



Cosmetology 2014 - 2015

Year Five Focus Area: PROGRAM SELF EVALUATION and SUMMARY¹

Program review should model a miniature accreditation self-evaluation process within a designated area of the campus. In essence, it provides a model and practice that generates and analyzes evidence about specific programs. Eventually this work should guide the larger work of the accreditation self-evaluation as well as guiding planning and budgeting decisions. The review should be a candid self-evaluation supported by evidence, including both qualitative and quantitative data. It should honestly document the positive aspects of the program and establish a process to review and improve the less effective aspects of a program.

Program Review: Setting A Standard – The Academic Senate for California Community Colleges

I. Program Description

The Cosmetology Certificate provides 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 of Barbering and Cosmetology exam.

II. Discuss progress toward objectives identified in the Educational and Facilities Master Plan 2011 – 2020.

The Cosmetology Program identifies and works on various strategic objectives in the Educational and Facilities Master Plan 2011 – 2020 as well as the Strategic Plan. Specifically:

Strategic objective 1.1.6: “to provide additional opportunities for internships, job shadowing and work experience to help students apply learning to careers.”

This is done through the mentoring from local business leaders that are on the advisory board committee. These experts present workshops with students, provide community outreach and contribute hands-on training. Also, the lab portion of the program is extremely valuable in providing the hands-on work experience needed for prospective workers by utilizing practical instruction and the community at large.

Strategic Objective 2.2.6: “to conduct a comprehensive review of certificates, including the use and selection of advisory committees, articulation and promotion strategies are implemented but could be expanded.”

Although the program met twice with select advisory committee members and heeds the advice of the experts, the cosmetology program should develop an articulation strategy with feeder high schools and adult education programs.

Strategic objective 5.2.4: “to expand the use of student learning outcomes is implemented in the program and curriculum.”

Along with the use of Student Learning Outcomes, the assessments are used to initiate dialogue to make improvements.

Strategic objective 2.3.8: “to develop a program to promote cross-cultural awareness through.... clubs and mentors.”

This program has had an ongoing relationship between faculty, student and the community for many years.

Strategic objective 2.2.3: “to increase communication between the counseling department and instructional departments.”

This has been implemented through a SEP plan with incoming freshman students prior to beginning the program. Also, an orientation class which provides insight and outcomes gives registration priority for those who attend.

III. Are there obstacles or barriers that restrict the rate of student completions or are delaying timely completion?

There are no obstacles or barriers that restrict the rate of student completion or the delay in terms of time. In fact, the Cosmetology program excels in completion aiding in the college’s endeavor to promote more certificates and successful completers. Currently, students in the cosmetology program have a 98% retention rate along with a 95% success rate. The projected time of completion is met and exceeds the completion rate of most programs.

IV. Identify three to five measurable self-improvement objectives to improve student retention and completion during the next five years.

Since the Cosmetology Program currently achieves high retention (98%) and high completion rates (95%), the current practices and student outcomes should continue. First, this program will continue to prepare students to pass the State Board of Barbering and Cosmetology licensure exam. Second, the cosmetology program will continue to meet high standard preparedness for employment creating workers that are favored over graduated students from competing institutions. Lastly, the Citrus Cosmetology program needs to align students with businesses to create a relationship/shadowing program to transition students into the workforce. More importantly, the most appropriate goal is to continue to offer this program to meet market demand in this next ten years – 2022. The projections by the Bureau of Labor Statistics, California Employment Development Department and O*Net are excellent and goals should be in place to grow the program to meet those projections – National projections 13%, State projections 20% according to O*NET (Occupational Information Network) created by the State of California Employment Development Department, Labor Market Information <http://www.projectinscentral.com/Projections/LongTerm>

V. Discuss opportunities for change that may exist within the next five years.

The opportunities for change should be to meet the increases projected by national and state agencies for future market demands. The need to replace retired workers and to meet growth for cosmetologists is higher than the average -11%, projections for most occupations. A cosmetologist is licensed to work on skin, hair and nails; the projections for all three occupations are strong. A skincare specialist has a 40% projection increase nationally, and 41% increase statewide. A manicurist has a projected increase of 16% nationally, and 19.1% statewide. A hairdresser/hairstylist has a projection increase of 13% nationally, and 20% statewide. That is an *annual* job increase of 1,750 statewide and a 22,060 *annual* increase nationally respectively, according to O*NET (Occupational Information Network) created by the State of California Employment Development Department, Labor Market Information through the year 2022.

¹ Reference to Accrediting Commission for Community and Junior Colleges (ACCJC) Standards:

Standard IIA.2 (b) The institution relies on faculty expertise and the assistance of advisory committees when appropriate to identify competency levels and measurable student learning outcomes for courses, certificates, programs including general and vocational education, and degrees. The institution regularly assesses student progress towards achieving these outcomes.