

INSTRUCTION PROGRAM REVIEW: SPRING 2013 SUBMISSION CYCLE

Program Name: Cosmetology Program
Faculty Contact: Maribeck Boosalis

Academic Year: 2011-12
Program Review Submission Date: March 25, 2013

I. Description of Program

The Cosmetology Program is a 13-month certificate program leading to licensure by the State of California Board of Barbering and Cosmetology. The option for an Associate Degree is also available. The training begins with two ten-unit courses, COSM 712 and COSM 722 in which students enroll concurrently. Upon successful completion of COSM 712 and COSM 722, students progress to COSM 732 and COSM 742, enrolling in one AX section, one summer section, and one A1 section of these courses until they accrue 1600 clock hours, obtain mandated hours of instruction in theoretical subjects and practical operations, and pass the mock board exam (75% correct). The completion of this course work and clock hours qualifies students to sit for the state exam and earn a Cosmetology License.

The cosmetology program fulfills the mission and diversity statement of the College of San Mateo by offering its career and technical program. The ethnic, cultural, economic and generational mix of students in the program makes this a highly diverse population. The proportion of students from economically disadvantaged circumstances is particularly large. This population is given equal opportunity regardless of gender, color, race, ethnicity, national origin, religion, age, economic background, sexual orientation, and physical, learning, and psychological differences. The Cosmetology Department aligns with the principle of equal opportunity of all.

II. Summary of Student and Program Data

A. Student Learning Outcomes Assessment

The action step taken to improve outcomes for passing the practical exam: Mock State Board Exam results were used to identify individual student learning deficiencies. This is an exam process designed to parallel what the student will experience when taking the State of California Licensing Exam. Additional operation assignments were assigned to be completed prior to issuance of the State required completion paper (for admittance to State Exam)

This strategy was used to improve student success at the State testing facility. This plan brought our pass rate on the practical portion of the exam up from 81% in the last assessment to 95% in the last quarter of 2012 summary issued by the California State Board of Barbering and Cosmetology.

The area that needs improvement is the pass rate for the written portion of the exam. Since the last Program Review this rate has declined from 86% to 53% (for the 2011/12 academic year).

B. Student Success Indicators

1. Review [Student Success and Core Program Indicators](#) and discuss any differences in student success indicators across demographic variables. Also refer to the [College Index](#) and other relevant sections of the [Educational Master Plan: Update, 2012](#), e.g., Student Outcomes and Student Outcomes: Transfer. Basic Skills programs should also refer to [ARCC](#) data.

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The total success rate across all demographic variables in the Cosmetology Department was 80.5%. There are no appreciable differences between any of the ethnicities represented in our diverse student population in the rate of success. The Cosmetology Department student success rate, 80.5% for the 2011/12 academic year, exceeds the total College actual success rate of 69.7%.

2. Discuss any differences in student success indicators across modes of delivery (on-campus versus distance education). Refer to [Delivery Mode Course Comparison](#).

The only mode of delivery for the Cosmetology Department is on-campus. There are no distance education courses offered at this time.

C. Program Efficiency Indicators. Do we deliver programs efficiently given our resources?

Summarize trends in program efficiency as indicated in the [Student Success and Core Program Indicators](#) (LOAD, Full-time and Part-Time FTEF, etc.).

The load for the Cosmetology Program is 1252.5 exceeding the College average of 568.2. The Cosmetology program LOAD is 120% greater than that of the College average. Currently there are two full time faculty and two adjuncts teaching four ten-unit classes. The LOAD trend is increasing due to the need for additional full-time faculty.

D. Course Outline Updates

Review the [course outline update record](#). List the courses that will be updated in the next academic year. For each course that will be updated, provide a faculty contact and the planned submission month. See the [Committee on Instruction website](#) for [course submission instructions](#). Contact your division's [COI representatives](#) if you have questions about submission deadlines. Career and Technical Education courses must be updated every two years.

Courses to be updated	Faculty contact	Submission month
COSM 712 Fundamental of Cosmetology I	Maribeck Boosalis	We are scheduled for a complete update of the Cosmetology Department in Fall of 2013
COSM 732 Advanced Cosmetology I	Andria Nalls	See above

E. Website Review

Review the program's website(s) annually and update as needed.

Faculty contact(s)	Date of next review/update
Becky Boosalis	August 2013
Tab to add rows	

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F. *Additional Career Technical Education Data – CTE programs only. (This information is required by California Ed. Code 78016.)*

1. Review the program's [Gainful Employment Disclosure Data](#), [External Community](#), and other institutional research or labor market data as applicable. Explain how the program meets a documented labor market demand without unnecessary duplication of other training programs in the area. Summarize student outcomes in terms of degrees, certificates, and employment. Identify areas of accomplishment and areas of concern.

Entry level Cosmetology job opportunities are readily available in the San Francisco Bay Area. The Cosmetology Program at the College of San Mateo has many more applicants than can be accommodated in a given semester.

A total of 93.9% of the students complete on time and receive their certificates every semester. In the five county Bay Region, there were 21,773 jobs. There will be a 16% projected increase by 2017.

2. Review and update the program's Advisory Committee information. Provide the date of most recent advisory committee meeting.

November 26th, 2012 was the last meeting

Board members:

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

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

Madeline DeMarco, Barberia Salon, 939 Edgewater Blvd., Foster City, CA 94404

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

Debbie Nicholson, Hair Club For Men and Women, 1635 El Camino Real, Millbrae, CA 94030

III. Student Learning Outcomes Scheduling and Alignment

A. *Course SLO Assessment*

Explain any recent or projected modifications to the course SLO assessment process or schedule.

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Due to the sub-standard (53%) pass rate generated by the State licensing agency, the focus of concern is the current pass rate on the written portion of the exam. The department has implemented a written study of review into current curriculum and will be assessing the corresponding SLO, #2: "Demonstrate the ability to obtain 75% (passing grade) on the written section of the State of California Board of Barbering and Cosmetology licensing exam."

B. Program SLO Assessment

Explain any recent or projected modifications to the program SLO assessment process or schedule.

Capstone courses 732 and 742 SLOs are identical to Program SLO's, therefore, see III A.

C. SLO Alignment

Discuss how Course SLOs support Program SLOs. Discuss how Course and/or Program SLOs support Institutional/GE SLOs. Refer to [TracDat](#) related Program and Institutional SLO reports.

Our Course SLOs are aligned and we feel that they work well.

IV. Additional Factors

Discuss additional factors as applicable that impact the program, including changes in student populations, state-wide initiatives, transfer requirements, advisory committee recommendations, legal mandates, workforce development and employment opportunities, community needs. See [Institutional Research](#) as needed.

Faculty have noticed a gradual decline in student readiness. Since the majority of the student population is very young, it becomes more challenging to gain their attention and more stimulating or fast paced modes of learning are currently under development. Much class time is used with remediating basic skills in studying techniques and math. There needs to be more individualized instruction in order for unprepared students to function within the Cosmetology Program.

State Board adopted National standard testing, which required a complete revision of the Mock State Board Exam.

Since the sunset of instructor licensing, it has become difficult to find competent instructors to teach within our program.

[Click here to enter additional factors narrative](#)

V. Institutional Planning

A. *Results of Plans and Actions*

Describe results, including measurable outcomes, from plans and actions in recent program reviews.

For the Spring 2012 Program Review, one of the plans was to improve the academic success of students. The course completion is high but the students who are not native speakers are at a disadvantage, as reflected by the reports from State Board.

In the Spring 2012 Program Review, student success indicator was at 81%, the same as last (09/10) cycle. But, the pass rate of the written portion at the California State Board of Barbering and Cosmetology licensing exam declined to 66% for the 10/11 academic year. This year it has declined further to 53%. This decline is likely to be a result of the department being understaffed with permanent full-time instructors resulting in inconsistency in instruction. At the beginning of Spring 2012 semester, one full time faculty was hired and one additional part-time instructional aide was put in place. Unfortunately, the new faculty hire was unable to stay with the department and we are again understaffed.

The additional aide has helped but this does not address the problem of 11-month only support staff. This 11-month only employment dictates that staff is not fully available 12 months a year to render the support services necessary to keep the program running. Staff needs to take vacation during days of instructions, during periods of orientation and registration for students brand new to the Program. This is when their services are vital to the Program's continued efficiency and is a disservice to new students who require the additional support. We are forced to take time away from the faculty who should be targeting the curriculum issues to accommodate changes in student support needs as well as changes from the State Board governing agency.

The revised licensing exam has also impacted the program by increasing the workload of faculty and staff. To make the Mock State Board Exam more relevant and responsive to changes at the state level, a complete revision was required. This work can only be accomplished during days when classes are not in session. This is difficult to accomplish since our staff is only scheduled to work 11-months of the year and need to take their days without pay at this time.

B.

Program Vision

What is the program's vision for sustaining and improving student learning and success during the *next six years*? Make connections to the [College Mission and Diversity Statements](#), [Institutional Priorities](#),

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[2008-2013](#), and other [institutional planning documents](#) as appropriate. Address trends in the SLO assessment results and student success indicators and data noted in Section II. Summary of Student and Program Data.

Ideally, the Cosmetology department would be fully staffed with one faculty member for each of its four core classes. Faculty would also like to increase employment of the classified staff to 12 months. This aligns with the College Mission Statement to improve our student success and promote academic excellence.

In order to accommodate the learning styles of today's diverse students, wireless video cameras and individual video learning segments for each practical operation should be incorporated into the curriculum. The tethered cameras currently in use are somewhat unsafe, presenting a tripping hazard. The cameras are used on a daily basis for live demonstrations conducted in the lab. A critical component to aid the preparation of students for the new NIC licensing test is a complete set of demonstration videos covering each operation on which they will be tested.

Wireless headsets are needed to facilitate classroom control in our expansive facility. Staff and faculty need the ability to be in constant communication to maintain a safe and productive learning environment.

4T

1. To guide future faculty and staff development initiatives, describe the professional enrichment activities that would be most effective in carrying out the program's vision to improve student learning and success.

The staff and faculty would benefit from taking workshops that would keep our program current. Students are becoming increasingly interested in special effects make up and the staff would like to take workshops at Kryolan in San Francisco. Skin care is also very important as the "Spa" experience is becoming more wide spread. Eva's Esthetics is offering classes for our staff that would keep the Program current with industry standards.

Since we have noticed that students have a difficult time reading text and understanding material, we feel that we would benefit from becoming part of the reading apprenticeship program. This would give us insight and support on how to help these students.

2. To guide future collaboration across student services, learning support centers, and instructional programs, describe the interactions that would help the program to improve student success.

Faculty would like to work with the learning center to establish ways that cosmetology students can receive tutoring, or at least have an environment for study where they can receive help. This would also be extremely beneficial to students who experience difficulty with the curriculum because English is not their first language. Students could go to the learning center to take exams. Staff would be available to help them fully understand the material, which can significantly improve the pass rate on the written portion of the state exam.

3. To guide the [Institutional Planning Committee](#) (IPC) in long-range planning, discuss any major changes in resource needs anticipated in the *next six years*. Examples: faculty retirements, equipment obsolescence, space allocation. Leave sections blank if no major changes are anticipated. Specific resource requests for the next academic year should be itemized in Section VI.A below.

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Faculty: One full time faculty will be retiring in 2018

Equipment and Technology: The video cameras that are used to film demonstrations so students can view on monitors are in constant use and will need to be replaced. It would be best to replace them with wireless video equipment.

The esthetics machines—equipment used to perform facial procedures—are more than halfway through their useful life of about five years. Delicate instruments used in these procedures cannot stand up indefinitely to continuous use by different students who are still learning how to work with them.

Instructional Materials: 4T

Cosmetology is an ever-changing industry and textbooks are updated every few years which means that instructor materials also need to be updated at the same rate.

Demonstration videos of each operation tested during the new NIC licensing exam.

Classified Staff: 4T

Faculty wants to extend the employment of the two cosmetology aides and one office assistant from eleven months to twelve months. The current eleven-month employment results in poor continuity in preparation for intake of new students, and in communication difficulties among staff and faculty. This is because of the disrupted vacation scheduling required by the eleven-month employment periods and the need to use temporary substitutes while classes are in session.

The size of the class is approximately 25% greater than it was prior to moving into this new facility. As stated above, the load for the Cosmetology dept is 1252.5. and would be better supported by 12-month employees.

An additional office assistant II would be required in the event of student population growth.

Facilities: 4T

C. Plans and Actions to Improve Student Success

Prioritize the plans to be carried out next year to sustain and improve student success. Briefly describe each plan and how it supports the [Institutional Priorities, 2008-2013](#). For each plan, list actions and measurable outcomes.

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Plan 1

Title: _____

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Demonstration video library

Develop a video library that Students can use to support their ability to understand the technical material and lead them to obtain higher scores on their State Board Licensing Exam increasing and deepening their knowledge of the State Board required procedures.

Action(s)	Completion Date	Measurable Outcome(s)
Develop Content for video and then produce	2013 Fall	Videos are produced, edited and ready to view.
Introduce videos in Freshmen classes to review content	Spring 2014	Track number of students that study video. Measure any improvement in subsequent grading.
4T		4T

Plan 2

Title:

Office Assistant II and 2 Instructional Aides increased employment to 12-month employment status

Description

Currently these job categories are 11-month only and their services are required 12 months of the year. This fiscal year \$16,000 was spent on a combination overtime for classified staff and extra hours for adjunct faculty that could be contributed toward offsetting the cost of this change in status for the three positions gaining an extra month of employment.

Action(s)	Completion Date	Measurable Outcome(s)
Improved processing of new student orientation	2013 Fall	<ul style="list-style-type: none"> • More effective and controlled enrollment of students • Increase in productivity of client services • Will match curriculum delivery structure with sister college
Reduced need for part time Instructional aide hours	Spring 2014	Better organization would decrease the hours of the additional p/t instructional aide.
4T	2013	4T
	2013	

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For additional plans, cut/paste from above and insert here. Or add an additional page. Number your additional plans accordingly.

[Note: Itemize in Section VI.A. Any additional resources required to implement plans.]

VI. Resource Requests

A. Itemized Resource Requests

List the resources needed for ongoing program operation and to implement the plans listed above.

Faculty

Full-time faculty requests (identify specialty if applicable)	Number of positions
One full-time faculty	one

Complete [Full-Time Faculty Position Request Form](#) for each position.

Description of reassigned or hourly time for prioritized plans	Plan #(s)	Cost

Equipment and Technology

Description (for ongoing program operation)	Cost
2 Wireless video cameras	Approx \$3,000 each
8 Wireless radio head sets	Approx. \$3,000 For a full system for all staff

Description (for prioritized plans)	Plan #(s)	Cost

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Instructional Materials

Description (for ongoing program operation)	Cost
Demonstration videos for each operation on which students are tested during NIC licensing exam. 13 videos at \$440 each (8 hours X \$55/hr)	\$5,720

Description (for prioritized plans)	Plan # #(s)	Cost

Classified Staff

Description (for ongoing program operation)	Cost
Increasing staff from 11-month employee status to 12-month employee status	Approximate \$16,972

Description (for prioritized plans)	Plan # #(s) 2	Cost

Facilities

For immediate or routine facilities requests, submit a [CSM Facility Project Request Form](#).

Description (for prioritized plans)	Plan # #(s)	Cost

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Use the resources costs from Section VI.A. above to provide the total cost for each plan.

Plan #	Plan Title	Total Cost
1	Video Library	\$5,720
2	Staff 12 month	Approx.. \$15,000
	For additional plans, add rows and number accordingly.	