

## Santa Monica College Advisory Board Meeting

March 19, 2019

Welcome and department updates from Debbie Perret:

The purpose and intent of the Advisory Board is to provide our department an opportunity to communicate and brainstorm with professionals, educators and business operators within our field about issues that are relevant to our students, faculty and the industry at large. In this way, we hope to better equip both the educator and the educated with the tools necessary to perform effectively.

- The Cosmetology Department is trying to bring back night courses in skin care.
- The barbering program is under construction currently.
- The conversion of department certificates to Certificates of Achievement in Salon Business, Esthetician and Nail Care.
- Program updates include Cosm 40 to Esthetician and Bus 34 to Salon Business Certificates.
- We would also like to increase the amount of professional development options for instructors.

### Questions of interest:

1. Santa Monica College currently offers students a Department Certificate in Esthetician, Nail Care and Salon Business. We are converting the Department Certificates to Certificates of Achievements. This way the Esthetician, Skin Care and Salon Business Department Certificates would become Certificates of Achievement. This would mean that the Certificate of Achievement would be transcribed. When an employer looks at the students transcripts it would indicate what certificate the student has achieved. Do you, as a committee think this is valuable?

**Advice from committee:** Everyone agreed that a Certificate of Achievement in Esthetician, Nail Care and Salon Business would be valuable to both the student and the employer as well. This way the employer will see not only the grades the students earned but what certificates were achieved.

2. Santa Monica College is adding Cosm 40 to the Esthetician program. As you know the Board of Barbering and Cosmetology has increased the amount theatrical instruction the students need in terms of Health and Safety. Cosm 40 covers the additional time in class they need to cover the Health and Safety, Rules and

Regulations that are need to comply with the BBC. Do you think this is a good idea to add Cosm 40 to the Esthetician Program?

**Advice from committee:** All committee members agreed that the students need to be in compliant with the BBC and that Health and Safety is a big part of the industry. Employers stress the need for cleanliness and sanitation in the work place to avoid the spread of contagious fungus, viruses and bacteria.

3. SMC is creating a Barbering Certificate of Achievement, AS degree and Department Certificate in Barbering Crossover. Do you think this is a good idea? Are their jobs for barbers?

**Advice from the committee:** The employers in the group employs barbers and agreed that it was a positive move for our industry. This is a wonderful opportunity for the students to do a cross over program at SMC because it would only take 200 hours to achieve before the student is qualified to sit for the BBC for a license in barbering.

4. Have you ever employed any of our students? If so how can we improve the skill level of the students who have completed one of our programs?

**Advice from the committee:** Yes, students need help and practice with blow drying and haircutting.

5. Santa Monica College would like to add a course to the Salon Business certificate. Bus 34 is a class that will emphasize social media's strategic role in traditional marketing, how to build effective social media marketing strategies, and how to track their effectiveness. Do you think this is valuable?

**Advice form the committee:**

All committee member were in agreement. Social media is a good way to get exposure and gain clientele.

Attendees: Debbie Perret, Kesenia Oster-Miller, Linda Gorsh, Brenda Lopez, Sue Moisan & Helen LeDonne