

Los Angeles Trade-Tech
Barbering Certificate of Achievement
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CRITERIA A. APPROPRIATENESS TO MISSION

1. Statement of Program Goals and Objectives

The Barbering Certificate Program provides all students with high-quality technical and innovative education for a successful career in the profession of Barbering. Upon completion, students will possess the knowledge and skills needed to successfully compete in the beauty industry. In addition, the Barbering courses will prepare students for entry-level opportunities in the following businesses:

Beauty Salon, Barber Shop, Business owner, Educator, Platform Artists, Product Analyst, Video and Television, Film, Print Commercial Photo shoots, Distributor and many other Entrepreneurial avenues.

The Los Angeles Trade Technical College Barbering Program is carefully designed to prepare students to pass the State Board examination integrating a mock State Board examination to help familiarize the students with the examination procedures.

2. Catalog Description

A Certificate of Achievement is awarded for the successful completion of all 48 units of the required courses listed with a grade of "C" or better in each course. Upon completion of the program students will be able to apply knowledge and skills preparing them for the State Board license in the Barbering industry.

3. Program Requirements

Course #	Title	Units
Barbering 113	Freshman Barbering	6
Barbering 114	Jr. Salon I	6
Barbering 123	Jr. Salon II	6
Barbering 124	Jr. Salon III	6
Barbering 133	Jr. Salon IV	6
Barbering 134	Jr. Salon V	6
Barbering 143	Sr. Salon I	6
Barbering 144	Sr. Salon II	6

To earn a Certificate of Achievement, The student must complete the required courses as listed with a grade of “C”. At least 70% of all course work must be completed at Los Angeles Trade-Technical College.

4. Background and Rationale:

The Barbering Certificate of Achievement will provide the required practical skills and knowledge needed for students entering the Barbering industry at entry-level positions.

The Barbering program was first discussed at the Cosmetology department’s 2009 Advisory Board meeting. The members shared how a Barbering program would be an asset to the existing and well-established Cosmetology program. Barbering courses 143 and 144 discuss self-employment and barbershop ownership and also incorporated into these classes is how to design a business plan along with different types advertising in establishing a Barbershop business.

Supporting Advisory board members representing Barbering have offered their services by conducting workshops once a semester over the past five years for the Cosmetology students. The workshops have provided information about the benefits of the Barbering industry and the connection to workforce and community.

Along with Advisory Board recommendations our current Cosmetology students and graduates have voiced a huge interest in the Barbering profession. This interest compelled the department to conduct a student survey in 2010. The department surveyed 132 students regarding the Cosmetology department's interest in developing a Barbering program and the survey results yielded that 100 students expressed an interest in the Barbering profession.

In addition to Advisory Board recommendations and student surveys, the matriculation department has conducted high school tours through the Cosmetology department where many of the high school students have inquired about a Barbering program.

Finally, since 2008, the Cosmetology department has been tracking phone inquires about a Barbering program and it is noted that the department on a regular base receives approximately 15 calls a month about Barbering.

CRITERIA B. NEED:

5. Enrollment and Completer Projections:

The goal is to enroll 35 students per semester with an annual enrollment of 70. The third and fourth semesters would include the enrollment of licensed Cosmetologists pursuing a Barbering license. The completion of 400 clocked hours for them will meet the State Board of Barbering and Cosmetology for licensure. The department estimates that there will be approximately 35 to 40 individuals completing the program every semester.

		Year 1		Year 2	
<i>CB01 Department number</i>	<i>CB02: Course Title</i>	<i>Annual Sections</i>	<i>Annual Enrollment</i>	<i>Annual Sections</i>	<i>Annual Enrollment</i>
113	Freshman Bar	2	35	2	35
114	Jr. Salon I	2	35	2	35
123	Jr. Salon II	2	35	2	35
124	Jr. Salon III	2	35	2	35
133	Jr. Salon IV	2	35	2	35
134	Jr. Salon V	2	35	2	35
143	Sr. Salon I	2	35	2	35
144	Sr. Salon II	2	35	2	35

6. PLACE OF PROGRAM IN CURRICULUM/SIMILAR PROGRAMS:

The Barbering program does not replace any other programs in the College's inventory. The Cosmetology program has some overlapping subjects which will not fully satisfy the barbering curriculum. The implementation of a Barbering program would greatly fill the needs of the students and the surrounding communities. As stated previously, Cosmetology courses do have subjects and practices that have some commonalities with Barbering. The enrollment would increase greatly and attract a new market of students that the department has not had previously in the past. Students currently enrolled in the Cosmetology program desire more knowledge and skills in male grooming techniques which include clipper-cutting techniques, mastering shaving procedures, resting facials, as well as beard and mustache trimming.

The crossover program is geared toward licensed Cosmetologists who want to acquire a Barbering license. As they are already licensed, they would only be required to take 400 clocked hours, which involves specialized Barbering techniques. Upon completion, the graduate would apply for testing through the State Board of Barbering and Cosmetology. Both Barbering and Cosmetology will be able to share tools, products, design techniques, in addition to offering more services to men based on shaving and clipper cutting. The CCC Curriculum Inventory <http://curriculum.cccco.edu> did not have any existing inventory entries that needed to be removed or modified in connection with the approval of the Barbering program.

7. SIMILAR PROGRAMS AT OTHER COLLEGES IN SERVICE AREA:

There are no other college programs in the Los Angeles area or in the Los Angeles Community College District's nine colleges that offer a Barbering program. This will be the first Barbering program with a Certificate of Achievement offered at any community college in the Los Angeles/Orange County area and the State.

8. LABOR MARKET INFORMATION and Analysis

Employment Development Department, <http://www.labormarketinfo.edd.ca.gov> indicates that Barbering will be on a steady increase through 2018. The first projections are for the Hairdressers, Hairstylists and Cosmetologists in which Barbers can also seek employment and the second set of projections are for Barbers.

After carefully researching job market information for the Los Angeles, Orange County and surrounding areas; this is the current information found on the Employment Development Department's website.

Hairdressers, Hairstylists, and Cosmetologist
Estimated Employment and Projected Growth

Geographic Area (Estimated Year- Projected year)	Estimated Employment	Projected Employment	Numeric Change	Percent change	Additional openings due to Net replacements
California (2010-2020)	41,400	49,300	7,900	19.1	7,900
Inland Empire Area(2010- 2020)	5,150	6,070	920	17.9	980
<u>Los Angeles County (2010-2020)</u>	<u>9,950</u>	<u>11,440</u>	<u>1,490</u>	<u>15.0</u>	<u>1,900</u>
Orange County (2010-2020)	4,420	5,010	590	13.3	650

Employment Development Department
Source: Labor Market Information Division
<https://www.labormarketinfo.edd.ca.gov/>

Barbers
Estimated Employment and Projected Growth

Geographic Area (Estimated Year-Projected Year)	Estimated Employment	Projected Employment	Numeric Change	Percent Change	Additional Openings Due to Net Replacement
California (2010-2020)	4,200	4,600	400	9.5	800
<u>Los Angeles County (2010-2020)</u>	<u>2,430</u>	<u>2,530</u>	<u>100</u>	<u>4.1</u>	<u>440</u>
San Benito and Santa Clara Counties (2010-2020)	730	800	70	9.6	130
San Diego County (2010-2020)	510	620	110	21.6	90
San Joaquin County (2008-2018)	110	120	10	9.1	20
Tulare County (2008-2018)	90	110	20	22.2	10

Source: Employment Development Department
Labor Market Information Division
<https://www.labormarketinfo.edd.ca.gov/>

The EDD LMI data for Barbers projects 100 jobs over a ten-year period or 10 jobs per year in Los Angeles County. However, Barbers are not just limited to Barber Shops but can also crossover into Beauty/Hair Salons. In the above EDD LMI data for Hairdressers, Hairstylists and Cosmetologists, it is estimated that within a ten-year period, there will be 1490 added in Los Angeles County, 920 added in the Inland Empire Area and 590 added in Orange County with a combined total of 3,000 jobs being added. It was also noted in the survey that 76.7 percent of

respondents answered that a Certificate of Achievement in Barbering was important to an employer.

According to companies like American Crew, Johnny B., and internet source, The Mature Market.com:

- Men are concerned about their overall image which includes hair as well as facial hair that often leads to facials to improve the condition of their skin.
- The increase of the male image has allowed companies, such as, The American Crew, and Johnny B. to create products geared toward men's hair and skin maintenance.
- Male grooming is influenced by MTV videos as a marketing tool. These videos show haircuts and styles that influence the public awareness and participation in the beauty market.
- The business men are more conscience of their image which has increased male grooming as the job market becomes more competitive.
- The Baby Boomers are utilizing grooming services to stay current and look younger. The use of hair color and products has created an impact according to an article named, "Baby Boomers Impact Salon Hair Care Market". www.thematuremarket.com

According the article from "Best Industries 2011", The King of the Barbershop Resurgence, Barbering is on the rise. www.inc.com/bestindustries.com

Cosmetology and barber schools are the No.1 fastest growing industry in 2011, according to AnythingResearch.com. Charles Kirkpatrick, the executive officer of the National Association of Barber Boards of America, recently told the New York Times that the number of licensed Barbers had grown roughly 10 percent in the last two years, from 225,000 to 245,000. www.inc.com/bestindustries.com.

9. Employer Survey (CTE only)

With the efforts to gather feedback from the Barbering industry: 41 employer surveys were sent out to various Barbershops and Beauty Salons offering the skills that utilizing Barbering services. The department received 41 responses.

The basis of 41 surveys has shown that the Barbershops and Salons were in favor of a Barbering program at LATTC.

1. Would a barbering program be beneficial at the community college level?
A: Yes or B: No
A: 40 responded B: 1 responded

2. What is the salary ranges for a full time barber?
 - a. 15,000 to 30,000 16 responded
 - b. 30,000 to 45,000 10 responded
 - c. 45,000 to 60,000 11 responded
 - d. 60,000 to 75,000 4 responded

3. How important is a certificate of achievement in barbering to an employer?

A - very important	B - somewhat important	C - not important
A: 38 responded	B: 2 responded	C: 1 responded

4. How important are continuing educational classes beyond graduation?

A - very important	B - somewhat important	C - not important
A:32 responded	B: 8 responded	C: 1 responded

5. How prepared are students coming from barbering schools?

A - very prepared	B - somewhat prepared	C - not very prepared
A: 12 responded	B: 22 responded	C: 7 responded

6. What barbering skill are lacking in new professionals?
 - a. Attitude 27 responded
 - b. Appearance 20 responded
 - c. Customer service 29 responded
 - d. Being punctual 27 responded
 - e. Interpersonal skills 16 responded
 - f. Technical Skills 19 responded

	Answer 1	Answer 2	Answer 3	Answer 4	Answer 5	Answer 6
Question 1	40	1				
Question 2	16	10	11	4		
Question 3	38	2	1			
Question 4	32	8	1			
Question 5	12	22	7			
Question 6	27	20	29	27	16	19

10. Explanation of Employer Relationship (CTE only)

The Cosmetology department at Los Angeles Trade-Technical College has strong relationships with the local employers. Over the years, the Cosmetology department has collaborated with industry employers to provide our students with various services. Currently, Johnny B. a male grooming products company had their platform artists support the Cosmetology department's 2011 Educational Symposium. They conducted classes and provided product information for the 600 students who attended this event.

In addition, professional barber, John Mosley, has shown Barbering demonstrations for our Cosmetology students. Mr. Mosley focused on industry techniques and new trends for the male client. Mr. Mosley's mother is the director for the Spectrum International Beauty Expo (SIBE) trade show that the Cosmetology department annually supports.

Another industry relationship has been with The American Crew Company, a male hair grooming product which supports student online hair cutting competitions. The LATTC Cosmetology department has established a strong relationship with American Crew Company through the use and education of their products to the students

Other companies collaborating with the Cosmetology department are: Oster, Wahl and Andis clipper companies, Supercuts, Pivot Point International Inc. and Johnny B. These companies provide ongoing education, product knowledge and customer service classes for our students.

*****A vote was taken Spring 2013 of the Advisory Board Committee member asking them if they recommend that LATTC offer a Barbering Program**

Of those members, ___ 16 ___ said "yes" and ___ 1 ___ said "no"

11. List of Members of Advisory Committee (CTE only) 2010

Maine, Marilyn: Department Chair of Cosmetology – LATTC

Elton Robinson: Cosmetology Professor – LATTC

Lina Chen: Cosmetology Professor – LATTC

Sondra Shackelford: Assoc. Professor – LATTC

Carolyn Young: Cosmetology Instructor – LATTC

Felicia Smith: Cosmetology Instructor – LATTC

Ley, Lidia-Jackson: Skin Therapy Instructor – LATTC

Lopez, Rosa Maria: Cosmetology Instructor - LATTC

Aguilar, David, LATTC Lab Technicians

McClendon, Jamille: Department Secretary – LATTC

Chung, Rhea: Executive Director – LATTC Foundation

Morley – Mower: Cynthia: Dean of Academic Affairs – LATTC

Board Members from the Industry:

Allen, Gwen: Regional Manager for Avlon Industries

Brown, Major: Salon Owner – Salon Eberechi

Owens, Paul Salon Owner – Salon Eberechi

Jazz Moreno, Western Kit Company

John Mosley – SIBE

Dave Faunce, Carlton Salon

Kristal Wright – Crystal Wright Inc.

Joseph Barbera, Product Representative

Woodrow Bailey: Sally’s Beauty Supply

12. Recommendations of Advisory Committee (CTE only)

The department of Cosmetology conducts yearly Advisory Board meetings to collect necessary information to support the program and better equip the students for employment. The members representing the Barbering industry recommended that LATTC develop a Barbering program. The licensed Barbers stated that they would be available to help with the start of the Barbering program by:

- Mentoring students in developing a more professional attitude, professional appearance, better customer service skills, the importance of being punctual, interpersonal and technical skills.
- Creating mentorships between industry, the department, and students, plus holding hands-on classes at the trade shows.
- Hiring students as vendor representatives with the various companies at the hair shows to work as a product or equipment specialist.
- Holding workshops that include, salesmanship, product knowledge, and clipper cutting

Attachment: Labor/Job Market Data (CTE only)

Attachment: Employer Survey (CTE only)

Attachment: Minutes of Key Meetings

CRITERIA C. CURRICULUM STANDARDS

13. Display of Proposed Sequence

	Course #	Title	Units
1 st Semester	Barbering 113	Freshman Barbering	6
	Barbering 114	Jr. Salon I	6
2 nd Semester	Barbering 123	Jr. Salon II	6
	Barbering 124	Jr. Salon III	6
3 rd Semester	Barbering 133	Jr. Salon IV	6
	Barbering 134	Jr. Salon V	6
4 th Semester	Barbering 143	Sr. Salon I	6
	Barbering 144	Sr. Salon II	6

14. Transfer Documentation (if applicable)

Not applicable

Attachment: Outlines of Record for Required Courses should be separately attached to each course

Attachment: Transfer Documentation (if applicable)

Not applicable

Criteria D. Adequate Resources

15. Library and /or Learning Resources Plan

Professional Barbering Standard Textbook

Professional Barbering Workbook

Professional Barbering Exam Book

These books are currently housed in the Cosmetology department.

These books were requested as “Desk Copies” to be supplied to the Library for student access

16. Facilities and Equipment Plan

The Barbering courses will be using the existing Cosmetology department’s facilities and equipment.

17. Financial Support Plan

The Barbering courses will be using the Cosmetology department’s facilities and equipment. There will not be any extra cost for the implementation of this course within the Cosmetology department.

18. Faculty Qualifications and Availability

Full-time faculty instructor, Elton Robinson, has taught all courses in the Cosmetology discipline which has subject matter related to the Barbering program. Mr. Robinson has an Associate of Art degree, Bachelor of Science degree, Master of Arts degree, and has a current and valid California Cosmetology License. Mr. Robinson attended a licensed barbering school where he took the required classes as well as attained an additional 400 hours of Barbering operations in Spring 2012. He completed the training on June 18, 2012 and successfully passed the California State Board Barbering exam to become a licensed Barber on October 2, 2012.

Criteria E. Compliance

19. Based on model curriculum (if applicable)

Not applicable

20. Licensing or Accreditation Standards

The Barbering courses are designed to prepare the students for the State licensing exam and employment.

Students may apply for the State Board of Barbering and Cosmetology examination after completing 1500 hours of clocked hours and operations required by the Board.

21. Student Selection and Fees

Students must be at least 17 years of age and show proof of having completed the 10th grade or its equivalent per the State Board of Barbering and Cosmetology's rules and regulations.

College required fees:

Based on the current budgetary conditions of the State, the cost per unit class could change. As it stands now the cost currently is 46.00 per unit (the Program requires 48 units of instruction)

Health Services fee: \$11.00 per semester (the Program runs 4 semesters)

Student representation fee: \$1.00 per semester

Approximate fees of the Barbering Courses:

Textbook, Study Guide and Test review book:	\$189.00
Barbering Kit/equipment	\$442.10
	+ 42.01(tax) = \$484.20
Miscellaneous materials required: Uniforms, shoes, paper, pencils, notebook, Scantrons, and carrying case for equipment	\$150.00
Examination for barbering license	<u>\$125.00</u>
Total	\$275.00 + 484.20 = <u>\$759.20</u>

Amendment to the Barbering Program regarding LMI and surveys:

At the last meeting we conducted a survey receiving 41 responses to the need of a barbering program at LATTC. The first question asked of the six;

1. Would a barbering program be beneficial at the community college level? Of the 41 surveys **40 answered yes.**

The intent of the question was to also encompass the hiring of the graduates. The support offered during the survey process was met with enthusiasm and promise. The surveys collect very important data that provides us with what the industry needs from our graduates. There aren't enough schools to keep up with the resurgence of the barbering industry.

We have received 2 calls a day since the beginning of school regarding a barbering program and last year at least 15 calls a month. We receive calls from Salons looking to hire both stylist and barbers. We are unable to fulfill the needs of the hiring of a barber, because we currently do not have a barbering program to support the industry. Our program will be affordable and achievable, taking approximately two years to complete or 1500 hours.

2nd Recommendation: Asking the employer this question: would they hire a barber from the community college level? We have made contact with the employers from the previous survey. In doing so, we have collected 15 saying **yes** they would hire a barber and this number is steady climbing.