

**CALIFORNIA  
BOARD OF BARBERING AND COSMETOLOGY**



**MARCH 13, 2023**

**EDUCATION AND OUTREACH COMMITTEE**

**PUBLIC  
TELECONFERENCE**



**CALIFORNIA BOARD  
OF  
BARBERING AND COSMETOLOGY**



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**EDUCATION AND OUTREACH  
COMMITTEE**

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**MEMBERS OF THE  
COMMITTEE**

Tonya Fairley, Chair  
Megan Ellis  
Reese Isbell  
Yolanda Jimenez  
Colette Kavanaugh

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**PUBLIC TELECONFERENCE  
MEETING**

**March 13, 2023**

**10 A.M. or upon Adjournment of  
the Licensing and Examinations  
Committee Meeting - Until  
Completion of Business**

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

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The Board may take action on any  
agenda item.

**NOTE: Pursuant to Government Code section 11133, neither a public location nor teleconference locations are provided. Public participation may be through teleconferencing as provided below.**

**Important Notices to the Public: The Board of Barbering and Cosmetology will hold a public meeting via a WebEx Events. 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=m199ee2a1310e6df1214ebe3374b7925e>

Webinar number: 2488 200 4474

Webinar password: BBC03132023

**Instructions to connect to the meeting can be found at:**

[https://www.barbercosmo.ca.gov/about\\_us/meetings/how\\_to\\_join\\_webex\\_event.pdf](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. Election of Committee Chairperson
3. Discussion and Possible Approval of the January 9, 2023, Committee Meeting Minutes
4. Discussion and Possible Recommendations Regarding Text Messaging Content by Licensee Scope of Practice
5. Discussion and Possible Recommendations Regarding Outreach Opportunities and Priorities
6. Review and Discussion of Board Website Changes for Consumers
7. 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))*
8. Suggestions for Future Agenda Items
9. 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 being held via WebEx Events. 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](mailto: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.

*Agenda Items*

*No. 1-2*

*No Attachments*

**DRAFT**  
**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.





## MEMORANDUM

DATE March 13, 2023

TO: Members, Education and Outreach Committee

FROM: Kristy Underwood, Executive Officer

SUBJECT: Discussion and Recommendations of Text Messaging Content by Licensee  
Scope of Practice

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At the January 23, 2023, board meeting, the Board decided to move forward with sending text messages to licensees by scope of practice. The Board sent a survey to licensees and allowed two weeks for response. The findings are summarized below.

- 11,488 licensees completed the survey
  - 57.75% Cosmetologists
  - 24.52% Estheticians
  - 9.96% Manicurists
  - 5.69% Barbers
  - 1.63% Establishment Owners
  - 0.45% Electrologists
  
- 89.64% answered Yes, they would be interested in receiving text messages from the Board.
  
- 78.90% answered Yes, text messages are needed.
  
- 49.80% answered they would want to receive text messages once a month.
  
- 86.52% answered No, they do not already follow the Board on Facebook, Instagram, and/or Twitter.

### **Costs:**

Board staff contacted vendors to obtain costs associated with the texting program. Listed below are the costs that the Board would incur:

The cost breakdown for one year if we consider half of the licensee population would opt into receiving text messages once a month is as follows:

<b>Population</b>	<b>Rate</b>	<b>Contract Term</b>	<b>Total Amount</b>
300,000 licensees	\$0.040/per text	12 months	\$144,000.00

The cost breakdown for one year if we consider 57.75% of the cosmetologist population would opt into receiving text messages once a month is as follows:

<b>Population</b>	<b>Rate</b>	<b>Contract Term</b>	<b>Total Amount</b>
111,711 cosmetologists	\$0.040/per text	12 months	\$53,621.00

These costs are much more significant than originally thought and the funding for this project should be considered.

Currently, the Board pays approximately \$300 per fiscal year to the Department of Consumer Affairs pro rata to use ListServ, which is the system to send email blasts to the industry. There are no costs to maintain the Board's Instagram, Facebook, and Twitter accounts.

**Discussion:**

The Board is currently in the process of a fee study to determine if our licensing fees are appropriate. Staff recommends that any decision on moving forward with a texting program be postponed until this fee study is completed so we can get a clear picture of our budget before making a costly decision on text messaging. The Board has not been specifically allocated an expenditure for outreach.

In addition to delaying the texting program, staff recommends the committee continue to monitor the outreach that is currently being planned within our existing budget. This includes live Town Hall events, continued notifications via e-mail and improving the website.

**Action:** If the Committee wants to pursue text messaging given the costs above, the Committee shall make the recommendation to the Board on pursuing this program now that we have received the actual costs.



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## MEMORANDUM

DATE March 13, 2023

TO: Members, Education and Outreach Committee

FROM: Kristy Underwood, Executive Officer

SUBJECT: Discussion and Recommendations of Outreach Opportunities and Priorities

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The Board of Barbering and Cosmetology is always seeking new ways to expand access of information to the public and licensees.

**Action:** The Committee shall discuss and make specific recommendations to staff on topics to highlight in outreach (e.g. the complaint process, the Board's purview, unlicensed activity, scope of practice, health and safety reminders, etc.) and how to distribute the information (e.g. video, pamphlet, flyer, social media post, townhall, etc.).



## MEMORANDUM

DATE March 13, 2023

TO: Members, Education and Outreach Committee

FROM: Kristy Underwood, Executive Officer

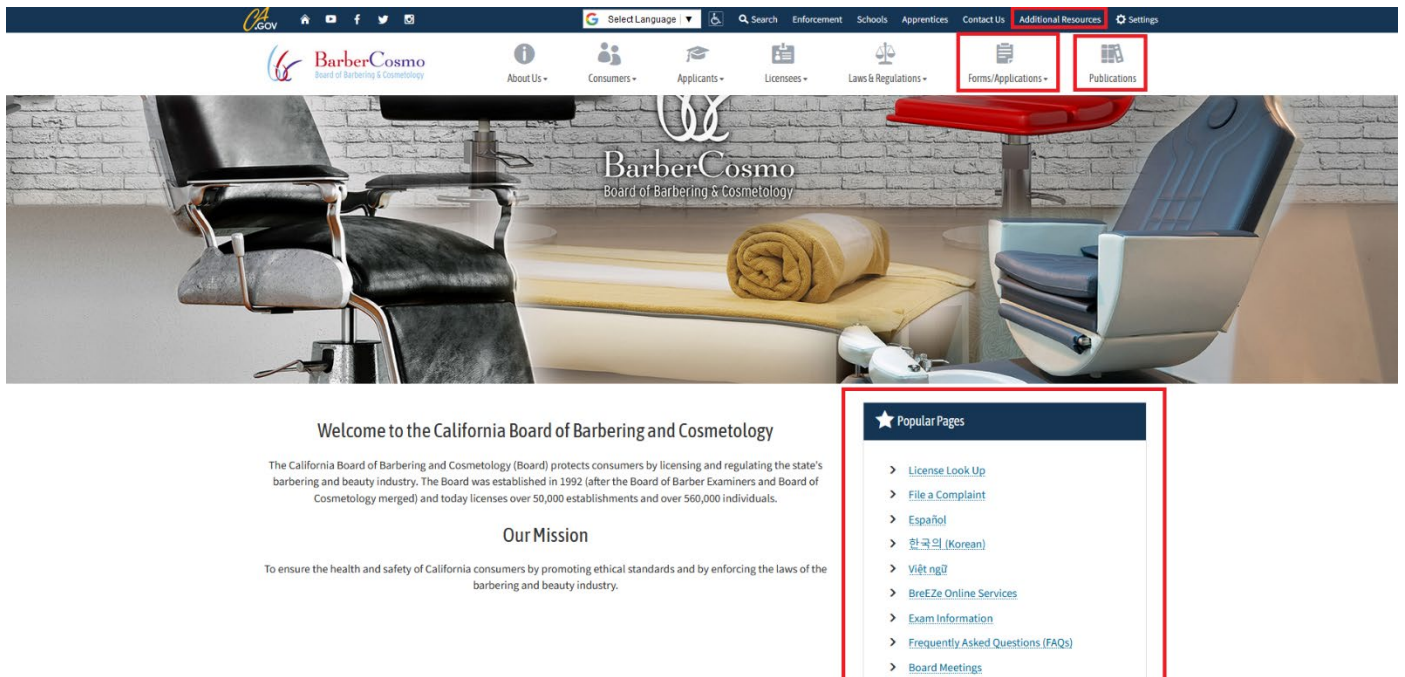
SUBJECT: Review and Discussion of Board Website Changes for Consumers

On February 9, 2023, the Board’s website formatting changes went live.

There is now a new “Popular Pages” box on the right-hand side of the homepage, which also appears when you click the main items on the navigation menu (About Us, Consumers, Applicants, Licensees, Laws & Regulations, Forms/Applications, and Publications).

There is a new Additional Resources page and Publications page (separate from the Forms/Applications page).

These changes were implemented so key information is at the top of the screen, so it is easier to find.



*Agenda Items*

*No. 7-9*

*No Attachments*