

Eastern Wyoming College

Instructional Program Review 2017-2018

**Program:
Cosmetology**

Prepared by:

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EASTERN WYOMING COLLEGE Instructional Program Review

Program Name: Cosmetology

Part I: Statistical Data from the past three years:

	2014-2015	2015-2016 *	2016-2017 *	5-Year Average
Annualized FTE Enrollment	33.8	24.6	35.3	31.7
Annualized FTE Faculty	3.6	3.5	3.8	3.7
# Students	32	30	35	32.8
# Graduated	10	12	12	10.5

FTE = Full-time equivalent Notes:

Modes of Delivery:

online compressed video face-to-face

Advisory Committee Members and Title or Role:

Betty Abernathy-Executive Director of Wyoming Board of Cosmetology
 Jean Soto- Inspector/Investigator Wyoming Board of Cosmetology
 Matt Matlock- Barber Shop Owner/Licensed Barber
 Jan Alexander- Salon Owner/ Licensed Cosmetologist
 Donna Charron- Community Member/Licensed Cosmetology Instructor and Cosmetologist

Revisions in Curriculum since Last Review:

In 2016 the Wyoming State Board of Cosmetology, through legislation, reduced the number of required clock hours for Cosmetology from 2000 to 1600. This took effect on January 1, 2017. We responded by reducing the number of clock hours for the Cosmetology AAS program at Eastern Wyoming College from 2000 to 1800 and reducing the credit hours from 72+ to 60+. Curriculum for all other programs have remained the same.

The Barber program was added fall 2018.

Part II Narrative Analysis

Description of Community Need:

Current Community Need/Growth of Industry:

An essential part of the cosmetology department is to provide services for the public, through our school salon, at a reduced rate. Since moving to the new area in CTEC, service sales have increased. This increase can be attributed to better visibility and an increase in students to service clients. The cosmetology department offers a full line of services to clients in the areas of esthetics, nails, hair and now barbering. The cosmetology department uses and retails high quality products to meet the needs of the community.

Description of Community Need (cont.):

The need for highly trained individuals in the fields of Cosmetology and Barbering remains constant. The department receives calls regularly from salons and barber shops looking for students to fill the needs of their salons. We receive calls from local salons as well as from salons in Nebraska and South Dakota.

Description of State and National Trends (if applicable)

United States	Employment		Percent Change	Job Openings
	2016	2026		
Hairdressers, Hairstylists and Cosmetologists	617,300	697,400	13	80,100
Barbers	56,400	64,000	13	7600
Skincare Specialists	61,300	69,700	14	8400
Manicurists, Pedicurists	126,300	143,000	13	16,700
Wyoming	Employment		Percent Change	Job Openings
	2014	2024		
Hairdressers, Hairstylists and Cosmetologists	730	759	3.97	217
Data is not available for Barbers, Skincare Specialists and Manicurists/Pedicurists in Wyoming				

All areas of the beauty industry continue to enjoy above average growth. The industry continues to attract persons seeking a high degree of flexibility in a career. In the state of Wyoming employment is expected to grow by almost 4% and 13-14% nationally with the largest job openings coming from replacement openings.

Other information or comments that would assist the Curriculum and Learning Council: Note: the data for the State Employment Trends and the National Employment Trends are not directly comparable. The projection period for state data is from 2014-2024, while the projection for national data is from 2016-2026. Job Opening refers to the average annual Job openings due to growth and net replacement.

Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Barbers, Hairstylists, and Cosmetologists, on the Internet at <https://www.bls.gov/ooh/personal-care-and-service/barbers-hairstylists-and-cosmetologists.htm> (visited April 13, 2018)

State and National Wages (from 2004 through 2014) Hairdressers, Hairstylists, and Cosmetologists

Location	Pay Period	2017				
		10%	25%	Median	75%	90%
United States	Hourly	8.73	9.71	11.75	16.88	24.36
	Yearly	18,170	20,200	24,850	35,100	50,670
Wyoming	Hourly	9.49	11.20	13.54	15.56	21.80
	Yearly	19,752	23,303	28,161	32,360	45,346

Skincare Specialists

Location	Pay Period	2017				
		10%	25%	Median	75%	90%
United States	Hourly	8.97	10.59	14.46	20.33	28.27
	Yearly	18,650	22,020	30,080	42,280	58,810
Wyoming	Hourly	9.58	26.70	31.49	36.78	39.96
	Yearly	19,915	55,517	65,499	76,513	83,125

Manicurists and Pedicurists

Location	Pay Period	2017				
		10%	25%	Median	75%	90%
United States	Hourly	9.37	9.97	11.17	13.00	15.89
	Yearly	19,480	20,730	23,230	27,040	33,050
Wyoming	Hourly	8.25	9.13	11.52	21.45	24.74
	Yearly	17,154	18,988	23,957	44,622	51,450

Barbers

Location	Pay Period	2017				
		10%	25%	Median	75%	90%
United States	Hourly	8.95	10.12	12.33	18.02	23.31
	Yearly	18,610	21,050	25,650	37,490	48,480
Wyoming	Hourly	Data is not	Available	For WY	For Barbers	Specifically
	Yearly					

We believe it is important to note that the nature of the cosmetology industry as a cash based business and as a business in which traditional employment is not necessarily the norm, wage information is underreported. Employment data typically does not include independent contractors. For instance in Wyoming, there are currently 952 Independent Contractor licenses issued for the current year.

Other information or comments that would assist the Commission: Information on this chart was from Wyoming Employment Projections http://doe.state.wy.us/lmi/proj2005/long_occ2014.htm. Wage data are collected by each state through the Occupational Employment Statistics (OES) survey, conducted by the Bureau of Labor Statistics (BLS) at the U.S. Department of Labor. National wage estimates are developed by BLS. State and national occupation information is classified using the Standard Occupation Classification (SOC) system. Information was also collected from <http://doe.state.wy.us/LMI/LEWISSept2017ECl/page0018.htm>. Independent Contractor license information was collected from the State Board of Cosmetology

Activities in Support of Student Recruitment and Retention:

Both full time instructors serve as co-advisors for the students in the cosmetology and barbering programs. Having co-advisors ensures that student advising is done on a consistent basis and aids in student retention. Both advisors participate in registration days.

The cosmetology department annually participates in Technology Day and in Lancer Look to facilitate in recruitment.

All students have the opportunity to participate in the Cosmetology Club. This club is a very active in both community service and campus wide activities. Monies raised through fundraising are used to provide educational trips for the students in the form of classes and field trips. Examples of community service events are annual participation in Trunk or Treat and the Cut-A-Thon. Students have also assisted in local theater productions.

Assessment of Student Learning:

All students that successfully complete the program are eligible to take the NIC Exam administered by the Wyoming State Board of Cosmetology and the Wyoming Board of Barber Examiners. This is a national exam for licensure in Wyoming. Pass/Fail rates are tracked by reports from the Board of Cosmetology. Students from EWC continue to perform above the national average on the NIC exam. The first barbering class will graduate this summer and take their NIC exam in July 2018. Pass/Fail rates for barbering will also be tracked by the department.

Strengths of the Program and Faculty:

The cosmetology program became stronger this year with the addition of Barbering. This is a 1000 clock hour, certificate program. In addition to the full barbering program a barbering cross-over course is available. The cross-over course is designed to educate licensed cosmetologists and hairstylists in barbering. After successful completion of the 150-200 clock hour course students can sit for the NIC Barbering exam and become licensed as a barber. The completion of the new cosmetology/barbering space in CTEC has brought an increase of clients to the school salon. The new space has allowed us to expand our services to include barbering services such as hot towel shaves. Also, the addition of individual skincare treatment rooms has brought an increase in demand of facial services. Our program has recently added micro current and Ultrasonic skin scrubbing to our service menu.

Steady enrollment can be attributed to the varied degree and certificate programs available. Four certificate programs offer students a variety of choices. All the cosmetology certificates can be transitioned into the AAS Cosmetology degree. Cosmetology and hairstylists also have the option of continuing their education after graduation with the barbering cross-over course. The barbering certificate program can also be transitioned into the AAS Cosmetology degree, as well. EWC offers students the college experience that is lacking in traditional private cosmetology programs. Having the ability to receive an AAS degree along with the cosmetology curriculum helps keep our program popular.

The faculty consists of two full time instructors. Both instructors meet the degree requirements recommended by HLC. In addition to meeting the degree requirements both instructors are licensed cosmetologists and cosmetology instructors along with being licensed barbers and barber instructors. EWC cosmetology department are 2 of only 5 persons in Wyoming that hold that level of credentials. The instructors continue to pursue professional development through industry classes and additional course work from EWC.

Part III Recommendations

Faculty Recommendations: Faculty member recommendations include

Continuous Improvement Plan -

- Allow time for team members to have regular meetings and strive for professional consistency.
- Continuous use of equipment demands replacement and to proceed on a 5-year rotation with immediate replacement of damaged or broken equipment.
- Continued communication with support from all staff to ensure every student has an equal opportunity.
- Stay updated with the Wyoming Legislature to identify changes that would impact our industry
- Advance our skills as instructors and stay connected with continuing education through industry partners such as Milady, Pivot Point and Redken.
- Continued use of CAT's to facilitate a better student understanding and retention for learning.
- Remain abreast of the development of the latest equipment and technology in cosmetology and barbering.
- Develop new ideas to aid in retention of students in our programs.

The faculty would also like to recommend that serious consideration be given to the addition of a 9 month employee. There are specific instructor to student ratio regulations for both the barbering and cosmetology programs. These regulations are set by the State of Wyoming boards governing both these programs. The ratio is 1:20 students. With 2 full time instructors that limits us to only 40 students across all programs. With the addition of another instructor recruitment efforts can continue and the addition of an evening clinic floor would be an option and would increase the opportunity to serve the public better while allowing flexibility for our students. With an additional full time instructor we ask that another classroom be dedicated to full time cosmetology use. It is a huge disadvantage to our department to have only one dedicated classroom.

Advisory Committee Recommendations:

Our advisory committee has been a great resource with the introduction of EWC's barbering program. Barbers in Wyoming are reaching retirement age, and the committee's representative from the Board of Cosmetology feels it is crucial to obtain new barbers to grow the industry. Advisory committee members feel that the employment outlook both locally and state wide remains strong. They feel that chain salons and commission-based salons offer the best chance for new graduate success. The program has been reciprocating skillfully to the curriculum changes from the State Board of Cosmetology, most notably in the reduction of hours. Infection control and safety continues to be of the utmost importance which the committee reviewed, they perceived that EWC has always been compliant with these rules and will continue to do so. The committee also recommends that EWC stay continue to communicate with the

State Board of Cosmetology and Board of Barber Examiners along with industry professionals, locally and statewide.

Vice President's Recommendations:

I would concur with the overall summary and recommendations of the program director for Cosmetology and the Barbering Program. It is one of our strongest programs here at EWC and continues to grow and expand due to the leadership of the program director and the new CTEC facility. The addition of the Barbering program has provided additional opportunities for students and we look forward to increased enrollment as the program grows.

My recommendations are:

1. As the program continues to grow and enrollment increases, serious consideration is warranted to hire and add an additional Cosmetology Instructor for the 2018/2019 academic year. This would reduce the amount of adjuncts currently used and allow the program to expand and allow more students to seek degrees and certificates.
2. Continue to investigate market place and trends in Cosmetology and incorporate into the curriculum.
3. Continue to expand the opportunities for cross-over options for both barbers and cosmetologists.
4. Develop a marketing and recruitment strategy for prospective students, especially high school students in our service area.
5. Set enrollment, program growth, retention, completion and job placement goals for both the Cosmetology and Barbering programs.