

PCCUA PROGRAM ASSESSMENT PLAN

Division/Department: Business and Information Systems

Degree Program: Cosmetology Technical Certification Program

Semester/Year: 2024-25 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 seven PLOs are aligned with both state licensure requirements and industry expectations. Each outcome is assessed through practical exams, daily activity sheets, case studies, demonstrations, module unit exams, and surveys. Benchmarks are set at 70–75% proficiency, which is appropriate for measuring both knowledge and applied skills.
- B. How are the faculty and students accomplishing the program's student learning outcomes?
Faculty utilize demonstrations, Pivot Point resources, mock board exams, daily activity sheets, and client services to reinforce instruction. Students demonstrate skills through clinical practice, case studies, projects, and board exam preparation. Action plans highlight additional lab time, instructor modeling, and examples from previous students to strengthen outcomes.
- C. How is the program meeting market/industry demands and/or preparing students for advanced study?
The program is tightly aligned with Arkansas Department of Health Cosmetology Section requirements and prepares students for the Arkansas State Cosmetology Board Licensing Exam. Students also practice customer service, sanitation, and salon management skills that prepare them for immediate workforce entry and potential advancement in business ownership or further cosmetology-related studies.
- D. Do course enrollments and program graduation/completion rates justify the required resources?
Yes. Assessment data show consistent participation and measurable progress across all PLOs. Graduation and licensure readiness indicate that current resources are being used effectively. No additional resources were requested for 2024–2025, confirming that the current allocation is sufficient.
- 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 well overall, with a program average of 81% across all outcomes. High achievement is noted in PLO 4 (100%) and PLO 6 (89.3%), while lower averages appear in PLO 3 (65%) and PLO 7 (69.6%). Assessment tools such as

mock exams, daily sheets, and rubrics provide evidence of learning and highlight where benchmarks are consistently met or missed.

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

- Provide additional lab time and demonstrations, especially for microbiology, chemistry, and board exam content.
- Incorporate more structured Pivot Point note-taking and reinforcement activities.
- Share strong examples of case studies and projects to guide student expectations.
- Expand practice with mock board written/practical exams to increase pass rates in PLO 7.

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

- PLO 3: Advanced knowledge of microbiology, chemistry, and electricity (average 65%).
- PLO 7: Readiness for the state board exam (average 69.6%), particularly in theory concepts and advanced practicals.
- Some students did not meet benchmarks due to exam absenteeism, indicating a need for stronger attendance policies and makeup opportunities.

H. What are the strengths identified through assessment?

- **PLO 4 (100%):** Students excel in using salon tools and equipment.
- **PLO 5 (76.7% overall, but 100% in sanitation demonstrations):** Consistent mastery of sanitation and infection control practices.
- **PLO 6 (89.3%):** Strong results in customer service, salon operations, and business management skills.
- Cultural awareness outcomes consistently met at 100%, reflecting strengths in diversity and inclusivity training.

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 covers technical, scientific, and professional skills required for the industry. Assessment results show high performance in practical demonstrations and customer service skills, confirming alignment with workforce expectations.
- B. Are program exit requirements appropriate?
Yes. Completion of 1,500 clock hours and demonstrated readiness for the State Board Licensing Exam align with state guidelines and industry standards.
- C. Are students introduced to experiences within the workplace and introduced to professionals in the field?
Yes. Students provide services to cosmetology patrons in the campus salon, gaining real-world practice. Client surveys confirm positive feedback, and students interact regularly with instructors and community patrons.
- D. Does the program promote and support interdisciplinary initiatives?
Yes. The program integrates business, communication, math, and science content. Students apply knowledge across disciplines through case studies, projects, and lab work, demonstrating interdisciplinary learning.
- 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 are embedded throughout:
- **Social and Civic Responsibility:** Sanitation and client care.
 - **Technology Utilization:** Equipment use and mock board exams.
 - **Analytical/Critical Thinking:** Case studies, theory exams.
 - **Communication:** Client surveys, projects, research assignments.
 - **Cultural Awareness:** Demonstrations across diverse populations.
- Assessment results confirm that students consistently meet or exceed benchmarks in these areas.**
- 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 (100% achievement across three assessments). Students are trained to serve diverse clientele across gender, ethnicity, age, and hair/skin types. This is further reinforced by curriculum, client services, and survey results.

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 2025-2026 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 2025. 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 10444 (COSM 104)	70% of the students will score 75% or higher on the Daily Activity Sheets	Daily Activity Sheets	71%	5	7	Met Benchmark: Continue to show demonstrations for students to learn how to complete these services with clients. Allow additional lab time to complete Pivot Point notes and practice demos.
	COSM 10454 (COSM 204)			83%	10	12	
	COSM 20444 (COSM 304)	Students demonstrate they can engage with the public cosmetology patrons.		86%	12	14	

Students will understand the basic terminology and concepts that apply to the business environment. Technology Utilization	COSM 10646 (COSM 106)	70% of the students will score 75% or higher on the Demonstrations. Students demonstrate on the cosmetology floor that they are able to use the equipment for beauty care.	Mock Board Practical Exam	87%	6	7	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 10656 (COSM 206)		Mock Board Practical Exam	72%	9	12	
	COSM 20646 (COSM 306)		Practical Board Exam	68%	10	14	
Students will understand and apply basic hair care procedures and different styling techniques across various cultures and ethnicities. Cultural Awareness	COSM 10646 (COSM 106)	70% of the students will score 75% or higher on the Demonstrations. 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.	Demonstration Rubric	100%	7	7	Students are consistently meeting benchmarks on these demonstration assignments. Create some additional demo activities to further challenge the students.
	COSM 10656 (COSM 206)			100%	12	12	
	COSM 20646 (COSM 306)			100%	14	14	
Total for Program Learning Outcome #1 Average Assessment Results				85.2%			

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.	COSM 10444 (COSM 104)	70% of the students will score 75% or higher on the Case Study Analysis.	Case Study Analysis	86%	6	7	Benchmark met: But instructors will give examples of how case studies should be laid out. Show good examples from previous students.
Analytical and Critical Thinking	COSM 10454 (COSM 204)	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.		100%	12	12	
	COSM 20444 (COSM 304)			93%	13	14	
Students will demonstrate basic, intermediate, and advanced skills in nail care and manicuring techniques and procedures.	COSM 10646 (COSM 106)	70% of the students will score 75% or higher on the Mock Board Practical Exam.	Mock Board Practical Exam	87%	6	7	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.
Technology Utilization	COSM 10656 (COSM 206)	Students participating in the mock exam will demonstrate technology utilization required to navigate the licensure exam and for beauty investigation.	Mock Board Practical Exam	72%	9	12	
	COSM 20646 (COSM 306)		Practical Board Exam	68%	10	14	

Students will demonstrate basic, intermediate, and advanced skills in skin care. Technology Utilization	COSM 10646 (COSM 106)	70% of the students will score 75% or higher on the Mock Board Practical Exam.	Mock Board Practical Exam	87%	6	7	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 10656 (COSM 206)		Mock Board Practical Exam	72%	9	12	
	COSM 20646 (COSM 306)	Using the technology of the beauty industry, students will demonstrate effective use during the mock exam experience.	Practical Board Exam	68%	10	14	
Total for Program Learning Outcome #2 Average Assessment Results				81.4%			

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. Social and Civic Responsibilities	COSM 10555 (COSM 105)	70% of the students will score 75% or higher on Module Unit Exam.	Module Unit Exam	62%	4	7	Utilize Pivot Point more to reinforce the terminology and concepts. Provide additional lab time for Pivot Point notes.
	COSM 20555 (COSM 205)	The unit exam outcomes reflect students' ability to understand multi-cultural aspects of the beauty industry related to age, gender, ethnicity		58%	7	12	
	COSM 20305 (COSM 305)			75%	10	14	
Total for Program Learning Outcome #3 Average Assessment Results				65%			

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. Technology Utilization	COSM 10444 (COSM 104)	70% of the students will score 75% or higher on the Demonstrations.	Demonstration Rubric	100%	7	7	Students are consistently meeting benchmarks on these demonstration assignments. Create some additional demo activities to further challenge the students.
	COSM 10454 (COSM 204)			100%	12	12	
	COSM 20444 (COSM 304)	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%	14	14	
Total for Program Learning Outcome #4 Average Assessment Results				100%			

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 10555 (COSM 105)	75% of the students will score 75% or higher on the Demonstrations.	Demonstration Rubric	100%	7	7	Students are consistently meeting benchmarks on these demonstration assignments. Create some additional demo activities to further challenge the students.
	COSM 20555 (COSM 205)			100%	12	12	
	COSM 20305 (COSM 305)	The demonstration rubric will be used to determine students application of safety and sanitation skills.		100%	14	14	
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 10555 (COSM 105)	70% of the students will score 75% or higher on the Module Unit Exam.	Module Unit Exam	62%	6	7	Utilize Pivot Point more to reinforce the terminology and concepts. Provide additional lab time for Pivot Point notes.
	COSM 20555 (COSM 205)			58%	1	12	
	COSM 20305 (COSM 305)	The unit exam will reflect student knowledge in laws and regulations related to cosmetology.		75%	2	14	

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 10555 (COSM 105)	70% of the students will score 75% or higher on the Module Unit Exam.	Module Unit Exam	62%	6	7	See comment above.
	COSM 20555 (COSM 205)			58%	7	12	
	COSM 20305 (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.		75%	9	14	
Total for Program Learning Outcome #5 Average Assessment Results				76.7%			

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 10555 (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	98%	7	7	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 20555 (COSM 205)			82%	11	12	
	COSM 20305 (COSM 305)			72%	9	14	
Students will demonstrate a basic, intermediate, and advanced ability to communicate effectively in a salon environment. Communication	COSM 10646 (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	86%	6	7	Met Benchmark
	COSM 10656 (COSM 206)			75%	9	12	
	COSM 20646 (COSM 306)			86%	12	14	

Students will apply basic, intermediate, and advanced interaction skills with diverse groups of people in the salon environment. Cultural Awareness	COSM 10646 (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	100%	7	7	Clients reported that they were pleased with the skills appropriate for each level.
	COSM 10656 (COSM 206)			100%	12	12	
	COSM 20646 (COSM 306)			93%	13	14	
Students will understand and apply basic, intermediate, and advanced mathematical skills related to salon operations. Analytical and Critical Thinking	COSM 10444 (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	86%	6	7	Benchmark met: But instructors will give examples of how case studies should be laid out. Show good examples from previous students.
	COSM 10454 (COSM 204)			100%	12	12	
	COSM 20444 (COSM 304)			93%	13	14	
Total for Program Learning Outcome #6 Average Assessment Results				89.3%			

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 20305 (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	72%	12	14	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 20646 (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	72%	12	14	See above

Students will demonstrate advanced skills in nail care and manicuring techniques and procedures.	COSM 20646 (COSM 306)	70% of the students will score 75% or higher on the Mock Board Practical Exam	Practical Board Exam	68%	10	14	See above
Technology Utilization		The Mock Board exam will allow the instructor to determine the technology skills needed for manicuring.					
Students will demonstrate advanced skin care techniques and procedures.	COSM 20646 (COSM 306)	70% of the students will score 75% or higher on the Mock Board Practical Exam	Practical Board Exam	68%	10	14	See above
Technology Utilization		The Mock Board exam will allow the instructor to determine the technology skills needed for manicuring.					
Students will apply an advanced understanding of theory concepts to practical application in a clinical setting.	COSM 20646 (COSM 306)	70% of the students will score 75% or higher on the Mock Board Written Exam	Practical Board Exam	68%	10	14	See above
Analytical and Critical Thinking		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.					
Total for Program Learning Outcome #7 Average Assessment Results				69.6%			
Total Average: Cosmetology TC Program Outcome				81%			