

El Camino College

CTE Supplemental Questions

Cosmetology /Fall 2014

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CAREER AND TECHNICAL EDUCATION – SUPPLEMENTAL QUESTIONS

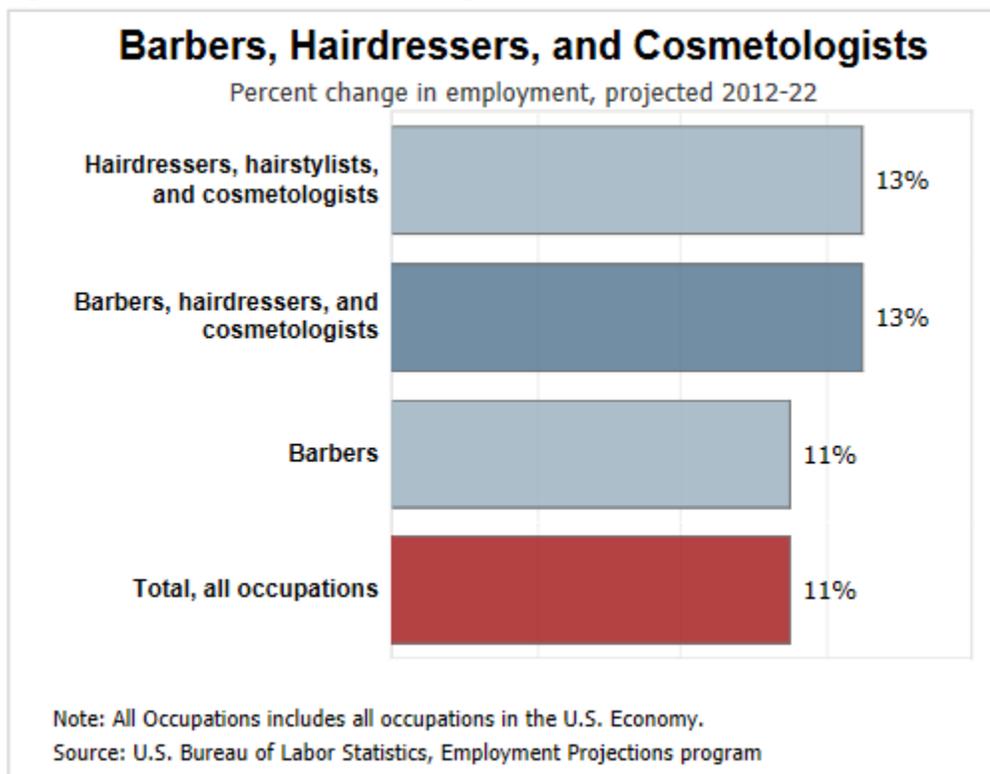
1. How strong is the occupational demand for the program?

Our finding for the occupational demand in the area cosmetology has a favorable growth rate.

Overall employment of barbers, hairdressers, and cosmetologists is projected to grow 13 percent from 2012 to 2022, about as fast as the average for all occupations. Growth rates will vary by specialty.

Employment of barbers is projected to grow 11 percent from 2012 to 2022, about as fast as the average for all occupations. The need for barbers will stem primarily from an increasing population, which will lead to greater demand for basic hair-care services.

Employment of hairdressers, hairstylists, and cosmetologists is projected to grow 13 percent from 2012 to 2022, about as fast as the average for all occupations. Demand for hair coloring, hair straightening, and other advanced hair treatments has risen in recent years, a trend that is expected to continue over the coming decade.



2. How has the demand changed in the past 5 years and what is the outlook for the next 5 years?

How has the demand changed in the past 5 years?

2-A **Technology:** Is becoming an important element in the field of cosmetology. Schools use a computer to help our clients decide which hair style is right.

The program work like this: the client brings in a picture and we copy it into the computer. The client's picture then appears on the computer monitor. We can experiment with the picture to show how they would look if we changed their hair style. The computer can show different haircuts, perms, and the newest hair colors and highlights. This makes it easier for the cosmetologist and the client because if the client wants a big change in the style and he/she isn't really sure, they can get a realistic look at it before it is done. They can see how they will like it. Now they can come back and tell you how much they love it, not how much they hate the change. We cosmetologists want our clients to be happy with their service.

2-B What is the outlook for the next 5 years?

Job outlook opportunities generally should be good, overall employment of barbers, cosmetologist, and other personal appearance workers is projected to grow about as fast as the average for all occupations through 2014, because of an increase in populations, rising incomes, and growing demand for personal appearance services. In addition, to those arising from job growth, numerous job opening will come about from the need to replace workers who transfer to other occupations, retire, or leave the labor force for other reasons.

Overall, employment of barbers and cosmetologist is projected to grow 13 percent from 2012-2022. Employment of barbers is projected to grow 11 percent from 2012-2020. The need for barbers will stem primarily from increasing population, which will lead to greater demand for basic hair-care services.

Employment for cosmetologist is projected to grow 13 percent from 2012-2020, about as fast as the average for all occupations. Demand for hair coloring, hair straightening, and other advanced hair treatments has risen in recent years, a trend that is expected to continue over the coming decade.

3. What is the district’s need for the program?

District Needs

The current employment for the El Camino College districts cosmetology job market is estimated at 3,268 with a projected growth to over 3,741 over the next 5 years. Below is a comparison of our district to the state and Nation average.

Region	2013 Jobs	2018 Jobs	% Change
El Camino College District	3,268	3,741	14.50
7.5 mile radius			
State	101,156	110,208	8.9
Los Angeles County	26,643	32,212	12.5
Nation	836,770	896,793	7.2
All Available Counties	288	325	13.0



The median hourly wage for barbers and cosmetologist was \$10.95 in May 2012. The median wage is the wage at which half the workers in an occupation earn more than that amount and half earn less. The lowest 10% earned less than \$8.11 and the top 10% earned more than \$20.39. Many barbers and cosmetologist work part time. However, some self-employed workers have long hours. Work schedules often include evenings and weekends. Those who are self-employed usually determine their own schedules, tax and their reported income information may sometimes be inaccurate.

4. What is the state’s need for the program?

State Needs

Job opportunities are expected to be good. A large number of job openings will stem from the need to replace workers who transfer to other occupations, retire, or leave the occupation for other reasons. However workers should expect strong competition for jobs and clients at higher

paying salons, of which there are relatively few and for which applicants must compete with a large pool of experienced hairdressers and cosmetologists.

Overall employment of barbers, hairdressers, and cosmetologist is projected to grow 13% from 2012-2022, about as fast as the average for all occupations. Growth rates will vary by specialty. Employment of barbers is projected to grow by 11% 2012-2022, about as fast as the average for all occupations. The need for barbers will stem primarily from an increasing population, which will lead to greater demand for basic hair care services.

Employment of hairdressers, hairstylist, and cosmetologists is projected to grow 13% from 2012-2022, about as fast as the average for all occupations. Demand for hair coloring, hair straightening, and other advanced hair treatments has risen in recent years, a trend that is expected to continue over the coming decade.

Employment projections data for Barbers, Hairdressers, and Cosmetologists, 2012-2022

Occupation	Employment	Projected Employment	Change 2012-2022	
	2012		2022	Percent / Numeric
Barbers and Cosmetologist	663,300	746,600	13	83,300
Barbers	52,100	57,900	11	5,800
Cosmetologist	611,200	688,700	13	77,600

5. How does the program address needs that are not met by similar programs in the region?

Our mission is to provide a quality education and cosmetology training to provide a higher level of customer satisfaction, promote pride, self-esteem and motivation, provide the skills and knowledge to pass the State Board exam, and prepare the student for job readiness.

The purpose and philosophy of El Camino College Cosmetology Program is to offer the latest in cosmetology education along with business and technology classes, which will center on the objective of developing student’s proficiencies, goals and attitudes, through industry related educational experiences.

The purpose of the Cosmetology Advisory Committee is to provide input where changes are occurring in the industry, State Board updates, and recommendations that will enhance and contribute to our student’s success at entry-level positions in the industry. It also allows advisory members to gather once a year to collaborate and discuss issues that impact our student’s future and careers. Whether the information is about State Board changes, new hair trends, hair shows workshops or seminars, or personal anecdotes. This forum of communication imparts information that impacts and serves our students as well the instructors in the Cosmetology Program. This standard sets us apart from other programs. Other similar programs in the region include those at Santa Monica College and Cerritos College. There are also private schools, including Flavio Beauty School and Marinello Schools of Beauty. These schools cost the

students more money, do not teach theory, and do not award students college credit that could lead to an Associate Degree.

6. Are the students satisfied with their preparation for employment?

The majority of students are satisfied with preparation for state board licensing at the School of Cosmetology's Career and Training Education (CTE) Program at El Camino College. In spring 2014, an informal survey of Cosmetology students was conducted to gain some current input from students. These students included some that have completed the program and a few others that are currently enrolled in the program. Sixty seven percent of these students indicated they were "very satisfied", (25%) said they are "satisfied". The remaining 8% were not satisfied. If you add the very satisfied with the satisfied it comes to 92%. It clearly indicates that our students are satisfied with our cosmetology program.

The Cosmetology program invites industry professionals to come in and share their expertise and experiences to give student a realistic view of the working environment. Students are also taught that it is their responsibility to continue their professional growth in this ever changing industry. They are encouraged to attend ongoing education programs such as hair shows and product seminars to keep current with new techniques and trends in the industry.

7. Are the employers in the field satisfied with the level of preparation of our graduates?

A survey was conducted from the faculty at El Camino College. A corporate salon and two private salon owners was asked their opinion on recent graduates. Over all the employers were satisfied with the basic skills of the graduates. The one area of improvement that was mentioned on the survey was in the area of communication. The corporate salon manager indicated that graduates need more training on proper client communication, holding a professional countenance and professional dress. Another area of concern from both salon professionals was graduates transitioning into the real work world in the industry. These employers from both private and corporate salons are also willing to train graduates particular aspects of the business. The corporate salon has mandates advance training to help graduates improve their technical skill and become successful in the industry. In the private salon, the graduate may work with one or various stylists and learn different styling techniques and the use of appropriate products on the hair, skin or nails. It was said to a faculty member that they valued giving their opinion because they want to be able to employ and train graduates coming out of community colleges.

8. What are the completion, success, and employment rates for the students?

8-A What is the completion rate:

The program is designed to take 21 months to complete. Of those that completed the program 2012-2013, 8% finished in 21 months.

8-B Success rate: As of April 1, 2013 to June 30, 2014

It is still taking a long time for applicants to receive notice of their examination date. The Board recently implemented a national exam but has seen a decline in passage rates. The board also worked to determine the most appropriate scoring methods. What is the current status of the board's scoring method? The board has also seen a consistently lower passage for Spanish language test takers compared to other languages.

El Camino College, Cosmetology Department-Torrance

Practical Examination	Written Examination
Pass 14	Pass 13
Pass percent 82%	Pass percent 68%
Fail 3	Fail 13
Failed percent 18%	Failed percent 32%

8-C Employment rate for students:

As of 2012, the Bureau of Labor Statistics estimated that the employment pool for this career path was about 627,700 cosmetologists. Through the year 2020, the BLS estimates that job demand for licensed hairdressers, barbers, cosmetologists will grow approximately 14%, which is on par with the average for other professions. This mean an estimated 98,400 jobs could be added this decade. The demand for advanced hair treatments and other beauty services has increased, and is expected to keep growing this decade.

9. What is the role of the advisory committee and what impact does it have on the program?

The role of the advisory committee is to network with business owner's distributors, instructors and specialized professionals in the industry. This advisory committee meeting takes place annually. It allows for the cosmetology program to stay current with the latest technological advances and trends that affect the students and the industry. The impact of the meeting is very helpful to the program because it allows for the appropriate feedback and input regarding our students and the cosmetology industry. The committee discusses topics such as: student career preparedness, entry-level requirements, state board testing, continued training, available workshops, seminars and what the current needs and changes are for the industry. The meeting is beneficial for the committee because it provides an effective forum of communication for the cosmetology program. Members are solicited and selected based on their expertise and

knowledge in their career field. Students and community representatives are chosen based on their interests and knowledge in the Cosmetology industry.

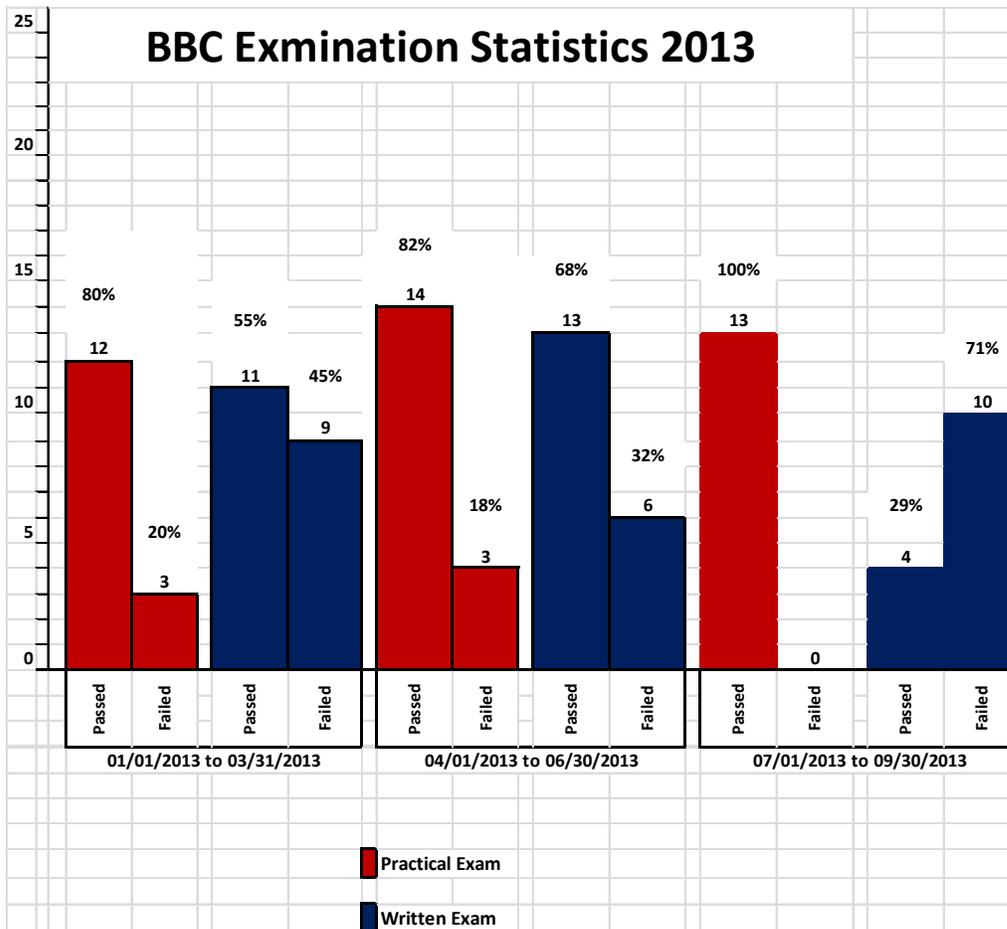
10. If there is a licensure exam for students to work in their field of study, please list the exam and the pass rate. If there are multiple licensure exams in the program, include them all.

The Board of Barbering and Cosmetology (BBC) is the State exam that students apply for and take after completing sixteen hundred (1600) clocked- hours of technical instruction, and practical training covering all practices constituting the art of cosmetology.

The Board of Barbering and Cosmetology (BBC) produced the Examination Statistic Report that is mailed quarterly to the Cosmetology department. The report track applicant's exam date, result descriptions with failed and passed rates of the each applicant practical and written scores.

Passing Rate Chart:

The chart depict that students are passing the practical exam at 80% and above; that's above the State board requirement of 75%. Students are succeeding far better than expected in that area of testing. On the other hand, the written part is far below expectation for passing the State Board exam. The State Board requirement for the written part is 70% or above; however, students scored far below average for the first three -quarters of 2013.



What could be causing these declined in scores?

According to the State Board of Barbering and Cosmetology, a report was generated, **Responses to Identified Issues and Recommendations**. The report states that, “The Board monitors passing rates, on its examinations, on a monthly basic. This decline attributed to the fact that some schools were only teaching to the state board examination and not to minimal competency. [They] do believe that the passage rates begin to rise as schools ensure that they are teaching minimal competency and not just how to pass the test.”

The State Board adopted regulations to set all grading at criterion-reference scoring. This will involve intensive database changes to the new BreEZe scoring system. The Board “Will work with the department to implement new changes, and [believes] that the pass rate may initially decline, but will not be significant.”

Recommendations:

1. Contact the State Board to receive a list of the subjects (minimal competency) that students are being tested on.
2. Make sure that all instructors are using the Library TERC database for students to practice the written part of the State Board exam.

