



# Meeting Minutes

## Industry Advisory Board

November 7, 2016

6:00 pm – 7:00 pm

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

-Nelson Mandela

Meeting called by Cindy James:

<b>Advisory Board Members:</b>	Rhea San Diego-Chin/La Reve' Salon	Aaron Gluck/Drybar	
	Kaitlyn Ward/La Reve' Salon	Maria Polakis/ONYX Salon	
<b>Guests:</b>	George Ferrer/X.L. Salon	Jackie Kirk/Great Clips	
	Lisa Rolle/DBE/Cosmoprof	Karla Barrick/Salon Kavi	
	Brittany Paz/Drybar	Victoria Pelaez/Salon Kavi	
	Maureen Sterling-Blake/Art-Chi-Tech Salon	Lisa Loufas/Strands Salon	
	Tiffany Montalbano/Alexander's Aesthetics	Pati Geraghty/Eva's Esthetics	
	Julie Eagher/La Reve' Salon	Julie Eagher/La Reve' Salon	
	Elizabeth Stenstrom/L Salon	Elizabeth Stenstrom/L Salon	
	Madeline & Terry DeMarco/Barberia Salon	Kathie Morales/Goldwell	
	Lindsay Loomis/European Wax Center		
	Joyce Poon/Noir Lash Lounge		
	Tiffany Montalbano/Alexander's Aesthetics		
	Maureen Sterling-Blake/Art-Chi-Tech Salon		
	<b>Dept. Attendees:</b>	Kathy Ross, Dean of Business and Technology	
		Andria Nalls/Professor (Seniors)	
	Becky Boosalis/Associate Professor (Freshman)		
	Toni Coleman/Associate Professor (Freshman)		
	Cindy James/Cosmetology Program Assistant		
	Erin Gruman/Instructional Aide		
	Kim Morgan/Instructional Aide		
	Rafael Delgado/Staff Assistant		
	Oksana Brinson/PT Storekeeper		

<b>Absent:</b>	Gabby Collins/PT Instructional Aide Maureen Sterling-Blake/Art-Chi-Tech Salon Tiffany Montalbano/Alexander's Aesthetics Julie Eagher/La Reve' Salon Elizabeth Stenstrom/L Salon Madeline & Terry DeMarco/Barberia Salon Lindsay Loomis/European Wax Center Joyce Poon/Noir Lash Lounge Tiffany Montalbano/Alexander's Aesthetics Maureen Sterling-Blake/Art-Chi-Tech Salon	Aaron Gluck/Drybar Maria Polakis/ONYX Salon Jackie Kirk/Great Clips Karla Barrick/Salon Kavi Victoria Pelaez/Salon Kavi Lisa Loufas/Strands Salon Pati Geraghty/Eva's Esthetics Julie Eagher/La Reve' Salon Elizabeth Stenstrom/L Salon Kathie Morales/Goldwell
<b>Chairperson:</b>	Andria Nalls, Professor Meeting Coordinator: Cindy James	
<b>Please read:</b>	Agenda	
<b>Please bring:</b>	Pertinent Industry Information	
<b>Location:</b>	CSM Cosmetology 1700 W Hillsdale Blvd., Bldg. 5, 2 <sup>nd</sup> Floor, Classroom 5-290, San Mateo, CA 94402 (650) 574-6361	

Time	Item	Pertinent Info
6:00 pm – 6:05 pm	<b>Introductions</b>	All
6:05 pm – 6:30 pm	<b>Curriculum Changes</b> <ul style="list-style-type: none"> <li>o Do have any concerns/kudos/comments regarding our curriculum?</li> <li>o Are there any skills not represented in our curriculum that you feel are important?</li> <li>o Will apprenticeships during school contribute to future success?</li> <li>o How much salon exposure would be beneficial?</li> </ul>	All

**Brittany:** CSM is well known in the Bay area as an outstanding school. Skills emerging stylists most need are soft skills including customer service. Expertise and technique come with time. She suggested that we figure out a way to force students out of their comfort zone and utilize coaching conversations in the moment for more effective learning. Show students how to continually check in with the client in a professional way that says “I know what I am doing”.

**George:** The typical age group of new stylists brings a set of psychological problems that highlight the lack of social skills. They fear failure especially in front of peers. He suggested doing more role playing with actual clients, not just the student population. Have them practice in demand salon services like chemical straighteners. Apprenticeships and shadowing might be achievable with a document for the student and salon owner to fill it. It must clearly express what students may not do in the salon.

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**Aurora:** Students are exposed to lessons that incorporate practice in doing mock chemical services using manufacturer's directions and completing the mock service start to finish. She agrees that more lessons of this nature would be beneficial to students.

**Andria:** Senior students are assigned a term project that in years past included a salon visit. She acknowledged that it is something we may go back to in the future.

**Lisa:** Teaching soft skills will allow new stylists to gain and retain clients.

**Rhea:** She recommended that we focus a bit more on the client consultation. Perhaps have models fill in a form or questionnaire after their service.

**Kaitlyn:** Help students learn how to ask the right questions and improve client and stylist dialogue. Apprenticeships or shadowing in a salon while in school is a great way to connect students to future employment opportunities and to open their eyes as to how a real salon works.

**Kathy:** Internships are impacted by governmental controls and can be constrictive due to red tape. A student may not do work that a normal employee would do.

**Toni:** She has experience with sending students out to salons for professional outreach opportunities. Students are sent to 3-4 local salons to observe and shadow. They are able to observe first hand client and stylist interaction and application work. They are sent with a check list to fill out, which is signed by the owner/manager of the salon at the end of the visit. Students may submit this assignment in various formats to include: oral presentations, papers, etc.

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6:30 pm – 6:45 pm	<b>Salon Environment</b> <ul style="list-style-type: none"><li>○ Are most salons willing to train new stylists?<ul style="list-style-type: none"><li>● How long are training programs?</li></ul></li><li>○ What factors limit success for new stylists?</li><li>○ Retail sales, is this a critical skill for success?</li></ul>	All
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**Lisa:** Many chain salons offer a week long intensive training and then immediately put stylists to work.

**Rhea:** Her salon is constantly holding educational events. Their standardized training for new stylists is 14 months. They ask for stylists to bring in at least 4 models per week.

**George:** His former salon training program lasted a year, with continuous educational opportunities and real time support for new stylists.

The question "Should we be offering more advanced training classes for licensed stylists?" was injected into the discussion.

**Lisa:** The education CSM currently provides is excellent and prepares students for further salon training.

**Becky:** Advanced classes may or may not be helpful for specific salon stylists.

**Brittany:** Each salon is different and will require different training (on product lines & technique) in order for a new stylist to be successful. The way CSM can help students be most prepared for the job market is to instill the need to be moldable, receptive, committed to learn, and willing to focus on and learn salon techniques, procedures, and standards.

**Kaitlyn:** In many salons there are multiple trainers and students have to learn how to absorb the instruction and interpret it as an individual and an artist.

**Andria:** Most newly licensed cosmetologists are searching for salons with training programs where they can be employees. Initially, they feel they are not ready to venture out on their own and rent a chair.

**Lisa:** Retail sales is a critical component to being a successful stylist. It adds significantly to take home pay.

**Kaitlyn:** Retail sales improve a stylist's paycheck. Being a salon receptionist before being a licensed stylist helped her acquire more product knowledge and made it easier for her to engage in retail sales to clients.

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**Toni:** Having retail sales skills completes the package. It creates a seamless transition between the service and the client exiting and paying. We need to provide students more opportunities to practice retail sales.

**Andria:** We currently have a facial information pad that students should be filling out after each facial. Perhaps we can do something similar with styling products after hair services. We need to help students have the conversations with clients, so facilitating that is paramount.

**Brittany:** If CSM can train students to believe that retail sales equals educating clients a lot of the stress/anxiety will be diminished. You can call the sheet 'Take Home Recommendations'. The more they do it the more comfortable they will get with the dialogue.

**Lisa:** Teaching students to explain to clients that they are 'protecting their investment' by using the best products at home can ease them into the conversation. Also not waiting to the end, but educating them throughout the service by discussing what is being used, how it is applied, the benefits, etc. will inevitably have clients saying, "I wish I could take you home" which equals success, trust, and usually a return client.

**Kaitlyn:** Contests are run in her salon to encourage clients to purchase and stylists to sell. It can be fun and rewarding.

**Kathy:** Service is tied to sales and the key to sales is not coming across as if you are selling. Sales actually start the moment you say hello, and the most important thing a stylist is selling is themselves.

**Toni:** Views retail sales as a perfect opportunity to educate the client in a low/no pressure way.

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6:45 pm – 7:00 pm	<b>Industry Trends for Emerging Stylists</b> <ul style="list-style-type: none"><li>o New Stylists Portfolios – what will put our students ahead of other applicants? Electronic/Social Media Accounts/Traditional</li><li>o New Stylists Skillset – what are salons looking for?</li></ul>	All
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**George:** Have the confidence to approach a salon you are interested in. Visit at least three salons to learn about what is out there. Create a portfolio that suits the salon you want to work for.

**Lisa:** A nice portfolio shows an employer that you are serious about your craft. Most students don't want to rent a chair right away and they need the support and training of more senior stylists that have the same esthetic.

**Kathy:** Many younger newly licensed stylists are of a generation that doesn't get as much social interaction face to face. Life is lived via text. They can have a lot of fear and anxiety around visiting salons, interviews, and promoting themselves. Many millennials are not outgoing and are even afraid to answer the phone, preferring to text. They have social fear.

**Becky:** We do have a wide variety of students and we try to focus on what each individual needs to be successful.

**Andria:** Along the same theme, most students do not want to be evaluated. They find constructive criticism painful and embarrassing. They will try and get the client out of the lab so that an instructor doesn't check the final look.

**Kathy:** Students are exposed to many forms of bullying that are hard to track. Being observed by classmates that may post about it is frightening to students.

**Toni:** Perhaps we can institute some type of follow through with the checkout procedure and make students accountable for getting their work checked. Most clients are willing to wait and be checked by an instructor. Maybe a signature on the ticket can let the front desk know that a client has had a final check by an instructor.

**Erin:** Holding students accountable is a great idea. Not giving them credit for unchecked work and having a system to catch clients that have not been checked is great.

**Andria:** If the ticket has not been signed off and the client doesn't get a final check, we won't give credit.

**Rafael:** Typically the traveler doesn't even make it up to the front desk with the client.

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**Rhea:** Perhaps clients can fill out a survey and students can fill in products used as they wait for the instructor to come and check the finish?

**Erin:** Many clients hound students about leaving.

**Cindy:** We will have to find a way to get clients on board with a new system. In the end many will appreciate a final check and being 'fixed' if needed.

**Rhea:** A hard copy portfolio is great because stylists can easily share these with clients.

**Brittany:** Portfolios in either a digital or hard copy is acceptable for interviewing, and it is smart to have both available when you start your career and keep them constantly updated.

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7:00 pm	<b>Closing</b> – Thank you all for your participation! We can't stay current without industry leaders participating in our Advisory Board	All
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