

**CALIFORNIA STATE BOARD  
OF  
BARBERING AND COSMETOLOGY**

**EDUCATION AND OUTREACH COMMITTEE MEETING**

**MINUTES OF JANUARY 9, 2023**

**COMMITTEE MEMBERS PRESENT**

Tonya Fairley, Chair  
Megan Ellis  
Reese Isbell  
Yolanda Jimenez

**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 10:16 a.m. and confirmed the presence of a quorum.

**2. AGENDA ITEM #2, DISCUSSION AND POSSIBLE APPROVAL OF THE October 10, 2022, COMMITTEE MEETING MINUTES**

**MOTION:** Reese Isbell moved to approve the October 10, 2022, Committee meeting minutes. Megan Ellis seconded. No comments were received from the public.

Motion to approve October 10, 2022, Committee meeting minutes carried; 4 yes, 0 no, and 0 abstain, per roll call vote as follows:

The committee members voted "Yes": Tonya Fairley, Megan Ellis, Reese Isbell, and Yolanda Jimenez.

**3. AGENDA ITEM #3, REVIEW AND DISCUSSION REGARDING TEXT MESSAGING BOARD INFORMATION TO LICENSEES**

Ms. Underwood stated that the staff had researched and provided some reasons for and against sending text messages to licensees. Ms. Underwood believed that the Board could try text messaging. A fee will be involved, though staff cannot get a quote until the number of people is known. She mentioned that another board had tried it before, and they spent about \$500 for 12,000 text messages. This Board's numbers would be much higher than that, considering the huge population. Ms. Underwood mentioned that the concern with text messaging was if the Board would reach the same number of people as with the emails or if there would be the ability to get more people with text messaging. The one thing to consider is if the staff will get more negative feedback from the licensees if the emails and text messages are increased in number.

Chair Fairley asked about the negative responses in emails currently received. Ms. Underwood stated that people were telling staff to stop emailing or do better at some things instead of emailing them. She added that a large population receives mass emails, so some people get information that does not concern them.

Mr. Isbell asked if the texting option would be around mandatory issues. Ms. Underwood indicated that it could be, but the only things that staff must send to licensees are health and safety regulation changes. This would be sent out via mail to ensure that all the impacted licensees get the information. It could also be done via email and text messaging. Staff are also required to notify the people on the interested parties list. These are the people who also receive meeting agendas for any meetings, which is why an interested parties list has to be maintained. Ms. Underwood mentioned that the interested parties list is extensive and separate from the email list. Some things are sent to the interested parties list that is optional to be sent to all the licensees. They have to opt-in to the interested parties list. She further stated that the Board could try opt-in text messages to see where it goes and what kind of feedback staff will get.

Mr. Isbell asked if the emails have an unsubscribe option. Ms. Underwood answered in the affirmative. Mr. Isbell pointed out that the few people getting messages they don't like should unsubscribe and they should not deter the Board from communicating with the rest of the licensees.

Chair Fairley mentioned that most companies have an opt-out option on their text messaging. Ms. Underwood stated that the Committee had the authority to ask staff to move forward without going to the full Board. Staff would have to determine the number of people interested in such a program. They would contact licensees via email and post a notice on the website. An insert could also be put on licenses informing licensees to opt-in with their cell phone numbers if they are interested in being on a text message group. Ms. Knight stated that the matter would still need to go to the Board for full direction since the Committee only discussed and reviewed costs and pros and cons. The Committee could not make a recommendation to the full Board since the item was added to the agenda for discussion and review, but a Committee report could be presented to the Board.

Mr. Isbell believed that a recommendation would be prudent since part of the Committee's job is to look into issues in more depth and provide recommendations to the Board. He added that the recommendation could be made at a later date. A report would suffice for now. Ms. Underwood stated that staff would continue working on the cost analysis. Ms. Ellis asked if the report could be held until a full cost analysis is done. Ms. Underwood stated that a Committee report would be provided to the Board no matter what. The full information will eventually get to the full Board.

**Public Comment:**

- Wendy Cochran stated she did not understand the purpose of sending text messages. She believed it was not worth the Board's time as information is already shared through email. A better use of resources would be to hire staff to engage with schools.

#### **4. AGENDA ITEM #4, REVIEW AND DISCUSSION OF BOARD WEBSITE CHANGES FOR CONSUMERS**

Ms. Underwood stated that the Committee had discussed making the website more user-friendly and accessible. Staff had therefore pulled some information off the website, which was provided in the Board packet. Staff found and listed the top 10 webpages on the homepage that are visited and the top 10 words or phrases that were searched. Ms. Underwood indicated that staff found ways to improve the website. For instance, they are currently working with the Department of Consumer Affairs (DCA) to create a popular page section. This will enable consumers to easily find what they want on the website without scrolling too much. She added that the changes might take some time since DCA is also working on other things, and a presentation will be provided to the Board once all the changes are done. Chair Fairley agreed the changes were positive, particularly adding the school websites to the Board's website. She believed it was a good step in the right direction as it would make it easier for licensees to navigate the website.

No comments were received from the public.

#### **5. AGENDA ITEM #5, DISCUSSION AND POSSIBLE RECOMMENDATION REGARDING REQUIRING LICENSEES TO DISCLOSE THEIR EMAIL ADDRESSES AND PHONE NUMBER**

Ms. Underwood stated that the staff had researched other boards and bureaus within the DCA to see the ones that require licensees to disclose their email addresses and phone numbers. They found that the Bureau of Automotive Repair and the Board of Behavioral Sciences had statutes and the Board of Psychology had a regulation requiring disclosure.

Ms. Underwood indicated that should the Committee choose to make a recommendation to the full Board, staff could create regulatory language. The recommendation will require an email address and a phone number if the individual has either or both.

Chair Fairley voiced her support for the recommendation to the full Board. She believed that in the current world, everyone has an email address and a phone number. The information will enable the Board to have proper communication with licensees. Ms. Ellis agreed with Chair Fairley, adding that it is important to be able to reach licensees and also be able to track the communication. Mr. Isbell asked about the next steps of the recommendation should it pass the Board. Ms. Underwood stated that if the Board approves the recommendation, staff will develop the regulation language and bring them back to the Board.

**Motion:** Megan Ellis moved to recommend to the full Board the regulatory change requiring licensees to disclose their email addresses and phone number. Reese Isbell seconded.

#### **Public Comment:**

- Wendy Cochran stated that when presenting the recommendation to the Board, the Committee should consider how they will handle changes to such information. She wondered if the changes would only be made when renewing licenses every other

year or if it is compulsory to update the information via BreEZe as soon as one changes an email address or a phone number.

Motion to recommend to the full Board the regulatory change regarding requiring licensees to disclose their email address and or phone number carried; 4 yes, 0 no, and 0 abstain, per roll call vote as follows:

The committee members voted "Yes": Tonya Fairley, Megan Ellis, Reese Isbell, and Yolanda Jimenez.

## **6. AGENDA ITEM #6, REVIEW AND DISCUSSION OF NEW “HOW TO CHOOSE A SCHOOL” PAMPHLET**

Ms. Underwood stated that staff worked with DCA to create two new pamphlets on what to know before choosing a barbering or cosmetology school. They will be distributed to anyone interested in going to school in the industry to give them tips on choosing a school and what to look for.

Chair Fairley asked if this information will be distributed in high schools because the interested people will have already enrolled in schools by the time they reach the Board. Ms. Underwood stated the pamphlets would be put on the website hoping that people would see them before they enroll. Staff was also looking into partnering with school districts to get the information out. The goal is to get the information to high school career fairs and events like that, where people will look at potential careers in the industry. Ms. Jimenez pointed out that each public school district should have a college and career person dedicated to their district office and they can disseminate those to the high school campuses.

### **Public Comment:**

1. Wendy Cochran noted that the pamphlet says “Board-approved school,” making it seem like the Board is the one in charge of the quality of the education. Ms. Cochran asked if the Board could work with the BPPE to co-brand it between the two agencies under the Department of Consumer Affairs.

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

No comments were received from the public.

## **8. AGENDA ITEM #8, AGENDA ITEMS FOR THE NEXT MEETING**

No items were proposed. No comments were received from the public.

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

There being no further business to discuss, the meeting adjourned at approximately 10:55 a.m.