

Provincial Hairstylist Articulation Committee

MINUTES

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFERS (BCCAT)

Institution/Location: Coast Mountain College, Terrace BC

Meeting Date(s): 20/09/2018 to 21/09/2018

Present:

Member Institution	Representative	Email
Alexander College		
Art Institute of Vancouver		
Ascenda School of Management		
Athabasca University		
BCIT		
Camosun College		
Capilano University		
College of New Caledonia		
College of the Rockies	Gwen Stewart	GSTEWART@cotr.bc.ca
Columbia College		
Coquitlam College		
Corpus Christi College		
Douglas College		
Emily Carr University of Art & Design		
Farleigh Dickinson University		
Fraser International College		
Justice Institute of BC		
Kwantlen Polytechnic University		
Langara College		
Nicola Valley Institute of Technology		
Northern Lights College		
North Island College		
Northwest Community College	Corry Johnson Danna Buick	CorryJohnson@nwcc.bc.ca DBuick@nwcc.bc.ca
Okanagan College		
Quest University		
Royal Roads University		
Selkirk College	Pat Bidart Luree Gould	pbidart@selkirk.ca LGould@selkirk.ca
Simon Fraser University		
Thompson Rivers University		
Trinity Western University		
UBC-Okanagan		
UBC-Vancouver		
University Canada West		
University of the Fraser Valley		

University of Northern BC		
University of Victoria		
Vancouver Community College	Gary Franceschini Julie Wright	gfranceschini@vcc.ca jwright@vcc.ca
Vancouver Island University	Sally Vinden	Sally.Vinden@viu.ca
Yukon College		
Private Training Institutions Branch	Starlette Tolver	Sdtolver@outlook.com
Fort Nelson Secondary School	Deborah Brown	dbrown@sd81.bc.ca
Abbotsford School District	Nadia Moore	Nadia.Moore@abbyschools.ca
Beauty Council of Western Canada	Fiona Chambers	fiona@beautycouncil.ca
ITA	Cara Lenoir Colleen Rogan Cher Steinke	clenoir@itabc.ca crogan@itabc.ca csteinke@itabc.ca

Recorder: Emma Rasmussen – Vancouver Community College

Welcome from Laurie Waye & Kevin Jeffrey, Kitsumkalum (Indigenous name), Coast Mountain College

1. Meeting Called to Order at 9:15am

2. Introductions/welcome

- New Members/Guests:
- Regrets:

3. Approval of Agenda and Any Additional Items

Motion: to adopt the Agenda with additions
(No amendments)

4. Approval of minutes of the Articulation Committee meeting of Thursday, April 19, 2018

- Amendments (if any): none

Motion: to accept the Minutes as presented/with amendments as noted:
All in favor the minutes.

5. Business Arising from Previous Minutes (if any)

6. Election/Re-Election of Chair and/or SLP (if required)

Motion: not required currently, however Sally Vinden proposes the need for a Co-Chair, as the committee is growing. Mentions that the position can assist in preparing the next Chair. All who are interested can put their names forward, and she can take a confidential ballot.

7. INTRODUCTIONS

During introductions, each shared their positions at their institution, along with how long they have been a part of articulation, whether they are a guest or member, and the key reasons for why they chose to attend.

8. BEAUTY COUNCIL & ITA SYNERGY

- Fiona Chambers – notes the disconnect between barbering and hairdressing, looking to bridge the gap
- Expresses the need to look at “BeautySafe” as being mandatory (certification program promoting protocols of infection control, safe cleaning, sterilization and chemical practices). Current numbers

for this certification are low – people are either failing, or just passing. These results are parallel to the Red Seal sterilization and sanitation theory exam segment.

- The Beauty Council works with health inspectors' right across Canada, each province is different with their regulations. Fiona suggests that BC should make this a pre-requisite like other trades e.g. professional cooks. Unlike other industries, health inspectors are not educated enough, no understanding, as you cannot visually see contamination.
- Sally notes that it would be good for next time to have a health inspector representative present to provide more insight
- Fiona clarifies that the Beauty Council are not trying to take over from ITA, but rather work together – a synergy that could really work
- Colleen, who manages the program standards at ITA, explains the benefits of Red Seal – a national endorsement, attached to provincial certification, enabling work in other provinces. ITA is NOT a regulatory body, but a certification body. Colleen expresses her enthusiasm in working with the Beauty Council with them being a regulatory body.
- Cher – ITA development officer – Expresses their biggest goal – harmonization. Given that Red Seal is fairly new to BC, we must work together to raise the standard of the industry
- Our industry falls short in regards to apprentice wages, in comparison to other trades. This can be discouraging for those with an interest in becoming a Hairstylist. Can we increase the wages?

10:30am – Quick Break

10:44am – Next Topic

9. ITA SLIDESHOW – PRESENTED BY COLLEEN, CHER & CARA

- Handouts are provided – Colleen acknowledges that some points may be repeats from previous meetings – mainly about key messages on harmonization – walks us through the handout in order to gain more understanding each time
- Exam statistics interpretation – a brief breakdown
- Harmonization overview – breakdown on what it is – the goals, priorities. The harmonization initiative was launched in 2013
 - a. Consultation – ESDC drives the process, the product is the Red Seal occupational standard.
 - b. Program development – ITA drives the process – program outline, program profile, credentialing model, standard level exams
- Stage one breakdown (consultation) – Situational analysis, industry consultations, RSOS workshop. A survey went out to sponsors of apprentices, which had a 29% response rate - highlighting that there is some work to do with educating sponsors on the apprenticeship process, as there are many misunderstandings. The main priority is providing accurate information and consistency, prompting the ITA to host an industry night - on November 6 in Vancouver, at the Roundhouse. ITA will share the Eventbrite RSVP with the committee. Employer sponsors are invited, and this is an opportunity to recruit new sponsors. For those who cannot attend, ITA will send out written literature of the event. ITA will take the suggestion of a video presentation back to organizers.
- Stage two breakdown (program development) – a timeline/chart – discussion surrounding suggested timeline for workshops – committee members agree collectively that August and December are not good times for industry, perhaps we can align with articulation meeting
- Level 1 exam statistics – 505 writes since implementation in 2016. A breakdown of exam weighting percentages per category in the exam
- Apprenticeship statistics – numbers of apprentices in the old system, numbers in each region, and numbers of highest levels achieved (all stats displaying the active, inactive, and the total) Cara notes that all apprentices in the old system will be contacted and provided information about transitioning into the new system

- Hairstylist Standard Level 1 Exam statistics for 2018 – the pass rate, average result & number of writes
- Red Seal Exam statistics for 2017 – the national pass rate, the BC pass rate, along with the average mark
- Hairstylist Apprenticeship grants – A breakdown of what grants are available for apprentices and sponsors

10. NADIA MOORE – COMMITTEE REPORT

- Upon reflection of the last articulation meeting, a new school district committee was formed, Nadia guides everyone through her PowerPoint Presentation
- Identified obstacles, noting that education is key. Listed schools whom have collaborated to form this new committee, including Abbotsford School District, Chilliwack, Sooke Schools 62, and Langley Schools & Mission Public Schools.
- Their second committee meeting was held very recently, in prep for articulation, with the next one to be held early May, after the Skills competition.
- Nadia passes out the minutes from the school committee meeting
- Clarification that although the school district committee is a separate entity, it is NOT a sub-committee that also operates under BCCAT and does not need to follow the required guidelines as such. The idea is for this committee to reach a broader audience.

12:10pm – LUNCH IS SERVED

1:00pm – NEXT TOPIC

11. MP GROUP – MILADY PRESENTATION – TINA & LINDSAY

- MindTap – a digital learning platform, delivering a seamless curriculum online to over 2 million students around the world, compatible on all devices
- Breakdown of the Milady digital evolution since 2004 to the present
- Benefits and features
- Presented an introductory video
- Listed some statistics – for example; Students who spend at least 3 hours on MindTap each week, are twice as likely to achieve 90% on marks or higher
- Walkthrough of the content – compiled of six parts, each part has chapters with learning objectives, which you can add or remove. Went through quizzes and tests, interactive eBooks, discussion board feature, procedure tracker guidebook, ePortfolio, editable modules, how to view class averages etc., simulation software, “Studio Luma”
- Presented a haircutting instructional video as an example
- MindTap Plus – same foundation with newer and more advanced features and modules
- Two-year access for students from the time of activation
- No institutional fee
- Fees - \$499.95 for MindTap Plus, \$168 for eBook, price for regular MindTap not captured
- “Trial access” available – for two weeks
- Discussion on how MindTap and LAB compare, the pros and cons of each, the pros and cons of transitioning from physical textbooks to online
- Discussion on the possibility of hosting Milady instructor training – teaching methods, how to use the technology in the classroom – approx. \$2500 for a day for 20 instructors

2:52pm – BREAK

3:22PM – NEXT TOPIC

12. INSTITUTIONAL REPORTS

- Each present their reports (see number 17) – the following are key points of discussion following each report
- Discussion about how to get industry to understand the definition of an apprentice – they are not an assistant and can take on their own clients. Discussion surrounding when to teach certain techniques, with some feeling that private colleges generally tend to “jump ahead” with teaching more advanced services without having foundation knowledge.
- It is noted that most salons stay up to date with industry matters via their sales reps, many of whom do not have industry background. There is no awareness of what it means to be Red Seal certified.

INSTITUTIONAL REPORTS TO CONTINUE THE FOLLOWING DAY, DUE TO THE TIMING.

4:00PM – DAY ONE MEETING ADJOURNED

DAY 2

9:00AM – CALL TO ORDER

AMENDMENT TO AGENDA – CONTINUE INSTITUTIONAL REPORTS FROM DAY 1

- Each institution presents their reports (see number 17) – the following are key points of discussion following each report
- Discussion amongst all, following VCC institutional report – “over teaching” in foundation program, instructors not comfortable teaching only the foundation curriculum. The question was raised; will there be level two after harmonization? We are the only province, which does not consolidate all training. All collectively, feel that two levels does not work for industry, however, was necessary to get ITA funding. Some do not feel ready to study again after just completing 10 months. Please Note: the upcoming RSOS workshop will focus on Harmonization and address issues such as levels. At this point in time, it appears that all provinces are in agreement with 2 levels.
- In the midst of Institutional Reports, committee has a member join, via video call – Gwen Stewart – College of the Rockies, all introduce themselves. Gwen informs committee that she will be rolling out level two apprenticeship online and face-to-face in January (this is in collaboration with Selkirk and VIU).
- Discussion surrounding how each college has decided to sequence their apprenticeship programs, along with aligning assessments with ITA.
- Jumping back to Red Seal topic – Sally brings up the apprenticeship pathway on projector screen, breaks down the chart, program overview
- **Corry introduces new guest Kelly Swain – Director of Trades – Coast Mountain College**

10:50AM – QUICK BREAK

11:00am – NEXT TOPIC (VIU REPORT SKIPPED, WILL SEND OUT AFTERWARDS)

13. LEVEL TWO APPRENTICESHIP DEVELOPMENT

- Sally informs that ITA put out a call for innovative approaches for delivering apprenticeship. VIU, College of the Rockies & Selkirk had been in contact regarding this. ITA contacted VIU last year to do the same thing for baking – drew from that proposal to put together the hairdressing proposal. Curriculum development will be between September and last week of December. The pilot project will roll out January 3rd to be completed by March, with Sally taking the lead.

- Ideally, online program look for open source textbooks – there are currently non available for hairdressing.
- Accessibility of curriculum for private sectors is not known at this point, as it is ITA funded.
- Promotion funding – discussion surrounding what content to use, approach. VCC promo video – have been given permission to use – splice the video and do voiceovers etc.
- Brainstorming of different marketing tactics, info graphic being a major one

12:08PM – LUNCH

1:00PM – CONTINUATION OF PREVIOUS TOPIC – DISCUSSION

14. BROKE INTO 3 GROUPS – FURTHER BRAINSTORMING OF IDEAS FOR MEDIA RELEASE

15. LAB PRESENTATION – GARY – VCC

- Breakdown on how VCC changed their curriculum to be more aligned with ITA
- VCC is currently the only college at articulation using LAB in this way
- PowerPoint presentation – an introduction on what LAB is and why it is beneficial
- Gary navigates through LAB via the projector screen – a walkthrough of Learning Paths, videos, tests, learning connections etc.
- Discussion comparing Milady and LAB, all collectively feel LAB is more current

16. MOODLE

- Moodle site has been created for articulation committee – more efficient than email, will simplify communication, can post institutional reports and the minutes etc.
- Julie will administrate

17. Presentation of Institutional Reports *(to be summarized – no need to include copies)*

- a. Institution/Name: Northwest Community College – name change to Coast Mountain College. Notes that their facilities are off campus, with a cohort of 18, along with a waitlist. This has been ongoing since the program started, as there is only one intake. Student ages range from 17-40s.
- b. Institution/Name: Starlette Tolver – Works with several private institutions, many of whom have provided feedback. One major question that instructors have raised; is it possible to take the Red Seal exam separately from students? They do not wish to be seen at the same level, and it would be more discreet. Starlette also mentions that many private colleges are trying to figure out how to best sequence level 1 and 2 to align with ITA.
- c. Institution/Name: Abbotsford School District – Curriculum re-written in 2017, including more up styling, a hair show every year. Level one apprenticeship (is this Foundation?) is running, has a great practical component, theory component not as strong. Explains criteria for passing, consequences when you fail in first semester. Points out connection of students who have sponsored kits, do not finish the program – no incentive. Practicums occur during spring break - very effective. Mentions inability to transition to an online curriculum - Wi-Fi and bandwidth issues. Informs of the difficulty in finding paid positions for apprentices, employers view them as volunteers – this is discouraging, leading them to quit the industry, or ending up in salons with a low wage.
- d. Institution/Name: Vancouver Community College – Eight Foundation Program streams -Downtown campus, one at SRT in Maple Ridge, starting in Jan, March, May, Sept & Oct. VCC ran their first level one apprenticeship in April, with two students. Attempted to run level one in Sept, with only three students, pushed it back to Jan, in hopes of more students enrolling. Timing of the streams was

reassessed, aligning with graduating foundation students – more incentive to come back and take level two. Explained marketing tactics – emails, phone calls, industry night.

- e. Institution/Name: Fort Nelson Secondary School – Have the shortest program - 36 weeks long; running from Sept to end of May, Mon to Thurs. Practicum is 172 hours. If you miss over 7.5% attendance, students are encouraged to withdraw, rather than being let go, in order to be eligible to come back into the next cohort. Currently have 13 students, using both Milady and Pivot Point, slowly using more Milady. Mentions what students receive in their kits, and curriculum layout – will be working with VIU & College of the Rockies to launch level two online. Discussion on practicums and sponsorship from salons, funding for counselling for both students and instructors - need more instructor support. Revenue goes back into funding the program's equipment, events etc.
- f. VIU: Reports not submitted.

18. BCCAT Report

19. Guest Report

20. Any Other Business

21. Next meeting:

Location: Vancouver Community College

Date: Wednesday 17th April, 2019

Meeting adjourned at 4:03pm

BCCAT Contact: Ruth Erskine, Committee Coordinator

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