

**STATE BARBER & COSMETOLOGY APPRENTICESHIP ADVISORY COMMITTEE
MEETING**

March 24, 2014

Madison Area Technical College
2125 Commercial Ave
Madison, WI

APPROVED MINUTES

Members Present	Employer / Organization
Belton, Lazonnie	Visions in Hair Design # 2
Brolin, Julie (Co-Chair)	Regis Hairstylists
Farber, Jacqui	Waukesha County Technical College
Mender, Judy	Department of Safety and Professional Services
Sutter, Carolyn	Cost Cutters of Wisconsin, Inc.

Members Absent	Employer / Organization
Barnes, Rose	Moda Bella Salon & Spa
Fanson, Tania	Genesis Hair & Day Spa
Garnica, Augustin	Tasos Hair Studio
Henderson, Chereritta	The Original Hair King
Kadima, Biaya	Supreme Fades
Murphy, Alan R. (Co-Chair)	King Research / BlueCo Brands
Parker, Sean	Moda Bella Salon & Spa
Primm, Michelle	Ebony III
Rodriguez, Raul	Salon Fiesta
Rosado, Madelin	Lids & Clips
Smith, Tonya	ANIU Salon
Snyder, Berrin	Great Clips
Vogt, Carol	Hair Formations, Inc.

Consultants and Guests	Employer / Organization
Ahmad, Hafeezah	Bureau of Apprenticeship Standards – Milwaukee
Cook, Jim	Madison Area Technical College
Dryden, Robert	Regis - Milwaukee
Fahey, John	Madison Area Technical College
Morgan, Karen	BAS-Madison
Roberts, Katie	Wisconsin Technical College System
Smith, Owen	Bureau of Apprenticeship Standards – Madison

1. The meeting was called to order at 10:03 by Co-Chair Julie Brolin in conformance with the Wisconsin's open meeting law.
2. A roll call was conducted and committee members and guests introduced themselves. All members, consultants and guests signed in.
3. The minutes of the October 21, 2013, meeting were reviewed and approved with the following changes: "Barber Board" was omitted from page 5.

4. **Old Business**

a. Review of Roster

Owen Smith distributed a copy of the current roster. Members reviewed their contact information. Jacqueline Farber made one correction to her phone number.

b. Scheduling of Focus Group to Revise Outreach Brochures

Owen Smith called for volunteers to join a focus group to review the original Barber brochure, which is still in circulation, and the revised Barber and Cosmetology brochure. Katie Roberts, Jacqui Farber, Judy Mender, Carolyn Sutter, Julie Brolin and Tonya Smith volunteered. Owen projected that he will convene the group at the beginning of June.

c. 2013 Senate Bill 237 (Licensure)

Owen Smith reviewed the key points of the legislation, which is awaiting the Governor's signature to become law. The bill makes several changes to the requirements for obtaining a barbering license. The changes are:

- Adds waxing to the definition of barbering
- Eliminates the requirement that the 1,000 classroom hour course of instruction in barbering must be spread out over a 10-month period
- Reduces the number of practical training hours a barbering apprentice must complete from 3,712 to 1,712
- Eliminates the requirement that a barbering or cosmetology course of instruction may not exceed eight hours in one day or 48 hours in one week.

A general discussion followed concerning the changes and the history of the split between the Barber and Cosmetologist occupations. The consensus among members was the

reduction in hours was quite a reduction, and they were unsure how employers could train a quality employee in so few hours. Katie Roberts commented that she projects many barber shops outside of major metropolitan areas will go out of business.

d. 26th Biennial Wisconsin Apprenticeship Conference Summary

Owen Smith reported the outcomes of the 2014 Biennial Wisconsin Apprenticeship Conference Summary, asked Members for their feedback, and explained the Bureau's plans for future Conferences.

i. Summary

Overall, the Conference was a great success, attracting the second highest Conference attendance—450 participants—despite below-freezing temperatures, and earning praise for its speakers and workshops. Unfortunately, winter temperatures forced most high schools throughout the state to close. As a result, the Expo was attended by only 50 of the more than 600 high school students who had registered.

ii. Speakers

All speakers earned high ratings from attendees, especially Governor Walker, national economist Anirban Basu and national author Mark Breslin. Governor Walker's speech earned the Conference brief media coverage in several state metropolitan news and television outlets.

iii. Workshops

Most workshops received very favorable feedback from attendees, particularly for their professional relevance. The Conference offered a series of introductory workshops on apprenticeship and key partners, such as "The Department of Public Instruction 101"; and several well-received workshops on youth apprenticeship and apprenticeship prep programs. The three most attended workshops were, "Preparing Students for Apprenticeship Programs," "Diversity in the Workplace," and "Understanding Generational Differences in the Workplace."

iv. Criticisms and Suggestions

The Conference received two common criticisms: it was held during the timeframe of year that poses the highest risk for severe cold and inclement weather; and the removed location of the Expo, a mile from the conference activities, limited the amount of time attendees could visit without missing workshops and discouraged some attendees from visiting at all.

Therefore, the most common suggestions for improvement were twofold: hold the Conference in spring or fall; and hold the Expo and Conference as unique, separate events.

Owen Smith asked the members for their responses to the Conference. A general discussion on the pros and cons followed. Members found the Conference very helpful in learning about apprenticeship, particularly for individuals new to apprenticeship. Industry attendance has typically been low for Barbers and Cosmetologists, despite typically having at least two workshops that directly pertain to the occupations. Members state that it is difficult for owners, managers and workers in the industry to take work off during to attend.

v. Future Conferences

Owen Smith acknowledged the downside of scheduling the Conference in the first calendar quarter of the year and holding the Expo in a removed location from the main Conference area. However, he explained the factors that make the timeframe and hosting the two events together the most ideal plan.

Foremost, the first calendar quarter of the year is when the most apprenticeship stakeholders are available. Spring is when the construction sector, the largest sector of apprenticeship stakeholders, typically prepares to return to work, sometimes as early as mid-March and public schools generally have spring break. Fall is the beginning of the academic calendar for high schools and technical colleges, and the construction trades typically remain active through October. Late fall and early winter contain deer hunting season, Thanksgiving and Christmas.

Second, the few hotels that can provide all Conference accommodations are most likely to offer the state lodging rate during the off-season months. The Conference requires a large meeting space, five-to-seven breakout rooms for workshops, and at least 20,000 square feet for the Expo. Many hotels can meet the first two requirements, but very few can satisfy all three requirements.

Third, hosting the Expo and Conference as separate events on alternating years would place the Bureau in perpetual planning and fundraising cycles for the last half of each year. Conference preparations typically take at least six months, and the Bureau would be continuously asking its stakeholder base for donations.

Therefore, the Bureau will present feedback from the state committees to the Advisory Council with two recommendations: the next Conference be held in early March to maximize the potential for favorable weather without conflicting with preparations for the construction year; and the Expo in the same location as the Conference but one day prior to the opening of the Conference to maximize attendance.

e. For Action: Review and Approval of State Standards

A quorum was not present to review the Standards for additional revisions and approve all changes to-date. Therefore, Owen Smith reviewed several additional proposed changes, and recorded members' comments. The topic was then tabled for discussion and approval at the 2014 fall meeting.

The table below contains all proposed changes to-date, which need to be reviewed and approved when the Committee next has a quorum.

Section	Change(s)
All	1. Changed "Employer" to "Sponsor" 2. Changed "Salon" to "Establishment" 3. Changed "DR&L" to "DSPS"
Cover Page	Separated Barber and Cosmetology.
2. Committee Composition	Added D-H, which address membership requirements, consultant members, removal of members, and consensus decision-making. No further requirements for members to add to D.5.
3. Duties...	I.i. Revised minimum number of annual meetings from four to two. I.v. Added "Five members must be present for a quorum to exist."
4. Qualifications of the Apprentices	B. Added clarifying language from Section 17 C. Added requirement to adhere to Section 17: Hours of Work
6. Qualifications of the Sponsor	B. Clarified requirement to provide initial tools and supplies. Added "Apprentices are responsible for maintaining and replacing the initial set of tools and supplies." E. Revised DRL to DSPS F. Added requirement for a current Unemployment Insurance account number
7. Apprentice Contract	Maintained that "an apprentice will be allowed a maximum of two (2) Apprentice Contracts within a twelve (12) month period from the initial Contract start date."
8. Term of Apprenticeship	i. Added the Cosmetologist term. ii. Added the Barber term, current as of the meeting date.
9. Probationary Period	Added: "After expiration of the probationary period, the apprentice contract may be cancelled according to procedures consistent with Wis. Admin. Code DWD 295."
10. Data Practices...	i. Formerly section, "Responsibilities of the Apprentice," now Section 13. ii. Deleted
11. Responsibilities of the Sponsor	E. Added that the list of required equipment, supplies and products to be provided to the apprentice is included in the Apprentice Application and monitored in the Inspection Report. F. Added "...monthly work record form, <i>available through DSPS...</i> "
12. Responsibilities of the Trainer	Added former Section 13: Supervision of the Apprentice
13. Responsibilities of the Apprentice	C. Added "...monthly work record form, <i>available through DSPS...</i> " D. Added language on record maintenance from Section 10: Data Practices. Keep this letter and keep reference to PRI. J. Clarified need and procedure for applying for licensing exam and temporary permit after completing the program
14. Schedule of Work Processes...	Noted that the rule reference will change and need to be updated.
15. Related Instruction	Changed "course of instruction" to "program of instruction."

18. Ratio of Apprentices	Added paragraph from Section 19: "Wisconsin apprentices will also be ratio neutral if they already have a stylist license from another state. They must still meet all of the requirements of the Wisconsin Apprentice Contract."
19. Assessment and Evaluation...	Removed paragraph. See Section 18.
24. Unassigned Status	Former section, "Data Practices," now Section 13.
25. Safety	Former section, "Unassigned Status," now Section 24. Deleted the requirement for all apprentices "to complete First Aid and CPR during the term of their apprenticeship."
Section	Change(s)
2. Committee Composition	Members supported D-H, and did not have additional requirements for members to include in D.5.
3. Duties...	Added I.v. Five members must be present for a quorum.
6. Qualifications of the Sponsor	B. Inserted: "Apprentices are responsible for maintaining and replacing the initial set of tools and supplies." E. Revised DRL to DSPS.
10. Data Practices...	Deleted, because the topics are included in more detail in Sections 11 and 13
11. Responsibilities of the Sponsor	E. Added that the list of required equipment, supplies and products to be provided to the apprentice is included in the Apprentice Application and monitored in the Inspection Report.
12. Responsibilities of the Trainer	Added former Section 13: Supervision of the Apprentice
13. Responsibilities of the Apprentice	D. Added language on record maintenance from Section 10: Data Practices. J. Clarified need and procedure for applying for licensing exam and temporary permit after completing the program
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f. For action: Review of Genesis Day and Hair Spa Job Book

The item will be tabled until the on-the-job learning and curriculum for both occupations are fully revised and applicable legislation has been implemented. Members discussed other examples that the Bureau and Committee could discuss.

Action: BAS will obtain a copy of the Salon Fundamentals workbook from Madison Area Technical College.

g. Program Updates

i. DSPS

Judy Mender reported that the State Legislature passed a bill in December that allows apprentices to take the licensure exam before they graduate. Apprentices cannot be otherwise issued a license or temporary permit. All licenses go through DSPS. The change does not affect operations for the Bureau, because it already required apprentices to take the exam as a requirement for completion.

Judy reported that she and DSPS have not heard any rumors of efforts to deregulate barbering in Wisconsin.

The DSPS website now contains certificates of training for students and apprentices. One form is used for students; another two are used for apprentices, one for theory hours and one for practical hours. Students and apprentices are to scan the completed forms and email them to designated DSPS accounts.

Last, Judy remind attendees that if any legislation does change, DSPS will have to revise its respective administrative rules.

ii. BAS

No items were reported.

iii. WTCS

John Fahey added that Madison Area Technical College will begin offering a blended, online Barber apprenticeship program this fall. Barbara Arnold is the contact person.

h. Other

No additional items were brought forth for discussion.

5. New Business

a. DWD Division of Vocational Rehabilitation and the WI Apprenticeship Program

Ms. LaShana Miller, a representative from the Department of Workforce Development Division of Vocational Rehabilitation, briefed attendees on the agency's vision and services in assisting persons with disabilities in gaining and keeping employment.

The definition of disability is much broader than people often assume. A disability is physical or mental condition that makes it hard for an individual to find or keep a job. Qualifying disabilities can include anxiety, depression and learning disabilities, as well as physical limitations, such as paralysis. DVR assists job seekers with developing an employment plan, interviewing and resume writing skills; and addressing economic barriers such as child care and transportation costs.

DVR assists employers to tap into highly-reliable and qualified job applicants who can put their diverse abilities to work, as well as help employers build strategies to ensure that they maintain a critical edge and competitive advantage.

Ms. Miller emphasized that DVR does not want employers to believe they must hire less-than-able candidates. On the contrary, DVR candidates are pre-screened and qualified, and must earn the job opportunity like any other candidate. The operative difference is that the federal government is financially assisting DVR with helping the candidate find employment.

A general discussion on qualifying disabilities and the referral process followed. Members asked whether any previous or current DVR clients work as barbers or cosmetologist. Ms. Miller reported that several DVR clients are currently in school for their Cosmetologist license. Karen Morgan asked whether the salons' preferred practice of employing new individuals on a trial basis for several months would prevent them from sponsoring a person with disability. Ms. Miller confirmed that that practice was okay, and would not prevent the employer from hiring a DVR client.

Karen Morgan encouraged members to consider hiring persons with disabilities, because the pending shortage of skilled workers will necessitate that employers consider on-typical workforce pipelines.

b. 2013 Senate Bill 395

Senate Bill 395 proposes changing the required number of training hours for a cosmetologist license from 1,800 to 1,550. It also proposes exempting the following services from the cosmetology license requirement: a service performed preparatory to a live public performance or appearance, whether in person or through broadcast media; and a service performed in the course of the production of any digital, analog, or other recording of a moving or still image intended for public release or broadcast. It was also amended to allow someone who has been educated at an out-of-state cosmetology school to have that education be recognized for Wisconsin licensure, provided that the schools were accredited by an agency approved by the Department of Safety and Professional Services, which must promulgate rules to identify these agencies.

The bill was introduced on November 11, 2013. The Senate Committee on health and Human Services recommended adoption of the amendment and passage of the bill, as amended, on December 19, 2013.

c. 2013 WI Act 114

The Department of Safety and Professional Services and various boards under DSOPS administer Wisconsin's professional credentialing laws. This act prohibits DSOPS, or a board under DSOPS, from requiring a person to complete postsecondary education or another training program before the person is eligible to take an examination for a credential.

d. 2013 WI Act 57 (Apprenticeship Completion Award Program) and DWD 295.25 (Emergency Rule)

The Department of Workforce Development is drafting an emergency administrative rule to implement 2013 Act 57, the Apprenticeship Completion Award Program (ACAP). ACAP was passed in November 2013, and will be active from June 2, 2014 through June 30, 2015. Developed by the State Legislature and signed by Gov. Walker, ACAP partially reimburses eligible apprentices, sponsors and employers for partial related instruction costs. Available funding totals \$450,000.

ACAP will be administered by the Bureau, as directed by law. BAS may reimburse the apprentices, the employer and the sponsor—whichever incurred the cost—a maximum of \$1,000 for up to 25% of the tuition, book, materials and other course fees directly associated with related instruction. An apprentice is eligible when he or she successfully completes either the one-year calendar anniversary of the contract start date or the entire apprenticeship program within the ACAP performance period.

Karen Morgan reported several key considerations and requirements for implementing the program. First, it will be a learning experience for the Bureau, and BAS will pay close attention to any lessons learned. Second, the Bureau will rely on the local level to make the final determination of eligibility, especially for the one-year anniversary. If an apprentice is eligible, the reimbursement will go to the party that incurred the cost. Split reimbursements can be made if more than one party incurred expenses.

The Bureau plans to present performance data to the Legislature after the program concludes in the hopes that the program is continued in subsequent fiscal years. ACAP is projected to be used extensively by apprenticeship stakeholders, because similar funds available through the SAGE Grant (2011-2013) were disbursed entirely. Ideally, all funding will be disbursed before the performance period concludes, which would show a high need for additional funding.

A general discussion on the history and implementation of the program followed. BAS noted that Barber and Cosmetologist apprentices might qualify for both the Year One and the Completion awards, because their programs are two-years in length. Members supported the program, and noted that the reimbursement would help offset educational costs at the time in the program when apprentices earn the least.

e. BAS Personnel Updates

Owen Smith reported several recent personnel changes within the Bureau:

Liz Pusch is the new Apprenticeship Training Representative (ATR) for Area 10, which includes Dodge, Ozaukee and Washington counties. Liz worked formerly as a legislative aide in Madison. She is from the Dodge, Ozaukee and Washington county area. The area was served previously by ATR Barb Robakowski.

Andrea Loeffelholz is the new ATR for Area 6, which includes Dane and Rock counties. Andrea worked formerly as a grant specialist for the WI Department of Transportation in Madison. The area was served previously by ATR Mary Pierce, who accepted a Policy Analyst position within the Bureau's Administrative Office in Madison.

Darrel Cappetta is the new coordinator of the Veterans in Piping program. Darrel was previously in the Office of Veterans services where he worked as a DVOP.

f. Other

No additional items were brought forth for discussion.

6. WTCS Update

No items were brought forth for discussion. Pertinent items were discussed under 4.g.

7. Review Program Participants

Active participants as of March 24 include 451 apprentices and 235 employers. Both totals are the lowest annual totals, respectively, in the past ten years.

8. Next Meeting Date and Location

The next meeting is tentatively scheduled for Tuesday, October 7, 10:00 a.m., at Waukesha County Technical College in Waukesha.

9. The meeting adjourned at 2:20 p.m.

10. Follow-up Items:

As a result of these discussions, BAS will obtain a copy of the Program Guide from Madison Area Technical College and prepare the State Standards for final approval at the 2014 fall meeting.

Submitted by Owen Smith, Program and Policy Analyst