

Hairstylist Articulation Committee

MINUTES

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFERS (BCCAT)

**Location: In-person: Vancouver Community College,
Vancouver BC and VIA ZOOM**

**Meeting Date(s):
April 20, 2023 In-person and ZOOM
April 21, 2023, In-person only**

Present:

Member Institution	Representative	Email
BCCAT	Dr. Fiona A.E McQuarrie (ZOOM)	fmcquarrie@bccat.ca
Blanche MacDonald	Renata Trebacz	renatajj@msn.com
Coast Mountain College	Danna Buick (Zoom)	DBuick@coastmountaincollege.ca
Chilliwack School District	Lesley Harrison	lesley_harrison@sd33.bc.ca
Skilled Trades BC	Vern Webber Collen Rogan	vweber@skilledtradesbc.ca crogan@skilledtrades.ca
North Pacific Assessments Inc.	Jennifer Boeda (ZOOM joined later)	jboeda@telus.net
North Okanagan-Shuswap School District (PVSS – SD83)	Jaime Russell	jrussell@sd83.bc.ca
Riverside College	Krista Balogh	krista.balogh@mpsd.ca
Selkirk College	Robert Schwarzer Luree Gould	rschwarzer@selkirk.ca lgould@selkirk.ca
Vancouver Community College	Gary Franceschini Susan Belton Julie Wright Louise Dannhauer	gfranceschini@vcc.ca sbelton@vcc.ca jwright@vcc.ca ldannhauer@vcc.ca
Vancouver Island University	Joanne Slocum Dr. Sally Vinden	joanne.solcum@viu.ca sally.vinden@viu.ca
Abbotsford Senior Secondary (District 34)	Nadia Moore Carla Potgieter	Nadia.Moore@abbyschools.ca designingbyCarla@hotmail.com
Starlette Tolver Consulting	Starlette Tolver	starlette@subjectmatterexpert.net

Recorder: Jaime Russell (NO Shuswap SD.83) – Secretary

Welcome: Gary Franceschini, Chair and Joanne Slocum, Co-Chair @ Vancouver Community College

1. Meeting Called to Order at 9:05am

2. Introductions/welcome

- **Indigenous Land Acknowledgment and Intuitional Greeting:** Gary
- Acknowledgement that the Vancouver Community College is located on the traditional and unceded territories Musqueam, Squamish and Tsleil-Waututh Nations
- Acknowledge of the work that Chief/Chef Andrew George is doing with *****

3. Acknowledge of the passing of Corry Johnson, active member since 2014

- A beautiful slideshow and some time spent remembering Corry and a video played with her talent of singing.
- Thank you for your years of service with articulation.
- May 21st at St. Andrews Square; 159 Seymour Street, Kamloops there will be a memorial.

4. Approval of Agenda and Any Additional Items

Motion: to adopt the agenda with additions

- **Changes to agenda:**
- Film Industry
- Support for secondary instructors and/or instructors from the interior (meetings, etc.) through a committee

Moved: All in favor APPROVED*

5. Approval of minutes of the Articulation Committee meeting of October 20th, 2022

- Amendments (if any):

Motion: to accept the Minutes as presented with clarifications

Moved: All in favour APPROVED*

6. Business Arising from Previous Minutes (if any)

7. Chair's Update:

- At this time, unable to connect with the group to come to articulation surrounding gender equality
 - i. Trends in education – micro credentials

8. SLP's Update: Rob Schwarzer, Chair: School of Industry & Trades Training, Selkirk College

- Last meeting:
 - i. Not a mandatory trade – let's get true recognition for this trade.
 - ii. Salons – how many are buying into Red Seal (standard form of skills)
 - iii. Practical Assessment – barriers
 - A. Funding

- B. Travel
- C. Assessing/Scheduling (every other trade the industry professional can assess but we need another company to come in)
- iv. Gary brought up Level 2 and that also being more accessible.
- v. Discussion of the Level 2 apprenticeship grant.
- vi. Starlette brought up that other provinces have mentors that have the ability and education to assess their apprentices where our industry hasn't been regulated for so long that we don't have that same
- vii. PAC (Advisory) Meetings: Rob brought up the success they have had with providing more zoom options for meetings; Louise stated that they haven't had the same success; Sally mentioned consistency with similar questions being asked at all PACs.
- viii. Sally: that final assessment is important to have another instructor come and help assess; the example of culinary students that pay for the food costs and the institution brings in an educator.
- ix. Educating students who can educate their employers.
- x. Level 2: Dana's program is really encouraging her students to sign up for Level 2 right away; being mindful of salon owners' feelings.
- xi. A lot of people get into the program without the intention of continuing; this throws off our numbers.
- xii. Blanche MacDonald- getting students set up with their Skilled Trades account.
- xiii. Sponsorship- working ways to work around this. People who are in the industry, asking what their assessment would be for students.
- xiv. Come up with Advisory questions (Friday)**
- xv. This will be Rob's last meeting, he will be stepping down as SLP, Dr. Sally is our new SLP. A huge thank you for your service to Articulation since 2018, you've been an influential part of this committee for years.
- xvi. Could we connect more easily to share information (Teams, Facebook Group, etc.) across different advisory meetings.
 - A. Group email?
 - B. Vern (SkilledTrades) would love a summary to also be included.
 - C. Trello?
- xvii. Julie: a challenge educating in our industry is that when students go out into the industry is the commonly/frequently asked questions (what's the point?, why do I need it?)
- xviii. VCC is looking to create a pamphlet for students to take to salons with questions and information for sponsors.
- xix. Sally mentioned how all the culinary instructors had the Red Seal logo on their shirts.
 - A. We need to be using this more frequently, like other trades. We need a lot more visibility of Red Seal
 - B. There are restrictions on use of the Red Seal logo, see website.
 - C. More faculty need to be showing more.
 - D. Could we have the Red Seal logo on student uniforms (in training?)
 - E. Visible to clients
 - F. A graphic "Level 2 hairstylist in BC" YouTube by SkilledTrades BC:
<https://www.youtube.com/watch?v=SNH-BTK6Ba8>

Nadia brought up the differences between Foundations program (Secondary) students and private colleges; the days of salon-ready hairstylists are not there anymore.

Louise brought up the point of other trades being predominantly male-dominated and Red Seal required versus our predominantly female-dominated industry is not Red Seal required.

Starlette brought up the issues of “mini” programs being offered for under \$4000

Gary would like to bring up the issue with these “mini” programs being offered and reporting to PITA

Sally brought up addressing this from a Health & Safety standpoint and gender equity

Nadia brought up the grant of women in the trades isn't included and Jaime brought up also that Hairstyling isn't included for the tax credit when completing your Red Seal.

Commercial shown for the level 2 pathway on YouTube: “Hairstylist Level 2 Blended Course” <https://youtu.be/SNH-BTK6Ba8>

Colleen from Skilled Trades brought up a strong point after the video: Everyone working in those trades needs to be certified OR an apprentice (registered) We need to mention a registration after level 1/2

9. North Pacific Assessment Report: 10:00 am to 10:20 am Jennifer Boeda, North Pacific Inc.

- Presentation shared:
 - Red Seal Practical Exam Update
 - Not part of the government or Skilled Trades BC
 - They provide an assessment of candidate performance in a simulated occupational setting.
 - Assessment:
 - 7 hours / 1 day
 - 6-10 candidates
 - 3 Assessors
 - Marking independently
 - 7 tasks to be assessed.
 - Focus on outcomes.
 - Cost -\$605
 - Currently 7 Assessors (5 trades instructors, 2 industry practitioners)
 - 2 Assessors in training
 - To be eligible
 - Apprentices
 - Eligibility letter from STBC
 - Completion of technical training
 - No longer required to pass the written in advance
 - Challengers
 - 4725 hours
 - No longer required to pass the written in advance
 - Scheduling
 - Candidate provides proof of eligibility
 - They are then notified of the assessment schedule

- Candidate registers and pays assessment fees
- 70% to pass, detailed report is sent to STBC

QUESTIONS:

- Jaime: The candidates do not get the detailed report from STBC but it is provided to STBC from NP
- Julie: Having facilitators get together on looking at the assessment document again in order to update
 - This has been in discussion and is currently in Dan's hands from NP
- Launie: success hosting the assessment at their location, would like to continue

BREAK

10. Skill Trades BC (Formerly ITA) Report: 10:35 am– 11:05 am Vern Webber, Program Development Officer, and Collen Rogan, Manager, Program Standards at Skill Trades BC

- Skilled Trades BC is not to be shortened; it should be referred to as Skilled Trades BC
- 13 people in the standards development; also, facility and support the Red Seal program
- The team started in 2014
- Rather than minutes, please see the Skilled Trades BC Report (emailed by Gary Franceschini)
 - PLEASE CHECK THE WEBSITE AND KEEP UP TO DATE: <https://skilledtradesbc.ca/hairstylist>
 - Skilled Trades Certification: <https://skilledtradesbc.ca/skilledtradescertification>
 - Harmonization and Implementation
 - Standard Level Exam
 - Apprenticeship numbers
 - QUESTIONS:
 - Does OTT include Youth Train and Trades and Foundations (not registered as apprentices in the same way)
 - Once they complete their training, they register as an apprentice, and then they become registered.
 - Non-reporting OTT and 2TT numbers are high
 - **Must register as an apprentice
 - Rob: Is 74% for an average exam mark a "good" passing grade
 - There is a lot goes into the analysis and maintenance reviews are performed based on this information and exam feedback.
 - Let students know that filling out the blue sheets with clear and actionable feedback as this is very valuable and important information (example: this question didn't make sense, I don't feel that I learned enough about this, the way it was worded is confusing, etc.)
 - Question was asked if institutions get the results, which they do. A breakdown is provided from your students results.
 - Can students challenge the Level 1 exam without going through Foundations?
 - <https://skilledtradesbc.ca/hairstylist>
 - Go to "Program Outline"
 - "View Program Outline"
 - Page 10
 - Marcelo : Level 1 challenge is open to apprentices and non-apprentices, all you need is Level 1 exam form (see links for information)
 - With Skilled Trades BC: there is a more robust process

12. NP Group: 11:05 am – 12:20 pm Alejandra Castilla, Implementation and Training Specialist, Milady USA,

and Jessica Peters; Sr. Account Manager from NP Group- Milady CIMA Digital platform presented via Zoom with Alejandra

- An intro of their online learning platform (CIMA) through a slideshow, details below:
- Three benefits:
 - Prioritize learning outcomes with easy customizations.
 - Provides Milady's latest content with dozens of modern video procedures
 - It comes with all the content uploaded but you can add your own content, rearrange, drag-and-drop, delete and hide any Milady content
 - Also provides instructor resources with each course (lesson plans, editable slides, and answer keys)
 - You can also create your own assessments using their questions or use pre-built assessments.
 - Meets your students' expectations.
 - Around-the-clock access
 - Visual learning experience
 - Better outcomes
 - Mobile access (app)
 - Extremely visual
 - Instant feedback from test grades
 - Ability to message instructors and peers, join virtual study or interest groups (discussion forums, chat rooms, etc.)
 - Instructors can launch video conferences directly from CIMA (Microsoft Teams, Zoom, Google Meet)
 - Gives you operational advantages for your school.
 - Built-in (not student reported) time tracking for maximum hybrid program compliance.
 - Control your student accounts: including enrollments, password sets, drops etc.
 - CIMA DEMO provided for attendees:
 - <https://www.miladycima.com/>
 - Some highlights:
 - Very visual (chapters)
 - You can shift chapters around
 - Instructor-only materials: lesson plan, slideshow (with instructor notes), and answer key
 - CIMA for the student:
 - Instructor can choose (given, required and hide) for each chapter/activities
 - Warm up quiz
 - eBook
 - Videos cannot be fast-forwarded unless the video has already been watched
 - Reading checkpoints have been strategically placed in between other learning
 - Before the chapter exams:
 - Students can discuss what they learned

- They have access to the slides (not the instructor notes)
 - Review quizzes
 - Flash cards
- Customizing exams:
 - “Edit” – change the amount of attempts, time your students, randomized questions, allow for review, add start/end dates, etc.
- Student marks: you can download as a spreadsheet and print a sheet stating what the student is missing
- Attendance options:
 - Present, Absent, Late, Left Early
- Calendar options
- QUESTIONS:
 - CIMA comes from the founder’s last name and means “peak” in Greek
 - Cost? Deferred to Jessica Peters
- **Jessica Peters** from NP Group:
 - Seats \$475 for two years includes the textbook and online access PER STUDENT
 - Institution must have CIMA for a student to purchase (not available for students to just purchase) (E-Book available though!)
 - NP Group out of Toronto
- Texture Mannequin with Jessica in-person at VCC
 - Maya- 100% Yak (mimic coiled hair relaxed hair, blown out or straightened)
 - Zoe – 16” (coming in June) biracial curl (\$76.99)
 - Kyle (yak hair on the face and regular hair on top) (\$70)
 - Jordan (\$64.99) non-beard textured hair
 - Jaimie (new male mannequin 10”) challenging to get that curl pattern
 - Drew (coming to Canada) VERY textured hair (\$68.99)
 - Dakuta \$99.99
 - Jamie \$104.99
 - Monique \$72.50 (original textured hair)
 - Wash day- when mannequins are washed, work needs to be done to put the curl back to the same curl pattern, textured hair cold water
 - Straightening textured hair, the curl pattern doesn’t return to the same
 - Hair testers available (20 pieces) \$16-\$18
 - QUESTIONS:
 - How are they made? Permed
 - Referring to CIMA, is there an instructor-only package (lesson plans)? Yes, you can purchase a teacher-only (around \$1000) for up to 10 instructors

13. Lunch: 12:30– 1:25 pm Lunch is being served in-house. Thank you to Vancouver Community College

14. BCCAT Report: 1:20 pm – 1:40 pm Dr. Fiona A.E McQuarrie, Special Projects Officer, British Columbia Council on Admissions & Transfer (BCCCAT)

- a. What is it? Transfer system
- b. Updating printed and online resources
- c. Two updates:
 - i. Articulation Committee Guide (previously the companion)
 - ii. How to articulate (everything you need to know about transfer and the system)
- d. A series of YouTube videos are being done “How to transfer to.....”
 - i. Intended for students
- e. Updates have been made to documents and is coming out
- f. Technology updates to BC Transfer site
 - i. Reciprocity tool when there is a transfer to one institution to another that has a different requirement.
 - ii. A widget for a direct entry to the transfer guide on institution websites
 - iii. 240, 000 course to course transfer agreements exist
- g. The Pathways project
 - i. Develop block pathway transfers
 - ii. IE: I’m at UFV and would like to transfer to UBC, the student can enter the program and the school and see what they need to do in order to transfer from one to another
- h. Research:
 - i. Recent reports:
 - 1. The impact of COVID 19 on registrar offices in BC for post-secondary institutes (online versus in person courses, etc.)
 - 2. Collection use and data on student race, ethnicity, and ancestry
 - a. Looking at the storage and use of that data and why they need to know that information
 - b. Includes recommendations and appropriate use of that information
 - ii. Joint annual meeting: Feb 3-4 (hybrid), over 300 participants
 - 1. All sessions are on the YouTube channel
 - 2. Jam 2023, hoping for the first week in November (will be hybrid)
 - a. The first day is open to all, no registration needed
- i. QUESTIONS:
 - i. Micro credentialing – currently no consistency across institutions
 - ii. Widgets – how will institutions learn about this? Registrars
 - iii. If an apprentice is in a Foundation program and moves to another province, would they go to BCCAT to see what institution they could go to
 - 1. There are more international transfers than inter provincial at the moment, it is more situational
 - 2. Louise (VCC): some challenges with students in Level 2 or next steps and schools in the U.S. are requesting information that they don’t necessarily provide.
 - a. FRIDAY Asking Vern: one the benefits of harmonization to ease the transfer, how is that being implemented?

15. **Pivot Point Canada:** 1:40 pm-2:40 pm Laurie Grier, Director of Key Relationships and Client Success, Pivot Point Canada (ORAC) and Alcott Czubek, Executive Director of Key Relationships & Client Services, Pivot Point US & Canada

- Pivot Point LAB
- Two document packages handed out:
 - Diversity, Equity, Inclusion and Belonging (DEI-B) - TERMS
 - A guide of terms to better understand how the world is changing
 - Showcases inclusionary language (not copyright protected) and is constantly evolving

- Diversity, Equity, Inclusion and Belonging (DEI-B) – Beauty Industry Reference
 - Specific to the beauty industry (great to share with students)
- If you'd like the above guides, please enter your information from here: <https://www.pivot-point.com/dei-b-intake-form/>
- See the following page for other resources on diversity: <https://www.pivot-point.com/diversity-inclusion-unite-as-one/>
- Intro to Pivot Point: Believe in “doing what’s right”, founder Leo Passage started by writing about hair on napkins, taught about being “brave”
- “What if”/“Why not” questions
 - Writing on the forum, information is taken from the users
- New nail program launched
- FUNDAMENTALS (PowerPoint Presentation):
 - Barbering, Nails, Hairstyling and....
 - 4/5 leave in the first five years so a goal is to create resiliency
 - Engage Today’s Generation of Learner
 - Learner-Centered
 - Brain-compatible learning: 90% of info transmitted to the brain is visual, 70% of your sensory receptors are in your eyes, 50% of your brain is active in visual processing, 40% of people respond better to visuals
 - Limited text (more visuals)
 - Based on Bloom’s taxonomy of taking information in visually
 - Interactive Exercises & Social Collaboration
 - Augmented Reality
 - Industry-Relevant
 - Industry Connections
 - Discover More (discussion points, show you know)
 - Individual Areas of Study Overview
 - Fun fact: barber shops (photos were hard to find so it was photographed in Vancouver)
 - Paragraphs are gone
 - Education designed for digital
 - Students can gain access to textbooks if needed as well
 - Digital allows for quick updates/changes
 - Live on LAB, it will scale based on the device being used
 - What LAB can do for you?
 - You can brand your own page
 - Maximize your digital learning ecosystem
 - Admissions Tools
 - Existing Curriculum Integration Support
 - Robust Implementation and Site Refresh
 - Student Information Systems
 - Single-Sign-On-Capabilities
 - Conferencing
 - Client-Created/Curated
 - Supplemental Life/Business Skills
 - Licensure*
 - By the end of this year an integration (3rd party content)
 - Some examples of partnerships: Davines, Olaplex, OPI, Reuzel, Skills Up, Sugarlashes, Wella

- Also a partnership with other companies (ie: financial literacy and prosper you, beauty is a business) – additional costs at this time per student seat
 - Can get a staff preview
 - QUESTIONS:
 - Challenging to get grades off LAB
 - If you are having any issues, Pivot Point can Zoom in and coach/support
 - Laurie will send a link for connecting
 - TEXTURED HAIR
 - Mannequins, Materials, etc.
 - New textured hair content
 - 15 new lessons
 - 1 theory
 - 14 workshops lessons
 - Textured Mannequins
 - Quad mannequin (\$150)
 - Example: if you did a rod set on it shows the difference between each textured pattern
 - A great option to have a class set
 - VIDEO SHOWN: Jason Russell
 - Textured Quad: Category 2, 4, 3 (two types 3 and 5 mm)
 - Examples of some videos
 - Proprietary process
 - Steam, perm rinse technique
 - Hand implanted by artisans in China
 - Each mannequin takes about 8 hours to create
 - How it is sourced:
 - Being mindful of where your mannequin head is being sourced
 - All hair is traceable; donated through temples (money raised through voluntary donations is returned back into the communities)
 - Paid fair wages, same safety considerations and living conditions as we would in North America
 - Ethically sourced and manufactured
 - Pivot Point is in the process of moving to a cap system and getting rid of foam (5 year foam-free goal)
 - Can be coloured, chemically processed
 - Possibility for us to order as a large group and get a discount

16. Hair Flair Extensions Inc: 2:50 pm – 3:20 pm Jody McDonald, Director of Education, Hair Flair Extensions Inc -Extension Demo

- a. Presenter thought it was Friday, so is attending Friday.

QUESTIONS: How does one become a Red Seal accredited School District No. 83

Go to the Skills Trade BC website, download the application, send it in which starts the process.

17. Ideas for next meeting:

- a. To be discussed Friday
- b. Next meeting: September in Nelson?
- c. Discussion of one meeting a year but longer so we could work on resources (3 days)

18. Adjourned at 3:11pm

DRAFT