

STATE BARBER & COSMETOLOGY APPRENTICESHIP ADVISORY COMMITTEE MEETING

October 12, 2015

Milwaukee Area Technical College ECAM Center, Room E114A
Oak Creek, WI

APPROVED MINUTES

Members Present	Employer / Organization
Fanson, Tania	Genesis Hair & Day Spa
Murphy, Alan R. (Co-Chair)	King Research / BlueCo Brands
Rosado, Madelin	Lids & Clips
Snyder, Berrin	Great Clips
Sutter, Carolyn	Cost Cutters of Wisconsin, Inc.

Members Absent	Employer / Organization
Belton, Lazonnice	Visions in Hair Design # 2
Brolin, Julie (Co-Chair)	Regis Hairstylists
Henderson, Chereritta	The Original Hair King
Kadima, Biaya	Supreme Fades
Komorowski, Ashley	Cost Cutter
Mender, Judy	Department of Safety and Professional Services
Primm, Michelle	Ebony III
Rodriguez, Raul	Salon Fiesta
Smith, Tonya	ANIU Salon
Vogt, Carol	Hair Formations, Inc.

Consultants and Guests	Employer / Organization
Arnold, Barbara M.	Madison Area Technical College
Christian, Roxanne	Milwaukee Area Technical College
Heinen, Albe	Gateway Technical College
Larson, Liza	Milwaukee Area Technical College
Pagan, Nicci	Gateway Technical College
Perkofski, Lisa	Bureau of Apprenticeship Standards
Smith, Owen	Bureau of Apprenticeship Standards
Sorensen, Kathy	Madison Area Technical College

1. The meeting was called to order at 9:45 a.m. by Co-Chair Alan Murphy in conformance with Wisconsin's open meeting law.
2. Attendees signed the sign-in sheet and introduced themselves.
3. Owen Smith distributed a copy of the current roster. The committee reviewed the representativeness of the committee and the accuracy of the contact information. Owen noted that attendance has been low, but more members attended this meeting. He will continue to monitor the attendance, and if absenteeism continues, he will decrease the committee to a more feasible size. The committee acknowledged the concern. No corrections to the roster were necessary.
4. **Old Business**
 - a. **Review follow-up items from previous meeting.**

Action: *The committee approved the draft minutes from the previous meeting as written.*

Action: *The committee approved a motion not to approve the state Exhibit A, as revised by DSPS through administrative rule, because the committee disagreed that the third work process, "Hair straightening, hair relaxing...", takes far more than the revised 250 hours to learn. The Bureau reminded the committee that the revisions were made via a state law and administrative rule change, so it is unlikely that the committee's dissent will affect revisions. However, the Bureau will propose the idea to DSPS, and if it is denied, the Bureau will implement the revisions to the state Exhibit A.*

The committee approved revisions to its state standards in 2014 but postponed their release until the administrative rule that revised the Barber apprenticeship was promulgated. The Bureau will now release the state standards to all Apprenticeship Training Representatives to use with new and existing sponsors.

Last, Owen reported that the Bureau would not require sponsors to conduct outreach to promote apprenticeship, as the committee had proposed. However, sponsors that want to assist with

statewide promotion of apprenticeship are welcome to join the Advisory Council or the newly formed Employer Consortium.

b. Program Updates

DSPS representative Judy Mender was unable to attend the meeting. At Judy's request, Owen distributed three handouts to the state committee: an overview; the form that certifies apprentice theoretical training; and the revised administrative rules that pertain to the Barber apprenticeship. The examination board meetings no longer occur on a set date. The committee briefly discussed how to learn of the upcoming meetings, but no resolution was reached. The items that pertained directly to the apprenticeship program were addressed during the earlier discussion regarding the state Exhibit A and state standards.

The Bureau had no updates.

Gateway Technical College has developed a mini-course / workshop to offer prospective Barber or Cosmetology apprentices the opportunity to receive foundational exposure to the trade to determine if they want pursue an apprenticeship. The course meets weekly in the evening for four hours, for nine weeks. The course is worth one credit and costs \$100.

Milwaukee Area Technical College reported that it now offers a Spanish language course. Attendance has been "okay." Students have expressed concern that their English will be tested at some point.

c. Apprenticeship Completion Award Program

Owen reminded the committee that ACAP is an example of the unprecedented support registered apprenticeship has been receiving from the state legislature. The program was conceived by the state legislature and passed into law by Governor Walker in 2014, and was recently renewed through June 30, 2017. No other changes were made. The eligibility requirements and maximum awards are the same. The committee did not have questions or comments.

d. WI Apprenticeship Summit

Owen reviewed that the Summit is an example of the unprecedented state and national support for registered apprenticeship. Many industries and organizations are exploring whether registered apprenticeship could solve their training needs, but many of them are unfamiliar with the model. They could drive policy changes that would make registered apprenticeship more appealing to their interests, but would not be helpful to current sponsors or the program as a whole. For example, several companies have expressed interest in the model and strong concern over the progressive wage scale.

To position registered apprenticeship stakeholders in the driving seat of potential changes, the Bureau convened 40 thought-leaders of Wisconsin apprenticeship to listen to the latest research on workforce development and create an action plan of enhancements to Wisconsin apprenticeship.

This fall, the first action item began. The Summit participants recommended that the Bureau convene a consortium of employers to conduct a statewide survey on the use and perceptions of registered apprenticeship and then develop employer-to-employer outreach material. The consortium met and began drafting the survey. It will be sent to current sponsors, previous sponsors, and non-sponsors across all sectors of the economy. Members of the committee may receive a copy.

A general discussion followed on the perceived strengths and weaknesses of registered apprenticeship. The committee agreed that the most significant benefit of registered apprenticeship is the quality of training. The committee speculated that employers who do not use apprenticeship likely hire graduates of private cosmetology schools.

e. WAGE\$

The Bureau applied for and received a \$5 million American Apprenticeship Grant through the U.S. Department of Labor. The grant title is, "Wisconsin Apprenticeship Growth and Enhancement Strategy," or WAGE\$. The performance period is five years; the performance target is 1,000 new apprentices. The two primary goals of the grant are as follows: expand registered apprenticeship into new sectors of the economy, including information technology, healthcare and advanced manufacturing; and increase the pool of qualified applicants to registered apprenticeship programs through supporting youth apprenticeship programs and pre-apprenticeship readiness programs.

Owen noted that the grants are the prime example of national support for registered apprenticeship. For the first time, the President's Office allocated \$150 million to the U.S. Department of Labor to release as competitive grants specifically for expanding registered apprenticeship.

f. Other

No additional items were brought forth for discussion.

5. New Business

a. BAS personnel update

Tim Ziffer, the new Apprenticeship Training Representative for the Racine/Kenosha area, introduced himself. Tim worked previously as a social worker for the Department of Corrections. He replaces Sandy Martin, who had accepted a new position with DWD Job Service.

b. Review the duties of the state committee.

Owen reported that the Bureau is reviewing the duties with all state committees this year for several reasons: to orient the many new members across the 19 committees; to reiterate to experienced members the invaluable role of state committees to the Bureau; and to clarify that committees advise the Bureau on *all aspects* of the apprenticeship program, including policies, on-the-job learning and paid related instruction.

Owen noted that the committee is performing at a high level, despite not having direct control over its on-the-job and paid related instruction. The committee has been very active in advocating for revisions in the content to DSPPS, and recently completed a thorough review of its state standards, which establish the statewide minimum requirements and policies for all participants.

The committee expressed frustration over lacking direct control over its Exhibit A. However, as professionals of a licensed occupation, the members acknowledged the necessity of having DSPPS regulate the profession.

c. New Publications from the WI Apprenticeship Advisory Council

Owen distributed copies of the new publications, "*The Guide for Successful Interviewing in the Skilled Trades*," and the "*Pre-Apprenticeship Readiness Guidelines*." Both are also available online on the Advisory Council website.

The guide for interviewing was developed in response to sponsor feedback from all sectors that many apprentices need to increase their interviewing skills. The guide was developed to apply to all sectors and all trades. Owen noted several sections that were modified to be more applicable to the Barber-Cosmetology industry, such as the section on dressing professionally.

The committee agreed with the need for the publication, and shared several related anecdotes of apprentices that had the strong potential to succeed in the occupation but did not get hired due to critical mistakes in the interview.

Owen explained that the guidelines for pre-apprenticeship readiness programs apply more strongly to the construction and manufacturing sectors, which have many stakeholders that run programs designed to provide foundational skills for the occupations. Owen noted that the new preparatory course offered by Gateway Technical College is a good example of a readiness program. He asked whether the hair care industry had similar programs. The committee replied that such programs are not widespread, and noted instead that registered apprenticeship competes more directly for candidates with one-year technical diploma programs and private beauty schools.

d. Other

No other items were brought forth.

6. WTCS Update

The written update is available in full on the state committee website.

7. Review the program participants.

As of September 28, 2015, program participants include 390 apprentices and 248 sponsors with a contract active or unassigned.

8. The next meeting is tentatively scheduled for Monday, May 2, at 10:00 a.m. at Milwaukee Area Technical College in Oak Creek.

9. The meeting adjourned at 12:20 p.m.

*Submitted by Lisa Perkofski, Apprenticeship Training Representative
and Owen Smith, Program and Policy Analyst*