

PCCUA PROGRAM ASSESSMENT PLAN

Division/Department: Business and Information Systems

Degree Program: Cosmetology Technical Certification Program

Semester/Year: 2023-24 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)

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

PCCUA ASSESSMENT GUIDING QUESTIONS

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?
Yes. The Program Learning Outcomes (PLOs) are comprehensive and align with both Arkansas Department of Health Cosmetology Section requirements and industry standards. Each outcome is assessed through daily activity sheets, demonstrations, case studies, module exams, client surveys, and mock board/practical exams. Benchmarks are consistently set at 70–75% or higher, which is appropriate for competency-based training.
- B. How are the faculty and students accomplishing the program's student learning outcomes?
Faculty use a mix of theory, hands-on clinical practice, mock board exams, Pivot Point resources, and demonstrations. Students practice regularly on clinic patrons and receive formative feedback through rubrics and surveys. The data shows high achievement in areas like salon equipment use (96.7%), cultural awareness in hair care (100%), and state board readiness (93.6%), indicating that instructional strategies are effective.
- C. How is the program meeting market/industry demands and/or preparing students for advanced study?
The program prepares students directly for the Arkansas State Licensing Exam, with strong results across practice and mock board exams. High scores in client surveys (80–100%) demonstrate readiness for real-world customer service and salon operations. Additionally, curriculum areas such as sanitation (81.8%) and business/customer service skills (82.3%) align with market demands for professional ethics and safe practices.
- D. Do course enrollments and program graduation/completion rates justify the required resources?
Yes. The assessment tables show strong student outcomes across cohorts (overall program average: 85%). While some areas dipped below benchmark (e.g., microbiology/chemistry at 74.3% and math in business operations at 60%), most results exceeded expectations. This suggests resources are being well utilized and should be maintained or expanded where weaknesses persist.

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 learning effectively overall. Most PLO averages exceed the 70% benchmark, with strengths in cultural awareness, client relations, and technical proficiency. The program average of 85% demonstrates consistent learning across all levels. Faculty action plans (e.g., revising rubrics, adding Blackboard reviews, providing more project clarity) show responsiveness to identified gaps.

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

- Add more Blackboard review resources and verbal reviews for theory classes.
- Provide clearer project guidelines and more time for math-related case study projects.
- Enhance rubrics to increase rigor in demonstrations.
- Continue using strong examples for case study formatting.

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

- Knowledge of microbiology, chemistry, and electricity (average 74.3%)
- Application of laws, regulations, and sanitation procedures through exams (73–83%)
- Mathematical applications to salon operations (60% in one assessment)

H. What are the strengths identified through assessment?

- Cultural awareness and ability to serve diverse clients (100%)
- Salon equipment proficiency (96.7%)
- Readiness for state licensing (93.6%)
- Client interaction and communication skills (80–100%)

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?

Yes. The curriculum is competency-based and includes 1,500 clock hours, aligning with state licensing requirements. It balances theory (microbiology, chemistry, electricity, business operations) with hands-on practice (hair, nails, skin, salon operations). Assessment outcomes support this: students scored highest in areas directly tied to licensure (PLO 7 average 93.6%) and salon practice (PLO 4 average 96.7%). This demonstrates that the curriculum is not only appropriate but also effective in preparing students for licensure and employment.

- B. Are program exit requirements appropriate?

Yes. Students must complete 45 credit hours (1,500 hours) and are prepared to sit for the Arkansas State Cosmetology Licensing Exam. The high average scores in mock board and practice exams confirm that students are meeting the exit requirements and achieving readiness for licensure.

- C. Are students introduced to experiences within the workplace and introduced to professionals in the field?

Yes. Students engage with real salon patrons during clinic hours, applying technical and customer service skills. Client and instructor surveys (80–100%) confirm positive interaction with the public. Additionally, students experience the professional environment through business management projects, salon operations, and guest speaker/demonstration opportunities provided by faculty.

- D. Does the program promote and support interdisciplinary initiatives?

Yes. Students integrate knowledge from science (anatomy, bacteriology, chemistry, electricity), business (management, customer service, math for salon operations), and technology (mock board exams, Pivot Point tools). The curriculum requires them to use both technical and critical thinking skills, which is inherently interdisciplinary. Assessment results (such as the case study projects and module exams) reflect this integration.

- E. Does the program support the college STACC skill development expected of all PCCUA graduates? Explain how you know this through assessment.

Yes. STACC skills (Social and Civic Responsibility, Technology Utilization, Analytical and Critical Thinking, Communication, Cultural Awareness) are embedded across PLOs and tied to assessment outcomes. For example:

- Social and Civic Responsibility – sanitation, infection control (PLO 5, 81.8%).
- Technology Utilization – mock board/practical exams (PLO 7, 93.6%).
- Analytical/Critical Thinking – case study projects and module exams (PLO 3, 74.3%).
- Communication – research assignments and surveys (PLO 6, 82.3%).

- Cultural Awareness – demonstrations across ethnicities and client interactions (PLO 1, 100%).

F. Does the program provide respect and understanding for cultural diversity as evidenced in the curriculum, in program activities, in assignment of program responsibly and duties; in honors, awards and scholarship recognition; in recruitment?
Yes. Cultural awareness is explicitly assessed in demonstrations where students must provide care across different genders, ages, ethnicities, and hair/skin types. The results (100% achievement in PLO 1 cultural demonstrations) show that students are developing these skills successfully. Additionally, client surveys confirm that patrons felt their diverse needs were met, which demonstrates respect for cultural diversity in program delivery.

Budget Requests Forms

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

No additional resources are needed.

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

No additional requests made for the 2024-2025 budget year.

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 2024. Below are the new assessment tables that align with Program Outcomes.

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.

DIVISION OF BUSINESS AND INFORMATION SYSTEMS							
The Cosmetology 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.							
Students enrolled in the program complete 45 credit hours, which is equivalent to 1500 clock hours, according to the Arkansas Department of Health Cosmetology Section guidelines and are prepared to successfully pass the Arkansas State Licensing Exam in Cosmetology.							
PLO 1: Perform services in hair care and design including hair cutting, hair styling, hair coloring, scalp protection, and chemical texture.							
Student Learning Outcome	Related Courses	Benchmark: Assessment Criteria	Assessment Tools	Assessment Results			Action Plan
				Result	Number of Students Achieved	Total Number of Students	
Students will perform basic, intermediate, and advanced skills in hairstyling, manicuring, and skin care techniques to apply theoretical concepts for practical applications. Social and Civic Responsibility.	COSM 104	70% of the students will score 75% or higher on the Daily Activity Sheets	Daily Activity Sheets	93%	9	10	Met Benchmark: Continue to show demonstrations for students to learn how to complete these services with clients.
	COSM 204			72%	1	2	
	COSM 304	Students demonstrate they can engage with the public cosmetology patrons.		97%	2	2	

Students will understand the basic terminology and concepts that apply to the business environment.	COSM 106	70% of the students will score 75% or higher on the Demonstrations.	Mock Board Practical Exam	76%	7	10	Students that scored below the benchmark were not present to take the Practical Board Exam. Student will continue to use Pivot Point and instructor demonstration/class participation to learn proper techniques.
	COSM 206		Mock Board Practical Exam	50%	1	2	
	COSM 306		Practical Board Exam	98%	2	2	
Technology Utilization	COSM 106	Students demonstrate on the cosmetology floor that they are able to use the equipment for beauty care.	Demonstration Rubric	100%	10	10	Met Benchmark: Student will continue to use Pivot Point and instructor demonstration/class participation to learn proper techniques.
	COSM 206			100%	2	2	
	COSM 306			100%	2	2	
Students will understand and apply basic hair care procedures and different styling techniques across various cultures and ethnicities.							
Cultural Awareness		Students will demonstrate (graded by the rubric) the skills needed to provide care for different groups including gender, ethnicity, age, and hair or skin type.					
Total for Program Learning Outcome #1 Average Assessment Results				87.3%			

PLO 2: Demonstrate advanced techniques in manicures, pedicures, skin care, and facial makeup procedures.							
Student Learning Outcome	Related Courses	Benchmark: Assessment Criteria	Assessment Tools	Assessment Results			Action Plan
				Result	Number of Students Achieved	Total Number of Students	
Student will analyze and identify basic, intermediate, and advanced skin types for skin care, hair removal, and facial procedures. Analytical and Critical Thinking	COSM 104	70% of the students will score 75% or higher on the Case Study Analysis.	Case Study Analysis	85%	9	10	Benchmark met: But instructors will give examples of how case studies should be laid out. Show good examples from previous students.
	COSM 204			94%	2	2	
	COSM 304	Within in the requirements of the case study, students demonstrate analytical thinking related to care and procedures and make decisions based on the cosmetology diagnostics skills.		87%	2	2	
Students will demonstrate basic, intermediate, and advanced skills in nail care and manicuring techniques and procedures. Technology Utilization	COSM 106	70% of the students will score 75% or higher on the Mock Board Practical Exam.	Mock Board Practical Exam	76%	7	10	Students that scored below the benchmark were not present to take the Practical Board Exam. Student will continue to use Pivot Point and instructor demonstration/class participation to learn proper techniques.
	COSM 206		Mock Board Practical Exam	50%	1	2	
	COSM 306	Students participating in the mock exam will demonstrate technology utilization required to navigate the licensure exam and for beauty investigation.	Practical Board Exam	98%	2	2	

Students will demonstrate basic, intermediate, and advanced skills in skin care. Technology Utilization	COSM 106	70% of the students will score 75% or higher on the Mock Board Practical Exam.	Mock Board Practical Exam	76%	7	10	Students that scored below the benchmark were not present to take the Practical Board Exam. Students will continue to use Pivot Point and instructor demonstration/class participation to learn proper techniques.
	COSM 206		Mock Board Practical Exam	50%	1	2	
	COSM 306	Using the technology of the beauty industry, students will demonstrate effective use during the mock exam experience.	Practical Board Exam	98%	2	2	
Total for Program Learning Outcome #2 Average Assessment Results				79.3%			

PLO 3: Understand advanced knowledge of microbiology, chemistry, and electricity as it relates to the cosmetology industry.							
Student Learning Outcome	Related Courses	Benchmark: Assessment Criteria	Assessment Tools	Assessment Results			Action Plan
				Result	Number of Students Achieved	Total Number of Students	
Students will understand a basic, intermediate, and advanced knowledge of human anatomy, bacteriology, physiology, cells, chemistry, and electricity.	COSM 105	70% of the students will score 75% or higher on Module Unit Exam.	Module Unit Exam	73%	6	10	Provide verbal reviews in theory class and provide Blackboard reviews for students to practice before the module exams.
	COSM 205			67%	1	2	
	COSM 305	The unit exam outcomes reflects students' ability to understand multi-cultural aspects of the beauty industry related to age, gender, ethnicity		83%	2	2	
Social and Civic Responsibilities							
Total for Program Learning Outcome #3 Average Assessment Results				74.3%			

PLO 4: Demonstrate proficiency in using salon equipment and tools to perform cosmetology services.							
Student Learning Outcome	Related Courses	Benchmark: Assessment Criteria	Assessment Tools	Assessment Results			Action Plan
				Result	Number of Students Achieved	Total Number of Students	
Students will demonstrate basic, intermediate, and advanced skill sets in using tools and implements for the salon environment.	COSM 104	70% of the students will score 75% or higher on the Demonstrations.	Demonstration Rubric	90%	9	10	Change the rubric to help challenge the students. Incorporate additional tasks in the demonstrations.
Technology Utilization	COSM 204	The demonstration rubric will allow the instructor to determine the quality of a student's ability to use the tools needed for beauty care.		100%	2	2	
	COSM 304			100%	2	2	
Total for Program Learning Outcome #4 Average Assessment Results				96.7%			

PLO 5: Practice safety, sanitation, and infection control protocols per cosmetology regulations and guidelines.							
Student Learning Outcome	Related Courses	Benchmark: Assessment Criteria	Assessment Tools	Assessment Results			Action Plan
				Result	Number of Students Achieved	Total Number of Students	
Students will apply basic, intermediate, and advanced skills in safety, sanitation, and infection control procedures. Social and Civic Responsibilities	COSM 105	75% of the students will score 75% or higher on the Demonstrations. The demonstration rubric will be used to determine students application of safety and sanitation skills.	Demonstration Rubric	90%	9	10	Change the rubric to help challenge the students. Incorporate additional tasks in the demonstrations.
	COSM 205			100%	2	2	
	COSM 305			100%	2	2	
Students will apply a basic, intermediate, and advanced understanding of legal and ethical principles per the laws and regulations of the cosmetology industry. Social and Civic Responsibilities	COSM 105	70% of the students will score 75% or higher on the Module Unit Exam. The unit exam will reflect student knowledge in laws and regulations related to cosmetology.	Module Unit Exam	73%	6	10	Provide verbal reviews in theory class and provide Blackboard reviews for students to practice before the module exams.
	COSM 205			67%	1	2	
	COSM 305			83%	2	2	

Students will understand basic, intermediate, and advanced concepts of maintaining a healthy body and mind as it relates to hygiene, sanitation, and infection control procedures. Analytical and Critical Thinking	COSM 105	70% of the students will score 75% or higher on the Module Unit Exam.	Module Unit Exam	73%	6	10	Provide verbal reviews in theory class and provide Blackboard reviews for students to practice before the module exams.
	COSM 205			67%	1	2	
	COSM 305	The quality (basic, intermediate, advanced) of the student’s knowledge and understanding by using analytical and critical decision-making applications of a healthy body and mind, hygiene, sanitation, and infection control procedures are reflected in this unit module exam.		83%	2	2	
Total for Program Learning Outcome #5 Average Assessment Results				81.8%			

PLO 6: Develop business Management and customer service skills that apply to salon operations.							
Student Learning Outcome	Related Courses	Benchmark: Assessment Criteria	Assessment Tools	Assessment Results			Action Plan
				Result	Number of Students Achieved	Total Number of Students	
Students will understand a basic, intermediate, and advanced knowledge of professional ethics and business management including communication skills, customer service, and salon operations. Communication	COSM 105	70% of the students will score 75% or higher on Project Assignment. The quality (basic, intermediate, advanced) of the student’s knowledge and understanding by using written communication are reflected in the Project Assignment outcome.	Project Assignment	76%	8	10	Create projects that correspond to each level of the cosmetology program. Encourage students to submit their project on time and following the criteria set by the rubric/instructors.
	COSM 205			85%	2	2	
	COSM 305			66%	1	2	
Students will demonstrate a basic, intermediate, and advanced ability to communicate effectively in a salon environment. Communication	COSM 106	70% of the students will score 75% or higher on a Research Assignment The quality (basic, intermediate, advanced) of the student’s knowledge and understanding by using verbal communication are reflected in the Project Assignment outcome.	Research Assignment	81%	7	10	Met Benchmark
	COSM 206			95%	2	2	
	COSM 306			95%	2	2	

Students will apply basic, intermediate, and advanced interaction skills with diverse groups of people in the salon environment. Cultural Awareness	COSM 106	70% of the students will score 75% or higher on the Client and Instructor Survey The quality (basic, intermediate, advanced) of the student’s knowledge and understanding and interactions with salon patrons will be demonstrated by responses on the surveys.	Client Survey and Instructor Survey	80%	8	10	Clients reported that they were pleased with the skills appropriate for each level.
	COSM 206			100%	2	2	
	COSM 306			100%	2	2	
Students will understand and apply basic, intermediate, and advanced mathematical skills related to salon operations. Analytical and Critical Thinking	COSM 104	70% of the students will score 75% or higher on the Case Study Project. The quality (basic, intermediate, advanced) math skills needed for cosmetology will be gauged by the case study. An analysis of beauty care concerns and critical thinking will be reflected in the case study project outcomes used to arrive a beauty care solutions.	Case Study Project	60%	6	10	Provide clarity on project expectations and give students more time to complete this assignment.
	COSM 204			50%	1	2	
	COSM 304			100%	2	2	
Total for Program Learning Outcome #6 Average Assessment Results				82.3%			

GOAL 7: Demonstrate proficiency of all skills required for the Arkansas State Cosmetology Board Licensing Exam.							
Student Learning Outcome	Related Courses	Benchmark: Assessment Criteria	Assessment Tools	Assessment Results			Action Plan
				Result	Number of Students Achieved	Total Number of Students	
Students will apply a intermediate understanding of theory concepts for all areas of cosmetology. Analytical and Critical Thinking	COSM 305	70% of the students will score 75% or higher on the Online Practice Exams The online practice exam will reflect the student's skills in using analysis of beauty care concerns and critical thinking will be reflected in the case study.	Online Practice Exams for State Board	87%	2	2	Student will continue to use Pivot Point and instructor demonstration/class participation to learn proper techniques.
Students will demonstrate advanced skills in haircutting / design techniques and chemical applications. Technology Utilization	COSM 306	70% of the students will score 75% or higher on the Mock Board Practical Exam The Mock Board exam will allow the instructor to determine the technology skills needed for to hair cutting, design, and chemical application.	Written Practical Board Exam	87%	2	2	See above

Students will demonstrate advanced skills in nail care and manicuring techniques and procedures. Technology Utilization	COSM 306	70% of the students will score 75% or higher on the Mock Board Practical Exam The Mock Board exam will allow the instructor to determine the technology skills needed for manicuring.	Practical Board Exam	98%	2	2	See above
Students will demonstrate advanced skin care techniques and procedures. Technology Utilization	COSM 306	70% of the students will score 75% or higher on the Mock Board Practical Exam The Mock Board exam will allow the instructor to determine the technology skills needed for manicuring.	Practical Board Exam	98%	2	2	See above
Students will apply an advanced understanding of theory concepts to practical application in a clinical setting. Analytical and Critical Thinking	COSM 306	70% of the students will score 75% or higher on the Mock Board Written Exam The online practice exam will reflect the student's skills in using analysis of beauty care concerns and critical thinking will be reflected in the case study.	Practical Board Exam	98%	2	2	See above
Total for Program Learning Outcome #7 Average Assessment Results				93.6%			
Total Average: Cosmetology TC Program Outcome				85%			