



BOARD OF BARBERING AND COSMETOLOGY
CALIFORNIA DEPARTMENT OF CONSUMER AFFAIRS
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Board of Barbering and Cosmetology
2420 Del Paso Road, Suite 100
Sequoia Conference Room
Sacramento, California 95834

MEETING OF THE BOARD OF BARBERING AND COSMETOLOGY

MINUTES OF AUGUST 14, 2006

BOARD MEMBERS PRESENT:

Jerry Tyler, President
Richard Hedges, Vice President
Frank Lloyd
Angela Reddock
Marlene Gadinis
Jerri Ann Walters

STAFF MEMBERS PRESENT:

Kristy Underwood, Executive Officer
Denise Johnson, Assistant Executive Officer
Gary Duke, Staff Counsel
Theresa Rister, Board Analyst

BOARD MEMBERS ABSENT:

Dr, Della Condon
Joe Gonzalez

1. Agenda Item #1, CALL TO ORDER/ROLL CALL

Mr. Tyler called the meeting to order at 9:00 a.m. The board members and staff introduced themselves.

2. Agenda Item #2, STRATEGIC PLANNING

Ms. Underwood introduced Tony Carney, the facilitator.

The Board and Mr. Carney discussed the goals of today's strategic planning meeting. An overall goal identified was response to the Sunset Review process and DCA and the issues.

Mr. Carney reviewed the strategic planning process. The process includes the development of a mission statement and a vision statement (view of the future) with core beliefs and values. Goals are then identified to accomplish the vision statement. He noted current goals are general. Action plans are developed to outline ways to accomplish the goals. Performance measures are identified to follow the progress of the action plan. The strategic plan is an ongoing process.

MISSION STATEMENT

In looking through the current strategic plan, the mission statement was reviewed. Mr. Hedges recommended adding serving as guardian of the health, safety “and education”. Educating the consumer is an important issue currently facing the industry. The Sunset Review recommended the mission statement should identify the agency’s purpose more clearly. It currently reads, “To promote and protect the interests of California consumers by first serving as guardian of their health, education and safety. Enhancing public and industry participation in decision making. Promoting ethical and professional standards. Creating policies that are contemporary, relevant and responsive.” The mission statements of the California Highway Patrol and Caltrans were reviewed for comparison. Mr. Carney noted the mission statement should be concise, memorable and delineate why the organization exists. After extensive discussion, it was agreed the mission statement should read “To ensure the health and safety of California consumers by promoting ethical standards and by enforcing the laws of the beauty industry.”

VISION STATEMENT

The vision statement was then reviewed and discussed. The vision statement should paint a picture of where the organization would like to see itself in five years. All agreed the board should be trendsetters for the industry. After discussion, it was agreed the vision statement should read, “California will set and enforce the highest level of health and safety standards and provide an environment where consumers will obtain barbering and cosmetology services with the confidence and security that their health and safety will be protected.”

GOALS

Goals were then reviewed and discussed. Goals are general but directional statements. In the past; one word goals were identified. The audit was reviewed for direction. The audit primarily addresses timeliness i.e.; backlogs in licensing and DRC. Backlogs in cashiering renewals are not done in the office anymore. Backlogs have been addressed and reduced. Accountability; responsibility and resources were discussed. After discussion of the audit; the following issues were identified: Backlog; licensing processing and delays; review of process; inspections and enforcement. The core processes are licensing; enforcement; inspections and disciplinary review. Issues and subissues within the four core processes were discussed. Additional core processes were identified as Sunset Review Audit and Education and Outreach. Licensing: Issuing within a timely manner; reducing backlogs; review and creation of new license types including apprentice, externship/assistant programs, braiding, threading; booth rental; examinations; aggregate scoring; reciprocity; curriculum review; national exam. Enforcement: Percentage of budget to enforcement (now at 39%, should be at least 60%); complaints; discipline cases (address fiscal impact); cost recovery (as part of disciplinary order); foot spa safety. Inspections: Frequency; timeliness; add staff; cost recovery in followup inspections; tools for inspectors; staff retention; administrative fines for violations/inspections; health and safety (proper notification). Discipline Review: Reduce backlog (within 90-120 days); internal review of closed cases; establish written guidelines and guidelines for dismissal; education versus fine (i.e.; traffic school – however Ms. Underwood noted the violation still needs to be on their record for progressive discipline) based on degree of severity. Sunset Review (miscellaneous): Performance audit; use of lasers (outside of scope of practice). Education and Outreach: Foot spa safety, general health and safety, consumer outreach campaign. Review of Appropriate Regulation of Schools: Inspection;

licenses to be required; relationship with BPPVE versus dual oversight of schools (Board authority is slight – can inspect but not fine – BPPVE does not address health and safety issues; instructor competency/licensure; pass/fail rate). Ms. Underwood noted school regulation is broad; and more of a goal that the Board can assess where they should be in their regulatory oversight of schools. Board Governance: streamline board effectiveness (frequency of meetings; strong committee structure; having policies in place; terms of officers); policies; administrative efficiency, reconstitution of the Board (currently being read in legislation).

The meeting was recessed for lunch at approximately 12:30. The meeting reconvened after one half hour.

ACTION PLANS

The Board further discussed and added administrative policies, and board goals. Mr. Carney addressed Core Business Processes: the following subjects: Performance measures, outcome and results; Goals and objectives were prioritized as follows:

Licensing: 1) Curriculum Review. 2) Reciprocity. 3) Timelines. 4) National Exam. 5) Review of license type. 6) Examination cost.

Enforcement: 1) Foot spa safety and other health and safety issues. 2) Complaints (Directed). 3) License Denial criteria. 4) Address fiscal impact. 5) Discipline cases. 6) Cost recovery. Cost recovery was initially rated item #5, but all agreed denial criteria was more important.

Inspections: 1) Add support staff/inspectors. 2) Timeliness of complaints regarding directed and frequency of inspections (follow up inspections and new establishments). 3) Fines, Citations, Collections. 4) Tools and technology (Field testing by a team) (Inspectors are in the process of receiving new cameras, laptops, camera phones, cars). (Their authorization needs to be clarified). 5) Cost Recovery (requiring establishments to pay for their inspections). 6) Staff retention (classification and retention).

Disciplinary Review: 1) Timeliness. 2) Monitoring. 3) Dismissal Guidelines (staff level/ approved by Board). 4) Education and training in lieu of fines.

Review of Regulation of Schools: To be reviewed by Licensing and Examination Committee.

Education and Outreach: 1) Footspa safety regulations and general health and safety. 2a) Develop a consumer outreach campaign. 2b) Develop an industry campaign on footspa and general health and safety. Monitor the feedback.

Board Governance: 1) Monitor new board member policy, procedures and legislation issues. 1a) Meet quarterly. 1b) Streamline board processes. 1c) Terms of Officers

Mr. Tyler noted a lot of the above items have been identified and being reviewed by specific committees.

Mr. Carney clarified performance measurements for each objective. What is the result we are trying to do? He discussed the term Balanced Scorecard referring to performance measures. Four perspectives are looked at including internal operating and internal financial perspective, external operating and external financial perspectives.

At this time, the Board took a 5 minute break.

The discussion continued on performance measurements. Efficiency is a mathematical formula of outputs and inputs; it doesn't take effectiveness into account. Hence, for the amount of hours expended in investment in staffing, what can the board get in return. Other factors to look at include quality (completeness of work, frequency), and customer service.

The four measurements of "Success Indicators" are efficiency, effectiveness, quality and customer service. Mr. Carney lead the Board through the goals and priorities in terms of the four measures. He encouraged staff and the board to continue this process in detail.

He noted follow up surveys on the website can be helpful to gauge the performance progress.

Mr. Carney thanked the board and staff for their hard work. Mr. Lloyd asked what is the next step. Mr. Duke noted staff will come up with action plans on all of the above as to how they plan to accomplish all of this work.

3. Agenda Item #3, PUBLIC COMMENT

Cinthia Menendez, Skyline College: Suggested brush up courses on health and safety, performance criteria and the ACT, stating that the industry professionals stray on these subjects and this will ensure state board rules are being followed.

Michael Megna, with Backscratchers, Inc: Believes everyone looks at us for our high standards and sees California is lacking in education compared to other states. A lot of work needs to be done but believes we are taking a positive direction. Volunteered to help on any committee for industry input. Initiate a rating system for the salons so that the consumer can know what type of salon they are walking into. He supports us and agrees more inspectors are needed to accomplish this. Mr. Tyler agreed that a scoring system may help educate and protect the consumers

Ms. Reddock acknowledged Mr. Tyler for his leadership, energy and passion he has brought to the position.

4. Agenda Item #4, ADJOURNMENT

There being no further business, the meeting was adjourned.