you need to become a professional, this is another market that needs to be touched.

Diana Macias, DNA Salon Connect, mentioned that Cerritos College has a waitlist for the Cosmetology program; she also asked how the school could make a relationship with them.

Chuck Minear, answered, we have tried, Cerritos College is very territorial we tried to share students with them, they also have the mentality that are school does not have the quality education they have. We have the same licensing restrictions that they have, we need to get the word out to their students on the waitlist, “we have no waitlist and we do not charge for parking fee or all the other fees they charge at the college”. The only difference is that you get an

AA degree, here you cannot, but this is one of the areas that is not that important. What is important is that you leave our school with a license.

Terry Godbolt, Caliprimes Barber Shop, he shared an experience at his daughter's elementary career day, his experience was very positive, every classroom he visited the students had a positive response.

Mr. Godbolt asked if it is possible to explore the elementary or middle school.

Chuck Minear, responded, no we are only visiting high schools.

Cristina Gonzalez, Instructor, said Marta and I want to have an in-house orientation, invite children with their parents, introduce them to the instructor, and show them the facilities. We can also have the financial aid person come in, give students and parents' information, some to go, if possible bring a laptop and walk them through the process so they do not leave without trying. Sometimes people just need a little push, cosmetology people are visual. Also, bring professionals that can share their stories, to let them know that it is possible, that it can happen.

Paul Berry, Barristar Student Services, what is going to bring a student to your school is not the price, or how pretty the school is. You need to bring something visual, bring influential people that know how to teach.

Erica Jemison, Exotica Hair Studio; Public relations is extremely important, they know the marketing.

Diana Macias, DNA Salon Connect, hire a coach; keep your web page fresh.

Cosmetology Career Program Updates

Financial Aid Updates

Financial Aid is new this year, if a student is in the right income bracket situation, this financial aid is a grant, it is not a loan, we do not do loans, it's a little over \$6,000 a year, this program goes over a year they can actually have enough money to pay for the entire program. If the student qualifies for the whole amount, they have some money left for living expenses. That was our goal, I thought we would have more people taking advantage of the offer by taking classes here, and get a professional license. If you have a chance to post it in your beauty salon or barber shop to let people know the resource is here.

Financial Aid is growing strong, slowly but surely getting more students. Students qualify from \$0 to \$6,195 for next year. Some of the students qualify for less it depends on how much money they make and what their expenses are, but many of our students qualify for the max or near max. Our prices are low, most people can pay out of pocket if they wanted to, but this is an extra way of helping them.

Labor Market and Program Review

The California Occupational Guide is prepared by the Employment Development Department, EDD, the summary guide shows you what a hairdresser, hair stylists and cosmetologists in California does, this is EDD's view. It gives you an idea of whether it is something you would like to do. In addition, it talks about wages the median wage for Hairdressers, Hair Stylist, and Cosmetologists in California is \$26,065 annually or \$12.53 hourly. The high 75% make \$33,944 it does not reflect self-employment, there are many people that work part time, who are self-employed. I do not know how accurate these numbers are. These are the numbers we use to sell this program, and they do not look encouraging.

Diana Macias, DNA Salon Connect, one of the things that we addressed at our salon we include absolutely everything, because it impacts your retirement, buying a house.

Erica Jemison, Exotica Hair Studio, when you look at the school's that have a wait list, the schools that are not public, one of the things they are not offering, and that you can include in your program is financial education, and I am learning that now 20 years later, from having a partner that is drawn to financial education. My partner reminded me that we do not provide any of our services at cost, we are in business. That is a very important piece, the numbers EDD provide are comical to me, across the country, those are the numbers that are killing beauty schools and our industry. People do not want to get in the industry when the wage is \$12.53 hourly, and that is not starting, that is the median.

Chuck Minear, assistant principal, asked what is the average a stylist makes a year?

Erica Jemison, Exotica Hair Studio, what are you willing to earn, what are you willing to invest in yourself? Your numbers totally depending on what you are willing to invest. *Diana Macias*, DNA Salon Connect, we did a demographic study on what our area makes, so we know what to charge. We have a career path they can earn 6 figures in, 6 years.

Chuck Minear, assistant principal, in other words a full time cosmetologist can start at \$45,000 annually. The job outlook is good in California.

Paul Berry, Barristar Student Services, every salon I know is looking for someone.

Diana Macias, DNA Salon Connect, asked to have in the minutes her request to add a finance class or maybe a series of finance classes to the Cosmetology career path.

Erica Jemison, Exotica Hair Studio, our industry has not been taken serious, truly being a professional in all ways from your dress to your finances, its is a piece that has been celebrated "I am an artist", but there are so many things that go alone and determine your overall success.

Paul Berry, Barristar Student Services, I think part of the problem is our government does not understand our industry, so when somebody says go to school to learn shampooing, they do not understand what is involved combination of shampooing, conditioning, and styling. Scalp conditioning takes time to learn, so we can treat our clients with respect. There are states now where they lower hours from 1 thousand to 6 hundred, manicuring course from 6 hundred to 150 hours, they think they are creating more jobs, but nobody is hiring people without a license or with little education.

Diana Macias, DNA Salon Connect, I think the regulation comes from the fact that we are not teaching the financial piece, because why are they going to give money to a school if this is what they're making.

Chuck Minear, assistant principal, to build our cosmetology classroom it costs a lot of money, and people in the industry are only making \$32,000 a year, it does not make sense.

Completion and Placement Rates

The numbers on the cosmetology chart, are the numbers needed for our credentials. To get financial aid we have to be accredited. Our graduation rate are people who finished the complete career path of study and earn a diploma. We have a diploma that is given to our students through the school district signed by the Superintendent. Completion rates are how much training they need to have a job in the industry, in this case, it's the same because we are giving the diploma once completed the sixteen hundred hours. In our cosmetology program our completion and graduation rates are typically the same, because people that do not complete the program do not get a job in the industry, since they need a license. Placement Rates mean how many people got a job in the industry out of the people who completed, so people that completed our program are getting a job. Licensure rates are 75% that means that some people who did not get a license did get a job in the industry, they could be working in a beauty supply place, it could be something in the industry. The licensure rate is 75, so we have to meet at 70%, so we are close and I think with your help, we are going to bump that up.

Martha Ortega, instructor, most of it has been a slight problem with English being a second language, the test is offered in Spanish, but we do not recommend it, the translation is not the best.

Chuck Minear, assistant principal, we are meeting all of our benchmarks in here, if we do not, they give us a year to bring our numbers back up, but if we do not we have two choices; one is close the adult school completely or close the cosmetology program. That is the reason why these numbers are very important.

Marta Ortega, instructor, I am doing my job, but it seems to be this mentality among students, they are finishing, completing the sixteen hundred hours, but they are not applying for the license. They are scared, they do not feel prepared, and their self-esteem is low. As much as we try to build their self-esteem, so they are prepared. Trying to get them to go with you is like pulling teeth, they want to settle as soon as they get out, it is so hard. The potential is so high, look at all the contests we have won.

Cristina Gonzalez, instructor, I ask them, "what is your mission?" because I know what I want, I want you to pass board on your first try. I think now that we are actually practicing, they can see that they can do it. Another idea is that maybe in the future instead of them waiting until they complete the sixteen hundred hours, we can have them apply when they reach twelve hundred hours. When students graduate at sixteen hundred hours, they get a diploma, and immediately within the 2 weeks, they go get the license, so then they go straight to work.

Diana Macias, DNA Salon Connect, something we have to keep in mind is these young people have not had a job yet, they have no idea what the next step is, they are scared, holding their hand is going to be critical.

Erica Jemison, Exotica Hair Studio, That word "self-esteem", just like adding finance education classes, that word makes all the difference in the world. Self-esteem is a segment that needs to be added universal, it dictates how you stand up, it dictates how you speak, how you hold yourself, and receive information. Adding this piece will help

people understand who they are and understanding that is what makes you stronger. Self Esteem is everything in this industry.

Diana Macias, DNA Salon Connect, as a salon owner, I think it might be easier for them to cross that threshold of going to state board if they already have a relationship with us. They can ask us the hard questions, so it is less scary, because they have no idea how life operates.

Erica Jemison, Exotica Hair Studio, the power of consultation, in a real salon setting what does it look like. My assistant is very shy, I watched her do a consultation, and I knew that client was not coming back. After the consultation I talked to her, I had to tell her she did not look like she was in control, so now we are working on consultations in the salon.

Diana Macias, DNA Salon Connect, People that are successful have communication skills, self-esteem, know about finance, and really know their clientele.

Adjournment

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

Transcribed by: Maria Julia Garcia

Signature: _____ Date: _____