**Occupational Advisory Committee Members**

Kathleen Carver  Spa Salon Owner  
Leah Davis  Salon Manager  
Maura Degen  Former Student Representative  
Sandy Hummel  Private Salon Owner  
Chelsey West  Student Representative

**Executive Advisory Committee Representative**

Denise Lavery-Frasca  Jeanes Hospital
Cosmetology students must earn 1250 hours to receive their cosmetology license which are not possible during 2 years of high school. EASTERN offers a 5-week program in the summer for an additional 150 hours. Students must attend the summer sessions during both their junior and senior summers in order to reach the 1250 hours needed to receive their cosmetology license.

Students are now able to apply for and take their state board theory exam at 900 hours. Most students with good attendance will be able to take advantage of this early testing by March/April of their senior year. If students pass their state board theory exam early all they must do is finish their 1250 hours and they will be licensed. Early testing gives the students who fail the theory exam a chance to remediate while they are still in school and retest before graduation. The other advantage to early testing is that students who can not finish their hours here at EASTERN have an easier time transferring all their hours to a private school if they can show the school that they have already passed the state board exam and only need to finish the hours. The 2016-2017 school year was the 3rd year early testing was made available to students and every student who was able to test early during the school year took advantage of the opportunity and 100% of all those students passed the state board exam.

Data from ONET and U.S Bureau of Labor and Statics Occupational Profile for cosmetologist indicates cosmetologist held approximately 673,700 jobs nationally in 2016. Opportunities for these workers are projected to grow +10% by 2026 which is faster than average, with 82,400 current job openings.

The median wage for cosmetologists nationally in 2016 was $24,300 and in Pennsylvania the median pay is $29,900. The current rate for cosmetologist ranges widely due to the type of shops, specifications of job specialties and location of salons. We believe that these rates also do not fully take into consideration the large percentage of income that stylists earn from tips.
Program Data Analysis
Data for enrollment, retention, and successful program completion did not on average meet EASTERN goals.

2015-2017 Key Indicators of Program Success (KIPS)

Enrollment – Goal is 80%
2015 - 72.5 %, 2016 - 75%, 2017 - 77.5%

Completion- (includes students who dropout) Goal is 73%
2015 - 69.7%, 2016 - 71.4%, 2017 - 72.7%

Placement- Goal is 84%
2015 - 53.3%, 2016 - 58.3%, 2017 - 45.0%

NOCTI scores are Advanced. Cosmetology scores are consistently above the national and state averages in both the written and practical tests.

Program Viability

After examining the data regarding the employment outlook to the year 2026, Cosmetology is a viable program and should be continued. The data, as stated above, is very clear that there will be a consistent increase in job opportunities in all three areas: cosmetologist, nail technician and esthetician. According to O*Net, overall employment is projected to grow much faster than average due to increasing population, incomes and demand for personal appearance services. As workers retire, transfer to other occupations or leave the labor force for other reasons, numerous job openings will be available. As a result, job prospects should be plentiful.

Program Specific Questions- Cosmetology

What are the current and/or new certification available for students in the program?
Cosmetology is governed by the PA state board of cosmetology. The current testing company hired to provide licensure test is PearsonVue. PearsonVue started testing the summer of 2011.

That state board of cosmetology allows licenses for nail technician, esthetician, natural hair braider, Cosmetologist, cosmetology teacher and limited practice teacher. EASTERN currently provides for additional hours in the summer and during teacher in-service so that students may reach the 1250 hours needed to achieve their cosmetology license by the end of their senior summer.

The major concern is enrollment. While the number of potential 11th and 12th grade students is declining, Cosmetology has experienced an unprecedented loss of students.

<table>
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<tr>
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Cosmetology students must earn 1250 hours in order to sit for their cosmetology boards which are not possible during 2 years of high school. EASTERN offers a 5 week program in the summer for an additional 180 hours. Students must attend the summer sessions during both their junior and senior summers in order to reach the 1250 hours needed to sit for the cosmetology boards. The state does offer the possibility of letting students who have 90% or better attendance and have completed all their tasks the ability to sit for boards at only 900 hours. The committee has recommended that we start implementing a policy so that more students are aware and can take advantage of the 900-hour early testing option and increase licensing rates.

*Are there any changes in regards to “Green Technology” that may affect the program and the respective industry?*

The committee does not recommend adding any class time to “green technology” but just to continue discussing advances in these technologies where or when appropriate.
Environmental protection is an increasing factor in the planning and conduct of many businesses. What are the considerations that must be addressed in the curriculum to facilitate these concerns (i.e. OSHA regulations, safety concerns, chemical usage and disposal)?

EASTERN has always and will continue to follow the safety requirements of the State Board of Cosmetology. The State Board and its laws are part of the cosmetology curriculum.

Are there any post-secondary opportunities (dual enrollment, articulations) for graduates of the program?

Currently we have no dual enrollment or articulation agreements, and none are currently available in Montgomery County.

Our committee would like to work with EASTERN to explore private school’s articulations agreements for students who could not finish their required cosmetology hours or for students who wanted to pursue the additional hours required to receive a cosmetology teacher’s license or barbering license. Many of our students are expressing interest in attending makeup classes after graduation and our committee would like to explore the benefits of better connecting our students to those schools and classes.

What are the current industry trends regarding employment as well as entrepreneurial opportunities?

Our committee believes that jobs are always available. The skills required for employment beyond the ability to pass the state board exams are experienced with customer service and excellent people skills.

There are many more jobs than just being a hairdresser. Graduates could become a salon representative, company representatives, product educators, platform artists, nail technicians, estheticians, makeup artists, teachers, or salon managers and owners just to name a few.

Business operations still include full service salons as well as a growth in niche salons (i.e. blow-dry salons, children salons, men’s barber style salons, day spas
etc.). Licensed Cosmetologist can become salon owners either as sole proprietorship, partnerships or larger franchise salons.

ManeStreem is the newest addition to our industry, known as the Uber for hair. It is a beauty and wellness services app where users can use their mobile phones to book onsite (in home or offices) appointments with beauticians and stylists. This allows stylist to work as independent contractors and set their own prices and schedules.

ManeStreem offers portfolios, bios, and reviews of providers in the area, from which users can select one that fits their style and budget, and chose the location, date, and time for the services. ManeStreem connects users with professionals that offer on-location beauty services such as hair styling, makeup, massages, manicures, pedicures, and facials. The company also offers wedding and corporate event beautician services.

ManeStreem was founded by Santos Gonzalez in 2014. The company is based in Philadelphia, Pennsylvania.

Pennsylvania does not have an understanding or reciprocity with Connecticut, Colorado, Florida, Hawaii, New Jersey, New Mexico, Rhode Island, or Utah. A PA Licensed Cosmetologist is granted reciprocity with any other US state, which makes relocation and job searches easy.

Most salons are using social media to market their salons and artists. More and more salons are using internet sites like groupon.com or livingsocial.com to promote specials and increase business. Many salons are using computerized appointment books and record keeping. There are also an increasing number of online sites offering both technical and customer service advice for salon employees like behindthechair.com, redken.com and clairolpro.com.

Milady is the number one provider of beauty and wellness learning solutions for schools all over the world. Milady has also increased the amount of online materials they offer as well as adding some virtual reality coarse. They have introduced a haircutting simulator for students to virtually cut hair.

There is trend just starting, the deskless front desk. You always want to improve customer service in your salon—because with better customer service comes higher retail rates and increased client retention. But how, in today’s I’d-rather-not-talk-to-you-if-I-don’t-have-to world, can you create the best customer service
in your salon? That’s where the deskless front desk comes in. Its based on the concept of the Apple store. Several salons are now redesigning their salons around this new concept. It’s going to be increasingly important that students know how to work in this new customer service arena and know how to use the technology and teach it to their customers.

Recommendations

Based on the industry trends discussed above, the OAC makes the following recommendations:

Recommendation #1
The Occupational Advisory Committee recommends that the metal dryer and iron holders in both the practical labs and the metal inserts on the manicure table be replaced or cleaned properly to remove rust.

Recommendation #2
Due to the rising cost of the student’s nail kits and the removal of the nail license requirement from the cosmetology program, the committee recommends an investment in a school nail kit to offset the cost of the student kit. Purchase two (2) kits per year at $100 per kit.

Recommendation #3
The committee recommends the replacement of the facial machine in the cos 2 lab. It has not been replaced for 10 years and is due for an upgrade. Approximately $3000.

Recommendation #4
The committee recommends the purchase of chair manikin holders. This purchase will allow students to practice with the chairs, keep the practical labs less cluttered and keep excess water off the counter tops and prevent more water damage to the stations and metal inserts. Approximately $3000.

Recommendation #5
Due to the increasing amount of technology used in this industry the committee recommends the continued use of technology in the classroom. IPads (2) for students use in the classrooms. Approximately $700.
**Recommendation #6**
Replacement of the cosmetology chair bases or total chair replacement. 48 chairs at $300-$400 per chair. Approximately $14,400-$19,200.

**Recommendation #7**
Research and test run the MindTap online textbook and accessories for potential replacement of hardbound texts and workbooks.

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**Time Line**

**Phase 1  2018-2019**

- Facial Machine (replacement) $3000.00
- Nail Kits (2) $200.00
- Clean metal inserts on tables to remove rust.

Total $3,200.00

**Phase 2  2019-2020**

- Chair Mannikin Holders $3000.00
- iPad (2) $700.00
- Nail Kits (2) $200.00

Total $3,900.00

**Phase 3  2020-2021**

- Cosmetology chair replacement $14,400-$19,200
- Nail Kits (2) $200.00
- Explore MindTap online curriculum system.

**Program Review Total:** $21,700.00-$26,500.00
## Eastern Center for Arts and Technology

### COSMETOLOGY

#### Program Review Implementation Status

**October 2018**

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