

College of San Mateo Cosmetology Advisory Council

Members:

George Ferrer
XL Salon
53 E 3rd Ave.
San Mateo, 94401

Pati Gerathy
Eva's Esthetics
8251 Capwell Dr.
Oakland, 94621

Madeline DeMarco
Barberia Salon
939 Edgewater Blvd.
Foster City, 94402

Jose Ortiz
J Salon
744 San Antonio Rd
Palo Alto, 94303

Debbie Nicholson
Hair Club for Men and Women
1635 El Camino Real
Milbrae, 94030

Cosmetology Trade Advisory Council Meeting

November 26th, 2012
6:00 to 7:15 PM
Bldg. 5-290
College of San Mateo

Note Taker:
Cindy James

Facilitator:
Becky Boosalis

Board Members

George ferrer - X.L. Salon
Madeline DeMarco - The Barberia
Jose Ortiz - J. Salon
Pati Gerathy - Tu'el Esthetics
Debbie Nicholson - Hair Club

College of San Mateo Members
Kathleen Ross - Dean, Business/Technology
Becky Boosalis - Professor/Coordinator
Andria Nalls - Professor
Kevin Chin - Professor
Alberto Pacheco - Professor
Tammy Calderon - Instructional Aide
Aurora Medrano - Instructional Aide
Cindy James - Storekeeper

Agenda Topics

1. Changes at State Board of Barbering and Cosmetology and how that affects the industry.
2. What can our graduates expect from salons for advanced training?
3. What can we do to better prepare our students?
 - What should our program focus on as far as student abilities as new assistants?
4. Increasing enrollment and attracting clients to our program.

What can our graduates expect from salons for advanced training
THE SHOULD EXPECT AT LEAST A QUARTERLY HANDS ON TRAINING SESSION.
AT BARBERIA, ASSISTANTS GET A 2 TO 3 HOUR HANDS ON TRAINING SESSIONS TWICE A
WEEK.

What should our program focus on. More as far as student abilities as assistants
SHAMPOO WITH EXCELLENT SCALP MASSAGE, SECTIONING HEAD FOR BLOW DRY, COLOR
APPLICATIONS.
BLOW DRY SKILLS, COLOR APPLICATION AND COLOR TAKE DOWNS ARE MOST IMPORTANT
TO SALON TO BEST UTILIZE AN ASSISTANT. STYLING ABILITIES INCLUDE CURLING AND
FLAT IRON SKILLS. COLOR SKILLS INCLUDE REMOVING AND APPLYING COLOR AND
TONING HIGHLIGHTS. CUSTOMER CARE AND COMMUNICATION IS KEY.

Suggestions on ways to increase the profile of the program to attract clients/students
PROVIDING JOB PLACEMENT; PROMOTING QUALITY TRAINING AND PREPAREDNESS FOR
SUCCESS. KEEPING IN TOUCH WITH SUCCESSFUL GRADUATES AND HAVING THEM WRITE
ENDORSEMENTS ABOUT THEIR TRAINING AT CSM. HAVING STATISTICS ON GRADS WHO
DID WELL. PLACE ENDORSEMENTS ON WEBSITE.

Linking with the industry to better prepare students
CREATING EXTERNSHIP PROGRAM FOR SHORT PRACTICAL EXPERIENCES IN THEIR FIELD.
THIS WOULD GIVE STUDENTS EXPERIENCE AND EXPOSURE BEFORE GRADUATING AND
HELP THEM PREPARE FOR THE JOB AHEAD. THIS WOULD ALSO CONNECT STUDENTS WITH
POTENTIAL EMPLOYERS.

and what is happening with st bd and how it affects us
FOCUSING ON HAIRCUTTING AND BLOWDRYING TECHNIQUES. HAIRCOLOR APPLICATION,
INCLUDING FOILING AND BALYAGE.
BROW WAXING, MAKE UP APPLICATION
BUILDING CLIENT CONSULTATION AND COMMUNICATION SKILLS
UNDERSTANDING CLIENT RETENTION RATES
LESS CHATTING MORE FOLLOW THROUGH WORK ETHICS NEEDED.
DEPENDABILITY IS MOST IMPORTANT TO AN EMPLOYER AND CLIENTS.