

## PCCUA PROGRAM ASSESSMENT PLAN

**Division/Department:** Business and Information Systems

**Degree Program:** Cosmetology Technical Certification Program

**Semester/Year:** 2022-23 Academic Year

### Mission Statement or Overview of Program

This Technical Certificate program is designed for students with a creative talent for hair design and enjoy helping people look their best. Located on the Helena campus, students learn all phases of professional imaging such as hair style/design, chemical processes for hair coloring, skin care, nail care, and other business principles related to salon operations. This program includes a competency-based curriculum of theory and hands-on clinical applications associated with the cosmetology industry. A Certificate of Proficiency in Cosmetology Manicuring is also available.

Students enrolled in the program complete 45 credit hours, which is equivalent to 1500 hours, according to the Arkansas Department of Health Cosmetology Section guidelines and are prepared to successfully pass the Arkansas State Licensing Exam in Cosmetology.

### Program Student Learning Outcomes (PLOs)

<b>PLO #1</b> (Reporting Year 1)	Perform services in hair care and design including hair cutting, hair styling, hair coloring, scalp protection, and chemical texture.
<b>PLO #2</b> (Reporting Year 1)	Demonstrate advanced techniques in manicures, pedicures, skin care, and facial makeup procedures.
<b>PLO #3</b> (Reporting Year 2)	Understand advanced knowledge of microbiology, chemistry and electricity as it relates to the cosmetology industry.
<b>PLO #4</b> (Reporting Year 2)	Demonstrate proficiency in using salon equipment and tools to perform cosmetology services.
<b>PLO #5</b> (Reporting Year 3)	Practice safety, sanitation, and infection control procedures.
<b>PLO #6</b> (Reporting Year 3)	Develop business management and customer skills that apply to salon operations.
<b>PLO #7</b> (Reporting Year 3)	Demonstrate readiness of all skills required for the AR State Cosmetology Board Licensing Exam.

### PCCUA ASSESSMENT GUIDING QUESTIONS

Cosmetology TC Assessment Program Outcomes – Fall 2022-Spring 2023 (Revised Tables for Fall 2023)

Please respond based on the departmental discussion of the program assessment and how those outcomes reflect what students are learning and what needs to happen to improve student learning. You may provide this in a narrative or bulleted format. However, you must respond to each question and these responses should be based on your program assessment discussions. **Please respond in red font.**

### **Program Student Learning Outcomes**

- A. Are the intended educational (learning) outcomes for the program appropriate and assessed appropriately?  
**Learning Outcomes are based on cosmetology curriculum standards and guidelines for the State Cosmetology Board Exam. Each outcome is using appropriate assessment tools and measurements.**
- B. How are the faculty and students accomplishing the program's student learning outcomes?  
**Faculty accomplish the SLO's by defined assessment measures, analyze assessment results, and identify action plans for areas of improvement. Students are assessed**
- C. How is the program meeting market/industry demands and/or preparing students for advanced study?  
**The Cosmetology program ensures readiness with knowledge and skills for students to take the Arkansas Cosmetology Board exam to be licensed as a cosmetologist in the State of Arkansas. The Division monitors pass rates for the exam but are implementing an alumni survey along with ways to track Job Placement. Pass Rates are indicators that curriculum is meeting the industry standard and job placement will also measure market demand for students entering the workforce.**
- D. Do course enrollments and program graduation/completion rates justify the required resources?  
**Enrollment varies but is higher in the fall semester. Retention and graduation rates are high which indicates that students complete the program requirements and therefore justifies the resources necessary for the Cosmetology program.**
- E. Based on the Program SLO's how well are students learning at the course and program level? Based on your assessment outcomes, how do you know this?  
**Students are achieving benchmark assessment measures for each SLO at the course and program level. In Fall 2023, the cosmetology program revised program curriculum which included revisions for course and program SLO's. Based on previous assessment outcomes, results were above benchmarks.**

**F. What are the changes you need to make to improved student learning?**

Although students are meeting the benchmarks for assessment there is always opportunity for continued improvement and student engagement. The Cosmetology curriculum was revised which required a revision to SLO's at the course and program level. As part of this revision, faculty evaluated assessment tools and measurements and are implementing more assessment measurements that align with specific skills and the SLO. Faculty are also implementing various teaching strategies for student engagement and to improve student learning. Following are a few strategies:

- Teaching students how to take or journal notes from the lessons
- Student Portfolio to demonstrate knowledge and skills learned
- Review with Kahoot and other online study resources
- Use more “hands-on” activities to demonstrate skills and provide visual aids for students to actually see what they are learning in the textbook curriculum.

**G. What are the weak areas demonstrating a need for improvement?**

As faculty evaluated overall program curriculum, areas of weakness were identified and listed below:

- Creating a structured learning environment with more “hands-on” activities for demonstration of skills and techniques
- Curriculum revisions including course and program SLO's to ensure relevancy to cosmetology.
- Conflict Resolution strategies to help students learn how to work with other students as well as clients
- Updating program equipment and tools used in the Salon environment
- Study Skills: helping student learn and apply various study skills
- Revisions to forms and documents used to assess and document progress of the program.

**H. What are the strengths identified through assessment?**

As faculty evaluated overall program curriculum, strengths were identified and listed below:

- Students learn a wide variety of skills related to cosmetology such as hair, nails, and skin.
- Online Teaching Resources provide a comprehensive curriculum with demonstration videos and references.
- Teaching concepts on a healthy body and mind on hygiene, sanitation, and infection control procedures.
- Providing demonstrations on techniques using salon tools and implements.

## **Program Curriculum**

- A. Is the program curriculum appropriate to meet current and future market/industry needs and/or to prepare students for advanced study? Is that reflected in the assessment outcomes?  
As noted above, program curriculum meets the needs of the cosmetology industry/market and prepares students for the State Cosmetology Board exam. Curriculum also prepares student to enter the workforce by either joining a salon with other cosmetologist or as an entrepreneur to establish their own salon.
- B. Are program exit requirements appropriate?  
All cosmetology students are required to take a Mock Board Exam (practical and written) at the end of each Level I and II. Students demonstrate knowledge along with basic and intermediate skills before moving to the next level in the program. At the end of Level III, students complete the Practical Board Exam including written and practical demonstrations components that are reported to State Board. This Practical Board Exam indicates completion of the program and readiness to take the State Cosmetology Board Exam.
- C. Are students introduced to experiences within the workplace and introduced to professionals in the field?  
Guest speakers and industry professionals provide students with demonstrations and presentations related to the cosmetology industry. Some professionals demonstrate products and/or techniques used in the industry. Local Cosmetologist introduce students to the workplace and give insight to real world experiences that help prepare students to enter the cosmetology industry.
- D. Does the program promote and support interdisciplinary initiatives? **Yes**
- E. Does the program support the college STACC skill development expected of all PCCUA graduates? Explain how you know this through assessment.  
The college STACC skills are integrated throughout the cosmetology curriculum. SLO's are tied to specific STACC skills and are assessed at the course and program level through various assessment measurements/tools.

- F. Does the program provide respect and understanding for cultural diversity as evidenced in the curriculum, in program activities, in assignment of program responsibility and duties; in honors, awards and scholarship recognition; in recruitment? Program curriculum includes cultural diversity for students to learn different styling techniques for various cultures and ethnicities (PO 1). Students also learn to respect other students, instructors, and clients as they interact with diverse groups of people on the salon floor (PO 6). Although cultural diversity is encouraged and integrated across the curriculum, Cultural Diversity is assessed in PO 1 and PO 6.

### **Budget Requests Forms**

Are more resources needed. If so, has there been an effort to acquire these resources through the college budgeting process?

The Cosmetology Department follows the budgeting process and is fully supported by the college. The college maintains equipment, software, and supplies to teach and operate the salon department and stay up-to-date with current equipment, tools, and implements of the Cosmetology industry. As needs arise, Administration is very supportive to fund requests. Carl Perkins grant funds are also used to make purchases of equipment, classroom models, and professional development.

What program requests did you make for the next year which are tied to needs related to assessment outcomes?

Online curriculum software and updates for Pivot Point Lab, Replacement of salon equipment including tools and implements to stay current with industry trends. Teaching resources such as Kahoot and Soft Chalk which will be implemented in 2023-24,

Note: Based on the assessment review and a revision to the Cosmetology program and curriculum, a new assessment table was developed and will be implemented in Fall 2023. Assessment reports were revised to align with Program Outcomes. Below are the Assessment Results for Fall 2022 and Spring 2023 using the old assessment tables and reports.

Faculty submit an Assessment Results Action Plan to the Division Dean each semester the course is taught. Faculty will evaluate assessments and share results to identify strengths and ways of improvement. A plan for improvement will be developed and noted as an Action Plan for each course and the program.

**Cosmetology Technical Certificate  
Core Competencies - Program Averages  
Fall 2022 - Spring 2023**

<b>Business Administration</b>	<b>Fall 2022</b>	<b>Spring 2023</b>	<b>Average</b>
<b>Student Retention Rate</b>	<b>96.0%</b>	<b>67.0%</b>	<b>81.5%</b>
Social and Civic Responsibility	78%	88%	83%
Technology Utilization	86%	90%	88%
Analytical and Critical Thinking	85%	90%	88%
Communication	100%	100%	100%
Cultural Awareness	100%	93%	97%
<b>Program Average</b>	<b>90%</b>	<b>92%</b>	<b>91%</b>

<b>Division Criteria/Expected Outcome</b>
<b>75% of The Cosmetology Students will score 70% or higher on Core Competency curriculum.</b>

Cosmetology Technical Certificate Core Competencies																						
Student Learning Outcomes by Individual Courses																						
Fall 2022																						
	COSM 101	COSM 201	COSM 301	COSM 104	COSM 204	COSM 304	COSM 106	COSM 206	COSM 406	COSM 111	COSM 211	COSM 311	COSM 121	COSM 221	COSM 321	COSM 131	COSM 231	COSM 331	COSM 141	COSM 241	COSM 341	Program and Retention
Course Instructor	CJ	CJ	KA	CJ	CJ	KA	CJ	CJ	KA	CJ	CJ	KA	CJ	CJ	KA	CJ	CJ	KA	CJ	CJ	KA	
Student Retention Rates	93%	100%	##	93%	100%	###	93%	##	##	93%	##	##	93%	100%	##	93%	##	###	93%	##	100%	96%
Students enrolled	14	3	6	14	3	6	14	3	6	14	3	6	14	3	6	14	3	6	14	3	6	23
Students completed	13	3	6	13	3	6	13	3	6	13	3	6	13	3	6	13	3	6	13	3	6	22
Social and Civic Responsibility																						
1. Students will demonstrate basic proper human relationship skills in a salon environment.	100																					
2. Students will demonstrate fundamental human relationship skills in a salon environment.		100																				
3. Students will demonstrate proper advanced human relationship skills in a salon environment.			75																			
4. Students will understand and apply the basic knowledge of the properties of hair and scalp.				60																		
5. Students will understand and apply a fundamental knowledge of the properties of hair and scalp.					100																	
6. Students will understand and apply the advanced knowledge of the properties of hair and scalp.						50																
7. Students will demonstrate basic knowledge of human anatomy, bacteriology, physiology, cells, chemistry and electricity.										60												
8. Students will demonstrate fundamental knowledge of human anatomy, bacteriology, physiology, cells, chemistry and electricity.											100											
9. Students will demonstrate advanced knowledge of human anatomy, bacteriology, physiology, cells, chemistry and electricity.												100										
10. Students will demonstrate the basic understanding of nail structure and its disorders using proper safety procedures for manicures, pedicures, and massages.													60									

11. Students will demonstrate the fundamental understanding of nail structure and its disorders using proper safety procedures for manicures, pedicures, and massages.															100									
12. Students will demonstrate the advanced understanding of nail structure and its disorders using proper safety procedures for manicures, pedicures, and massages.																25								
<b>Social and Civic Responsibility</b>																								78
<b>Technology Utilization</b>																								
1. Students will demonstrate the basic principles of hair care and design.					100																			
2. Students will demonstrate the fundamental principles of hair care and design.						100																		
3. Students will demonstrate advanced principles of hair care and design.							100																	
4. Students will demonstrate basic haircutting techniques.								100																
5. Students will demonstrate basic manicuring techniques.									80															
6. Students will demonstrate basic skin care techniques.									100															
7. Students will demonstrate fundamental haircutting techniques.										100														
8. Students will demonstrate fundamental manicuring techniques.											100													
9. Students will demonstrate fundamental skin care techniques.												100												
10. Students will demonstrate advanced haircutting techniques.													100											
11. Students will demonstrate advanced manicuring techniques.														50										
12. Students will demonstrate advanced skin care techniques.															50									
13. Students will demonstrate basic and specialty manicures, pedicures, and massages.																100								
14. Students will demonstrate fundamental and specialty manicures, pedicures, and massages.																	100							
15. Students will demonstrate advanced and specialty manicures, pedicures, and massages.																		25						
16. Students will demonstrate the basic knowledge of performing skin care, hair removal, and facial makeup.																			100					
17. Students will demonstrate the fundamental knowledge of performing skin care, hair removal, and facial makeup.																					100			

18. Students will demonstrate the advanced knowledge of performing skin care, hair removal, and facial makeup.																		50						
<b>Technical Skills</b>																								86
<b>Analytical and Critical Thinking</b>																								
1. Students will learn basic concepts of maintaining a healthy body and mind.	80																							
2. Students will learn fundamental concepts of maintaining a healthy body and mind.		100																						
3. Students will learn advanced concepts of maintaining a healthy body and mind.			100																					
4. Students will analyze the basic skin, skin care, hair removal, and facial makeup procedures.															100									
5. Students will analyze the fundamental skin, skin care, hair removal, and facial makeup procedures.																100								
6. Students will analyze the advanced skin, skin care, hair removal, and facial makeup procedures.																	50							
7. Students will understand and apply basic mathematical skills in salon operations.																		60						
8. Students will understand and apply fundamental mathematical skills in salon operations.																			100					
9. Students will understand and apply advanced mathematical skills in salon operations.																				75				
<b>Analytical and Critical Thinking</b>																								85
<b>Communication</b>																								
1. Students will learn basic communication skills.	100																							
2. Students will learn fundamental communication skills.		100																						
3. Students will learn advanced communication skills.			100																					
<b>Communication Average</b>																								100
<b>Cultural Awareness</b>																								
1. Students will learn basic interaction skills with diverse groups of people in the salon environment.																		100						
2. Students will learn fundamental interaction skills with diverse groups of people in the salon environment.																			100					
3. Students will learn advanced interaction skills with diverse groups of people in the salon environment.																				100				

4. Students will apply basic theory concepts to practical application in a clinical setting.							N/A															
5. Students will apply fundamental theory concepts to practical application in a clinical setting.								N/A														
6. Students will apply advanced theory concepts to practical application in a clinical setting.									N/A													
<b>Cultural Awareness Average</b>																						<b>100</b>
<b>Course Averages</b>																						
<b>Course Averages</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Program Average</b>	<b>90</b>																					

Cosmetology Technical Certificate Core Competencies																						
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	COSM 101	COSM 201	COSM 301	COSM 104	COSM 204	COSM 304	COSM 106	COSM 206	COSM 406	COSM 111	COSM 211	COSM 311	COSM 121	COSM 221	COSM 321	COSM 131	COSM 231	COSM 331	COSM 141	COSM 241	COSM 341	Program and Retention
<b>Course Instructor</b>	CJ	CJ	KA	CJ	CJ	KA	CJ	CJ	KA	CJ	CJ	KA	CJ	CJ	KA	CJ	CJ	KA	CJ	CJ	KA	
<b>Student Retention Rates</b>	50%	75%	50%	50%	75%	50%	50%	75%	50%	50%	75%	50%	50%	75%	50%	50%	75%	50%	50%	75%	50%	67%
<b>Students enrolled</b>	2	8	2	2	8	2	2	8	2	2	8	2	2	8	2	2	8	2	2	8	2	12
<b>Students completed</b>	1	6	1	1	6	1	1	6	1	1	6	1	1	6	1	1	6	1	1	6	1	8
<b>Social and Civic Responsibility</b>																						
1. Students will demonstrate basic proper human relationship skills in a salon environment.	100																					
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3. Students will demonstrate proper advanced human relationship skills in a salon environment.			100																			
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7. Students will demonstrate basic knowledge of human anatomy, bacteriology, physiology, cells, chemistry and electricity.										80											
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10. Students will demonstrate the basic understanding of nail structure and its disorders using proper safety procedures for manicures, pedicures, and massages.													50								
11. Students will demonstrate the fundamental understanding of nail structure and its disorders using proper safety procedures for manicures, pedicures, and massages.														80							
12. Students will demonstrate the advanced understanding of nail structure and its disorders using proper safety procedures for manicures, pedicures, and massages.															100						
<b>Social and Civic Responsibility</b>																					88
<b>Technology Utilization</b>																					
1. Students will demonstrate the basic principles of hair care and design.					100																
2. Students will demonstrate the fundamental principles of hair care and design.						100															
3. Students will demonstrate advanced principles of hair care and design.							100														
4. Students will demonstrate basic haircutting techniques.								100													
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7. Students will demonstrate fundamental haircutting techniques.											100										
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10. Students will demonstrate advanced haircutting techniques.														100							

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<b>Technical Skills</b>																					90
<b>Analytical and Critical Thinking</b>																					
1. Students will learn basic concepts of maintaining a healthy body and mind	100																				
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<b>Analytical and Critical Thinking</b>																					90

<b>Communication</b>																					
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3. Students will learn advanced communication skills.			100																		
<b>Communication Average</b>																					100
<b>Cultural Awareness</b>																					
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5. Students will apply fundamental theory concepts to practical application in a clinical setting.								N/A													
6. Students will apply advanced theory concepts to practical application in a clinical setting.									N/A												
<b>Cultural Awareness Average</b>																					93
<b>Course Averages</b>																					
<b>Course Averages</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Program Average</b>																					92