

The Provincial Hairstylist Articulation Committee Meeting

Day 1

Date: Thursday, April 19, 2018

Duration: 9:30am to 4:00pm

Location: Vancouver Community College, Downtown Campus, Room 416.

9:30am

- Informal welcome, coffee & muffins served by host Lucy Griffith

9:45am

- Welcome and introductions of returning and new committee members

In Attendance;

Sally Vinden – Committee Chair, Instructor at Vancouver Island University
Sally.Vinden@viu.ca

Rob Schwarzer – School Chair at Selkirk College, School of Industry & Trades Training, Nelson
rschwarzer@selkirk.ca

Luree Gould – Instructor of Hair Design at Selkirk College, Nelson
lgould@selkirk.ca

Anna Portman – Instructor of Hair Design at Chilliwack Secondary School, BC
anna_portman@sd33.bc.ca

Maurita Graham – Instructor of Hair Design at Mount Boucherie Secondary, Kelowna, BC
maurita.graham@sd23.bc.ca

Nathania Roy – Director of Education at Okanogan Cosmetology Institute, Penticton, BC
nathania@ocihair.com

Debbie Nickel – Executive Program Director at Blanche McDonald Centre, Vancouver, BC
debbie@blanchemacdonald.com

Launie Morgan – Senior Educational Administrator at Mark Anthony Academy of Cosmetology, Langley BC
launie@maacademy.ca

Starlette Tolver – Subject Matter Expert for Career Colleges at Starlette Tolver Consulting, Abbotsford, BC

sdtolver@outlook.com

Nadia Moore – Instructor/Department Head at Abbotsford School District's career program, BC

Nadia.Moore@abbyschools.ca

Krista Balogh – Teacher at Riverside College, Mission BC

krista.balogh@mpsd.ca

Louise Dannhauer – Instructor for Skin & Body Therapy at Vancouver Community College, BC

ldannhauer@vcc.ca

Gary Franceschini – Instructor for Hair Design at Vancouver Community College, BC

gfranceschini@vcc.ca

Danna Buick – Instructor for hair at Northwest Community College, Terrace, BC

DBuick@nwcc.bc.ca

Lucy Griffith – Department Head for Hair Design, Skin & Body Therapy at Vancouver Community College, BC

lgriffith@vcc.ca

Julie Wright – Instructor of Hair at Vancouver Community College, BC

jwright@vcc.ca

Fiona Chambers – Executive Director of the Beauty Council of Western Canada, Langley, BC

fiona@beautycouncil.ca

Marion Shaw – Board Director – Chairperson of the Beauty Council of Western Canada, Langley, BC
(Email address unknown)

Chelsea Tarnow – Instructor for Hair Design in Armstrong School District, BC

ctarnow@sd83.bc.ca

Paul Britton – District Principal in Armstrong School District, BC

pbritton@sd83.bc.ca

Colleen Rogan – Manager of program standards at ITA, BC

crogan@itabc.ca

Aya (last name wasn't captured) – ITA Training designation advisor, BC

(Email address not provided)

Anna Tikina – Research officer at BCCAT, Vancouver, BC
atikina@bccat.ca

10:00am

- Approval of agenda
- Review of and approval of October 2017 minutes completed by **Gary Franceschini**.
Amendments: ITA would like to add an amendment to the discussion re: Level 2 sponsorship requirements.
- **Anna Tikina** provided hand outs and discussed Spring 2018 update, highlighting areas of work, award nominations, Transfer Innovation funding opportunities, as well as the high school curriculum update available on the Ministry of Education website. A report on Indigenous education pathways has recently been published. The Student Transitions Project is available online to show transition and graduation rates:
<https://www2.gov.bc.ca/gov/content/education-training/post-secondary-education/data-research/student-transitions-project>
https://www2.gov.bc.ca/assets/gov/education/post-secondary-education/data-research/stp/stp_fast_facts.pdf
- **Sally Vinden** Previous request form committee for the Development of a Hairstylist Mock Exam: Sally suggests that the committee consider taking on the task with the goal of developing a mock exam that can be shared amongst member institutions. This is common practice amongst other Articulation committees such as Carpentry and Automotive.

10:45am

- **Colleen Rogan and Aya** provided an ITA update, Colleen
- noted her own absence at October 2017 meeting, also stated that it was not an accurate depiction of events regarding discussion between OCI and ITA about the sponsorship of Level 2 apprenticeship (addendum added to October, 2017 Minutes: In 2017, as a provisional measure, ITA provided OCI temporary approval to recognize level 2 technical training for some OCI students who had challenges in finding a sponsor in their small community. ITA was made aware of the situation after the students had completed level 2 technical training. Institutions can deliver technical training back to back, provided there is a clear demarcation between the successful completion of level 1, including the submission and recording of all final marks, and evidence of the sponsorship of the apprentice in the ITA system prior to starting level 2 technical training. OCI was required immediately to make the necessary adjustments to their program, in order to align and support the apprenticeship pathway for the trade).
- **Sally Vinden** provided the opportunity for a discussion regarding this - clarification and to deepen understanding, an addendum was passed around to all members containing the questions from October meeting and answers following. The ITA read out thoroughly and provided clarification around the system.
- **Q&A period** – questions regarding students leaving foundation program wanting to complete level 2 and technicalities surrounding instructors and employers signing off on hours, industry awareness of sponsorship requirements and whether 3 month probationary period is included –

clarification that the employer is a sponsor regardless of logged hours. ITA apprenticeship advisors to work more closely and actively engage with sponsors and ensure the salon is a reputable sponsor.

Discussions on a huge percentage falling out of the industry, including Quebec, despite being the strongest province, raising question of how to keep the people in the industry? Education – industry night at VCC was a great success, which highlighted the Red Seal process, had apprenticeship advisor Chris Klar speak and inform salon owners another great solution for more institutions.

Questions regarding timing/flexibility of intakes for Level 1 and 2 apprenticeship – collaborate with salons to ensure students are not out of salon during busy periods to determine intake dates, some may also prefer a back-to-back model.

- An **ITA Slideshow** was presented with an agenda and a **brief history** of hairstyling program – trade deregulated in 2003, no license required.
- In June 2008, A Personal Services Industry (PSI) HR committee was formed, funded by Service Canada's Labor Market Partnerships Program (LMP)
- PSI Committee members represented a cross-section of personal services industry with representation from the three areas – Hair, Nails and Esthetics.
- Industry stakeholders consistently supported certification for both skills and services. Also expressed the need for an independent 3rd party to regulate the industry
- Respondents articulated strong support for minimum enforced training standards focusing on sanitation, safety, theories, principles, technique, technical skills, disease and disorders
- A Hairstylist Program review was conducted in Jan 2012 aligning ITA's program outline to the National Occupation Analysis (NOA)s to meet Interprovincial Red Seal Standards. Subsequent meetings resulted in a credentialing model that included the two levels of technical training.
- Following a training durations analysis by industry in Sep 2014, program standards were approved by the ITA Standards review committee in May 2015. New program was launched in Jan 2016.
- **Harmonization** – the goal is to align apprenticeship systems across Canada by making training requirements more consistent in Red Seal Trades
- The CCDA harmonization initiative launched in Fall 2013, endorsed by the Forum of Labor Market Ministers in 2014
- **Harmonization priorities**
 1. Use of Red Seal trade name
 2. Consistent total training hours (in school and on the job)
 3. Same number of training levels
 4. Consistent sequencing of training content
- Overview of stages 1 and 2 and the process involved
- Recognition of Training, Certificates and SOA
- Breakdown of Level 1 exam – naming criteria to be marked on and the percentage it contributes to final score
- Apprenticeship statistics – active, inactive & totals
 1. Apprentices in old system

2. Highest level achieved

3. Apprentices by Region – Levels 1 and 2, Total

- Hairstylist Level 1 Exam stats – 2017
- Red Seal Exam Results – 2017
- Hairstylist Trade Vocab Cards – see link below

https://www.gov.mb.ca/wd/apprenticeship/pdfpubs/pubs/discover/mb_trades/hairstylist/hairstyling_vocab_card.pdf

- More Q&A following slideshow – theory exam price \$125-\$150

Exam maintenance officers to revise exams – to provide a reflection of trends in industry and to resolve the issue of low completions potentially due to a delivery issue

It was suggested to send feedback to challenge department in regards to when you challenge and apply for grant, the ITA would not recognize certificate because ITA was called a different name.

1:00pm – 2:00pm

- **Lunch** (time adjusted to an hour later than what original agenda stated)

2:00pm

- **Red Seal Practical Assessment Update – Slideshow presented by Dan McFaul**

Highlighting what it is and what it involves - Assessment of candidate performance in a simulated occupational setting, Comparing observable evidence of competence against occupational performance standards, Conducted by experienced practitioners trained as assessors

An overview of the duration, how many candidates, how many assessors, cost and tasks that are to be assessed.

A review of the current status – 10 Assessors (7 trade instructors, 3 industry practitioners), how many assessments to date since 2015 (99 candidates assessed, 14 assessment sessions – 11 in Vancouver, 3 in Nanaimo). The demand is slow but steady, with approximately five new enquiries per month.

Information regarding who is an eligible candidate, criteria needed for scheduling an assessment.

Standards Revised 2018 - Based on recommendations from Assessor Moderation workshop (April 2017) and in consultation with ITA – Assessment criteria updated, Improved clarity and specificity, Raised the standard for 'cumulative task' evidence to 90% (from 75%), Candidate Information guide updated, Assessor Guide and Marking Sheets updated.

- **Q&A following slideshow** - It was noted that a 75% mark reflected work that was unacceptable in a salon and that anything more than 10% was not up to standard and as a result, the ITA have

slowly been getting less experienced candidates. The implementing has started now. Candidates can retake practical assessment whenever they want – price remains the same.

Sanitation practices not on assessment criteria and will not be implemented – Assessed in IP – no doubling up, assessment criteria contains indicative tasks – tasks that indicate other areas of skill.

Implementation of moderation workshops containing 6 days of intensive training for ITA practical – ITA will support in respect to guidelines.

Discussion of becoming an assessor for ITA practical – requirement to take moderation workshop. However, there is currently not a high demand for assessors, with the average assessor only having done four assessments in 2 years.

2:35pm

- **Level 2 updates/Leading change within the hairstylist community in BC** – discussion with all members
Sally mentions that every trade in BC has an articulation committee – ensuring consistency in allowing students to successfully transfer credentials, as Red Seal apprenticeship went to 2 tier levels, currently putting in place the right transfer systems, promotion of course/program equivalency, and noting the need to be following the correct order of learning (e.g. color in level 1)
- **Institutional Report – Presented on projector screen - Nadia**
2018 brings change of administration at Abbotsford school district, Patti Tebbutt's retirement – Michael Pearson has taken the position of Principal of Career programs. Michael is passionate about trades and has a tradesperson background.

Program/course updates – Level 1 tweaked to comply with ITA criteria in the Youth Trades program, minor curriculum changes as prior to ACE-IT

- **Sally** passed around sign-up sheet requiring name, institution and email address to send Institutional Report Template to revise over and then discuss the following day.
- **Moodle** – brief discussion explaining its purpose – a learning platform shared between educators, administrators and students. It builds the community of practitioners, enables the sharing of things happening within institutes amongst each other – fashion shows etc.

3:06pm

- **Group Activity – Hands on.** Breaking down into groups and brainstorming ideas for a hypothetical newspaper article regarding the changes in the industry, with the objective to gain the general public's interest and explaining why it benefits them.
 1. Name of newspaper
 2. Create attention-grabbing headline no longer than 4 words
 3. 4 key points to discuss in article
- Review of activity, realization of what we are dealing with, realization of the positive view on the change from all groups with many similarities with ideas.

The Provincial Hairstylist Articulation Committee Meeting

Day 2

Date: Friday, April 20, 2018

Duration: 9:30am to 3:00pm

Location: Vancouver Community College, Downtown Campus, Room 416.

9:30am

- Informal welcome – coffee and muffins served host Lucy Griffith

9:45am

- Welcome and introductions of returning and new committee members

In attendance – New members whom were not here for day 1;

Lyndsey Sherwood – Surrey school District (position not captured)

sherwood_l@surreyschools.ca

Lovina Gladu – Instructor of Hair Design at Ecole Alpha Secondary School, Burnaby, BC

lovina.gladu@burnabyschools.ca

- **Re-cap of day 1's hands-on group activity** – Got back into our groups for a discussion on how to execute the message – it is up to the articulation committee to lead the province with the change – how can we go big with this message?
- Noted the importance of ITA to speak to private institutions and PTIB also, as they are out of the loop, go to the media, beauty suppliers, vendors, and beauty council – inform and create a strong understanding of the difference between courses and qualifications.
- Brainstorming further ideas of how to execute our message to the industry and general public – all ideas were shared and written down on the whiteboard, such as; creating media content and posting on various social media platforms and using that as a survey tool - facebook, youtube, Instagram (e.g. Competition with hashtag: #RedSealHairstylistBC)

11:15am

- 15min break

11:30am

- Further discussion regarding group activity – deciding which areas to tackle first, who will participate and what they are passionate about. The creation of a timeline – mapping out a plan
 1. Media and content – Develop the message first
 2. Grass Roots – Roadshow to deliver media, standardized presentation – release on all media platforms on same day for impact
 3. ITA funding
 4. Iron out complete strategy over 4-5 months

1:00pm – 2:30pm

- **Lunch break** (ran longer than anticipated due to slow service)

2:30pm

- Quick overview of exercise – who is interested in which steps of the process?

2:40pm

- **Discussion of Level 2 apprenticeship**
- Discussion of dates each institution is commencing
- Questions/comments -
 1. Typically, apprentices have been working in industry already for a while before registering
 2. Flexibility with start dates after level 1 is good because different preferences are met e.g. some prefer to do in big block and go back to their community, some prefer to split it up and work in industry – no specific time designated, as long as the required hours are met
 3. Harmonization – has been both easy and difficult, varies from trade to trade, a lot of benefits at the end of harmonization

2:55pm

- Date, Location for September articulation meeting – Wednesday 19th, Terrace, Hosted by Dana
- Fly in and have dinner in the evening, establish ideas and agenda for the 20th and 21st
- Continue what got left behind in this meeting
- **Lucy Griffith** handed out world skills information booklets
- **Sally Vinden** – meeting wrap up, giving thanks for time, great energy, ideas and enthusiasm, handed out a ticket to share thoughts on meeting anonymously for further ideas, comments and suggestions

3:00pm

- **Meeting adjourned**