Southeast Technical Institute

New Program Application

Cosmetology

Diploma

Fall 2015

Table of Contents

Contents

Table of Contents 3
Executive Summary 4
Identification and Description of the Program 4
Objectives and Purpose of the Program 5
Methods of Attaining the Objectives of the Program 6
Description of Labor Market Demands of the United States, State of South Dakota, Student Needs, and Industry Support 7
- National Data 7
- State/Regional Data 7
- Student Needs 7
- Industry support 7

Population to be Served by the Program 8
- Program Capacity 8

Projected Three-Year Budget Plan 8
- Salaries/Benefits/FTE/Equipment 8

Program Competencies and entry and exit points of sub-occupations 9
Statement of non-duplication 9
Curriculum design and research 9
Wage Factor 10
CIP Code 11
Appendix A – SD and US Dept of Labor Information 12
- South Dakota Department of Labor Data 12

United States Department of Labor Data 13
Appendix B – Program Course List and Semester Layout 16
- Semester Layout 16
- Program Course List with Descriptions 17

Appendix C – Letters of Support 21

Cosmetology – Diploma

Executive Summary

Cosmetologists provide a wide range of services for hair, nails or skin care. Cosmetologists provide hair services such as shampooing, cutting, coloring and styling while providing support to the client for hair care. In addition, Cosmetologists can work in the area of esthetics or skin care. Cosmetologists also spend time working in the area of nail technology, including manicures and pedicures.

This program will cover the safety and sanitation requirements of being a licensed Cosmetologist. In addition, students will review the scientific concepts of chemistry, bacteriology, anatomy and physiology. There will be curriculum for hair coloring, relaxing, cutting, styling, shaping, and permanent waving. Students will have the opportunity for additional hours in nail technology, massage, and business practices that will help the graduates manage their individual chair or salon. There will be courses in esthetics, which will include areas such as facials and eyebrow arching.

Identification and Description of the Program

Southeast Technical Institute (STI) is proposing a one-year Cosmetology Diploma program with additional courses available in Business, Esthetics and Nail Technology. Cosmetology is a broad industry with dynamic career paths including hair stylist, hair colorist, nail technician and esthetician.

This program will provide a solid background in safety and sanitation, scientific concepts, hair coloring, hair relaxing, hair cutting, hair styling, waving, nail technology, massage manipulations, esthetics and business practices. In addition, the program will include general education courses in communications and computers.

Cosmetologists may work for larger salons or start individual practices. The Cosmetology program graduate will have the ability to pursue additional business courses or a degree in Business Entrepreneurship.

Objectives and Purpose of the Program

The primary objective of this program is to provide qualified personnel for all segments of the cosmetology industry. This objective will be met by providing an education that prepares the graduate to be employed as a licensed cosmetologist with skills in hair, esthetics and nail technology.

The cosmetology industry is made up of professionals serving in many different roles. There is a constant demand for cosmetologists in the region to serve these roles.

The objectives of the program include:

- Keep work stations clean and sanitize tools such as scissors and combs
- Cut, trim and shape hair or hairpieces, based on customers' instructions, hair type and facial features, using clippers, scissors, trimmers and razors
- Analyze patrons' hair and other physical features to determine and recommend beauty treatment or suggest hair styles with an emphasis in multicultural hair care
- Schedule client appointments
- Bleach, dye, or tint hair, using applicator or brush
- Update and maintain customer information records, such as beauty services provided
- Shampoo, rinse, condition and dry hair and scalp or hairpieces with water, liquid soap, or other solutions
- Operate cash registers to receive payments from patrons
- Direct and coordinate activities of businesses or departments concerned with the production, pricing, sales, or distribution of products
- Review financial statements, sales and activity reports, and other performance data to measure productivity and goal achievement and to determine areas needing cost reduction and program improvement
- Manage staff, prepare work schedules and assign specific duties
- Clean, shape, smooth and polish nails

Methods of Attaining the Objectives of the Program

Upon receipt of the State Board of Education approval, Southeast Technical Institute will accept up to 24 students beginning in the Fall Semester of 2015. The marketing campaign to recruit students will include a comprehensive media mix.

The one-year Cosmetology Diploma program will consist of classes in Hair Care, Skin Care, Nail Care, Mathematics, Computers and Business Administration. The students will receive an extensive amount of laboratory time to become proficient in their skills.

The Cosmetology Program will be offered traditionally, during the day, at STI.

During the development of the Cosmetology program, STI has obtained guidance from several individuals in the cosmetology field and will develop an advisory board of local and regional employers.

Description of Labor Market Demands of the United States, State of South Dakota, Student Needs, and Industry Support

National Data

According to the 2010 – 2020 National Bureau of Labor Statistics, there is an expected increase of 15.7% for Hairdressers, Hairstylists and Cosmetologists. There is also an increase of 218,100 positions during this period due to growth and replacements. See Table Below.

National Bureau of Labor Statistics 2010 – 2020			
Position	**Employees 2010**	**Employees 2020**	**2010 – 2020 %**
Hairdressers, Hairstylists and Cosmetologists	627,700	726,100	15.7%

State/Regional Data

According to the 2010 – 2020 South Dakota Occupational Employment Projections, there is an expected increase of 11.8% for Hairdressers, Hairstylists and Cosmetologists. This is an increase of 225 positions during this period, with 51 average annual openings. See Table Below.

SD Bureau of Labor Statistics 2010 – 2020			
Position	**Employees 2010**	**Employees 2020**	**2010 – 2020 %**
Hairdressers, Hairstylists and Cosmetologists	1,900	2,125	11.8%

Student Needs

This program will provide students with an opportunity to enter an expanding industry that has many different entry points, areas for growth, and training that meets industry need.

Industry support

STI has met with several individuals in the Cosmetology Industry and has received a strong level of support, indicated by the letters of support attached in Appendix C.

Population to be Served by the Program

STI will recruit students from a variety of backgrounds, including both traditional and non-traditional. It is anticipated that this program will attract students directly out of high school in addition to those who are unemployed, underemployed and those wanting to make a career change.

Program Capacity

Starting Semester	Delivery Format	Capacity
Fall 2015	Traditional Day	24

Projected Three-Year Budget Plan

BUDGET PROJECTIONS			
Year	2015–2016	2016–2017	2017–1018
Salaries/Benefits	$161,763.00	$303,743.00	$312,855.00
FTE	226 Day @ 2	226 Day @ 2; 186 Day @ 2	226 Day @ 2; 186 Day @ 2
Staff Travel	$1,500.00	$1,500.00	$1,500.00
Instructional Materials	$80,000.00	$60,000.00	$60,000.00
Capital Equipment	$100,000.00	$20,000.00	$20,000.00
Software/Books/Fees	$4,000.00	$4,100.00	$4,200.00
Totals	$347,263.00	$389,343.00	$398,555.00

Salaries/Benefits/FTE/Equipment

The Cosmetology Program will have four full-time instructors to teach all of the core courses, labs and manage the STI Salon.

STI will create a salon that will include styling workstations for all students that will include styling chairs, mirrors, sinks, and electrical. In addition, the salon will have work areas for skin care and nail care.

Program Competencies and entry and exit points of sub-occupations

STI will prepare the graduates for entry into the cosmetology profession in the areas of hair care, skin care and nail care. The additional business courses in the STI Cosmetology Program will help students who plan on opening their own salon.

According to the Scope of Practice in South Dakota Cosmetology as of July 1, 2007 the following are laws that govern the scope of the cosmetology, esthetics and nail technology industry.

- Required hours of education from an approved South Dakota cosmetology school
    - Cosmetology: 2100 Hours
- Students will be eligible to sit for the State of South Dakota Board of Cosmetology Licensing Exam

Entry Point: Fall 2013

Exit Point: Fall 2014; Students will graduate with a diploma after 4 semesters.

Statement of non-duplication

Southeast Technical Institute understands there are other Cosmetology Programs offered in South Dakota, but feels that the regional need will outweigh any conflicts with other Technical Institutes.

Curriculum design and research

Southeast Technical Institute designed a tentative curriculum after an extensive review consisting of curriculum searches, academic review of competencies, and through discussion with industry professionals. The curriculum is shown in Appendix B.

Wage Factor

Data from the South Dakota Department of Labor Occupational Wage Estimates through June 2012 positions the average hourly wage from $12.91 to $14.78. See Table Below:

South Dakota Department of Labor Occupational Wage Estimates June 2012 Data				**Percentile**				
Occupation	**Area**	**Workers**	**Avg Wage**	**10th**	**25th**	**50th**	**75th**	**90th**
Hairdressers, Hairstylists and Cosmetologists	State	920	$13.35	$9.92	$11.02	$12.86	$14.75	$17.93
Hairdressers, Hairstylists and Cosmetologists	Sioux Falls	320	$12.91	$9.91	$10.81	$12.46	$14.43	$17.29
Hairdressers, Hairstylists and Cosmetologists	East	230	$14.78	$10.38	$12.20	$13.77	$16.67	$21.78

Data from the National Department of Labor positions the 2011 Median annual wage at $22,570.00 with a range from $16,710.00 to $41,490.00 for the 10th to 90th percentile. The mean annual wage for 2011 was $26,460.00 See Table Below:

National Department of Labor Data					
Position	**Employees 2011**	**2011 10th Percentile**	**2011 50th Percentile**	**2011 90th Percentile**	**2011 Mean**
Hairdressers, Hairstylists and Cosmetologists Hourly Wage	357,030	$8.04	$10.85	$19.95	$12.72
Hairdressers, Hairstylists and Cosmetologists Annual Wage	357,030	$16,710.00	$22,570.00	$41,490.00	$26,460.00

CIP Code

Cosmetology 12.0401: A program that generally prepares individuals to cut, trim, and style scalp, facial, and body hair; apply cosmetic preparations; perform manicures and pedicures; massage the head and extremities; and prepare for practice as licensed cosmetologists in specialized or full-service salons. Includes instruction in hair cutting and styling, manicuring, pedicuring, facial treatments, shampooing, chemical applications, esthetics, shop management, sanitation and safety, customer service, and applicable professional and labor laws and regulations.

Appendix A – SD and US Dept of Labor Information

South Dakota Department of Labor Data

South Dakota Occupational Employment Projections 2010 – 2020						
SOC* Code	Occupational Title	2010 Workers	2020 Workers	Numeric Change	Percent Change	Average Annual Demand for Workers
000000	**Total, All Occupations**	**462,975**	**504,120**	**41145**	**8.9%**	**15,082**
395012	Hairdressers, Hairstylists, and Cosmetologists	1,900	2,125	225	11.8%	51

South Dakota Occupational Wage Estimates
Wages Updated to Quarter Ending June 2012

					Percentile				
Area	SOCCode	Occupation	Workers	AvgWage	10th	25th	50th	75th	90th
Statewide	'39-5012	Hairdressers Hairstylists and Cosmetologists	920	$13.35	$9.92	$11.02	$12.86	$14.75	$17.93
Sioux Falls MSA	'39-5012	Hairdressers Hairstylists and Cosmetologists	320	$12.91	$9.91	$10.81	$12.46	$14.43	$17.29
East	'39-5012	Hairdressers Hairstylists and Cosmetologists	230	$14.78	$10.38	$12.20	$13.77	$16.67	$21.78

United States Department of Labor Data

Occupational Employment and Wages, May 2011

39–5012 Hairdressers, Hairstylists, and Cosmetologists

Provide beauty services, such as shampooing, cutting, coloring, and styling hair, and massaging and treating scalp. May apply makeup, dress wigs, perform hair removal, and provide nail and skin care services. Excludes "Makeup Artists, Theatrical and Performance (39–5091), "Manicurists and Pedicurists" (39–5092), and "Skincare Specialists" (39–5094).

National estimates for this occupation: Top

Employment estimate and mean wage estimates for this occupation:

Employment (1)	Employment RSE (3)	Mean hourly wage	Mean annual wage (2)	Wage RSE (3)
357,030	1.1 %	$12.72	$26,460	0.7 %

Percentile wage estimates for this occupation:

Percentile	10%	25%	50% (Median)	75%	90%
Hourly Wage	$8.04	$8.86	$10.85	$14.42	$19.95
Annual Wage (2)	$16,710	$18,420	$22,570	$30,000	$41,490

Industry profile for this occupation: ***Top***

Industries with the highest published employment and wages for this occupation are provided

Industries with the highest levels of employment in this occupation:

Industry	Employment(1)	Percent of industry employment	Hourly mean wage	Annual mean wage (2)
Personal Care Services	317,360	52.09	$12.76	$26,550
Department Stores	23,500	1.52	$11.00	$22,880
Health and Personal Care Stores	4,720	0.48	$15.45	$32,140
Nursing Care Facilities	1,580	0.09	$13.66	$28,410
Other General Merchandise Stores	1,080	0.07	$11.80	$24,550

Industries with the highest concentration of employment in this occupation:

Industry	Employment(1)	Percent of industry employment	Hourly mean wage	Annual mean wage (2)
Personal Care Services	317,360	52.09	$12.76	$26,550
Department Stores	23,500	1.52	$11.00	$22,880
Technical and Trade Schools	1,020	0.65	$12.50	$26,000
Health and Personal Care Stores	4,720	0.48	$15.45	$32,140
Other Personal Services	430	0.18	$12.87	$26,770

Top paying industries for this occupation:

Industry	Employment(1)	Percent of industry employment	Hourly mean wage	Annual mean wage (2)
Motion Picture and Video Industries	400	0.11	$33.55	$69,780
Other Professional, Scientific, and Technical Services	60	0.01	$17.17	$35,700
Offices of Physicians	100	0.005	$16.34	$33,980
Death Care Services	230	0.17	$16.31	$33,930
Other Amusement and Recreation Industries	760	0.07	$15.76	$32,780

Appendix B – Program Course List and Semester Layout

Semester Layout

Semester	Course Title	Credits	Lec/Lab
First			
SSS 100	Student Success Seminar	2	2/0
COSM 101	Sanitation/Safety	2	1/3
COSM 112	Haircutting & Styling I	4	1/9
COSM 110	Scientific Concepts I	3	1/6
COSM 134	Permanent Waving I	2	1/3
COSM 140	Business Practices I	3	3/0
COMM 102	Communications in the Workplace	3	3/0
		19	
Second			
COSM 152	Haircutting & Styling II	4	1/9
COSM 174	Permanent Waving II	2	0/6
COSM 163	Hair Coloring I	2	1/3
COSM 185	Nail Technology I	2	1/3
COSM 191	Esthetics I	3	1/6
CIS 101	Intro to Computers	2	1/2
COSM 195	Chemical Relaxing	2	1/3
		17	
Third			
COSM 212	Haircutting & Styling III	3	0/9
COSM 235	Nail Technology II	2	0/6
COSM 201	Esthetics II	3	1/6
COSM 240	Business Practices II	3	3/0
COSM 243	Hair Coloring II	2	0/6
		13	
Fourth			
COSM 260	Scientific Concepts II	2	0/6
COSM 252	Haircutting & Styling IV	3	0/9
COSM 271	Esthetics III	2	0/6
COSM 290	Business Practices III	3	2/2
COSM 263	Hair Coloring III	2	0/6
COSM 281	Sanitation/Safety II	2	1/2
COSM 294	Massage Therapy	1	0/3
		15	
	Total Credits	64	

Program Course List with Descriptions

Course Descriptions

SSS 100 – Student Success Seminar – 2 Credits

This course provides students with tools and techniques that will help them be successful in their program of study. The course focuses on interactive exercises which will help the learner identify personal strengths, learning styles, and support resources. Reading and study techniques will also be practiced.

COSM 101 – Sanitation/Safety – 2 credits

This course teaches the promotion of sanitation and safety practices. Teaches the student sanitation and sterilization techniques.

COSM 112 – Haircutting & Styling I – 4 credits

Haircutting & Styling I encompasses all aspects of cutting and finishing. A scientific approach is taken to teach women's haircutting and styling giving students a fundamental guideline to know and understand the theory of haircutting and styling, as well as the technical skills needed to perform haircuts and finishing.

COSM 110 – Scientific Concepts I – 3 credits

This course includes science related content including histology, chemistry, physiology, cosmetic dermatology, electricity, anatomy and microbiology.

COSM 134 – Permanent Waving I – 2 credits

Basic instruction in permanent waving. Students will be instructed in basic manipulative skills, knowledge and safety precautions when giving chemicals wave.

COSM 140 – Business Practices I – 3 credits

Students will learn the fundamentals of salon management including management of employees and staff, inventory and payroll. An emphasis is placed on professionalism and professional ethics in the workplace.

CIS 101 – Computer Essentials – 2 Credits

Designed to enable students with little or no computer experience to acquire a basic understanding of the personal computer. This course involves the study of computer basics such as hardware, operating systems, and file management, using the internet for research, word processing, and spreadsheets.

COSM 152 – Haircutting & Styling II – 4 Credits

This course is a continuation of Haircutting & Styling I. The techniques of cutting and styling are applied to men's hair. Haircutting & Styling II also includes wiggery, hair extensions and braiding.

COSM 174– Permanent Waving II – 2 Credits

This course is a continuation of Permanent Waving I.

COSM 163 – Hair Coloring I – 2 Credits

During this course students will cover the chemistry of hair color and its application.

COSM 185 – Nail Technology I – 2 Credits

This course focuses on the instruction of working with the fingernail and toenail, including common diseases and care.

COSM 191 – Esthetics I – 3 Credits

This course focuses on the study of the skin, common disorders and diseases. This course includes techniques used in facials and an introduction to make up.

COMM 102 – Communication in the Workplace – 3 Credits

Presents the elements of oral and written communication necessary to succeed in today's workplace. Emphasizes the written and oral skills needed for job search and employment. Hands-on activities and collaborative projects will provide students with comprehensive information addressing essential writing, speaking, and listening skills necessary to excel in today's workplace as well as the workplace of tomorrow.

COSM 195 – Chemical Relaxing – 2 Credits

Basic instruction in chemical relaxing. Students will be instructed in basic manipulative skills, knowledge and safety precautions when using chemical relaxer.

COSM 212 – Haircutting & Styling III – 3 Credits

Haircutting & Styling III is an advanced course in which students are taught long hair design and advanced sculpting techniques. An emphasis is placed on multicultural hair cutting and styling.

COSM 235 – Nail Technology II – 2 Credits

This course is a continuation of Nail Technology I. Students will learn nail sculptures and nail art.

COSM 201 – Esthetics II – 3 Credits

This course is a continuation of Esthetics I. Provides the student with the ability to identify skin types, the morphology of skin care and customized treatments.

COSM 240 – Business Practices II – 3 Credits

This course is a continuation of Business Practices I and includes communication and presentation skills, dealing with difficult customers, networking, and multitasking.

COSM 243 – Hair Coloring II – 2 Credits

This course is a continuation of Hair Coloring I and includes techniques such as de-colorization, re-colorization, and special effects coloring.

COSM 260 – Scientific Concepts II – 2 Credits

This course is a continuation of Scientific Concepts I. This course includes hazardous materials safety, blood borne pathogens and personal protective equipment. Includes sanitation and sterilization regulations.

COSM 252 – Haircutting & Styling IV – 3 Credits

This course is a continuation of Haircutting and Styling III. This course provides additional instruction in multicultural haircutting and styling.

COSM 271 – Esthetics III – 2 Credits

This course is a continuation of Esthetics II and teaches the students the skills to provide clients with the knowledge of products and procedures for post treatment care. Students will also learn the difference between evasive and non-evasive skin re-surfacing methods.

COSM 290 – Business Practices III – 3 Credits

This course is a continuation of Business Practices II and prepares students to operate their own salon. Topics include the bookkeeping, record keeping, customer service, inventory control and payroll records. The student is also taught how to manage his/her clientele.

COSM 263 – Hair Coloring III – 2 Credits

This course is a continuation of Hair Coloring II and includes advanced texturizing techniques and reformation techniques to prepare the student for the workplace.

COSM 281 – Sanitation/Safety II – 2 Credits

This course teaches the student sanitation and sterilization regulations. This course includes a review of the state laws and regulations set by the State Board of Cosmetology with an emphasis to prepare the student to sit for the South Dakota Cosmetology National Practical Examination.

COSM 294 – Massage Therapy – 1 credit

This course provides an introduction to common massage techniques and includes the head, scalp, neck, hands, legs, arms and feet.