

Industry Advisory Board

November 17, 2015

6:30 pm – 7:30 pm

Meeting called by Cindy James:

Education is the most powerful weapon
which you can use to change the world.

-Nelson Mandela

Advisory Board
Members:

Pati Geraghty/Eva's Esthetics	Aaron Gluck/Drybar
Jackie Kirk/Greatclips	Maria Polakis/ONYX Salon
George Ferrer/X.L. Salon	Maureen Sterling-Blake/Art-Chi-Tech Salon
Debbie Nicholson/Hairclub	Madeline DeMarco/Barberia Salon
Karla Barrick/Salon Kavi	Victoria Pelaez/Salon Kavi
Kaylyn Kling/Burmax	Maria Kwon/Hairclub
Anna Ayria/Hairclub	Rhea San Diego-Chin/La Reve' Salon
Elizabeth Stenstrom/L Salon	Julie Eagher/La Reve' Salon
Lisa Loufas/Strands Salon	Lindsay Loomis/European Wax Center
Lisa Rolle/DBE/Cosmoprof	Joyce Poon/Noir Lash Lounge
Jira/Jira Salon & Wowpretty Makeup & Hair Agency	
BLUE Highlight = ABSENT	

Guests: Kathy Ross, Dean of Business and Technology

Dept. Attendees:

- Andria Nalls/Professor (Seniors)
- Becky Boosalis/Associate Professor (Freshman)
- Aurora Medrano/Instructor (Seniors)
- Cindy James/Cosmetology Program Assistant
- Erin Gruman/Instructional Aide (Seniors)
- Kim Morgan/Instructional Aide (Freshman),
- Gabby Collins/PT Instructional Aide (Seniors)
- Rafael Delgado/Staff Assistant

Chairperson: Andria Nalls, Professor

Please read: Agenda Additional Information to prepare comments

Please bring: Pertinent Industry Information

Location:

- College of San Mateo
- Cosmetology Department
- 1700 W Hillsdale Blvd., Bldg. 5, 2nd Floor, Classroom 5-290,
- San Mateo, CA 94402
- (650) 574-6361

Time	Item	Pertinent Info
6:30 pm – 6:35 pm	Introductions	All
6:35 pm – 7:00 pm	Curriculum Changes <ul style="list-style-type: none"> o Do have any concerns with our curriculum? o Are there any skills not represented in our curriculum that you feel are important? o Will apprenticeships during school contribute to future success? o How much salon exposure would be beneficial? 	All
<p><u>Kaylyn</u> 1. Advanced make-up training. Make-up is trending. Airbrush & custom blending. 2. Stress critical thinking skills in make-up choice, application, and esthetics of finished look.</p> <p><u>Maureen</u> 1. Emphasize creative skills. 2. Soft skills are critical. Client relationships and embracing diversity with sensitivity to different cultures are necessary soft skills. Poise and good customer service are invaluable. 3. Networking is an important skill for building a clientele.</p> <p><u>Lisa</u> 1. School constitutes simulated job training. Students need to come to school/work prepared to work, not do their own hair and make-up before/between clients. 2. In the salon use down time between clients to educate yourself on product knowledge. 3. Research and learn about resources: Behindthechair.com 4. Be aware of facial expressions and attitude. She has witnessed what she calls a 'resting *itch face' on stylists that is not friendly or inviting.</p> <p><u>Karla</u> 1. A short apprenticeship in a salon to 'get out in the real world' can be very beneficial to students.</p> <p><u>George</u> 1. An apprenticeship while a student is in school is great. One or two full days is sufficient. The salon is doing the student a favor as it does not benefit the salon. 2. Students can see a real salon environment and get a feel for what it means to be a professional in the field.</p>		
7:00 pm – 7:15 pm	Salon Environment <ul style="list-style-type: none"> o Are most salons willing to train new stylists? o What factors limit success for new stylists? o Retail sales, is this a critical skill for success? 	All
<p><u>Kaylyn</u> 1. Success can be limited by poor marketing. Use social media professionally, create professional pages/accounts and keep the content appropriate. 2. Coming from of a private beauty school, she recommends going to a salon that will train.</p> <p><u>Maureen</u> 1. Her salon is willing to train the right candidates. 2. She looks for a creative person that can imagine a new design and can be taught to execute it.</p>		

3. Do outreach and special events (even if they are not compensated for them) take photos and create your own personal marketing campaign using social media and a website.

4. Utilize web sites already in place to market: Groupon, Meet-up, etc.

5. Retailing does not have to be a monster. Consider yourself an advocate and explain how a product meets a specific need.

Lisa 1. Tell students to think of themselves as educators not salespersons when it comes to retail sales.

2. Participate in salon and manufacturer competitions.

3. Take every opportunity to learn everything you can about products and equipment.

4. Get to know your clients, understand their lifestyle. This will enable stylists to recommend appropriate styles, products, and equipment.

5. Watch out for diversion. Buying cheap products off the internet may harm clients. Teach clients that only products sold from the salon are guaranteed to be what they claim to be.

Karla 1. Do research on a salon before interviewing with them.

2. Make sure the salon is a good fit and has a program that will suit the new stylist.

3. Explain to students what questions to ask when interviewing with a salon: commission, employee, insurance, rental, etc.

4. Retail sales are very important in supplementing income for a stylist.

Victoria 1. Students need to know that they should be realistic about how quickly they can become a 'master' stylist. Hard work and dedication to the craft are necessary as well as time practicing.

2. Learning how to pre-book clients can help stylists build and keep a clientele.

3. Retail sales are critical to the success of a stylist. Students should practice retail sales skills and be ready to educate clients on products.

4. Her salon trains on product knowledge, and how to educate clients.

George 1. Success can be limited by negative energy. Negative talk can cause a stylist and a salon to lose clients.

2. Situational awareness is critical in presenting a polished, professional image.

3. Students have an unrealistic idea that they already have a 'full clientele'. Often they have three or four friends and family and think that meets the definition. Ground students in the reality of how many clients it takes to be a successful stylist that is self-supporting.

Kathy 1. Great quote "[You are the most important brand you will ever sell!](#)" If clients have trust in the stylist, retail sales will follow organically.

7:15 pm – 7:30 pm

Industry Trends for Emerging Stylists

- o New Stylists Portfolios – what will put our students ahead of other applicants?

Electronic/Social Media Accounts/Traditional

- o New Stylists Skillset – what are salons looking for?
-

Kaylyn 1. Men's grooming is trending. Clipper cuts, designs, fades, and great products are on the upswing.

2. Students should leave school knowing which clipper to use for each service.

Maureen 1. Students should invest more in their education and soft skills. Specific types of portfolios are not important to her. Presentation and personality are more important.

Karla 1. There is not a single specific type of portfolio that they are looking for. Just make sure it is professional and reflects positively on the students' skillset and personality.

Victoria 1. Students that have participated in outreach and special events while they are in school are viewed positively.

2. Using Instagram to start a professional page is highly recommend. Students that are social media savvy will be ahead of other new stylists and can already be in the business of self-promotion.

George 1. Doesn't look at portfolio too critically. He takes more time with the 'in person' portion of the interview.

7:30 pm

Closing – Thank you all for your participation!

All

We can't stay current without industry leaders participating in our Advisory Board!

Department tour for those interested!
