



**BarberCosmo**  
Board of Barbering & Cosmetology



**STRATEGIC  
PLAN  
2013-2017**

MEMBERS OF THE BOARD OF BARBERING AND  
COSMETOLOGY

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# TABLE OF CONTENTS

ABOUT THE BOARD OF BARBERING AND COSMETOLOGY .....1

RECENT ACCOMPLISHMENTS ..... 3

MISSION, VISION AND VALUES .....5

GOALS AND OBJECTIVES .....6

## **ABOUT THE CALIFORNIA STATE BOARD OF BARBERING AND COSMETOLOGY**

In 1927, the Board of Barber Examiners and the Board of Cosmetology was 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 5 members, 2 of which were public members. The Board of Cosmetology consisted of 7 members, 2 of which were public members.

Throughout the years, there were minor changes 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).

Today, 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 91. The major areas of responsibility in the daily operations of the Board are testing and licensing applicants as cosmetologists, manicurists, estheticians, electrologists, and barbers, as well as, inspecting salons for health and safety violations and investigating consumer complaints.



## RECENT ACCOMPLISHMENTS

As a part of the strategic planning process the Board has evaluated the goals laid forth in their previous strategic plan, identifying the objectives they were able to accomplish, and making note of any items that still require their attention for carry over into the new plan. The following are the significant Board accomplishments since the last strategic plan was adopted in 2006.

- ✓ The Board has implemented the recommendations of the foot spa task force to improve sanitation conditions at licensed establishments.
- ✓ The Board has reviewed and revised the criteria for denying a license to ensure consistency with current law.
- ✓ The Board has made necessary fiscal adjustments to ensure all administrative cases sent to the Attorney General's office are completed.
- ✓ The Board has increased cost recovery by sharing information with the Franchise Tax Board and State Board of Equalization.
- ✓ The Board has reduced the processing time between when an inspection is requested to the inspection being conducted by 25%.
- ✓ The Board has reviewed the curriculum for each license type and promulgated necessary regulations to reduce processing times.
- ✓ The Board has implemented licensee reciprocity – ensuring a seamless transition and a fair marketplace for out-of-state licensees.
- ✓ The Board has reviewed and implemented the national exam (National-Interstate Council of State Boards of Cosmetology) for all five license types to improve the examination process.
- ✓ The Board has reduced processing times for all license types, renewals and applications.
- ✓ The Board has developed and implemented a consumer and industry outreach campaign to increase consumer awareness.
- ✓ The Board has created and updated a policies and procedures manual for board members.
- ✓ The Board has worked with the legislative office in writing and passing Bill AB 409 which allows the Board to immediately suspend a license and place

the licensee on probation. This bill is specific to manicuring and pedicuring equipment and further enhances consumer protection.

- ✓ The Board has increased efficiency of the disciplinary review committee (DRC) by allowing for written appeals for licensees and applicants.
- ✓ The Board translated all Board specific laws and regulations into Vietnamese and Spanish.
- ✓ The Board revised fine amounts so they are incrementally based on the frequency and severity of an infraction.
- ✓ The Board enhanced the collection of past-due fines by improving notification to licensees by using collection agencies to ensure cost recovery.
- ✓ The Board established cooperative relationships with cities and counties to ensure the correct licenses are in place, both business and vocational.
- ✓ The Board has established partnerships with the Department of Corrections and Rehabilitation in Chowchilla to test and license within the prison system, so they are licensed upon release.

## OUR 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.

## OUR 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.

## OUR VALUES

**Consumer Protection** – We make effective and informed decisions in the best interest and for the safety of Californians.

**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.

**Diversity** – We recognize and celebrate California’s ever-changing diversity.

**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.

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

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

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

**Quality** – We will deliver service, information and products that reflect excellence.



## GOAL 1: ENFORCEMENT

### INCREASE THE BOARD'S ENFORCEMENT ACTIVITY TO ENSURE SAFETY OF CONSUMERS

- 1.1** Define and streamline the written appeals process through the development of procedures and regulations.
- 1.2** Develop a stronger disciplinary action policy on third-time offenders.
- 1.3** Mitigate unlicensed activity by establishing and developing partnerships with the District Attorney offices throughout California.
- 1.4** Develop new methods for increased collections of fines from unlicensed owners.

## GOAL 2: INSPECTIONS

### ENHANCE THE BOARDS INSPECTION UNIT TO IMPROVE EFFECTIVENESS AND ENSURE CONSUMER SAFETY

- 2.1** Develop a new, consumer-focused media campaign with a slogan of, "If You See Something, Say Something."
- 2.2** Conduct a workforce analysis on Board staffing needs within the BBC Inspections Unit and submit a budget change proposal, if necessary.
- 2.3** Conduct training with Board inspectors to increase consistency in inspection procedures, as well as, the criteria they use to issue violations.
- 2.4** Assess the needs of field inspectors to ensure that they are equipped with the tools necessary to complete their work safely and efficiently.

## GOAL 3: LICENSING AND EXAMS

### IMPROVE THE BOARD'S LICENSING AND EXAMINATION EFFICIENCY

- 3.1** Require certification of establishment owners.
- 3.2** Explore the feasibility of establishing continuing education requirements for license renewal.
- 3.3** Explore the cost-effectiveness of adding additional exam sites throughout California to decrease exam wait times.
- 3.4** Conduct a workforce analysis on board staffing needs within licensing and exam units and submit a budget change proposal, if necessary.

## GOAL 4: OUTREACH AND EDUCATION

### FULLY EDUCATE CONSUMERS AND INDUSTRY ON HEALTH AND SAFETY OF BARBERING AND COSMETOLOGY SERVICES

- 4.1** Create information guides for inspectors to leave with consumers when performing establishment inspections.
- 4.2** Enhance website to ensure accessibility, compliance with state standards, and ease of use for consumers and licensees.
- 4.3** Use available social media (Facebook, YouTube, and Twitter), the Board website, and other technology tools to increase awareness of relevant industry and Board information.
- 4.4** Increase outreach to schools, consumer groups and industry organizations to better inform students, consumers and licensees about the Board.

## GOAL 5: PROGRAM ADMINISTRATION

### ESTABLISH AN EXCELLENT ORGANIZATION THROUGH PROPER BOARD GOVERNANCE AND EFFECTIVE LEADERSHIP

**5.1** Create a Board specific orientation packet for Board members in an electronic format.

**5.2** Conduct a workforce skills assessment on staff and provide additional training to increase efficiency, communication and leadership throughout all levels of the Board administration.

**5.3** Evaluate inspector pay and, if necessary, increase inspector pay scales to more accurately reflect duties performed.

**5.4** Implement a document imaging system to reduce existing hard copy storage.



## GOAL 6: REGULATION AND LEGISLATION

ENHANCE REGULATION AND LEGISLATION TO MEET THE CHALLENGES OF THE EVOLVING INDUSTRY, WHILE PROTECTING CONSUMERS

**6.1** Increase the use of technical advisory committees to offer counsel and provide input on regulatory changes.

**6.2** Schedule Legislation Committee Meetings bi-annually, focused on the creation and development of partnerships with California legislators.

**6.3** Update the Board's Health and Safety regulations to ensure parity with best practices in other State and Federal agencies.

**6.4** Create new processes to monitor trends in consumer complaints to determine if legislative or regulatory action needs to be taken.

**6.5** Obtain sole oversight of the regulation of schools specializing in barbering and cosmetology.