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Instructional Program Review

Program Name: **Cosmetology**

Program Contact: **Boosalis-Oler, Maribeck**

Academic Year: **2013-2014**

Status: **Submitted**

1. Description of Program

Provide a brief description of the program and how it supports the college's **College Mission and Diversity Statements, Institutional Priorities, 2008-2013, 5 in 5 College Strategies, Spring 2011**, and other **Institutional Program Planning** as appropriate.

The Cosmetology Program is primarily a 13-month certificate program (an associate degree is also available) leading to licensure by the State of California Board of Barbering and Cosmetology. 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, COSM 742, COSM 746, COSM 749 and COSM 757 enrolling in these classes 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 to a diverse student population. In the most recent PRIE data the student enrollment is 32% Hispanic, 40% White, and 3% Asian. The success rate of the total population at 81.7% is far above that of the college total of 68%. Retention in this program at 92.2% is a direct reflection on the inclusive and supportive environment for all students and greatly exceeds the college total of 83.9%. The faculty and staff make it a priority to create an inclusive program that accommodates students beyond the normal requirements of the college/state. The Cosmetology department aligns with the principle of equal opportunity of all which is reflected in the diversity exhibited in the faculty. Within the department, the faculty consists of one African-American, one Latino and one white full time instructor. The adjunct instructor is a Latino male. These are important role models for the students because every one of these instructors came to the college with substantial industry experience that gave them an important part of the qualifications to teach in our Cosmetology program.

2. Student Learning and Program Data

A. Discuss Student Learning Outcomes Assessment

Reflect on recent SLO assessment results for courses and degrees and certificates offered by the program. Identify trends and discuss areas in need of improvement.

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.

Additional operation assignments were assigned prior to issuance of the certified document issued to the State (for admittance to State Exam),

This strategy is utilized to improve the success rate for CSM students taking the State Licensing Exam. In addition to this tactic for increasing our student success rate, we have implemented an additional action step. Students receive a daily practical assignment that is graded by the teacher on the lab floor in "real time" allowing the instructor to immediately reinforce the principal at issue. This appraisal informs the instructor of the strengths and weaknesses of each student and allows for targeted instruction or assignments to strengthen student knowledge prior to taking the State exam.

The pass rate since the last program review which includes 3 quarters of Practical exam rates for 2013 have been 93% for the first quarter and 100% for the 2nd and 3rd quarters. This has brought our Practical portion of the exam pass rate up from 95% to 97%. These percentages reflect only the Practical portion of the licensing exam and Not the full exam which also consists of the written portion pass rates.

Note: State Board of Barbering and Cosmetology is implementing a new computer system and has not sent out to schools the results of the 4th quarter of 2013 Practical and written examinations.

We continue to focus on improving the pass rate for the written portion of the exam although this year our students recorded improved scores from 53% to 67%. We plan on adding a workbook that complements the Miladdys Textbook that will help reinforce the most critical parts of the curriculum. This also does not meet the assessment results for SLO #1. Students demonstrate 75% correct (passing grade) on the written portion of the licensing exam. A trend has emerged that shows we fall below the standard set for this SLO even though it has been improving for the last few quarters.

We find that SLO #2 has been met and exceeded for the Practical portion of the State Licensing exam. Students are to demonstrate the ability to obtain 75% correct (passing grade) and we have been at 100% for the last two quarters.

SLO;s #3 to 5 all focus on the students ability to perform well in a simulated work place environment which is provided by the Cosmetology department on a daily basis as the students work on clients. Students performing successful services on clients demonstrate the ability to evaluate client needs and select appropriate products and techniques to achieve quality work. Students are also demonstrating the ability to cooperate and work as team members and to practice work habits that will ensure they become and remain employed in the community. Assessments for these SLO's are done on a daily basis and also when students are preparing for the Mock State Board exam administered during their senior semester.

SLO #6 Practice the strategy of life-long learning to stay current with industry standards needs to be reviewed and revised. The faculty feels that this is not a truly viable assessment.

The trend that is apparent is the consistent lower pass rate of the written exam.

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.

The total success rate across all demographic variables in the Cosmetology Department was

81.7%. There is no appreciable difference between any of the ethnicities represented in our diverse student population in success rate. The Cosmetology Department student success rate, 81.7% for the 2012/13 academic year, exceeds the total College actual success rate of 70.1%. The College Index Target Completion rate for Occupational programs was 86.8% with the actual target of 72.4%. The Cosmetology program's actual completion rate was 81.7% which is slightly up from 80.5%.

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 955.6 exceeding the College average of 568.2.

The Cosmetology program LOAD is almost twice as much as that of the College average.

Currently there are three full time faculty and one adjunct teaching four ten-unit classes. We hired a new full time instructor bringing down the LOAD factor but the load is still too high reflecting the need for an additional full time instructor.

3. 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/hold 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. However this thinly staffed department has limited capacity available for developing and delivering a more individualized approach to the curriculum.

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. The minimum requirement of an Associate Degree eliminates most faculty candidates who only completed their Cosmetology certificate (although we do find some that have completed a vocational teaching credential that might receive equivalency).

The Cosmetology department waiting room needs refurbishment. Please see V. Planning, Program vision #3

4. Planning

A. Results of Program 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. Student success indicator is at 82% which is upslightly.

The pass rate of the practical portion of The Board of Barbering and Cosmetology Licensing Exam has increased to 90% which is the average for the 4 quarters of Fall 2012, Spring 2013 with the first two quarters of 2013 at 100% pass rate for the practical portion.

Our goal was to bring up the pass rate of the written portion of the Licensing exam. While we were still understaffed and without support staff during breaks, we have implemented the new mock board to be current with the revised State Licensing exam and have also put into place new strategy's to raise students exam scores in theoretical subjects.

We were able to bring the pass rate of the Written portion up from 53% to 64% for an average of the 4 quarters of 2012/2013

B. Program Vision

What is the program's *vision* for sustaining and improving student learning and success over the next three years? Make connections to the **College Mission and Diversity Statements, Institutional Priorities, 2008-2013**, and other **Institutional Program Planning** as appropriate. Address discussion in the Student Learning and Program Data section: SLO assessment results and trends in student success indicators.

[Note: Specific plans to be implemented in the next year should be entered in C of the Planning section.

CTE programs must address changes in the context of completion and employment rates, anticipated labor demand, and any overlap with similar programs in the area as noted in D1 and D2 of the Career Technical Education section.]

The Cosmetology instructional side would be fully staffed with one additional faculty member. That would provide a dedicated instructor for each of its four core classes. It has helped that the three staff member positions were upgraded to 12 month status which greatly benefits the program's efficiency. 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 would be 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.

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

There are workshops that the staff and faculty would like to take this year would keep the program current. Skin care has become more important as the new "Spas" have had a tremendous impact on our industry. We are setting up workshops with Eva's Esthetics for advanced skin care. Students have been increasingly interested in special effects make up and instructors need to take more classes at Kryolan to be able to keep the students interest.

Goldwell is also giving instructor classes in advanced Hair color. The program has switched to this high end product because many salons in the industry use Goldwell and we have updated to give our students an advantage when applying for positions in industry.

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.

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.

Faculty would like to work with the learning center to establish ways that cosmetology students can receive tutoring, or at least have an environment to study where they can receive help.

This would also be extremely beneficial to students who have 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 Budget Committee (IPBC)** in long-range planning, identify any major changes in resource needs anticipated during the next three years. Examples: faculty retirements, equipment obsolescence, space allocation.

See the Resource Requests section below to enter itemized resource requests for next year.
Leave sections blank if no major changes are anticipated.

Faculty

One full time faculty will be retiring in 2018

Equipment and Technology

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 as the tethered type we currently use create a falling hazard .

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.

we also need to purchase some more air purifiers for the Senior lab floor to help with the ventilation problem when doing strong chemical services. We have air movers on the freshmen side that we believe may help on the senior side as well.

Instructional Materials

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. Instructors need more instructional materials to update the curriculum to meet the demand of an increase of interest by students in the areas of skin care and make up.

Demonstration videos of each operation tested during the new NIC licensing exam. We are also adding workbooks to aid students in comprehending the material that is given to them.

Classified Staff

Since the last program review our instructional aide staff has been updated to be 12 month employees.

Promote the storekeeper position to department coordinator (50% of time) and supervisory storekeeper (50% of time). Currently the Office Assistant II (front desk clerk) operates without any supervision due to the physical layout of the Cosmetology faculty.

The front desk which interacts with the public all day, every day, does not have line-of-sight to anyone else working in the college. Since this position not only handles upset clients but is the repository for cash payments, it is a safety issue to provide periodic supervisory interaction during the day. Currently, faculty are charged with that responsibility but student needs and classroom schedules have made this arrangement untenable. In addition, the front desk position needs to be relieved for breaks, vacation, illness, etc. and no one is charged with that responsibility at this time.

Therefore, we recommend this upgrade in position which would require hiring a part time bookkeeper for the department. This is at a much lower cost than the solutions being utilized by other community colleges with cosmetology programs. A supervisory position would enable the storekeeper to assist with new student orientation process and manage the duties done by office assistant. A new part time storekeeper would be required because of anticipated student growth rate.

Facilities

There is a need for another table in our break room as only 4 people can eat in there at one time and there is double the staff. The break room is all glass and the sun is shining into the all-glass break room from approximately 10:00 AM until 5:00 PM. The heat makes it unbearable to use in the summer and we are requesting that shades be installed in the break room.

Our facility is very new – 3 years old and our Cosmetology department has a waiting room for our clients. However, our waiting room has

seen much traffic that includes people that either use the Athletic Club on the first floor or people waiting for others in the club. This has included many people that sit in our waiting room with children on almost a daily basis. This has taken a toll on our furniture and therefore the seating is in worse shape than would be expected for a new facility. This impacts our department as our clients have already started to comment on the condition of our waiting room. There is an urgent need to have this area refurbished and a plan to help maintain a better area for our clients. The seating looks very poor in comparison to the rest of the department.

C. Program 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. (Plans may extend beyond a single year.)

Plan 1

Title: Demonstration video library

Click here to enter title

Description

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	Choose Year or Semester/Year	Videos are produced, edited and ready to view
Introduce videos in Freshmen classes to review content	Choose Year or Semester/Year	Track number of students that study video. Measure any improvement in subsequent grading.
Click here to enter action	Choose Year or	Click here to enter measurable outcome

	Semester/Year	
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Plan 2

Title:

Office Assistant II increased employment to 12-month employment status

Description

Currently this job category is 11-month only and services are required 12 months of the year. This fiscal year \$16,000 was spent on overtime for classified staff.

Action(s)	Completion Date	Measurable Outcome(s)
Improved processing of new student orientation	2014 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

Click here to enter action	Choose Year or Semester/Year	Click here to enter measurable outcome

5. Resource Requests

Itemized Resource Requests

List the resources needed for ongoing program operation.

Faculty

NOTE: To make a faculty position request, complete **Full-time Faculty Position Request Form, AY 2013-2014** and email to your Dean. This request is separate from the program review.

Full-time faculty requests	Number of positions
One full time faculty	1

Equipment and Technology

Description	Cost
2 wireless video cameras	approximate \$3,000.00 each
8 wireless radio head sets	approximate \$3,000.00 for a full system for all staff

2	Ridgid 3sp 1600 CFM Air movers	\$265.99 each

Instructional Material

Description	Cost
Demonstration videos for each operation on which students are tested during NIC Licensing exams 16 videos at \$550 each	Approx \$8,000.00
Miladys Interactive Games ISBN-13 9781439058855	\$94.95
Miladys Skin Care and Cosmetics ingredients Dictionary ISBN-13 9781285060798 3 copies for full time faculty \$50.95 ea	\$152.85
Aromatherapy: Essential Oils for Esthetics ISBN-13 9781401898953	\$60.95
Miladys Make Up Course Management Guide ISBN-13 9781111539627	\$279.95
Miladys Make Up Instructor support slides ISBN-13 9781111539634	\$174.95
Miladys DVD Series Make Up ISBN-13 9781111539641	\$395.95

Classified Staff

Description	Cost
Increasing Office Assistant II from 11 month employee status to 12 month employee status	Unknown
Promote storekeeper position to supervisory/coordinator position. Hire a part time storekeeper, place Office Asst. II under this new position and move administrative support duties to this new position. This is targeted at the Instructional Aide II level	Net above current cost of approx. \$30,000

Facilities

For immediate or routine facilities requests, submit a CSM Facility Project Request Form.

Description	Cost
We have a need to resolve the condition of the Cosmetology wait are	Unknown
Break room improvements - Shades to reduce the heat of the sun and an additional table for staff to be able to sit and eat	Unkown

6. Program Maintenance

A. 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

B. Website Review

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

Faculty contact(s)	Date of next review/update
Andria Nalls	September 2014

C. SLO Assessment Contacts

Faculty contact(s)	Date of next review/update
Maribeck Boosalis	Fall 2014
Andria Nalls	Fall 2014
Aurora Medrano	Fall 2014
