



**Esthetician
PROGRAM REVIEW REPORT
2014 - 2015**

Faculty and Staff (List all)

Full Time	Adjunct	Support Staff
Bautista, Susan	Betancourt, Carmen	Douglas, Tara
Everett, Ann	Bowen, Keshia	Moreno, Diana
Glover, Patty	Calderon, Tony	Norris, Rhonda
Graciano, Albert	Corral, Heidi	Perez, Nicole
Hernandez, Salvador	Figueroa, Irma	
Lucido, Grace	Holm, Daniel	
Morrish, Maria	Lahham, May	
	Petrova, Rossi	
	Patton, Cherice	
	Smith, Linda	
	Smith, Rochelle	
	Valdez, Antonio	
	Vega, Suzie	
	Williams, Tiffany	



Esthetician

I. Executive Summary

Cosmotology

Program Description:

The cosmetology certificate is a comprehensive curriculum that prepares students for a wide range of careers within the beauty industry. The curriculum offers theoretical and practical disciplines as well as interactive demonstrations and hands-on applications that train students to possess knowledge, language and skills for career opportunities in haircutting, hairstyling, colorist, chemical specialist, skin and nail spas, sales and entrepreneurship. Students will understand the importance of professionalism and artistic endeavor in this diverse industry through inspiration and challenge. This program of study also enables students to prepare for and pass the California State Board Exam.

Esthetician

Program Description:

This program is designed to educate and train students in the fundamental skills needed to successfully complete and pass the California State Board Exam. The program provides a distinct education in esthetic applications, values, theoretical science and State Board preparedness which includes, but is not limited to, makeup design, training in electrical modalities, hair removal, facials for specific skin types and proper sanitation and disinfecting procedures. The program also provides interpersonal interaction with clients and other students. The focus is on personal satisfaction, study skills, trained applications, and professionalism which are required to become a successful licensed esthetician for an entry-level career in the field of esthetics.

The need for professional estheticians continues to grow in new and exciting ways, providing ample room for personal success in a variety of career paths. This program prepares students for operational and financial success as estheticians.

Strengths/Effective Practices:

- Current with industry trend
- Always evolving to improve curriculum for student needs
- High Student enrollment
- The department supports the current demand from the Student Success Task Force to provide a career technical service and implement more certificates
- High completion rate
- Newly enrolled students meet with a counselor to have an SEP and an assessment test
- The program embraces the community with high quality services with a reasonable price-point
- Esthetics builds relationships with community constituents
- Through the annual hairshow, we have raised scholarship money which was donated to Citrus College Foundation
- The program partners with other disciplines on campus (Theatre Arts, Audio Visual, Counseling, Automotive, Nursing and EMT) along with the Photography Club

Weaknesses/Lessons Learned:

- Outdated technology
- Lack of full-time faculty
- A need for a more diverse advisory board to reflect the population that we serve
- No articulation between feeder high schools or adult education
- No Middle School intervention or articulation

Recommendations/Next Steps:

- Outreach to a diverse advisory board member
- Increase full-time faculty new hires due to current retirements
- Acquire new equipment (microdermabrasion and LED lights) to stay current with industry standards



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II. Curriculum

Course Number and Title (Courses must be reviewed every six years to remain active)	Date of last Curriculum Committee Review	2013 - 2014 Course offerings By Term and # of Sections				SLOs Assessed (Semester / year)
		Summer	Fall	Winter	Spring	
COS199A Esthetician I	S10	0	1	0	2	F12
COS199B Esthetician II	S10	0	2	0	1	F12
COS199C Esthetician Salon Success	S10	2	0	1	0	F12

III. Degrees and Certificates

Title	Type	Date Approved by Chancellor's Office	Number Awarded 2011	Number Awarded 2012	Number Awarded 2013	Number Awarded 2014
Esthetician	C	1988	28	56	56	65
Cosmetology	AS	1964	17	11	16	14
Cosmetology	C	1964	266	137	137	86

TYPE: **AA** = Associate in Arts **AS** = Associate in Science Degree **C** = Certificate **S** = Skill Award
AA-T = Associate in Arts for Transfer **AS-T** = Associate in Arts for Transfer

IV. Sections Offered

Starting the evening program for Esthetics has increased our FTES from 6 to 9.

The demographics continues to reflect those similar to the college. The majority of students are Hispanic - 32%, White - 44%, Asian – 19%, and Unknown – 5%.

All student for this time frame were women .

The age demographics reflects a majority between (20-24) – 51%, (25-49) – 28%, (less than 20) – 16%, and (50+) - 5%.

The retention and success rates are excellent : program wide retention rate is 99% and success rate is 98%.

Trends –Projected increase in jobs for Skin Care Specialists in California (41% per Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections)

COS 199A, COS 199B, COS 199C

V. Student Demographics

The data shows high success rates in both retention and success. Program-wide the success rate is at 100%. The age cohorts is 100% across the board

There is no difference in gender success rate (all female this time period: female at 100%

The ethnic demographics success/retention rates are excellent: Hispanic, Asian, White and unknown – 100%

For data on course sections, success and retention, and student demographics please refer to data packet in your program review folder. Observations and reflections related to these data can be addressed in the appropriate “plus one” addendum.

Observations and comments about course, program and college level data can be made below.

- *Demographics - White - 44%, Hispanic - 32%, Asian – 19%, and Unknown – 5%.*
- *Gender demographics - 100% female for this time period*
- *Age demographics - 16% are < 20 years , 51% are 20-24 years, 28% are 25-49 years and < 5% are over 50 years.*

VI. Student Accomplishments

Provide current, interesting information about accomplishments of students who have participated in this program.

Provide examples of individual student success or instructional strategies that were effective.

Philanthropic and community outreach essential to community networking:

Fred Jordan – Faculty and students provided homeless mothers and children for free hair and esthetic services in downtown L.A. area

Foothill Unity – Faculty and students served low-income K-12 students in Foothill area for free back to school haircuts and manicures

House of Ruth – A home for battered women/child come to our department to received free services

Citrus College Veterans- Complementary haircuts for Veteran's during the second week of November in collaboration with Martha Mc Donald Vice President of Student Services

Locks of Love – Faculty and students sent in several donated hair to Locks of Love, an organization that caters to children who need wigs/hairpieces due to illness/cancer

Fifty Years of Cosmetology– Student work displayed at Citrus Learning Resource Library to showcase hair as a medium for art

Annual Hair Show – Global Flair, the department participates in a hair show extravaganza. The Cosmetology department partners with the Photography and Fine Arts departments to display student work while raising funds to donate to the Citrus College Foundation.

Pacific Clinic – Complementary haircuts were provided to adults and children

Volunteer Certificate Achievement Students – Exceptional leadership awards were given to students who volunteer their extra-curricular time

Dare to Care – A community effort to benefit Citrus Valley Hospice. Fundraising event pairing professional hair salons in the city of Covina with Citrus College Cosmetology students to shampoo, blow dry and assistant duties

Halloween Haunt– Fall Club Rush displaying Fall hair/makeup runway-looks for the Citrus College student body

Career & Technical Day – Hair and makeup demonstrations at Azusa High School career day

Photo shoot collaboration with the Photography department - cosmetology students as models/stylist for class assignments in relation to the photography department

Career Day – Cosmetology Department faculty and students market and provide insight into the cosmetology career at: San Dimas H.S., Sierra Continuation H.S., Bonita H.S.

Open House – Career & Technical – Open house highlighting department to incoming freshman from feeder high schools

Latina Leadership Network – “Pan con Dulce” event, provided certificates to neighboring high school student members

Jocelyn Senior Center – Complementary haircuts were provided to seniors at their annual health fair

Prom Makeovers - Prom makeovers were provided for 50 graduating senior Bonita High School students

Prom Makeovers - Prom makeovers were provided for Rosemead High School students

Every 15 Minutes– Anti drinking & driving event make-up application to discourage drunk driving for Prom attendees through the Pomona School District

Student Success

Hiromi Aono – Citrus College Key of Knowledge Recipient Student Award, CTE Division

Hiromi Aono – Student of the Year, Citrus College Cosmetology Student Recipient

Karlyne Flores – Most Artistic, Citrus College Cosmetology Student Award Recipient

Jennifer Lau – Most Academic, Citrus College Cosmetology Student Award Recipient

Norma Flores - Leadership Award, Citrus College Cosmetology Student Award Recipient

Jonathan Serna – Salon Sessions, Pasadena, Ca.

Thomas O'Hara – Salon Lavish, Covina, Ca.

Jonah Crescencio – Kut Haus Salon, Covina, Ca

Audrey Hamm – Luxe Salon, Glendora, Ca.

Jordan Valdez – Luxe Salon, Glendora, Ca.

Darlene Mendoza – Salon Lavish, Covina, Ca.

Cassandra Wetselline – Salon Lavish, Covina, Ca.

Erica Tormos – Salon Lavish, Covina, Ca.

Jessica Becker – Cutz Salon, Covina, Ca.

Diego del Aguila – Seanara Salon, Beverly Hills, Ca.

Diana Munoz - Refine Salon, Covina, Ca.

Jessica Davenport – Ricciolo Salon, La Verne, Ca.

Tiffany Carnes - Ricciolo Salon, La Verne, Ca.

Ann Marie Emery - Sports Clips, Rancho Cucamonga, Ca.

Rachel Ditlinger – Sports Clips, Glendora, Ca.

Mayra Brito – Leo's Hair Salon, Azusa, Ca.

Kristina Bridges – Carlton International, Rancho Cucamonga, Ca.

VII. Student Learning Outcomes Assessment Reflection

Academic Senate Approved 4/11/12

The overall reflection on SLOA's for academic school year 2013/2014 continues to be good. Success rates vary from 91%-100% for student outcomes. The tangible outcomes demonstrates and trickles down into the continued success of the cosmetology program. This is evident by the high completion rate and success rate achievements. The program uses the student learning outcomes in curriculum, syllabi and course instruction. The Advisory Board Members also support what is implemented in instruction and communicates to the faculty that Citrus College students are well trained and prepared for entry-level work positions.

2012/2013:

The overall reflection on SLOs by the faculty is positive. SLOs have been met and show accountability on tangible outcomes for the discipline of cosmetology. This is supported by an average passing rate of 98% to-date, a high completion rate of 99% and a partnership with local industry professionals who reference Citrus College cosmetology graduates as well-trained with an excellent reputation for work and preparedness, according to Advisory Board Members.



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VIII. Progress toward previous goals

During 2013 - 2014, we accomplished:

	Previous Goals	Progress/ Persons Responsible	Status	Institutional Goal
Goal 1 EMP	Develop a workable "tracking" system for 1 year graduates	In Progress		
Goal 2 EMP	Collaborate with facilities planners to create an educational environment analogous to a salon	Move to Budget/Facilities		
Goal 3 EMP	Use technology to increase student access to information and to record hours, student progress and testing as well as to support the College's environmental goals		In Progress Keep	2.2

In addition to previous goals, during 2013 - 2014, we plan to:

	Description	Actions / Target Date	Data Index*	Institutional Goal**
Goal 1	Update Webpage including photos and publications	Fall 2015		
Goal 2	Utilize guest speakers to mentor students and network for prospective work	Spring 2014		
Goal 3	Develop a workable data collection system for licensure	Spring 2015		
Goal 4	Network with businesses for student employment opportunities	Fall 2015		

*For institutional goals visit link below.

<http://www.citruscollege.edu/admin/planning/Documents/StrategicPlan2011-2016.pdf>

**For Educational and Facilities Master Plan, use table below.

EFMP 1 – Use technology to increase student access to information and to record hours, student progress and testing as well as to support the College’s environmental goals.
EFMP 2 – Collaborate with facilities planners to create an educational environment analogous to a salon.
EFMP 3 – Create two new courses: (1) in collaboration with Theater Arts, a course on make-up and wig styling for theatre productions, and (2) in collaboration with photography, a course preparing models’ hair, makeup, and costumes for still photos and//or videos.
EFMP 4 – Reinstitute the Department of Barbering and Cosmetology instructor certification course by creating a crossover cosmetology/barbering course and/or barbering program.



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IX. Budget Recommendations for 2014 - 2015

(Add rows or attach additional pages as needed for complete description / discussion)

Certificated Personnel (FNIC)

Position	Discuss impact on goals / SLOs	Impact	Priority
1 Full-Time Esthetician	Replace 2 retirement positions	1 Full-time Esthetician to fill the need of projected growth according to BLS, EDD	1 Full-Time Esthetician
2 Full-Time Cosmetology	Replace 2 retirement	2 Full-Time Cosmetology to fill the need of projected growth according to BLS, EDD	2 Full-Time Cosmetology

Classified Personnel

Position	Discuss impact on goals / SLOs	Impact	Priority
Clerk III	To track daily student data and progress		1

Staff Development (Division)

Item	Discuss impact on goals / SLOs	Cost	Impact	Priority
Retreat Faculty	Team Building			2
Professional Development	Intl Esthetics, Cosmetics & Sp Conferences (IECSC) Las Vegas, NV June 22-24 2013			2
Professional Development	Special Effects Make Up Course			2

Facilities (Facilities)

Describe repairs or modifications needed	Discuss impact on goals / SLOs	Building / Room	Impact	Priority
Create a Senior hair salon in the new Esthetics building	Create a professional environment for students	TC 108		2
Warm water necessary	Plumbing upgrade required	TC 208		1
Faculty work/break room	Faculty need a place to communicate/take a break	Re-do dryer area		2

Computers / Software (Tec's)

Item	Discuss impact on goals / SLOs	Cost	Impact	Priority
LED Big Screen Smart TV's	The goal is to replace the classroom projectors with large LED big screen (70" or greater) displays.	\$24,000		2

Equipment

Item	Discuss impact on goals / SLOs	Cost	Impact	Priority
32 doll heads + 8 tripods	Instructors need supplies to demonstrate course instruction	\$150 each		2

Supplies (Division)

Item	Discuss impact on goals / SLOs	Cost	Impact	Priority

General Budget Guidelines

Budget Preparation Tips:

- Include items on the budget form that are needed for program success even if there is no financial need associated with the request (i.e. training that could be accomplished with on-campus resources, sharing of resources with another discipline or department etc.)
- Whenever possible, obtain actual cost for the items / equipment you wish to purchase. This avoids situations where items are considered for purchase but it is determined that the actual cost greatly exceeds the original estimate.
- Identify unit cost (cost per item) and the number of units desired in requests.
- Indicate if there is a lower level of financial support that would be workable in your educational plan – if you request \$30,000 for a classroom set of equipment (one item for each student), if \$15,000 were available, would it be possible for two students to share an item? Is the request “All or nothing”?

Determining Budget Impact:

Indicate one or more of the following areas that your request will affect:

M = Mission: Does the request assist the program in meeting the District’s mission and established core competencies and / or diversity?

N = Need: Does the request assist the program in addressing needs based on labor market data, enrollment, articulation, advisory committee, regional agreements, etc.?

Q = Quality: Does the request assist the program in continuing or establishing appropriate lecture/lab unit values? Will the request assist in the regular reviewed / updated of course outlines? Is faculty development adequate? Does program need support in addressing the State and District emphasis on critical thinking, problem solving and written expression? Does program need support to meet stated objectives in the form of SLOs? Do course pre-requisites and co-requisites need to be validated?

F = Feasibility: Does the request assist the program maintain adequate facilities, equipment, and library resources? Is there a need for repair or modification of facilities? Is there a need for new equipment or supplies? Are course offerings frequent enough for students to make adequate progress in both day and evening programs? Does the program have adequate communication with & support from Counseling?

C = Compliance: Does the request assist the program in meeting Federal, State & District requirements? (Do the course outlines meet state, district & federal regulations for content? Do vocational programs have regular advisory meetings?)

Budget Priorities:

When establishing priority, consider the following:

Priority 1: This item is mandated by law, rule, or district policy.

Priority 2: This item is essential to program success.

Priority 3: This item is necessary to maintain / improve program student learning outcomes.



Cosmetology-Esthetician

X. Career Technical Education

TOP CODE: 3007 COSMETOLOGY AND BARBERING

Advisory Committee meeting date(s): Cosmetology: 01/22/13
Esthetician: 11/1/13

1. Advisory Committee recommendations

1.	Improve technical skills on men's haircutting/short hair women's haircutting
2.	Improve the technical skills on detailed finish work on blow drying and shampooing
3.	Improve sales and business minded thinking when students enter the professional environment.
4.	
5.	

2. Are these Advisory Committee minutes on file with Academic Affairs?

YES NO

3. Vocational Funds

Source	Purpose	Amount
VTEA	Classroom computers, Esthetics equipment, New curriculum in esthetics	\$12,000

4. Labor Market Data 2010 – 2022

State and National Trends

United States	Employment		Percent Change	Projected Annual Job Openings [†]
	2012	2022		
Hairdressers, Hairstylists, and Cosmetologists	611,200	688,700	+13%	22,060
California	Employment		Percent	Projected

	2012	2022	Change	Annual Job Openings [†]
Hairdressers, Hairstylists, and Cosmetologists	40,400	48,500	+20%	1,750

[†]Projected Annual Job Openings refers to the average annual job openings due to growth and net replacement.

National Data Source: [Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections](#)

State Data Source: [California Employment Development Department, Labor Market Information Division](#)

State and National Trends

United States	Employment		Percent Change	Projected Annual Job Openings [†]
	2012	2022		
Skincare Specialists	44,400	62,000	+40%	2,130
California	Employment		Percent Change	Projected Annual Job Openings [†]
	2012	2022		
Skincare Specialists	5,100	7,200	+41%	250

[†]Projected Annual Job Openings refers to the average annual job openings due to growth and net replacement.

National Data Source: [Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections](#)

State Data Source: [California Employment Development Department, Labor Market Information Division](#)

State and National Trends

United States	Employment		Percent Change	Projected Annual Job Openings [†]
	2012	2022		
Manicurists and Pedicurists	86,900	100,400	+16%	2,070
California	Employment		Percent Change	Projected Annual Job Openings [†]
	2012	2022		
Manicurists and Pedicurists	23,000	28,500	+24%	740

[†]Projected Annual Job Openings refers to the average annual job openings due to growth and net replacement.

National Data Source: [Bureau of Labor Statistics, Office of Occupational Statistics and Employment Projections](#)

Stat

(California Employment Department Labor Market Information for Los Angeles, Long Beach-Glendale, Ca. Metropolitan Division) Outlook

Occupation	Soc Code	Employment Estimated 2010	Employment Projected 2020	% Change
Hairdressers, Hairstylists & Cosmetologists	39-5012	9950	11440	15.0%
Manicurist/Pedicurist	39-5092	4590	5260	14.6%
Sales Representatives, services, all other	41-3099	22120	25600	15.7%
Demonstrators and Product Promoters	41-9011	3980	4660	17.1%
Skincare Specialists	39-5094	2740	3340	21.9%
Shampooers	39-5093	N/A	N/A	N/A
Makeup Artists, Theatrical and Performance	39-5091	560	650	16.1%

5. Discuss demand for workers in this TOP code based on CA Employment Development Department Labor Market Information for Los Angeles County and Advisory Committee input. Describe the rationale for use of data regarding additional geographic areas.

Due to CTE Title V requirement projection needs to be completed every 2 years, will address this in 2013.

The data is the most current available through the California Employment Development Department for the Los Angeles, Long Beach-Glendale Metropolitan areas of California. It is categorized to have an expected growth considered “bright outlook” for the occupation of hairdresser, hairstylist and cosmetologist and “faster than average” for skincare specialist.

Not included in the table is an expected growth of 17.9% in the Inland Empire Area, which is an area many of our students travel from and currently live. Also, the license acquired by the students is for the state of California which is expected to achieve an overall growth of 20%, with a significant increase in the Northern California Area which is over 22.2%. Additionally, the projections for the San Diego area are 31.9% for cosmetologist, 29.8% for skincare technicians and 33.3% for manicurist/pedicurist. The license allows students to work in any part of California.

CORE INDICATORS

Indicator	2009-10 (Actual)	2010-11 (Actual)	2011-12 (Actual)	2012-13 (Proposed)	2013-14 (Planning)
1. Technical Skill Attainment	96.30	95.97	96.37	97.48	96.14
2. Credential, Certificate, or Degree	91.94	80.37	88.89	89.18	96.51
3. Persistence or Transfer	58.37	60.86	72.77	79.33	87.36
4. Placement	75.57	72.73	78.95	65.80	76.88
5. Nontraditional Participation	2.39	3.79	4.36	3.27	2.15
6. Nontraditional Completion	1.27	3.70	3.61	3.85	1.76

Core 1 - Skill Attainment, GPA 2.0 & Above:

Core 2 - Completions, Certificates, Degrees and Transfer Ready :)

Core 3 - Persistence in Higher Education :)

Core 4 - Employment: 79.86% Performance Goal

Core 5 - Training Leading to Non-traditional Employment:

Source: CCCC MIS Database, EDD Base Wage File, CSU Chancellor's Office, UC Office of the President, 2000 Census, Student Loan Clearing House

CITRUS COLLEGE Negotiated Level	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
1. Technical Skill Attainment	92.46%	92.46%	87.93%	88.81%	88.82%	87.27%
2. Credential, Certificate, or Degree	66.13%	66.13%	78.95%	82.05%	80.93%	81.50%
3. Persistence or Transfer	82.18%	82.18%	83.62%	85.96%	85.86%	86.50%
4. Placement	79.86%	79.86%	80.33%	82.21%	81.48%	76.97%
5. Nontraditional Participation	12.58%	12.58%	19.05%	20.37%	22.08%	22.60%
6. Nontraditional Completion	12.02%	12.02%	19.72%	22.10%	25.00%	26.50%