

**CALIFORNIA
BOARD OF BARBERING AND COSMETOLOGY**



JANUARY 22, 2024

DIVERSITY, EQUITY, AND INCLUSION COMMITTEE

**Department of Consumer Affairs
HQ2 Hearing Room #186
1747 North Market Blvd
Sacramento, CA 95834**

and

Public Teleconference



CALIFORNIA BOARD OF BARBERING AND COSMETOLOGY



MEMBERS OF THE COMMITTEE

Jacob Rostovsky, Chair
Tonya Fairley
Reese Isbell
Danielle Munoz

DIVERSITY, EQUITY, AND INCLUSION COMMITTEE MEETING NOTICE AND AGENDA

January 22, 2024

Department of Consumer Affairs
HQ2 Hearing Room #186
1747 North Market Blvd
Sacramento, CA 95834

*Action may be taken on
any item listed on the
agenda.*

**12:00 p.m. or upon Adjournment
of the Legislation and Budget
Committee Meeting – Until
Completion of Business**

Committee members will participate remotely from private, non-public sites. The public may participate in-person or remotely. To participate in the WebEx Events meeting, please log on to this website the day of the meeting:

<https://dca-meetings.webex.com/dca-meetings/j.php?MTID=mcfc79d538aa407cc5ddb9a06105dc004>

Webinar number: 2486 727 6348

Webinar password: BBC122

Instructions to connect to the meeting can be found at:

https://www.barbercosmo.ca.gov/about_us/meetings/how_to_join_webex_event.pdf

Members of the public may but are not obligated to provide their names or personal information as a condition of observing or participating in the meeting. When signing into the WebEx platform, participants may be asked for their name and email address. Participants who choose not to provide their names will be required to provide a unique identifier such as their initials or another alternative, so that the meeting moderator can identify individuals who wish to make public comment; participants who choose not to provide their email address may utilize a fictitious email address in the following sample format: XXXXX@mailinator.com.

In order to ensure all public members have an opportunity to speak and in the interest of time, public comments will be limited to two minutes unless, in the discretion of the committee, circumstances require a shorter period or longer period; members of the public will not be permitted to “yield” their allotted time to other members of the public to make comments.

As an alternative, members of the public who wish to observe the meeting without making public comment can do so (provided no unforeseen technical difficulties) at

<https://thedcapage.wordpress.com/webcasts/>.

AGENDA

1. Call to Order/ Roll Call/ Establishment of Quorum
2. Discussion and Possible Approval of the September 11, 2023, Committee Meeting Minutes
3. Discussion of Diversity, Equity, and Inclusion Webpage
4. Review and Discussion of DEI Social Media Report
5. Public Comment on Items Not on the Agenda
Note: The Committee may not discuss or take any action on any item raised during this public comment section, except to decide whether to place the matter on the agenda of a future meeting (Government Code Sections 11125, 11125.7(a))
6. Suggestions for Future Agenda Items
7. Adjournment

The time and order of agenda items are subject to change at the discretion of the Committee Chair and may be taken out of order. In accordance with the Bagley-Keene Open Meeting Act, all meetings of the Committee are open to the public.

*Government Code section 11125.7 provides the opportunity for the public to address each agenda item during discussion or consideration by the Committee prior to the Committee taking any action on said item. Members of the public will be provided appropriate opportunities to comment on any issue before the Committee, but the Committee Chair may, at his or her discretion, apportion available time among those who wish to speak. Individuals may appear before the Committee to discuss items not on the agenda; however, the Committee can neither discuss nor take official action on these items at the time of the same meeting (Government Code sections 11125, 11125.7(a)).

The meeting is accessible to the physically disabled. A person who needs disability-related accommodation or modification in order to participate in the meeting may make a request by contacting: Natalie Mitchell at (916) 244-6644, email: natalie.mitchell@dca.ca.gov, or send a written request to the Board of Barbering and Cosmetology, PO Box 944226, Sacramento, CA 94244. Providing your request is a least five (5) business days before the meeting will help to ensure availability of the requested accommodations. TDD Line: (916) 322-1700.

DRAFT
CALIFORNIA STATE BOARD
OF
BARBERING AND COSMETOLOGY

DIVERSITY, EQUITY, AND INCLUSION (DEI) COMMITTEE MEETING

MINUTES OF SEPTEMBER 11, 2023

BOARD MEMBERS PRESENT

Tonya Fairley
Reese Isbell
Danielle Munoz

STAFF MEMBERS PRESENT

Kristy Underwood, Executive Officer
Carrie Harris, Deputy Executive Officer
Sabina Knight, Board Legal Counsel
Allison Lee, Board Project Manager
Natalie Mitchell, Board Analyst

BOARD MEMBER ABSENT

Jacob Rostovsky

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

Ms. Underwood called the meeting to order at approximately 11:00 a.m. and confirmed the presence of a quorum.

2. AGENDA ITEM #2, ELECTION OF COMMITTEE CHAIRPERSON

Motion: Ms. Fairley nominated Jacob Rostovsky as Committee Chairperson.
Ms. Munoz seconded.

Motion to approve nomination of Jacob Rostovsky as Committee Chairperson.

Nominations: 3 yes, 0 no, and 0 abstain, per roll call vote as follows:

The Committee Members voted "Yes": Tonya Fairley, Reese Isbell, and Danielle Munoz.

3. AGENDA ITEM #3, COMMITTEE MEMBER REMARKS - INFORMATIONAL ONLY

Ms. Underwood opened the first DEI Committee Meeting stating that the Department of Consumer Affairs has taken a strong position on DEI and has recently been asked to include it in strategic plans. Ms. Underwood stated that she believes they are ahead of it as they have already created their committee and had several discussions at Board meetings on it. Ms. Underwood explained that they would like to open it up to any comments from members of the Committee.

Tonya Fairley shared that she is glad to see this being added to the list of responsibilities and she is excited to see where it takes the team, the information gathered, and how to best serve the public with having this included. Danielle Munoz explained that she is excited that members see themselves as advocates to promote DEI Access as it will be great for the Board to be accountable to provide equitable and inclusive services to licensees and that licensees are providing equitable spaces for clients. Reese Isbell shared that this is a really important Committee to him and he is

excited that it is being established. Mr. Isbell is looking forward to working with Jacob in his new role as Chair.

4. AGENDA ITEM #4, DISCUSSION OF HOW TO COLLECT DATA ON UNDERREPRESENTED COMMUNITIES

Ms. Underwood stated that a draft survey was created of what can be sent to licensees via email. The survey is not required, and people would be volunteering. Ms. Underwood explained that finding out the focus was discussed at the Board meeting and that they would like the Committee's thoughts on the survey questions for licensees.

Ms. Munoz shared that she likes the idea of not assuming everything is known and that where the Committee starts comes from needing to learn. There is no such thing as a DEI expert. It is a learning journey and members need to learn how to listen to people to hear what is going on. Ms. Munoz loves that the survey starts with hearing from people, helps see the demographic, has opened options on gender identity, and has open ended questions at end about what licensees are looking for from the Board.

Mr. Isbell and Ms. Fairley provided minor formatting and grammar edits to the questions.

5. AGENDA ITEM #5, DISCUSSION OF WAYS THE BOARD CAN PROMOTE DIVERSITY, EQUITY, AND INCLUSION IN THE BARBERING AND BEAUTY INDUSTRY

Ms. Underwood stated that staff had the idea to create a handout to promote the DEI mission. Drafted content was provided for feedback from members.

Mr. Isbell provided grammatical and clarifying edits. Ms. Fairley stated the Board should be cautious of wording so it does not sound like the Board is telling licensees to embrace something that may be against their religious beliefs. Ms. Fairley further explained that she still feels it is very suggestive by giving the establishment directions versus allowing to be free to decide what it looks like in their space. The minute the Board makes a suggestion, it becomes "law" even though it is not. Ms. Fairley provided an example of an establishment that is known for making jokes that some may find offensive and that some people choose to go to for that reason. The wording being used could encourage the establishment to change who they are. The type of community created is based on the stylist and Ms. Fairley raised concern with the language suggesting licensees are not welcoming or kind.

Danielle Munoz shared that any DEI work done is going to be uncomfortable for some people, but it has to be done and she feels like this was a good start.

Mr. Isbell stated that he believes as much information as possible needs to be provided to the industry on how to be welcoming to clients. If a woman walks into a male salon, the response should be to figure out how to provide a welcoming environment.

Ms. Fairley explained that when putting the scope together, the behavior of the industry cannot be excluded, and certain language suggests taking away from where the individual has been to accommodate a situation. Ms. Fairley also explained how information from the State Board can be perceived differently to the environment of salons based on wording. Language used in the suggestions sound like a dictation of how to run the individual's establishment.

Danielle Munoz shared that if a male were to walk into a nail salon, she would want the salon to provide a service. Ms. Munoz discussed being a system that uphold racism and needing to be the first ones to embrace it. Ms. Munoz stated that the fight is done at the community level, but systems get to play how they do. Ms. Munoz continued to explain that clients can choose not to come back and go to someone else who they find inclusive. Inclusive teams and places are 30% more productive and take in more money. Speaking to the industry is more about providing information and suggestions instead of telling them what to do. There is the issue of individuals feeling dictated since it is from the Board, but that should not stop the work of promoting DEI. Information should be provided and opportunities to learn about DEI should be offered.

Kristy Underwood stated that a handout may not be efficient and suggested putting together content on a section of the website, as well as a more specified social media campaign that provides suggestions as opposed to a document being handed out. Sabina Knight asked if it is worth a conversation with the associations if they do anything in terms of suggestions. Social media can promote additional information on the website.

Ms. Fairley asked about adding gender pricing. Ms. Underwood explained that the Board does not have the authority to endorse this topic but putting it in the document can be inclusive and removal of gender pricing can be promoted.

Kristy Underwood thanked the Committee for the comments and stated that they will bring back a lot of information at the next meeting.

No public comments were made.

6. AGENDA ITEM #6, PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

No public comments were made.

7. AGENDA ITEM #7, SUGGESTIONS FOR FUTURE AGENDA ITEMS

Ms. Underwood would like to discuss something specific around encouragement at the school level at the next meeting.

8. AGENDA ITEM #8, ADJOURNMENT

There being no further business to discuss, the meeting adjourned at approximately 11:54 a.m.



MEMORANDUM

DATE	January 22, 2024
TO	Members, Diversity, Equity, and Inclusion Committee
FROM	Kristy Underwood, Executive Officer
SUBJECT	Agenda Item 3 – Discussion of Diversity, Equity, and Inclusion Webpage

On December 13, 2023, the Board of Barbering and Cosmetology launched its Diversity, Equity, and Inclusion webpage (https://barbercosmo.ca.gov/licenses/dei_fact.shtml). It is linked on the Board's homepage under Resources. Below is a copy of the information found on the webpage.

Diversity, Equity, and Inclusion (DEI) Resources

Disclaimer: The resources provided on this webpage are meant to **educate** licensees and consumers on various aspects of diversity, equity, and inclusion. They are **not** to be interpreted as a policy or requirement from the Board of Barbering and Cosmetology (Board). Many resources link to third-party websites that are not under the control of the Board. The Board is not responsible for the contents of any third-party sites, links in third-party sites, or any changes or updates to third-party sites.

Purpose: Licensees may use these resources to encourage DEI in their establishments. Such resources are critical for addressing systemic inequities, fostering a more inclusive environment, and creating opportunities for underrepresented groups. Use these DEI resources to deepen personal understanding and facilitate discussion.

California is home to the largest and most diverse barbering and beauty industry in the nation. While the Board of Barbering and Cosmetology's main responsibility is to protect the health and safety of California consumers receiving barbering and beauty services, the Board encourages licensees to embrace diversity, equity, and inclusion in their establishments. The Board wants every consumer receiving Board services to feel safe and welcome.

What is Diversity, Equity, and Inclusion?

Diversity, equity, and inclusion are three values that businesses should keep in mind when making decisions to promote fair treatment and support of individuals of different races, ethnicities, religions, abilities, genders, and sexual orientations.

Diversity refers to all ways people differ, including characteristics such as gender, age, ethnicity, race, mental and physical abilities, sexual orientation, education, religion, and language.

Equity refers to fair treatment for all by ensuring everyone has the same resources and opportunities to achieve success.

Inclusion refers to everyone feeling respected and that they belong.

Why is DEI Important?

DEI in the workplace creates an environment where everyone feels valued and respected, which can lead to a more positive environment for both licensees and consumers with:

- Increased job satisfaction and engagement
- Increased creativity and innovation
- Increased employee retention
- Increased profits and customer base
- Enhanced business reputation

DEI also prevents legal issues from arising, such as harassment and discrimination.

What Can You Do?

Here are some **suggestions** of ways you can help clients feel more welcome.

- **Spread kindness.** Do not allow hate speech, crude jokes, or any behavior that could offend someone.
- **Create a welcoming space.** Think of ways to make your clients more comfortable. For example, some transitioning clients may not want to receive services on the salon floor in front of other clients. You could offer services in a private room or at the beginning or end of the day when other clients are not present.
- **Use an individual's preferred pronouns and name.** If you have client intake forms or questionnaires, update them so clients can share their preferred name and pronouns. Remove gendered language (she/her, he/his) from marketing and branding. Consider using gender-neutral language, such as "they" or "client."
- **Take continuing education classes and training.** Do you know how to work with clients of various skin types and shades, hair types, physical abilities, and neurological abilities? It is important for a licensee to know how to cater their services to fit their clients' specific needs. Take classes or research to broaden your knowledge and enhance your skill set so your clients are confident in your abilities.
- **Make restrooms gender neutral, if possible.** California Health and Safety Code section 118600 requires that all single-user toilet facilities in any business establishment be identified as all-gender toilet facilities.

Publications

- [Department of Consumer Affairs Diversity, Equity, and Inclusion Fact Sheet](#)
- [The Rights of Employees Who Are Transgender or Gender Nonconforming Fact Sheet](#)

Videos

- Belonging, A Critical Piece of Diversity, Equity & Inclusion: <https://youtu.be/2jK0gyQCoTs>
- National Disability Awareness Month: <https://www.youtube.com/watch?v=e96nbW0ZiBY>
- No "One Size Fits All": <https://www.youtube.com/watch?v=8KWT5YNupmQ>

- The Importance of Diversity Equity & Inclusion in the Workplace: <https://www.youtube.com/watch?v=ZkxjAGIP9Q>

Organizations

- California Civil Rights Department: <https://civildrights.ca.gov/>
- Disability Rights California: <https://www.disabilityrightsca.org/>
- Hair Has No Gender: <https://www.hairhasnogender.com/>
- Human Rights Campaign: <https://www.hrc.org/>
- Pride at Work: <https://www.prideatwork.org/>
- California State Council on Developmental Disabilities: <https://scdd.ca.gov/>



MEMORANDUM

DATE	January 22, 2024
TO	Members, Diversity, Equity, and Inclusion Committee
FROM	Kristy Underwood, Executive Officer
SUBJECT	Agenda Item 4 – Review and Discussion of DEI Social Media Report

To promote diversity, equity, and inclusion in underrepresented communities, the Board of Barbering and Cosmetology collected information on which underrepresented communities are prevalent in the licensee population. 2,190 licensees completed the anonymous survey. The findings are summarized below.

- 59% are cosmetologists. The next largest group was estheticians (24%).
- 30% are establishment owners.
- 25% are 50-59 years old. The next largest group was 40-49 (22%).
- 85% identify as female.
- 22% describe themselves as Hispanic or Latino; 12% identify as Asian or Pacific Islander.
- 15% have a disability.
- 67% identify as heterosexual/straight.
- 19% were born outside of the United States.
- 87% identify English as their primary language.

When asked what specific changes or improvements respondents would suggest State Board make to promote diversity, equity, and inclusion in the industry, many responded that the Board was already fine or that it wasn't the Board's job. Some of the other responses are summarized below:

- Add natural hair/textured hair to the curriculum.
- Allow more apprentice training for those who cannot afford traditional school.
- Make website easier to navigate on mobile devices.
- Attend more trade shows, visit schools, and have webinars so everyone can ask questions.
- Be more patient with licensees that speak another language.
- Make continuing education mandatory.
- Continue sensitivity training and have board members that reflect diversity.
- Create programs to fund beauty schools in lower income cities.
- Offer diversity training.
- Make the exam available in more languages.
- Add Russian as an exam language.
- Help salons start up their business.
- Have waivers for those that can't afford the exam and fees.
- More college outreach since cosmetology is cheaper at a junior college than a private school.

The Board will continue to post DEI related topics on social media. Our previous posts have included:

- Using “Happy Holidays” instead of “Merry Christmas.”
- The Hair Dos for the Holiday social media campaign reflected different ethnicities and hair styles.
- How to be a supportive ally to survivors of domestic violence.
- Celebrated Native American Heritage Month and the Board provided links on how one can support Native American communities.
- Celebrated Latino Heritage Month.

Action Needed: The Committee shall make suggestions on additional ways the Board can promote DEI.

Agenda Items

No. 5-7

No Attachments