

Comprehensive Program Review Report



Program Review - Cosmetology

Program Summary

2020-2021

Prepared by: Jonna Schengel

What are the strengths of your area?: Offered as an Instructional Service Agreement in partnership with a local Cosmetology School.

Counselors indicate high interest from students in the program.

This program is accredited by the National Accrediting Commission of Career Arts & Sciences (NACCAS).

One of the strengths is longevity (nearly 30 years) and continued success of the program and the relationship between COS and Estes.

Teaching staff are licensed cosmetologists with documented industry experience and are required to successfully complete relevant professional development annually.

Facilities are updated. Students are learning on industry-standard equipment and facilities.

Instruction includes career development, entrepreneurship, communication, and general business skills.

What improvements are needed?: Expanded barbering skills and service training would provide additional opportunities for graduates. (ie: Clipper cuts, fades, designs.)

Students need more experience in retail and marketing techniques.

Describe any external opportunities or challenges.: Students need further training in soft skills and emphasis on work ethic and expectations. Students struggle to understand and appreciate industry demands, business expectations, and customer service skills.

Need to track employment of graduates of this program.

Overall SLO Achievement: All course SLO are meeting expectations including industry standards.

Students could benefit from more immediate and actionable feedback from instructors.

Changes Based on SLO Achievement: Instructors are offering more intentional and frequent feedback through enhance active learning techniques. Review student surveys on instructors to guide faculty feedback.

Overall PLO Achievement: Completion rates are high but PLO assessment demonstrates a need to better prepare students for the licensure exam.

Changes Based on PLO Achievement: The inclusion of exam review and study programs earlier in the student certificate program has resulted in higher success rates with licensure.

Outcome cycle evaluation: It has been a challenge for cosmetology faculty to complete an assessment of the cycle. The program finds the assessment cycle to be challenging due to the relationship of the cosmetology program to the college as a whole.

Faculty are committed to seeking help in maintaining a three-year assessment cycle from sources at the college.

Action: 2020-2021 Continuous curricular and facility improvement.

Maintaining and improving curriculum and industry-based facility requirements for the instructional program of Cosmetology.

Leave Blank: Essential for Operation

Implementation Timeline: 2020 - 2021

Leave Blank:

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Identify related course/program outcomes: COSM261 #2 - Students able to understand new and unique styling techniques

COSM261 #3 - Students relate to employment and operations as related to state laws.

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Person(s) Responsible (Name and Position): Susan Winey, Jonna Schengel

Rationale (With supporting data): In consultation with our Advisory committee, recommendations to curriculum and facilities have been emphasized to program leaders. Licensure is essential to practice in the industry so improving licensure rates is a focused goal.

Priority: High

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation:

Resources Description

Continued and expanded industry outreach. Through advisory committee and industry contacts to improve direct student interaction. (Active)

Why is this resource required for this action?: This program is an industry accredited and licensed program, therefore industry input and advice is necessary to maintain and viability and hire-ability of graduates.

Notes (optional):

Cost of Request (Nothing will be funded over the amount listed.): 0

Link Actions to District Objectives

District Objectives: 2018-2021

District Objective 2.1 - Increase the percentage of students who earn an associate degree or certificate (CTE and Non-CTE) by 5 percentage points over three years

District Objective 2.4 - By 2021, Increase the percentage of CTE students who achieve their employment objectives by 5 percentage points

District Objectives: 2015-2018

District Objectives - 2.2 - Increase the number of students who earn an associate degree or certificate annually.

District Objectives - 2.4 - Increase Career Technical Education course success rates and program completion annually.

Action: 2020-2021 Assess student success through SLO assessment and industry pass rates

Dean of CTE will meet with Cosmetology faculty to assess SLOs and provide feedback on pass rates on licensure examination.

Leave Blank:

Implementation Timeline: 2020 - 2021

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Identify related course/program outcomes: All SLO and PLO relate to this.

Person(s) Responsible (Name and Position): Jonna Schengel, Susan Winery

Rationale (With supporting data): This is a current weakness in the program as faculty are not part of the regular faculty groups in the division.

Priority: Medium

Safety Issue: No

External Mandate: No

Safety/Mandate Explanation: