



INDUSTRY ADVISORY BOARD

Meeting Minutes

May 8, 2023 3:30 – 4:30 PM via Zoom

AGENDA:

- 1. What are you looking for in a new stylist? What is trending?**
- 2. Can you talk about your salon's apprenticeship/assisting program?**
- 3. What is your feedback on the CSM Cosmetology program redesign?**
- 4. What are your thoughts on CSM launching an esthetics program for 2024?**



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ADVISORY BOARD MEMBERS

Lenny Chiang – *L Salon*

Cameron Edmondson – *Pursuit Salon*

Kia Fay –

DEPARTMENT ATTENDEES

Deborah Baker – *Assistant Professor*

Oksana Brinson – *Instructional Aide*

Rafael Delgado – *Staff Assistant*

Lizette Fontana – *Storekeeper*

Erin Gruman – *Instructional Aide*

Aurora Medrano – *Associate Professor*

Kim Salido – *Associate Professor*

Tasia Scott – *Assistant Professor*

Yvonne Williams – *Instructional Aide*

STUDENT ATTENDEES

Sandy Lucas – *Advanced*

Gage St. Clair – *Advanced*

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1. **Lenny:** We are looking for stylists that are hard-working, can multi-task, and are obsessed with hair. A positive attitude is also important. As a bonus, we also look for stylists that have a good sense of style and a great sense of humor.

Kia: In today's climate, it is important that new graduates are familiar with web technologies and other things that are going to support them in the workforce. These are tools and platforms that will allow one to be more efficient, track your money, track your interactions with your clients and just be more efficient.

Sandy: Will social media and technology be included in the program redesign? Maybe how to create a digital portfolio?

Kim: Social media hasn't been necessarily included but we're reframing our classes right now. We did a huge jump as before everything was on paper. We have incorporated Canvas into our classes and are uploading videos to YouTube. I do think we need to include more content on social media in the curriculum.

Cameron: In terms of trends, we are seeing a lot more extensions coming into the salon. We are seeing a lot of people want defrizzing treatments too. My salon serves a more conservative and slightly older clientele, so in terms of color it doesn't get too creative. We do see a lot of lived in highlights though.

2. Can you talk about your assisting program?

Kia: I can speak to that as I am someone that did not go through a traditional assisting program. After graduating from school, I began working at a local high-end salon. I worked there very briefly but immediately knew that that was not the right environment for me. I decided that I would work on my own. I set up a website and began building a portfolio. I found a local professional who had a suite that I could rent one day a week as I built up my clientele. Working in the specific niche that I do has allowed me the opportunity to grow without the constraints of a traditional assistant program where I would not have been allowed to touch hair really for a year or so.

Cameron: I was part of a traditional assisting program which lasted over three years for me. Now, my salon offers an abbreviated version lasting only for a year. Salons realized that people don't want to do three-year assisting programs. It isn't very realistic for people trying to live in the Bay Area.

Kim: I thought you would be doing haircutting, what made you choose color?

Cameron: As I did more research, people kept telling me that you had to specialize in one or the other. People were telling me that color was more in-demand, clients are more loyal to a colorist, and that I'd be able to make more money. I enjoyed the color training so I stuck with it.

Sandy: What is the average responsibility of an assistant?

Cameron: My color assistants are responsible for tracking the client after I finish the color application, if it is a tint. I set a timer on my tray and I'll talk to my assistant and let them know that the client has 30 minutes. Then I'll have them shampoo, condition and blow dry or if she's going to a haircut. For the most part, I will outsource the latter half of the service for a tint but I'll be more hands on for a highlight. I'll give them the formulation to tone and the assistant will see them through the service. I check in with the client at the end to make sure they are happy with everything. This allows us to stagger clients and double-book.

Lenny: Our assisting program is from Tuesday to Saturday from 9AM to 5 PM with a 30-minute lunch. There is a color class and a haircutting class that assistants attend. Our assistants are there to help and learn from everybody. Our assistants watch as we take clients from the consultation to the actual haircutting service. As the assistants watch, I let them know of the specific haircut that I am doing and the type of shape I am creating. Afterward, they will usually help with the blow dry. Our assistants also help with the shampooing. We have a housekeeper in the salon so our assistants don't have to worry as much about cleaning or folding towels.

Kim: Kia do you have someone assisting you or do you work by yourself?

Kia: I work solo. I only see one client at a time. A lot of the people that are coming to see me for their haircut may not have had the most positive or inclusive salon experience before. I realized after the first few years of doing this work that people were coming to me and compensating me partly for the privacy I provide. Often, these clients were made to feel like they were not welcome in the salon or they were handed off to assistants because their hair was troublesome or unfamiliar to the stylist.

Kia: Part of the experience that I provide in the salon is that you're working with me from start to finish, so it's a little different. When I worked in larger salons with multiple chairs, I noticed that my clients weren't necessarily as comfortable. Now I work in a salon with just one chair. It has allowed me to develop long-term relationships with my clients.

Sandy: Are the assistant programs hourly positions?

Cameron: At our salon, our assistants are paid hourly and then they'll have one day when they take their own clients.

3. What are your thoughts on the redesigned CSM Cosmetology program? What should we add to the curriculum?

Tasia: This is the first time that we are offering the program part-time. The total number of hours that students will be in class will be less. This allows for those

students that have to work to still be able to attend. There is more flexibility. We are attempting to remove as many barriers for students.

Sandy: It would be great to learn how to take good photos. Incorporate lighting as well so that when we take photos of our clients for our portfolios, they can come out better.

Gage: This might be unpopular, but making theory longer. Theory felt a little quick so maybe we can go in more depth on the theory part of Cosmetology.

Kia: I think it would have been helpful to have some education dedicated to your personal branding and how to project that online. What is your color scheme? What do you want your logo to look like? Something else to incorporate would be the idea of finance and financial management. Things such as how to set up your own bank account, locating online tools to help manage your expenses and receipts, and tracking clients.

4. For 2024, CSM will be launching an Esthetics program. What are your thoughts on that?

Cameron: Our salon just focuses on hair so I don't have much to add about esthetics.

Kia: There is a lot of demands for folks that have darker skin tones to pursue esthetics because it can be challenging to find professionals who are familiar with how to do procedures on our skin. That is exciting.

Lenny: I think that's great. Our salon also only focuses on hair but having more options for students is awesome.