

**CALIFORNIA STATE BOARD
OF
BARBERING AND COSMETOLOGY**

EDUCATION AND OUTREACH COMMITTEE MEETING

MINUTES OF JUNE 13, 2022

COMMITTEE MEMBERS PRESENT

Tonya Fairley, Chair
Megan Ellis
Reese Isbell
Yolanda Jimenez
Derick Matos

STAFF MEMBERS PRESENT

Kristy Underwood, Executive Officer
Carrie Harris, Deputy Executive Officer
Sabina Knight, Board Legal Representative
Allison Lee, Board Project Manager
Marcene Melliza, Board Analyst

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

Chair Tonya Fairley called the meeting to order at approximately 12:30 p.m. and confirmed the presence of a quorum.

2. AGENDA ITEM #2, REVIEW AND POSSIBLE APPROVAL OF THE MARCH 7, 2022, COMMITTEE MINUTES

Mr. Isbell proposed a technical change to the minutes. He indicated that on page 2, paragraph 3, the last sentence should state “to remind,” not “reminder.”

Ms. Ellis moved to approve the March 7, 2022, minutes with a minor technical change. Mr. Isbell seconded. Motion was opened up to public comment. No public comments were made. Motion to approve March 7, 2022, 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 Derick Matos.

3. AGENDA ITEM #3, REVIEW AND DISCUSSION OF CURRENT MATERIALS THE BOARD DISTRIBUTES DURING:

a. Establishment License and Renewal Issuance

Ms. Underwood stated that staff intended to show the Committee the information provided at different steps of several processes. She indicated that when issuing an establishment license, information is sent with the license. The information includes a Message to the Consumer, gender-based discrimination information, a self-inspection worksheet, the most common violation cited during an inspection, and the schedule of

administrative fines. With a renewal issuance, the information from the Governor regarding the fee relief is provided.

b. Inspections

Information provided during inspections varies depending on which violations are found at the establishments. Examples include:

- A Self-Inspection Worksheet
- Most Common Violations
- A Disinfection Fact Sheet
- Illegal Tools Flyer
- Foot Spa Cleaning Guides (if applicable)
- Sample And Instructions for The Foot Spa Log (if applicable)
- Message to the Consumer
- Gender-Based Discrimination Information
- The Department of Industrial Relations Required Posting Notice
- Apprenticeship Information

Mr. Isbell asked if the international “No” symbol could be added to the Illegal Tools flyer. Ms. Underwood stated “Yes.”

c. Citation Mailing

Ms. Underwood stated that the citation language is as straightforward as possible so that licensees know and understand what they are being cited for. Samples of citation violation language was provided. Ms. Underwood mentioned that of the 110,000 manicurists in California, 95% are Vietnamese. Therefore, all manicurist citations go out in English and Vietnamese. Mr. Isbell inquired about the translation of information into other languages. Ms. Underwood stated that all information provided on the website is translated into all the languages that exams are provided in. Exams are not provided in Farsi, Arabic, and Chinese, but the health and safety regulations are translated into those languages because there has been an increase in their population.

d. Enforcement Case Correspondence

Ms. Underwood stated that enforcement analysts determine which information to send based on the case. The information could include excerpts from the law, administrative fine schedules, industry bulletins, et cetera. Ms. Underwood also provided a checklist for the information provided during a petition for reinstatement of a revoked license.

Mr. Isbell noted that at the bottom of the report, it indicated that the information was available on the website in English, Vietnamese, Spanish, and Korean. He asked if that statement could be written in all those languages instead of having people read it in English. Carrie Harris responded that the information is usually at the bottom of

analysts' letters. She indicated that the same could be added to the information documents.

Ms. Fairley asked how the gender-based discrimination policy was being enforced. Ms. Underwood stated that the DCA passed a law that required staff to hand out the policy. No citations are issued on the policy.

Mr. Isbell asked how and when the fines will be updated depending on the other Committees and the Board's work. Ms. Underwood stated that the fines are set in regulation. They will go through the regulatory process, after which the staff will update the forms.

Ms. Ellis indicated that the most helpful form to her was the self-inspection sheet. She inquired how these were handed out. Ms. Underwood stated that it is handed out by inspectors during inspections, by staff at trade shows, and to a person getting their license for the first time. It is also available on the website and is the most clicked-on item. It is also sent out during renewal issuance. Ms. Underwood added that the sheet was also promoted significantly during COVID because inspections were not being done regularly. In response to Mr. Isbell's concerns, she further stated that the actual citation indicated that a person could call the Cite and Find unit in case they needed assistance interpreting. Ms. Underwood mentioned that the California State Board of Barbering and Cosmetology was among the most advanced in language access compared to the other boards. Information is offered in a variety of languages. She further informed the Committee that staff usually tracks the other languages to monitor their growth. That is how they can determine which languages to offer information in.

Ms. Ellis asked how industry bulletins were delivered. Ms. Underwood stated that the industry bulletins are posted on social media or the website and emailed out when new ones are created. They are also handed out at trade shows, which has been the most prominent mode of delivery so far.

Mr. Isbell inquired about translations on social media posts. Ms. Fairley felt that there was no need for translations on social media since most devices now have the option of translating the language. Mr. Matos added that each person sets up their social media accounts according to their language.

Mr. Isbell also asked if other social media tools from other languages are used, for example, WeChat from China. He indicated that the more extensive Asian community in San Francisco used WeChat. He urged the Board to look into those other concepts of social media. Ms. Underwood stated that only Twitter, Instagram, and Facebook are used so far. Ms. Fairley noted that most of the world's population is now using social media. She asked if the Board could make it mandatory for every licensee to provide an updated email address to ensure they get the information through emails. Ms. Underwood stated that, currently, emails are an option. It would have to be required in the Board statute to have everyone provide one.

Ms. Underwood further indicated that a large population still used paper. They did not have email addresses. She reiterated that during trade shows, people are usually encouraged to give out their email addresses so that more information can be communicated through email. She mentioned that there are about 210,000 emails in the system over a population of 610,000 licensees. Mr. Matos stated that during COVID, many people had complained of not being informed. He agreed that promoting the use of email addresses at in-person events was a great solution.

Ms. Fairley stated that it is hard to book appointments without an email address and phone number. She emphasized that about 99% of the population must have email addresses since they cannot even do online baking without them. Mr. Matos agreed that collecting phone numbers would also make information sharing easy.

Ms. Fairley stated that using social media could also benefit the education side. She indicated that most people who get their licenses or renewals through the mail find it hard to go through the other information pieces, such as the checklist. If these are sent through email, they will not be ignored easily.

Ms. Underwood suggested doing more targeted email blasts. The Committee agreed that doing things digitally would save the state a significant amount of money.

Mr. Isbell recognized and appreciated the need to use new modes of communication for education and outreach. He, however, pointed out that those who still use snail mail should also be considered. He believed that it is the responsibility of the Committee to educate and communicate in various ways, including TikTok. Ms. Fairley agreed, adding that TikTok would be most beneficial for industry bulletin updates. She further indicated that as a multicultural stylist, she had missed a lot of information on the industry bulletins because she felt that the language used did not address African-American braiders. She urged staff to check on the wording of the bulletins to ensure that everyone understood. She also stated that when providing targeted information about natural hairstyles, the wordings used should resonate with the target audience.

Mr. Isbell stated that many ways could be used to reach various communities through cultural competencies. One such community is LGBTQ, which might require specific language to reach them during community outreach.

Regarding education, Ms. Ellis asked if the Board had the authority to recommend specific remedial courses in case of a reinstatement. Ms. Underwood stated that the Board could recommend remedial education to a petitioner looking to be reconsidered. Ms. Knight explained that when the Board issues its decision, recommending specific courses or the number of hours to be taken would be one of its optional terms. These cannot be determined ahead of time. The Board can only make them a condition of probation. A list of the recommendations is usually provided in the reinstatement letter.

Ms. Fairley pointed out that the target audience could not easily understand the reinstatement letter. Ms. Knight stated that the staff could change the language to

something simple or add explanations of the legal language. Ms. Ellis agreed, adding that there should be a way to inform people to take remedial classes.

Ms. Fairley indicated that as much as the Committee was tasked with protecting the consumer, some effort should be made to protect licensees. Mr. Isbell asked if lower readability was used during Board communications to reach those who had difficulty understanding technical terms. Ms. Underwood stated that it would be looked into.

Public Comment

Jamie Schrabek from Precision Nails stated that the gender-based price discrimination notice focused more on the posting requirement than on the notice. She also felt that there was a disconnect between entities as consumers would be confused on who to report to in case of a price complaint. She pointed out that the language should be cleaned up because it did not even apply to all BBC establishments. She also voiced concern about the workplace posting requirement that dates back to 2018. She noted that it did not mention AB 5 and SB 490 because it was not updated to the current employment and labor laws. Ms. Schrabek additionally asked about the difference between a fact sheet and an industry bulletin. She felt that a lot of information was buried within the website, and some things were overlapping.

4. AGENDA ITEM #4, REVIEW AND DISCUSSION OF RECENT AND UPCOMING OUTREACH EVENTS

Ms. Underwood reported that staff was working on campaigns with the DCA's public information office to get the word out on Personal Service Permits (PSP). YouTube videos will be created and posted on the Board's YouTube channel.

Ms. Underwood provided an update on recent events. Ms. Underwood stated that staff had two successful school overviews regarding the new exams that will be launched in July. Schools were given an overview of the content of the examinations. The overviews are done annually; this is the first with the new exam vendor, PSI. The Board attended a Southern California beauty and barbering event in Anaheim for professionals and students. Attendees were students, instructors, and school owners. The self-inspection sheets and the new candidate information bulletins were distributed. Four hundred registered attendees attended the virtual senior rally. The event is usually done on the lawn of the Capital every year to provide information on the Board and safety to consumers. Lastly, Ms. Underwood was interviewed on the Hair Games podcast by Eric Taylor. She discussed the personal service permit, Senate Bill 803, and changes happening in the industry.

For upcoming events, Ms. Underwood stated the Board would attend the International Salon and Spa Expo in Long Beach in June and the Face and Body Skincare show combined with Nail Pro show in San Jose in August.

Ms. Fairley requested details on the PSP campaigns, noting that one was specific to consumers and the other to licensing. Ms. Underwood stated that the goal was to reach consumers who have licensees come into their home. The consumers will be urged to ask for the Personal Service Permit license and the requirements and limitations of the services that are supposed to be allowed. Ms. Underwood indicated that many people were pushed to offer services in their homes during COVID. The PSP campaigns were meant to urge them to either return to their salons or get the PSP licenses. The licensees will be educated on the importance of having the PSP.

Public Comment

Jamie Schrabec from Precision Nails stated she had attended the Southern California event. She felt that the entire session had evolved into a town hall format and hoped that future events would follow that format. She also mentioned that another campaign posted on Twitter by DCA regarding verifying a license. She pointed out that licensees are not required to advertise with their name and license number. She urged the Board to have that as a requirement, adding that many establishments could be registered under one name while operating under another. According to her, this would make it difficult for consumers to find the establishments on the BreZE systems. Ms. Schrabec further suggested that the regulations should be cleaned up to clarify what “incapacitated” means.

5. AGENDA ITEM #5, PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

No comments were received from the public.

6. AGENDA ITEM #6, AGENDA ITEMS FOR THE NEXT MEETING

Ms. Fairley proposed a discussion on the education side of the website. She felt that the website needs search engine optimization for specific keywords. Ms. Underwood stated staff does not maintain the website. They will work with DCA to optimize it and bring back feedback to the Committee.

7. AGENDA ITEM #7, ADJOURNMENT

With no further business to discuss, the meeting adjourned at approximately 1:37 p.m.