

# SAN DIEGO CITY COLLEGE

## COSMETOLOGY ADVISORY COMMITTEE

Monday, April 24, 2017  
City College, Room BT-213  
10:07am – 11:34am

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### **MEMBERS PRESENT:**

Azam Awan, Sudabeh Phillips (Chair), Kim Czerwonka, Sylvia Leon, Constance Calhoun, Patricia Grooms-Jones, Rose LaMuraglia (Dean)

### **CONSULTANTS PRESENT:**

Sharamis Martin, Molly Schilpp, Janise Robinson, Curtis Venters, Tiffany Whorton, Nina Nears, Andrea Singer

### **CONSULTANTS ABSENT:**

Tracy Gillespie, Derrick Banks, Amy Valdez

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### **CALL TO ORDER**

The meeting was called to order by the chairperson, Sudabeh Phillips, at 10:07am in room BT-213.

### **AGENDA ITEMS**

- a. **CURRENT STRUCTURE OF THE COSMETOLOGY PROGRAM:** Sudabeh explained that the Cosmetology Department holds orientations every Friday in an effort to make their program more accessible. She explained that the Cosmetology Department has recently added an evening Esthetics Program, and an evening Nail Technician Program. Furthermore, Sudabeh explained the structure of the Cosmetology, Esthetics and Nail Technician classes, units per class, concurrent enrollment and subjects covered in the different classes.
  - *Question: What does the Esthetics Program cover?*  
*Using big machines for client services, currents, frequencies, microdermabrasion, suction, chemical peels/PCA Certification, State Board Review, Euro-facials, advanced hair removal, and some makeup fundamentals.*
- b. **DIRECTION OF THE COSMETOLOGY PROGRAM & ASSOCIATED COURSES**  
Dean LaMuraglia expressed interest in offering an Associate's Degree option for Esthetics students. The Industry members unanimously agreed that it would be in the students' best interest to offer further education, specifically in CTE skills for Esthetics students. The industry members highlighted writing and English proficiency skills as something they often find recent graduates are lacking. Additionally, they explained that students who only receive education in Cosmetology and Esthetics need more business skills before they graduate. Specifically, they need further education on how to start a business. Dean LaMuraglia explained that the Associate's Degree for the Esthetics Program would include the Stage Makeup program, and students would be asked to assemble a portfolio. Dean LaMuraglia asked if the industry members thought taking a photography class would benefit

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these students, and the industry members believed that it would.

The industry members suggested that students should have a choice between taking the Stage Makeup classes and taking more advanced business classes to earn their Associate Degree. Dean LaMuraglia explained that the Cosmetology Department is considering having the students take classes that would teach them about starting a small business. Additionally, the students would learn how to create business plans. They would also take courses on business communication, and become more skilled in writing for businesses. If Esthetics students who wish to earn their Associate's Degree take Stage Makeup classes as well as Business Communications, the combination will give them enough units to earn their Associate's Degree.

- *Question: Are these classes going to be optional?*  
*In order to expand Esthetics into an Associate Degree program, the Cosmetology Department will need to add more units for the students to complete. There are students who have expressed interest in learning more advanced business skills, and there are some who want to earn certificates for more advanced techniques. The Strong Workforce grant has allowed the Cosmetology Department to make their program stronger. Although many students receive financial aid, not all are eligible. As such, many students who are passionate about Esthetics find themselves unable to afford the program. If Esthetics were expanded into an Associate's Degree program, that would allow more students to become eligible for financial aid and in turn, make the program more accessible.*

Sharamis Martin added: Many students will not want to take business classes since that is not their major. However, an overwhelming majority of students who receive their licenses do not have the business skills to be successful and prepared for being a professional in their field. Many people view Cosmetology and Esthetics as a back-up, however it can be a lucrative and valid business. Students should be required to further their knowledge in business. This will prepare them to be successful entrepreneurs.

- *Question: "Is City teaching blowouts, keratin treatments and hair extensions?"*  
*"In the client services lab, we have students who are capable of performing these services. However these services are not on our client services menu, so we cannot advertise them. We have students who practice these on each other, however they are not formally trained".*

The industry members mentioned that there is a market for advanced techniques, such as braiding and up do's. Industry members commented that this business is all about client retention. Thanks to social media such as Instagram, trends are always changing. Students need to be able to know how to keep up with the trends, as well as how to keep their clients' attention. Clients want a relationship with their stylists, and to see their work on social media. Students need to learn how to communicate with clients, showcase their skills, and focus on increasing their skill set to stay current.

- *Question: "Do you think our students should offer more chemical and medical services?"*  
*"Many clients will be interested in Botox and fillers. However these services could pose as a safety issue. Having a nursing background is recommended for working in a medical environment. Students should focus more on preparing for the State Board. Perhaps you could have a guest lecturer who works in the medical field visit the students, and teach them about administering these*

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*kinds of advanced medical treatments. Advanced technique classes would be truly beneficial; however they should not focus too much on trends, since trends are constantly changing. But having the advanced knowledge will definitely help students earn more money in their fields”.*

Andrea Singer added: “The Cosmetology and Esthetics students in the Stage Makeup class are blooming like flowers. We’re here to help them get jobs. They need to go out and get freelance jobs, which many of them are already doing. We have a student at Coachella with a tent, doing hair and makeup. We need to teach them how to market their creativity. Students typically either gravitate towards glamour makeup or theatrical makeup. It would be a good idea to attend local events like Comic Con and showcase what our students can do. I would love to see an Esthetics Associate’s degree, especially one that incorporates the Stage Makeup classes! I think one area these students need more training in is how to interact with clients, while doing their makeup. In this line of work, students have to remain calm and professional, and make the client feel good”.

- *Question: “How much longer will the Esthetics Program be if students wish to pursuit an Associate’s Degree”?*  
*“If students wanted to achieve their Associate’s Degree, they could do it in a year”.*

Sylvia Leon asked: “Many of our nail technician students are interested in advanced techniques and training as well, what would you recommend we teach them”? The industry partners responded with recommendations including: How to utilize the new tools in the market, such as electric nail files.

c. SUCCESS OF PROGRAM COMPLETERS; HOW ARE OUR GRADUATES DOING IN THE FIELD?

Molly Schilpp: “Members of our industry are more than beauticians, we have to know how to apply for liability insurance and other components that go into starting up a business. We believe that if you make advanced business classes required to receive an Associate’s Degree in Esthetics, your students will be more successful than private school students. We understand that in Advanced Esthetics students learn about business skills, but students need further education in this area to be successfully marketing themselves”.

Nina Nears commented that: “Many people who are popular on social media are not licensed. This leads to clients watching their videos and hurting themselves. Then they come to licensed professionals and want them to fix the situation. It may be beneficial to include some current styles from social media in the classroom”.

Patricia Grooms-Jones explained that: “Paul Mitchell promotes their own products in their advanced classes. We should have a product line to promote for our advanced classes; however we would need secure funding to do so. Many people are motivated to take these types of classes to learn about the new and exciting products that are being developed. Dean LaMuraglia responded “We are constantly fighting for funding for our growing programs. We hope to find a product we can align ourselves with”.

Andrea Singer mentioned that: “Bridal and event makeup is so lucrative for our students”.

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Nina Nears explained: “Advanced classes are really essential to be successful. We turn people away who only have basic education. We need people to come in and be able to do what we are already doing”.

d. ACTION ITEMS

- *Question: Dean LaMuraglia asked “How many of our Industry members believe that making the Business classes mandatory for an Associate’s Degree in Esthetics is of value to our students” Unanimously, the Industry members agreed that it will be of value.*
- *Question: Dean LaMuraglia asked “Please raise your hand if you find value in the Esthetics Associate Degree including Business 157 (Plan for the Small Business), Business 155 (Managing the Small Business), Business 119 (Business Communications) and Drama 124 ( Stage Makeup)”. Unanimously, the industry members agreed that it will be of value.*
- *Question: Dean LaMuraglia asked “Can we do a series of seminar classes for 1 unit each of advanced topics? Such as eye lash extensions, advanced styling, advanced chemical services; will this be of value?” Unanimously the industry members agreed that it will be of value. The industry members explained that not only will this benefit our current students; it will attract many people who are already licensed, and wish to further their education. Additionally, we would be making advanced techniques and education more accessible than private schools such as Paul Mitchell.*
- *Question: How many people think we need advanced Nail Technician classes as well? Unanimously, the industry members agreed that it will be of value.*

ADJOURNMENT

No further comments. The meeting adjourned at 11:34pm.