



Meeting Minutes

Industry Advisory Board

November 13, 2017

6:00 pm – 7:00 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:	<p>Tiffany Montalbano, Alexander's Aesthetics Maureen Sterling-Blake, Art-Chi-Tech Salon Madeline DeMarco, Barberia Salon Janise Robinson, Burmax Lisa Rolle, DBE/Cosmoprof Montanna Morrison (Chrissy), Drybar Lindsay Loomis, European Wax Center Pati Geraghty, Eva's Esthetics Kathie Morales, Goldwell Victoria Pelaez, Salon Kavi Karla Barrick, Salon Kavi Elizabeth Stenstrom (Lenny), L Salon Rhea San Diego-Chin, La Reve' Salon Julie Eagher, La Reve' Salon Joyce Poon, Noir Lash Lounge</p>
Guests:	<p style="text-align: right;">chnology</p> <p>Ashley Phillips, Industry Relations Manager</p>
Dept. Attendees:	<p>Becky Boosalis, Associate Professor (Fundamental) Aurora Medrano, Associate Professor (Fundamental) Andria Nalls, Professor (Intermediate/Advanced) Toni Coleman, Associate Professor (Intermediate/Advanced) Cindy James, Adjunct Faculty Cosmetology Program Assistant Kim Salido, Instructional Aide Sara Leahy, Instructional Aide Rafael Delgado, Staff Assistant Oksana Brinson, PT Storekeeper</p>
Absent:	<p>Tiffany, Lindsay, Pati, Elizabeth, Rhea, Julie - all suggested agenda items</p>
Chair:	<p>Aurora Medrano, Professor & Andria Nalls, Professor Meeting Coordinator: Cindy James</p>
Please read:	<p>Agenda</p>
Please bring:	<p>Pertinent Industry Information</p>

Location:	CSM Cosmetology 1700 W Hillsdale Blvd., Bldg. 5, 2 nd Floor, Classroom 5-290, San Mateo, CA 94402 (650) 574-6361
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Time	Item	Pertinent Info
6:00 pm – 6:05 pm	Introductions	All
6:05 pm – 6:15 pm	Advisory Board Victories <ul style="list-style-type: none"> ○ Your input matters! 	All

Advisory Board Members enjoyed a brief PowerPoint highlighting the CSM Cosmetology Department accomplishments for the past year and learned how Advisory Board input helped to shape resource requests and program/course updates.

6:15 pm – 6:30 pm	Industry Trends <ul style="list-style-type: none"> ○ What's happening in the trenches ○ Skills we should train for ○ New products/equipment/techniques 	All
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Madeline: Tape-in hair extensions are the rage, as well as other types of non-damaging extensions. Clients are moving away from the micro-links due to the comfort factor as well as hard glue in extensions that create bumps in the hair. Bayalage and other impressive highlighting techniques are being asked for in the salon with clients frequently bringing in photos of their desired look. Short clipper cuts are popular, asymmetric shapes and extremes in length. Ash-silver toners and hair colors are being done more than any other color. New digital permanent wave machine was highly touted but not finding popularity in the salon. Chemical straighteners that cause minimal damage are popular such as Yuko (Japanese), Brazilian, etc. Emphasize to students the importance of cross-training on the front desk, taking phone calls, booking appointments, selling products. This will benefit them in understanding time management and how to strategically book. Train students better on understanding the color wheel and how it guides hair color, toners, and color corrections.

Maureen: Guy Tang has swept the industry with his silver and metallic hair colors and specialty products. He has one of the most popular YouTube channels. Teach students about inventory control protocols, how to answer the phone, the difference between a chair rental and being an employee, and soft skills to help them book and retain clients.

Victoria: Our salon is seeing a lot of requests for dark gray and dark blue colors. Clients that requests perms want large loose waves (beachy waves) and no damage. Bond building products like Olaplex are crucial to providing end results with little damage.

Cindy: We use Olaplex at the school and all Advisory Board members agreed that providing student's education on bond building products like Olaplex will enhance their skillset and impress and retain clients.

Karla: Salon Kavi uses the Yuko Japanese straightening system and we love it. There are no noxious fumes and clients are always pleased with the results.

Victoria: Long hair clipper cuts are becoming popular due to YouTube influencers.

6:30 pm – 6:40 pm	Salon Support Skills <ul style="list-style-type: none"> ○ Inventory ○ Front Desk ○ Social media/marketing ○ Soft skills <ul style="list-style-type: none"> ▪ Active listening ▪ Speaking ▪ Service orientation ▪ Critical thinking ▪ Active learning ▪ Judgement & decision making ▪ Social perceptiveness ▪ Complex problem solving ▪ Monitoring/assessing ▪ Reading comprehension ○ Time management 	All
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Chrissy: Understanding time management and getting into the salon mindset while they are at school would be very helpful to emerging stylists. They frequently try to work on ‘school time’ instead of having a sense of urgency and staying on schedule.

Maureen: Perhaps discuss with students the salon atmosphere and how important it is to create a positive and energetic experience from the door to the chair to the door. A better understanding of electronic marketing techniques and the use of social media in a professional manner would be of great benefit to students.

Heidi: It seems that helping them to grow positive perspectives will serve them and help them to overcome learning curves in the soft skill area where they may be resistant to change. When listening skills are poor, I imagine that it may be difficult to watch and learn advanced skills in haircutting and hair color as they are not able to fully engage in learning. (All agreed).

The group agreed that all of the above listed soft skills should be addressed when students first enter the program; a strong foundation will give them the necessary tools to build upon.

6:40 pm – 6:50 pm	What is your perspective on the skill level of emerging stylists? <ul style="list-style-type: none"> ○ Are they ready to work & earn a living wage? ○ Has the NIC testing influenced the skill level you are seeing? ○ How theoretically (foundationally) strong are the newly licensed? ○ Do you have to retrain on safety & sanitation <ul style="list-style-type: none"> ▪ How do you have stylists set up their equipment <ul style="list-style-type: none"> • Towel/Paper towel • Where is disinfecting solution located ○ Storage 	All
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Madeline: Right out of school students can’t seem to cut hair very well, they definitely require additional training before allowing them to take client haircuts. The Barberia has an apprenticeship program for new stylists where they follow a structured curriculum. The skills students need to get hired are: Highlighting, waxing, tint application, good sectioning and control of the hair, great shampoo and blow-dry skills, curling iron and flat iron skills. Working in the salon is always harder than new stylists think it will be, so maybe having them visit and shadow at a salon. Tell them

to think about the type of salon environment that they will fit into, the culture and esthetic should fit with them personally and professionally.

Chrissy: Drybar provides six hours of training where we teach new stylists how to stand, and blow dry ergonomically. We show them warm up exercises for the wrists and hands and how to use the chair properly. If students could learn how to use their chair better, that would be great. Also, explaining to them that they need to work on having a friendly and approachable personality if they are naturally an introvert as well as how to hold a brush properly with a blow dryer in the other hand, have them work on having a good sense of control of their tools.

Aurora: Teamwork is stressed in class as well as cleaning up and being a good salon neighbor. Product knowledge is important as well as how best to use products with tools. Students start in fundamental classes reading about the products they are using and choosing the correct product for the client and service. I also do an active learning exercise to help students see the value of being a good and accurate listener.

Maureen: New stylists definitely need to be sponges and be willing to let go of the ego and learn from senior stylists. Toni: The intermediate students are given a term project to visit a salon, research the services provided, the type of salon. Since most students work it is difficult to ask them to do more time in a salon.

Madeline: Two to three days would be better, but it is understandable that there are time constraints.

Heidi: It may be possible to set up an apprenticeship program for graduated students to assist in locating a good fit for employment.

Maureen: As far as setting up and disinfecting, we have students disinfect work stations before starting each new client and work from a clean towel.

Victoria: We have stylists work from a clean towel as well, disinfecting solution is on the work station for smaller items and a large bin is maintained in the back. We do label it and date it.

Madeline: Stylists label their station drawers 'clean' and 'dirty' and that is how equipment is stored, they work from clean disinfected areas, no towel.

Crissy: Drybar has a clean and dirty drawer on the stations also. They work from a clean disinfected station top.

6:50 pm - 7:00 pm	Early finish – With an early finish we were able to ask our industry professionals about their general thoughts on the industry.	All
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Madeline: Barberia is having a hard time finding serious employees and new stylists to train. It seems there are more jobs than newly licensed stylists.

Victoria: More new cosmetologists seem to be interested in renting a chair versus being an employee with a training program. After they discover they need more training they move on to find a salon that provides it. We have seen a lot of these types of stylists looking for employment at our salon.

Ashley: It seems employers are looking for slightly more qualified candidates to hire. Perhaps CSM can look into a Co-op program where students acquire actual work experience.

Madeline: Our new stylists go through a two year training program.

Maureen: What do you all think about the new smart phone App where clients can book stylists online and the stylist goes to the client's house.

Cindy: Currently there are State Board regulations that prohibit that type of booking, but I hear the Board is looking into this to determine if they will step up fining people or try to update the regulation to take into account emerging technologies.

Karla: I have read that State Board has fined people doing illegal work based on social media photos that have been posted, so be sure to warn students about jeopardizing their potential to be licensed.

Heidi: It sounds like cosmetology students would also benefit from accounting classes and/or some of our business classes or certificates. (Everyone agreed).

Closing – Thank you all for your participation! We can't stay current without industry leaders participating in our Advisory Board!