

Strategic Plan

2022 – 2027



BarberCosmo
Board of Barbering & Cosmetology

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Prepared by: SOLID Planning Solutions



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Message from the Board President

On behalf of the California Board of Barbering and Cosmetology, I am pleased to present the Board's Strategic Plan for 2023-2027. Strategic planning is a process by which we envision the Board's future goals and objectives and develop the necessary procedures and operations to achieve that future with continued monitoring and adjustments to the plan as needed. The strategic planning process is a collaboration between Board members, Board staff, and our valued stakeholders (consumers, licensees, professional associations, members of the public). I thank everyone involved in the plan's development, including the Department of Consumer Affairs' Office of Strategic Organization, Leadership, and Individual Development (SOLID) for facilitating the planning session. This Strategic Plan is one of many tools that will shape the Board's direction and form an action plan with measurable goals for our future.

While the Board has previously made significant accomplishments, this Strategic Plan will provide the framework to re-examine current challenges and allow new strategies and goals to further promote consumer protection in the ever-growing barbering and beauty industry.

I strongly encourage stakeholders to review this Strategic Plan and to continue to contribute at Board meetings so we can work together to achieve the ambitious goals set forward in this plan. Board meeting dates, agendas, and materials are posted in advance on the Board's website: <https://barbercosmo.ca.gov/>. Stakeholders may also sign up for the Board's interested parties email list to receive updates on regulations, bulletins, opportunities for public participation, and more. Together, with our collective knowledge and understanding, we can have positive impacts on the beauty and barbering industry for many years to come.

Steve Weeks
Board President

About the Board

The Board of Barbering and Cosmetology (BBC) consists of 13 members: 11 are appointed by the governor, one by the Senate pro tempore, and one by the Assembly speaker. Of the 11 appointments, six members are licensees and five are public members. The Board appoints the executive officer, who oversees a staff of 107. The major areas of responsibility in the daily operations of the Board are testing and licensing applicants as barbers, cosmetologists, manicurists, estheticians, and electrologists as well as inspecting establishments for health and safety violations; and investigating consumer complaints.

BBC protects and serves consumers in many ways, including:

- Examining and licensing individuals who have met minimum qualifications in education, experience, and examination requirements.
- A proactive and diligent enforcement program to fight fraud and enforce the laws governing the barbering and beauty industry. This is accomplished by:
 - » Conducting inspections upon licensing establishments, random, unannounced inspections of establishments and practitioners' workstations, and when notified that potential consumer harm may be present, conducting a directed inspection.
 - » Collaborating with the Attorney General's Office and local district attorneys to act against unqualified individuals and unlicensed practitioners.
 - » Investigating consumer complaints and if found to be viable, actively pursuing disciplinary actions that may include probation, suspension, or revocation of a license, citations and fines, letters of reprimand, or cease-and-desist orders.
- Supporting and advocating for consumer interests before lawmakers. BBC staff review and analyze proposed legislation and regulations to ensure consumer protection.
- A prolific outreach and education program that includes workshops, town hall meetings, instructional videos, consumer fact sheets, industry bulletins, and leveraging social media. Efforts are made to make these instructional materials available in the English, Spanish, Vietnamese, and Korean.



Our History

In 1927, the Board of Barber Examiners and the Board of Cosmetology were established. The Board of Barber Examiners consisted of five members, two of which were public members. The Board of Cosmetology consisted of seven members, two 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 (BBC).

On January 1, 2022, SB 803 (Roth, Chapter 648, Statutes of 2021) made several changes to the Board of Barbering and Cosmetology's laws:

- Reducing the cosmetology and barbering programs to 1,000 hours (from 1,600 and 1,500, respectively).
- Creating a 600-hour program for a new (non-chemical) hairstylist license.
- Changing the esthetic scope of practice to include lash and brow tinting and perming.
- Removing the practical examination and therefore eliminating the pre-application process.
- Increasing the number of board members from nine to 13 and requiring that one licensee from each sector of the industry be represented on the Board.
- Allowing for a streamlined endorsement of process to license an individual who holds a valid license in another state.
- Requiring an apprentice to receive their pre-apprentice training from the Board prior to licensure.
- Updating the requirements for a mobile unit.
- Increasing the hours allowed in the extern program.



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.

Vision

California sets and enforces the highest level of health and safety standards and provides an environment where consumers obtain barbering, cosmetology, and electrology services with the confidence and security that their health and safety are protected.

Values

- **Accountability**
- **Consumer Protection and Safety**
- **Customer Service**
- **Diversity, Equity, and Inclusion**
- **Efficiency**
- **Integrity**
- **Openness**
- **Quality**

GOAL 1

Board Administration

The Board promotes organizational success through the development of staff and management.

- 1.1** Establish and implement a comprehensive training plan for managers and staff to strengthen and develop their customer service skills in the workplace and improve the experience of stakeholders and consumers when interacting with the Board.
- 1.2** Establish and implement internal communications to notify Board members and staff of industry issues, health and safety concerns, trends, and products for the furtherance of consumer protection and safety.
- 1.3** Fill staff vacancies to improve operational effectiveness.
- 1.4** Develop a plan to work with community and state colleges to increase employment pipelines to recruit effective staff.
- 1.5** Enhance Board member training with industry and staff presentations to bridge the gap between licensed and public board members.
- 1.6** Utilize existing Board subcommittees on a regular schedule to discuss larger issues and provide more resources for the Board to make informed decisions.

Legislation & Regulation

The Board supports legislation and adopts regulations, policies, and procedures that reinforce its mission, vision, and goals.

- 2.1** Review policies and regulations that advocate for and support consumer protection to ensure consumer safety.
- 2.2** Establish relationships with legislators to educate them on industry topics and advance Board interests.
- 2.3** Implement Senate Bill 803 with thoroughly vetted regulations to remain in compliance with the law and support the industry.
- 2.4** Establish schedule of regular legislative and budget committee meetings to remain current with industry related issues and policies.
- 2.5** Develop regulation packages for ongoing regulations that affect the industry to provide clarity on state statutes.



GOAL 3

Licensing

The Board provides individuals a method for obtaining and maintaining a license.

- 3.1** Explore and develop a list of ongoing educational options for licensees to increase consumer awareness and safety.
- 3.2** Explore additional technology options to make the application process more efficient for licensees.
- 3.3** Review language used in Board materials and communications to ensure that the language is accessible to licensees.



Inspections

The Board conducts inspections to determine violations of the laws and regulations and educates individuals on how to be compliant with the laws and regulations governing safe practices in California.

- 4.1** Increase inspector wages to attract and retain quality inspectors.
- 4.2** Conduct yearly updated training with Board inspectors to develop language skills, cultural competency, customer service, report writing, and inspectors' industry-specific knowledge to increase competency and consistency.
- 4.3** Increase technology for inspections to streamline the process for inspectors and licensees.

GOAL 5

Enforcement

The Board protects the health and safety of consumer services by effectively investigating consumer complaints and violations and by promoting compliance through the issuance of citations and fines, and by educating establishments and individuals on the laws and regulations governing safe practices in California.

- 5.1** Obtain special investigator positions to increase the efficiency of investigating consumer harm complaints.
- 5.2** Collaborate with the Bureau of Private Post-Secondary Education to conduct quality school investigations, to improve the qualifications of applicants, and consumer protection.
- 5.3** Investigate unlicensed activity in licensed and unlicensed locations (including phone application/web-based on-demand services) to increase consumer protection.
- 5.4** Explore and collaborate with industry booking platforms to require license verification to enhance consumer protection.
- 5.5** Review probationary process and existing remedial education information to ensure remedial education procedure and communication is clear.
- 5.6** Develop remedial education material to assist in probationer compliance.

GOAL 6

Outreach

The Board educates stakeholders on the laws, regulations, and issues relevant to the industry.

- 6.1** Ensure outreach communication is at an accessible level to increase public understanding.
- 6.2** Explore different avenues for outreach and engagement to encourage self-development of licensees and awareness/engagement of the public.
- 6.3** Assess current engagement levels on the Board's website, newsletters, social media, mailers, etc., to better utilize resources and determine if they are reaching the proper audiences.
- 6.4** Solicit feedback from licensees on a more continuous basis to engage with licensees.
- 6.5** Encourage the public to participate in online Board activities to inform, educate, and collaborate.
- 6.6** Provide information at high schools, occupational schools, and public outreach events on the industry and how to become licensed to increase licensed activity and engage with potential licensees.
- 6.7** Explore within the outreach committee to create Board-specific outreach/media to expand access of information to the public and licensees.

Strategic Planning Process

To understand the environment in which BBC operates as well as identify factors that could impact BBC's success in carrying out its regulatory duties, the Department of Consumer Affairs' SOLID Planning Solutions Unit conducted an environmental scan of BBC's internal and external environments by collecting information through the following methods:

- Interviews were conducted with BBC's Board members and executive staff during the months of March and April 2022, to assess the challenges and opportunities BBC is facing or may face in upcoming years.
- Online surveys were sent out to external stakeholders on March 30, 2022, and closed on April 15, 2022. Survey participants provided anonymous input regarding the challenges and opportunities BBC is facing or might face in upcoming years. A total of 390 people participated in the external stakeholder survey.





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