

**CALIFORNIA STATE BOARD  
OF  
BARBERING AND COSMETOLOGY  
EDUCATION AND OUTREACH COMMITTEE MEETING**

**MINUTES OF MARCH 13, 2023**

**COMMITTEE MEMBERS PRESENT**

Tonya Fairley, Chair  
Megan Ellis  
Reese Isbell  
Yolanda Jimenez  
Colette Kavanaugh

**STAFF MEMBERS PRESENT**

Kristy Underwood, Executive Officer  
Carrie Harris, Deputy Executive Officer  
Alex Torkelson, Licensing and Operations Chief  
Sabina Knight, Board Legal Counsel  
Allison Lee, Board Project Manager  
Natalie Mitchell, Board Analyst  
Shelby Edmiston, HR Liaison/Presenter

**1. AGENDA ITEM #1, CALL TO ORDER/ROLL CALL/ESTABLISHMENT OF QUORUM**

Tonya Fairley, Committee Chair, called the meeting to order at approximately 9:26 a.m. and confirmed the presence of a quorum.

**2. AGENDA ITEM #2, ELECTION OF COMMITTEE CHAIR**

**Motion:** Ms. Jimenez moved to nominate Tonya Fairley for Committee Chair. Ms. Ellis seconded. Ms. Fairley accepted the nomination.

No comments were received from the public.

Motion to nominate Tonya Fairley as Committee Chair carried; 5 yes, 0 no, and 0 abstain, per roll call vote as follows:

The following Committee Members voted "Yes": Tonya Fairley, Megan Ellis, Reese Isbell, Yolanda Jimenez, and Colette Kavanaugh.

**3. AGENDA ITEM #3, DISCUSSION AND POSSIBLE APPROVAL OF THE JANUARY 9, 2023, COMMITTEE MEETING MINUTES.**

**Motion:** Mr. Isbell moved to approve January 9, 2023, Committee Meeting Minutes. Ms. Jimenez seconded.

No comments were received from the public.

Motion to approve January 9, 2023, Committee Meeting Minutes carried; 5 yes, 0 no, and 0 abstain, per roll call vote as follows:

The following Committee Members voted "Yes": Tonya Fairley, Megan Ellis, Reese Isbell, Yolanda Jimenez, and Colette Kavanaugh.

#### **4. AGENDA ITEM #4, DISCUSSION AND POSSIBLE RECOMMENDATIONS REGARDING TEXT MESSAGING CONTENT BY LICENSEE SCOPE OF PRACTICE.**

Ms. Underwood stated that the Board voted at the last meeting to move forward with the text messaging program to increase outreach. She indicated that staff conducted a licensee survey and that over 11,000 people responded to the survey. Many had indicated an interest in receiving text messages every month. The cost, however, ended up being more substantial than initially anticipated. She presented to the Committee a cost breakdown for one year. Ms. Underwood indicated that if the text messaging is done with 300,000 licensees, the contracted amount would be \$144,000. A breakdown of cosmetologists showed that 57% would opt-in to receiving text messages. This is about 111,000 cosmetologists, which would cost approximately \$53,000. The Committee, therefore, had to decide whether this was a necessary cost.

Ms. Underwood further mentioned that there is an ongoing fee study to determine if the current fees are appropriately aligned with the work processes of the Board. She noted that with the elimination of the practical exam, the fee study was necessary to ensure that the costs for an initial exam, a re-exam, and an initial license were appropriately aligned. Staff recommended holding off on the text messaging contract until the fee study was completed. Ms. Underwood noted that there could be a situation where the fees would have to be reduced since the prices must be the actual cost to the Board. Licensees cannot be charged extra for additional outreach.

Mr. Isbell asked if there had been several vendors reached out to. Ms. Underwood stated that only two vendors were looked at. The price quoted was the lower one of the two. Mr. Isbell noted that seeing many people who wanted the text messages was good. He believed the community needed it since about 86% do not follow the Board on social media. He, however, indicated that the Board needed to prepare for such a cost.

Chair Fairley asked if a vetting process happens for the vendors. She noted that the cost was too high for the estimated number of text messages, especially considering what she pays monthly for 6000 text messages. Ms. Underwood stated that the vendors must be part of the state contracting system and certified small businesses. She indicated that the vendors considered were the only option since the state has limited vendor options.

**Motion:** Chair Fairley moved to put the text messaging program on hold until the fee study is complete. Mr. Isbell seconded.

Ms. Jimenez also agreed that the cost should be lowered. She believed it would be a good service, but the costs outweighed the benefits. Ms. Underwood indicated that the program would be kept on the radar until the fee study was done. She believed the Board might consider dedicating \$50,000 to the program because it is important. Mr. Isbell suggested that the check-ins with various vendors should continue to see the cost range.

## **Public Comment:**

- Wendy Cochran supported tabling the text messaging program for the moment. She felt that it would be more prudent to use the funds to hire staff that would investigate the schools and get things back on track.

Motion to table the text messaging programming carried; 5 yes, 0 no, and 0 abstain, per roll call vote as follows:

The following Committee Members voted "Yes": Tonya Fairley, Megan Ellis, Reese Isbell, Yolanda Jimenez, and Colette Kavanaugh.

## **5. AGENDA ITEM #5, DISCUSSION AND POSSIBLE RECOMMENDATIONS REGARDING OUTREACH OPPORTUNITIES AND PRIORITIES.**

Ms. Underwood noted that the purpose of this agenda item is to have the Committee make suggestions on how staff can increase outreach. She indicated that aside from text messaging, several other avenues could be explored.

One avenue discussed in the past was Facebook Live. Ms. Underwood mentioned that another Board at the DCA does Facebook Live. Staff had met with members of that Board where they were assisted with how to go about it. She also noted that WebEx is more user-friendly for engaging with people in town halls.

Ms. Underwood mentioned that the staff is currently planning the first town hall. The topic will be how to be safe in California, and it will entail a review of the top 10 violations. The meeting will be open to everyone and will have a Q&A session showing pictures of violations and then showing how to correct the violations. Ms. Underwood urged the Committee to give suggestions on what they would like for the outreach program and how it is planned. She further mentioned that Listserv, which sends the email blasts, are still being sent out to target licensees. Though there are over 200,000 contacts of licensees available, the Board still needs everyone's email addresses. This is being looked at through regulation.

Chair Fairley liked the idea of the how-to-be-safe town hall and that it would be an open meeting. She suggested having a "Did You Know " session where people could be educated or reminded about things that rarely happens. The session could be about a policy, procedure, or statistic. Ms. Underwood agreed with Chair Fairley, adding that the "Did You Know" can also be done through the Listservs.

Chair Fairley added that it could be done through social media platforms like Facebook. She especially liked the idea of Facebook Live because it does not require one to log in. People get notifications, and they press a button to join the live.

Mr. Isbell asked if media outreach was also done. Ms. Underwood stated that media outreach could be done at any time, but it relies on the interest of media outlets. She mentioned that the Board had done a lot of live media, including Spanish-speaking media, where Spanish-speaking staff did live reports at salons that agreed to do media interviews.

Ms. Underwood noted that the staff is currently working on a press release for going to simplified Chinese in the exams. In the next few weeks, there will be a potential joint press release with BPPE for a successful investigation completed recently on a school. She hoped more media coverage would convey that the Board and the Bureau are working together.

Mr. Isbell asked if the Board works directly with the media or if it is done through DCA. Ms. Underwood stated that it comes through DCA. A public information office at DCA handles the writing of press releases, media contact, and any incoming calls. Mr. Isbell asked if the media includes larger-scale newspapers or only covers community newspapers. Ms. Underwood stated that it covers both. She indicated that the staff had contacted some community media outlets. They also did a lot of work with several Vietnamese publications in Southern California. She added that the Board could directly reach media outlets but chooses to involve DCA since that is its expertise.

Mr. Isbell indicated that the new Chinese language opportunities would be a huge media opportunity within the Chinese press. He wondered if the Board has those direct connections. He also noted that the API Legislative caucus has members who are involved in communicating with their constituents. He proposed contacting the caucus and talking about the new program within the Chinese language. He added that the outreach could be done with the local Chinese press in the North Bay Area, LA, and other places. Mr. Isbell further indicated that more outreach could be done in Spanish through the Spanish media. He noted that since the testing rates are low in those areas, it might be helpful to connect with the Spanish media to promote how-to questions and other general information.

Regarding the use of social media, Ms. Kavanaugh stated that quick information through Instagram reels tends to reach a larger audience faster. She further pointed out that in the current world, things such as flyers and brochures are less effective than they used to be. She mentioned that even libraries nowadays do a lot of virtual programming to reach many people, which, according to her - is the direction the Board should take. Ms. Kavanaugh pointed out that outreach entails a scope of practice that helps the numerous people who sometimes need help knowing what they should or shouldn't do, particularly in her field of electrology, where most people need help understanding what electrologists do.

Chair Fairley thanked everyone for their input and noted that including additional ideas and avenues helps ensure every scope is included. Ms. Underwood agreed, adding that staff is encouraged to learn more daily. She mentioned that she is on an Executive director's cabinet meeting with the director of DCA, and they are always trying to figure out how to reach consumers better.

Mr. Isbell suggested having the Legislature help out with outreach. He believed they would be very interested in helping out because it gives them reasons to write in the newsletter that something is up to date. This, according to him, could also help with outreach in community caucuses.

**Public Comment:**

- Wendy Cochran stated that from recent news, TikTok might be problematic. She also thanked Ms. Underwood for recently attending an outreach event.
- Jaime Schrabeck thanked Ms. Underwood and the staff in general for making appearances when possible. She emphasized the Premiere Anaheim event, which will be held on April 2<sup>nd</sup> and 3<sup>rd</sup>. She mentioned that Ms. Underwood would be Staying Safe in California class scheduled for Sunday from 10:00 to 11:00 a.m.

**6. AGENDA ITEM #6, REVIEW AND DISCUSSION OF BOARD WEBSITE CHANGES FOR CONSUMERS.**

Ms. Underwood reported that the changes on the website went live on February 9. There is now a popular Pages box on the homepage. There is an additional resource page and a publications page separate from the forms and publications page. She further mentioned that the key information is at the top of the screen to make it easier to find. Staff will monitor the website to see if it is gaining traction due to those changes.

**7. AGENDA ITEM #7, PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA.**

No comments were received from the public.

**8. AGENDA ITEM #8, SUGGESTIONS FOR FUTURE AGENDA ITEMS.**

No suggestions were received from the Committee.

**9. AGENDA ITEM #9, ADJOURNMENT.**

There being no further business to discuss, the meeting adjourned at approximately 10:08 a.m.