

Strategic Plan.

2018-2022



BarberCosmo
Board of Barbering & Cosmetology

Board of Barbering & Cosmetology

BOARD MEMBERS

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Strategic plan adopted in October 2017.



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About the Board of Barbering & Cosmetology

The California Board of Barbering and Cosmetology (BBC) protects and serves California consumers by promoting ethical standards and by enforcing the laws of the barbering and beauty industry.

The Board consists of nine members; seven are appointed by the Governor, one by the Senate Pro Tem, and one by the Assembly Speaker. Of the nine appointments, four members are licensees and five are public members. The Board appoints the Executive Officer. The Executive Officer oversees a staff of 107. The major areas of responsibility in the daily operations of the Board are testing and licensing applicants as barbers, cosmetologists, manicurists, estheticians, and electrologists, as well as inspecting establishments for health and safety violations; and investigating consumer complaints.

BBC protects and serves consumers in many ways, including:

- Examining and licensing individuals who have met minimum qualifications in education, experience, and examination requirements.
- Providing a proactive and diligent enforcement program that works to fight fraud and enforce the laws that govern the barbering and beauty industry. This is accomplished by:
 - » The inspection of licensed establishments, conducting random, unannounced inspections of establishments

and practitioners' workstations, and when notified that potential consumer harm may be present, conducting a directed inspection.

- » Collaborating with the Office of the Attorney General and local district attorneys to take action against unqualified individuals and unlicensed practitioners.
- » Investigating consumer complaints and, if found to be viable, actively pursuing disciplinary actions that may include probation, suspension, or revocation of a license, citations and fines, letters of reprimand, or cease-and-desist orders.
- Supporting and advocating for consumer interests before lawmakers. BBC staff review and analyze proposed legislation and regulations to ensure consumer protection.
- Conducting a prolific outreach and educational program that includes workshops, town hall meetings, instructional videos, consumer fact sheets, industry bulletins, and leveraging social media. Efforts are made to make these instructional materials available in English, Spanish, Vietnamese, and Korean.





Our History.

In 1927, the Board of Barber Examiners and the Board of Cosmetology were established. The Board of Barber Examiners governed the barbering profession and the Board of Cosmetology governed the cosmetology profession. The Board of Barber Examiners consisted of five members, two of which were public. The Board of Cosmetology consisted of seven members, two of which were public.

Throughout the years, minor changes were made to the laws of each profession. For example, the requirement of apprenticeship prior to master barber licensing for barbers and revision to the cosmetology laws to include a separate manicurist license, electrology license, and esthetician license. In 1939, the manicurist license and the electrology license were added, and in 1978, the cosmetician (esthetician) license was added. In 1992, the Board of Barber Examiners and the Board of Cosmetology were merged to create the Board of Barbering and Cosmetology. Chapter 10, Division 3 of the Business and Professions Code (known and cited as the Barbering and Cosmetology Act) was enacted by AB 3008 (Eastin, Chapter 1672, Statutes of 1990) and became effective July 1, 1992.

In July 1997, the Board of Barbering and Cosmetology was eliminated by the California Legislature and the duties, powers, and functions of the Board were transferred directly to the Department of Consumer Affairs and were administered by the Bureau of Barbering and Cosmetology.

On January 1, 2003, SB 1482 (Polanco), Chapter 1148, Statutes of 2002, reinstated the Board of Barbering and Cosmetology (Board).

Mission.

To ensure the health and safety of California consumers by promoting ethical standards and by enforcing the laws of the barbering and beauty industry.

Vision.

California will set and enforce the highest level of health and safety standards and provide an environment where consumers will obtain barbering and cosmetology services with the confidence and security that their health and safety will be protected.

Values

Accountability.

We are accountable to the people of California and each other as stakeholders. We operate transparently and encourage public participation in our decision-making whenever possible.

Consumer Protection

We make effective and informed decisions in the best interest and for the safety of Californians.

Customer Service.

We acknowledge all stakeholders as our customers, listen to them, and take their needs into account.

Diversity.

We recognize and celebrate California's ever-changing diversity.

Efficiency.

We diligently identify the best ways to deliver high-quality services with the most efficient use of our resources.

Integrity.

We are honest, fair, and respectful in our treatment of everyone.

Openness (Open-mindedness).

We will actively promote the sharing of ideas and information throughout the organization and with the public, and be receptive to new ideas.

Quality.

We will deliver service, information, and products that reflect excellence



Strategic Goal Areas

GOAL 1

Board Administration

The Board promotes organizational success through the development of staff and management.

GOAL 2

Legislation & Regulation

The Board supports legislation and adopts regulations, policies, and procedures that reinforce its mission, vision, and goals.

GOAL 3

Examinations.

The Board administers written and practical examinations to ensure a candidate's minimal competency of the profession.

GOAL 4

Licensing.

The Board provides individuals a method for obtaining and maintaining a license.

GOAL 5

Inspections.

The Board inspects establishments to determine violations of the laws and regulations and educates individuals on how to be compliant with the laws and regulations governing safe practices in California.

GOAL 6

Enforcement.

The Board protects the health and safety of consumer services by effectively investigating consumer complaints and violations and by promoting compliance through the issuance of citations and fines, and by educating establishments and individuals on the laws and regulations governing safe practices in California.

GOAL 7

Outreach.

The Board educates stakeholders on the laws, regulations, and issues relevant to the industry.



Board Administration

The Board promotes organizational success through the development of staff and management.

- 1.1** Establish and implement a comprehensive training plan for managers and staff to strengthen and develop their skills in promoting quality customer service in the workplace and improving the experience of stakeholders and consumers when interacting with Board administration.
- 1.2** Establish and implement internal communications to notify Board members and staff of industry issues, health and safety concerns, trends, and products for the furtherance of consumer protection.
- 1.3** Deliver the Board's *Sunset Review Report* and testify at the Sunset Review Hearing for compliance with the legislative mandate and to ensure the Board's continuance.

Legislation and Regulation.

The Board supports legislation and adopts regulations, policies, and procedures that reinforce its mission, vision, and goals.

- 2.1** Prepare, propose, and obtain approval on legislative proposals (i.e. continuing education requirements, reassessment of the license types, obtaining sole oversight of schools, revision of the scopes of practice and the assessment of appropriate licensing categories) for the continued relevancy of the professions and for consumer protection.
- 2.2** Develop and implement a proactive and transparent communications strategy (i.e. mailings and digital correspondence) to ensure consumer and licensee awareness of changes to the Board's statutes and regulations.
- 2.3** Create a greater presence by developing relationships with legislators through hosting legislative briefings and by creating policy platforms and priorities to advance the interest of the Board.
- 2.4** Establish and implement regulations for the Personal Service Permit to fulfill the Board's legislative mandate.

Examinations

The Board administers written and practical examinations to ensure a candidate's minimal competency of the profession.

3.1 Conduct an audit of the National-Interstate Council (NIC) examination, including:

- Accuracy of examination translations
- Examination consistency
- Effectiveness of the examiner trainings

This is to ensure examination relevance in relation to the future professional's need and NIC's effectiveness.

3.2 Conduct occupational analysis of the license types to determine NIC examination relevancy in relation to the profession.

3.3 Research the relevancy of the practical examination to evaluate the effectiveness of the examination.

GOAL 4

Licensing.

The Board provides individuals a method for obtaining and maintaining a license.

- 4.1** Review and evaluate license-type curricula to ensure students are being educated in relevant subject matters.
- 4.2** Review trends that impact the scope of practice of licensees to be proactive for the industry and to protect consumers.



Inspections.

The Board inspects establishments to determine violations of laws and regulations and educates individuals on how to be compliant with the laws and regulations governing safe practices in California.

- 5.1** Research and proceed with legislation to increase inspector wages, including the adjustment of the bargaining unit to increase the number of inspectors to accurately enforce consumer protection.
- 5.2** Conduct yearly updated training with Board inspectors to develop:
- Relevant language access skills
 - Cultural competency
 - Customer services skills
 - Consistency in report writing

This training is to increase consistency in inspection procedures and in the criteria inspectors use to monitor compliance.

Enforcement.

The Board protects the health and safety of consumer services by effectively investigating complaints and violations and promoting compliance through the issuance of citations and fines, and by educating businesses and individuals on the laws and regulations governing safe practices in California.

- 5.3** Investigate and report to the Board ways to mitigate the selling of hours within the regulatory authority of the Board to ensure consumer protection.
- 5.4** Evaluate and establish enforcement procedures by applying best practices consistent with the Board's mission to protect consumers.
- 5.5** Propose and create procedures and/or regulations for proactively addressing unlicensed activity, including but not limited to, activity instigated by application-based programs and web-based employment lists for the protection of consumers.
- 5.6** Research and collaborate with local municipal government and license-issuing businesses to bring awareness and encourage licensee compliance.

Outreach.

The Board educates stakeholders on laws and regulations and other issues relevant to the industry.

- 5.7** Develop and implement proactive and effective communications strategies, accounting for the digital divide and budgetary considerations, to empower consumers and licensees.
- 5.8** Audit, update, and disseminate regulations and statutes in simple language for stakeholders (i.e. FAQs) for better understanding.
- 5.9** Develop a consumer-facing campaign to educate the public on unlicensed activity.



Strategic Planning Process.

To understand the environment in which the Board operates as well as identify factors that could impact the Board's success in carrying out its regulatory duties, the Department of Consumer Affairs' SOLID Unit conducted an environmental scan of the Board's internal and external environments by collecting information through the following methods:

- An online survey sent to Board stakeholders in May 2017. The online survey received 530 responses.
- Phone interviews with Board members in May 2017. Seven phone interviews were conducted.
- A focus group with Board management, including the Executive Officer and Assistant Executive Officer, in May 2017. Seven managers participated.
- An online survey sent to Board staff in May 2017. The online survey received 24 responses.

The most significant themes and trends identified from the environmental scan were discussed by the Board members, Executive Officer, Assistant Executive Officer, and management during a strategic planning session facilitated by SOLID on July 18, 2017. This information guided the Board in the development of its strategic objectives outlined in this *2018–2022 Strategic Plan*.



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Prepared by SOLID Training Solutions, 1747 N. Market Blvd., Ste. 270, Sacramento, CA 95834

Design by Office of Publications, Design and Editing, 1625 N. Market Blvd., Ste. N-119, Sacramento, CA 95834

Printed by Digital Print Services, 1625 N. Market Blvd., Ste N-118, Sacramento, CA 95834

This strategic plan is based on stakeholder information and discussions facilitated by SOLID for the Board of Barbering & Cosmetology in July 2017.

Subsequent amendments may have been made after BBC's adoption of this plan.



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