



# UNIVERSITY OF ARKANSAS PULASKI TECH

## Assessment Report: Program Level

The University of Arkansas – Pulaski Technical College calls for each program (AS, AA, AAS, CP, and TC) to have an assessment plan for each academic year that includes the following:

- Program learning outcomes
- Procedures for assessing the achievement of student learning
- Procedures for analyzing and interpreting assessment results for the continuous improvement of the program.



A primary goal for each instructional department's assessment is to include at least one direct measure of student learning, which is accomplished usually through the use of locally developed tests, student portfolios, capstone assessment measures, embedded assignments, or through licensure exams and standardized national tests. In addition to direct measures, most areas may also use indirect methods to assess student achievement. Graduation rates and graduation and employer surveys are frequently used as indirect indicators of student achievement.

This form presents template of questions that must, at minimum, be addressed by instructional departments when filing an assessment plan. While an electronic version of this form will be made available, instructional departments may include additional information not specifically addressed in this form as long as the template questions are addressed.

### Other Assessment Considerations:

- The College expects programs/departments/divisions to make curriculum changes and budget requests based in part upon assessment findings. Assessment of student learning should be a catalyst for quality instruction and improvement across the college community.
- All programs will be asked to submit an annual assessment report to the Assessment Committee by October 10 of each year. (If October 10 falls on a weekend, please submit reports on the following Monday.)
- For technical and occupational programs, please consider the role of your advisory committee in your student learning objectives.

This form must be completed by October 10 of each academic year. Complete each part of this form. Please follow highlighted instructions.

### Part A: Identification and Student Learning Outcomes

1. Name of program: Cosmetology Technical Certificate.
2. Name of individual compiling report: DeAnn Smith
3. Date of submission: 11/3/23
4. Academic year: 2022-2023
5. Is the assessment plan (*Check or highlight one*)  
 an initial plan for the program       a revision of an old plan       unaltered from previous year

6. Provide a mission statement of the program to include a description of the jobs/careers for which students are being prepared. Also, list the learning outcomes for your program.

This program is designed to provide cosmetology education to meet the requirements of government agencies and the skills standards set for entry-level cosmetologists. This course of study instructs students in basic theory and lab services and in the theories and principles of Cosmetology arts and sciences.

The Cosmetology program is accredited and licensed by the Cosmetology Section of the Arkansas Department of Health and teaches students all that is required to successfully pass the National Cosmetology licensure exam, opening the door to a rewarding and dynamic career in the beauty industry.

Cosmetologists provide beauty services that include caring for the condition of hair, skin, and nails. The cosmetology industry employs personal appearance workers including hair stylist assistants, cosmetologists, estheticians, makeup artists, manicurists, and pedicurists.

#### Quick Facts About the Cosmetology Industry

- In 2016, approximately 617,300 people were employed in Cosmetology careers.
- A few employers in the cosmetology industry are hair salons, nail salons, spas, and resorts.
- The employment outlook differs by occupation. The U.S. Bureau of Labor Statistics expects hair stylists, manicurists, cosmetologists, and estheticians to experience job growth that is faster than the average for all occupations through 2026.

Cosmetology Occupations - If you are looking for a career with a good outlook for the future and minimal educational requirements, one in cosmetology might be just right for you.

#### Possible Professions

Hair Stylist - A hair stylist cuts, styles, colors, curls, and straightens hair. Clients turn to him or her for advice about what styles and colors will work well for them based on their hair texture, condition and color, and their complexion.

Theatrical and Performance Makeup Artist - A makeup artist uses cosmetics to enhance or change an actor's or performer's appearance. He or she may work with movie, television, or stage entertainers.

Median annual earnings were \$60,970, and median hourly wages were \$29.31 in 2016. Esthetician - An esthetician, or skin care specialist, treats the skin on people's faces and bodies. He or she evaluates a client's skin and applies treatments after first discussing alternatives. In 2016, estheticians earned a median annual salary of \$30,270 and \$14.55 per hour.

Manicurist and Pedicurist - A manicurist or pedicurist grooms clients' fingernails or toenails. He or she cleans, trims, and files nails and applies polish to them. One must complete a state-approved cosmetology or nail technician program and, in almost all

states, get a license. Manicurists and pedicurists earned median wages of \$22,150 annually and \$10.65 hourly in 2016.

#### Program Learning Outcomes-Cosmetology (TC)

1. Principals of Cosmetology- Perform hair care services for all types of hair including hair analysis, hair cutting, hairstyling, hair coloring and lightening, permanent waving and chemical relaxing, as well as, perform natural nail services including manicuring and pedicuring and perform basic skin care services including skin analysis, facials, makeup application and superfluous hair removal including the necessary skills to pass the Arkansas State Licensure Exam.
2. Professionalism and Business Skills- Perform salon business such as front desk operations, dispensary inventory and loss prevention, resume building and interviewing skills, self- marketing and the basic knowledge of starting one's own salon business.
3. Sanitation Practices- To have the knowledge of decontamination control, public hygiene and special sanitation procedures used for the protection of the client and the operator.
4. Perform hair care services for all types of hair including hair analysis, hair cutting, hairstyling, hair coloring and lightening, permanent waving and chemical relaxing, as well as, perform natural nail services including manicuring and pedicuring and perform basic skin care services including skin analysis, facials, makeup application and superfluous hair removal including the necessary skills to pass the Arkansas State Licensure Exam.

#### Program Content Breakdown in Clock Hours:

Hygiene and sanitation 80 hours

Related science 120 hours

Hairdressing 1000 hours

Manicuring 100 hours

Aesthetics 100 hours

Salesmanship and salon management 50 hours

Professional courtesy, appearance and attitude 49 hours

Domestic Violence and Sexual Assault 1 hour

Total: 1500 hours

7. Complete the curriculum map below. Please mark an X in the map below to indicate which courses correspond with learning outcomes. If applicable, you can also use I, D, or M to indicate that a learning outcome is introduced, developed to foster more sophistication, or demonstrated at

a level of mastery acceptable for graduation within the program. Additional courses may be marked with an R to indicate reinforcement of a program learning outcome.

List all supporting courses	Program Learning Outcomes			
	PLO #1	PLO #2	PLO #3	PLO #4
<u>COSM 1113 - Principles of Hair Care</u>				
<u>COSM 1213 - Art and Science of Nails and Skin</u>				
<u>COSM 2112 - Final Phase Practicum</u>				

8. How does your assessment report connect to institutional learning outcomes?

To help with mapping your assessment data to the school’s overall institutional outcomes, please check the boxes for the institutional outcomes directly associated with the assessment data presented in this report. For details on each outcome, see Appendix A.

- ILO #1 – Information Literacy
- ILO #2 – Technology Literacy
- ILO #3 - Communication
- ILO #4 – Critical Thinking
- ILO #5 – Quantitative Reasoning
- ILO #6 – Cultural Awareness
- ILO #7 – Professionalism

**Part B: Assessment Methods and Data Sources**

In this section of the assessment plan, learning outcomes for the program will be defined. Also, assessment methods and data sources for each outcome must be defined. Follow the instructions below to define and relate the program learning outcomes.

1. Complete the chart below or attach documentation of the assessment process that includes the data included below.

Program Learning Outcomes	Course	Assessment Method and/or Data Source
1. Principals of Cosmetology- Perform hair care services for all types of hair including hair analysis, hair cutting, hairstyling, hair coloring and lightening, permanent waving and chemical relaxing, as well as,	COSM1113 COSM1213	Students in each class complete all aspects of hair, skin, and nails in the lab daily completing lab sheets and/or client sheets. The students will complete lab sheets of at least 10 clients a week, by state law of the Department of Cosmetology, with a 75% or greater.

<p>perform natural nail services including manicuring and pedicuring and perform basic skin care services including skin analysis, facials, makeup application and superfluous hair removal including the necessary skills to pass the Arkansas State Licensure Exam.</p>		
<p>2. Professionalism and Business Skills- Perform salon business such as front desk operations, dispensary inventory and loss prevention, resume building and interviewing skills, self- marketing and the basic knowledge of starting one's own salon business.</p>	<p>COSM1113 COSM1213 COSM2112</p>	<p><i>All students complete Soft Skills Toolbox chapters and Business Skills chapters mastering these skills with a 75% or greater on direct assessment of written exams and completing their online CIMA related work. The students will also complete a mini salon project with a direct assessment with attached rubric with a 75% or greater.</i></p>
<p>3. Sanitation Practices- To have the knowledge of decontamination control, public hygiene and special sanitation procedures used for the protection of the client and the operator.</p>	<p>COSM1113 COSM1213 COSM2112</p>	<p><i>All students perform sanitation practices directed by the Department of Health Cosmetology. All students are assessed through Blood Exposure demonstration rubric with a 75% or greater.</i></p>
<p>4. Perform hair care services for all types of hair including hair analysis, hair cutting, hairstyling, hair coloring and lightening, permanent waving and chemical relaxing, as well as, perform natural nail services including manicuring and pedicuring and perform basic skin care services including skin analysis, facials, makeup application and superfluous hair removal including the necessary skills to pass the Arkansas State Licensure Exam.</p>	<p>COSM2112</p>	<p><i>All students in each class complete all aspects of hair, skin, and nails in the lab daily completing lab sheets and/or client sheets. The students will complete lab sheets of at least 10 clients a week, by state law of the Department of Cosmetology, with a 75% or greater. COSM 2112 will be given their State Board Practical with a passing rate of 75% and a written practical with a passing rate of 70%.</i></p>

2. Please check or highlight any of the statements below that apply to your program assessment. Also, for each program outcome, if applicable, attach any assessment instruments, grading rubrics, or exemplars of student performance used at the program level.

Rubrics and/or standardized tests were pilot-tested and refined.

- Rubrics were shared with students.
- Reviewers were calibrated with high inter-rater reliability or norming workshops.

3. Also discuss any additional data sources that may be used to gauge success (e.g. charts, graphs, surveys, rates).

*The Cosmetology Department had 23 students participate in the Cosmetology Practical Examination with 100% pass rate of 75% and above.*

*The Cosmetology Department had 18 students participate in the Cosmetology Written Examination with 85% of the students passing with a 70% or higher.*

*Our goal is to have 100% successful pass rate on both examinations. We have started this semester working with our students to make them more successful in the written part of the examination.*

4. Describe the process of analyzing the assessment data, including specifically discussion of results and collaboration among faculty in the program, for the last academic year. Also, check below any of the following statements that apply to your program assessment.

*I did not have a comparison report from the following years. We do look at all the data from State Board Testing and try to come up with ways to make all students successful in both written and practical test.*

- Comparative data used when interpreting results and deciding on changes for improvements.
- National standards, collaboration with sister programs and/or research data were used to ensure the program was held to high standards.

5. Complete the chart below or attach documentation of the assessment results that includes the data included below. Results should include total number of students assessed, the distribution of scores, relevant and detailed interpretation, student strengths and weaknesses, and whether the target was met.

Program Learning Outcomes	Assessment Results/Conclusion
<p>1. Principals of Cosmetology- Perform hair care services for all types of hair including hair analysis, hair cutting, hairstyling, hair coloring and lightening, permanent waving and chemical relaxing, as well as, perform natural nail services including manicuring and pedicuring and perform basic skin care services including skin analysis, facials, makeup application and superfluous hair removal including the necessary</p>	<p>The goal in COSM1113 is to have a 75% or greater in lab sheets and consultation rubric. This class had a total of 10 students with 90% successfully completing lab sheets with 75% or greater. This class did not participate in the client consultation rubric during this semester.</p> <p>COSM1213- is to have a 75% or greater in lab sheets and consultation rubric. The class had a total of 14 students who participated in the client consultation with 92% success rate of 75% scoring or greater. The class had a total of 15 students who participated in the lab with a total of 86% scoring 75% or greater on lab sheet.</p>

<p>skills to pass the Arkansas State Licensure Exam.</p>	
<p>2. Professionalism and Business Skills- Perform salon business such as front desk operations, dispensary inventory and loss prevention, resume building and interviewing skills, self- marketing and the basic knowledge of starting one's own salon business.</p>	<p>The students successfully completed a min salon project with rubric given. The expectation was 75% or greater.          COSM1113 – 10 students participating and 9 received A's and 1 received a F. 90% success rate.          COSM1213- The students did not participate in the mini salon project this semester.          COSM2112 – Did not have any information to give in this group due to instructor no longer being employed.          The students successfully completed employability sheet rubric with a goal of 75% or greater.          COSM1113- 10 students participated with 90% of the students passing with a 75% or greater.          COSM1213- 15 students participated with 87# of the students passing with a 75% or greater.          COSM2112- Did not have any information to give in this group due to instructor no longer being employed.</p>
<p>3. Sanitation Practices- To have the knowledge of decontamination control, public hygiene and special sanitation procedures used for the protection of the client and the operator.</p>	<p><i>The students successfully completed sanitation practices by our Blood Borne Exposure rubric.</i>          The students in COSM1213 had a total of 19 students and all passed with a 75% or greater. 18 students had B's and 1 student had a C.          COSM1113 – I was able to access 3 students records with all students receiving an A with 100% pass rate of 75% or greater.          COSM2112 – Did not have any information to give in this group due to instructor no longer being employed.</p>
<p>4. Perform hair care services for all types of hair including hair analysis, hair cutting, hairstyling, hair coloring and lightening, permanent waving and chemical relaxing, as well as, perform natural nail services including manicuring and pedicuring and perform basic skin care services including skin analysis, facials, makeup application and superfluous hair removal including the necessary skills to pass the Arkansas State Licensure Exam.</p>	<p><i>COSM2112-TheCosmetology Department had 23 students participate in the Cosmetology Practical Examination with 100% pass rate of 75% and above.</i>          The Cosmetology Department had 18 students participate in the Cosmetology Written Examination with 85% of the students passing with a 70% or higher</p>

6. Describe your use of results, including planned improvements to the program and/or any follow-up studies that confirmed that changes have improved student learning.

*Type your response here*

7. What specific changes were implemented this year based on last year's results?

*I did not have data from last year. We will move forward and look for changes for the next year.*

8. What specific budgetary resources are needed for your program based on your assessment results? We need to make sure that the students have all the necessary supplies to be successful including all hair, skin, and nails supplies both for demonstration on manikin and for client use.

9. Please write any additional information here that you think is pertinent to the assessment process for your program that assists stakeholders (i.e. administrators and standing committees) in understanding your report.

*The Cosmetology Department has undergone many changes this past year. It is our goal to bring up all scores and have better accountability with students and faculty for all students to be successful not only passing the Board exams, but being employable in the industry. I did not have access to all students and just used the information on students that I had access to.*

## Appendix A – UA-PTC’s Institutional Learning Outcomes

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### 1. Analyze information from credible sources. (Information Literacy)

This may include the ability to:

- Locate relevant information
- Evaluate the quality and usefulness of the information
- Synthesize the information.
- Communicate the information in an ethical manner consistent with the standards of the field or program of study.

### 2. Appropriately apply a variety of technology tools within one’s discipline. (Technology Literacy)

This may include the ability to:

- Acquire information,
- Solve real-world problems,
- Communicate, and/or
- Perform tasks and processes.

### 3. Communicate effectively with diverse audiences in multiple contexts. (Communication)

This may include the ability to:

- Develop, organize, and present orally well-supported and ideas formally and informally with consideration of community and context.
- Develop, organize, and present in written format well-supported ideas formally and informally with consideration of community and context.
- Clearly express ideas, information, and concepts in various modes and media, including the proper use of appropriate technology.
- Select and utilize means of communication appropriate for a variety of professional, civic, and social circumstances, environments, and communities.
- Consider diverse communities in multiple contexts.

### 4. Apply critical thinking skills to achieve a desired goal. (Critical Thinking)

This may include the ability to:

- Apply appropriate methods to solve problems or address issues.
- Use evidence to justify conclusions.

### 5. Use quantitative methods to solve problems. (Quantitative Reasoning)

This may include the ability to:

- Analyze and interpret quantitative information.
- Apply quantitative concepts and skills to solve real world problems.

### 6. Demonstrate awareness of cultural differences. (Cultural Awareness)

This may include the ability to:

- Explain how similar actions can be understood differently depending on cultural context.
- Evaluate the impact of culture on individuals and groups.

### 7. Demonstrate career readiness skills. (Professionalism)

This may include the ability to:

- Demonstrate personal accountability.
- Meet commitments.
- Demonstrate ethical behavior.

- Demonstrate teamwork.