

**CALIFORNIA
BOARD OF BARBERING AND COSMETOLOGY**



OCTOBER 14, 2024

DIVERSITY, EQUITY, AND INCLUSION COMMITTEE

**Department of Consumer Affairs
El Dorado Room, #220
1625 North Market Blvd
Sacramento, CA 95834**

and

Public Teleconference



CALIFORNIA BOARD OF BARBERING AND COSMETOLOGY



MEMBERS OF THE COMMITTEE

Jacob Rostovsky, Chair
Tonya Fairley
Reese Isbell
Danielle Munoz

DIVERSITY, EQUITY, AND INCLUSION COMMITTEE MEETING NOTICE AND AGENDA

**October 14, 2024
Department of Consumer Affairs
El Dorado Room, #220
1625 North Market Blvd
Sacramento, CA 95834**

*Action may be taken
on any item listed on
the agenda.*

**10:00 a.m. or upon completion of
the Licensing and Examinations
Committee Meeting – Until
Completion of Business**

The Committee will meet by teleconference in accordance with Government Code section 11123.5. Committee members will participate remotely from private, non-public sites. The public may participate in-person or remotely. To participate in the WebEx Events meeting, please log on to this website the day of the meeting:

<https://dca-meetings.webex.com/dca-meetings/j.php?MTID=med9028bcb1dd156383e23492268cc755>

Webinar number: 2482 790 3318
Webinar password: BBC1014

Instructions to connect to the meeting can be found at:

https://www.barbercosmo.ca.gov/about_us/meetings/how_to_join_webex_event.pdf

Members of the public may but are not obligated to provide their names or personal information as a condition of observing or participating in the meeting. When signing into the WebEx platform, participants may be asked for their name and email address. Participants who choose not to provide their names will be required to provide a unique identifier such as their initials or another alternative, so that the meeting moderator can identify individuals who wish to make public comment; participants who choose not to provide their email address may utilize a fictitious email address in the following sample format: XXXXX@mailinator.com.

In order to ensure all public members have an opportunity to speak and in the interest of time, public comments will be limited to two minutes unless, in the discretion of the committee, circumstances require a shorter period or longer period; members of the public will not be permitted to “yield” their allotted time to other members of the public to make comments.

As an alternative, members of the public who wish to observe the meeting without making public comment can do so (provided no unforeseen technical difficulties) at <https://thedcapage.wordpress.com/webcasts/>.

AGENDA

1. Call to Order/ Roll Call/ Establishment of Quorum
2. Discussion and Possible Approval of the January 22, 2024, Committee Meeting Minutes
3. Discussion and Possible Recommendation Regarding the Creating a Respectful and Open World for Natural Hair (CROWN) Act Report (SB 188)
4. Discussion and Possible Recommendation Regarding Diversity, Equity, and Inclusion Suggestions
5. Public Comment on Items Not on the Agenda
Note: The Committee may not discuss or take any action on any item raised during this public comment section, except to decide whether to place the matter on the agenda of a future meeting (Government Code Sections 11125, 11125.7(a))
6. Suggestions for Future Agenda Items
7. Adjournment

The time and order of agenda items are subject to change at the discretion of the Committee Chair and may be taken out of order. In accordance with the Bagley-Keene Open Meeting Act, all meetings of the Committee are open to the public.

*Government Code section 11125.7 provides the opportunity for the public to address each agenda item during discussion or consideration by the Committee prior to the Committee taking any action on said item. Members of the public will be provided appropriate opportunities to comment on any issue before the Committee, but the Committee Chair may, at his or her discretion, apportion available time among those who wish to speak. Individuals may appear before the Committee to discuss items not on the agenda; however, the Committee can neither discuss nor take official action on these items at the time of the same meeting (Government Code sections 11125, 11125.7(a)).

The meeting is accessible to the physically disabled. A person who needs disability-related accommodation or modification in order to participate in the meeting may make a request by contacting: Monica Burris at (916) 417-4637, email: Monica.Burris@dca.ca.gov, or send a written request to the Board of Barbering and Cosmetology, PO Box 944226, Sacramento, CA 94244. Providing your request is a least five (5) business days before the meeting will help to ensure availability of the requested accommodations. TDD Line: (916) 322-1700.

Agenda Item
No. 1
No Attachments

**CALIFORNIA STATE BOARD
OF
BARBERING AND COSMETOLOGY**

DIVERSITY, EQUITY AND INCLUSION COMMITTEE MEETING

MINUTES OF JANUARY 22, 2024

COMMITTEE MEMBERS PRESENT

Jacob Rostovsky, Chair
Tonya Fairley
Reese Isbell
Danielle Munoz

STAFF MEMBERS PRESENT

Kristy Underwood, Executive Officer
Carrie Harris, Deputy Executive Officer
Sabina Knight, Board Legal Representative
Natalie Mitchell, Board Analyst

1. AGENDA ITEM #1: CALL TO ORDER / ROLL CALL / ESTABLISHMENT OF QUORUM

Jacob Rostovsky, Committee Chair, called the meeting to order at approximately 12:00 p.m. and confirmed the presence of a quorum.

2. AGENDA ITEM #2: DISCUSSION AND POSSIBLE APPROVAL OF THE SEPTEMBER 13, 2023, COMMITTEE MEETING MINUTES

Motion: Reese Isbell moved to approve the September 13, 2023, Committee Meeting Minutes. Tonya Fairley seconded the motion.

Public Comment: There were no public comments received.

Motion to approve the September 13, 2023, Committee Meeting Minutes carried: 4 yes, 0 no, and 0 abstain, per roll call vote as follows:

The Committee Members voted "Yes": Jacob Rostovsky, Tonya Fairley, Reese Isbell, and Danielle Munoz

3. AGENDA ITEM #3: DISCUSSION OF DIVERSITY, EQUITY and INCLUSION WEBPAGE

Kristy Underwood provided an update on the Diversity, Equity and Inclusion ("DEI") webpage, explaining that the information developed by the committee is now live on the BarberCosmo website. She highlighted that the website serves as a reference for anyone interested in the committee's work and welcomed suggestions or additions from the members.

Reese Isbell expressed appreciation for the discussions and efforts that led to these developments. Jacob Rostovsky echoed this sentiment, emphasizing the importance of equity in licensing and training in the field. He also stressed the significance of encouraging people to stay active in the field and the necessity of representing diverse groups. Danielle Munoz thanked the team for making the website live and acknowledged the early actions taken by the committee. Jacob Rostovsky further suggested improving the website's mobile navigation for better accessibility, underlining the importance of inclusivity for the disability community.

Public Comment:

Jaime Schrabec from Precision Nails expressed her appreciation for the information provided on the board's website. She suggested that the website should differentiate between government agencies, which are subject to specific laws for businesses in California, and non-governmental organizations (NGOs), to avoid confusion due to their different legal statuses and requirements. Jacob Rostovsky appreciated this input and noted it for consideration.

4. AGENDA ITEM #4: REVIEW AND DISCUSSION OF THE DEI SOCIAL MEDIA REPORT

Kristy Underwood presented the DEI Social Media Report, focusing on a survey conducted among the Board's licensees. The survey garnered 2,190 responses. The respondents predominantly consisted of cosmetologists (59%), followed by estheticians. In terms of demographics, the largest age group was between 50 and 59 years old (25%), followed by those aged 40 to 49 (22%). The majority of respondents were female (85%), with 22% identifying as Hispanic or Latino, and 12% as Asian or Pacific Islander. Additionally, 15% reported having a disability, 67% identified as heterosexual or straight, 19% were born outside of the United States and 87% consider English as their primary language.

Respondents offered several suggestions for the State Board to promote diversity, equity, and inclusion. A notable recommendation was to incorporate natural and textured hair education into the curriculum, reflecting a trend also seen in New York's recent legislative changes. Other suggestions included attending more trade shows, considering mandatory continuing education, and expanding exam translations to include more languages, in response to the growing diversity in language needs.

The report also outlined ongoing initiatives and social media efforts. These included the "Hair Do's for the Holidays" campaign, which showcased a vintage and multicultural approach to holiday hair styling. The board's efforts to recognize and celebrate various cultural events, such as Native American Heritage Month and Latino Heritage Month, were also highlighted. Ms. Underwood emphasized the board's commitment to supporting diverse communities and expressed openness to any further suggestions from the committee to improve or expand their DEI initiatives.

Tonya Fairley responded by emphasizing the importance of including textured hair education in the curriculum, citing the Crown Act's success in New York. She suggested that everyone should familiarize themselves with the Crown Act due to its significance in reducing discrimination based on hair texture. Ms. Fairley also highlighted the importance of college outreach, noting that community colleges offer more affordable cosmetology education compared to private schools, and therefore should be supported or promoted.

Danielle Munoz echoed Ms. Fairley's points, stressing the importance of the Crown Act and the need for community college options in cosmetology education. She shared personal experiences and observations about the difficulty of finding stylists knowledgeable in textured hair, underscoring the impact this has on individuals, particularly those of color. Ms. Munoz advocated for including textured hair education in the curriculum as a means to address these gaps. Jacob Rostovsky added to the discussion by mentioning financial barriers to licensing and the idea of waivers or scholarship programs to support individuals pursuing licensure. He emphasized the need for continuous education about the Crown Act and suggested that the board should consider it as a future agenda item.

Public Comments:

No comments were received from the public.

5. AGENDA ITEM #5: PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

No comments were received from the public.

Danielle Munoz raised a follow-up question related to the accessibility of the Department of Consumer Affairs (DCA) website, particularly its mobile device navigation. She inquired whether content posted on DCA websites is formatted to be accessible to individuals with visual impairments, such as through screen readers. Kristy Underwood responded, stating that while she believes the website adheres to ADA certification standards, she would double-check to confirm that it is indeed accessible and mobile-friendly.

6. AGENDA ITEM #6, SUGGESTIONS FOR FUTURE AGENDA ITEMS

In the discussion about future agenda items, Jacob Rostovsky expressed interest in continuing discussions on financial accessibility, including waivers and scholarship programs, to help break down barriers. He also suggested exploring diversity, equity, and inclusion initiatives in other states, with a focus on learning from initiatives like the Crown Act.

Tonya Fairley supported these suggestions and proposed further education on the Crown Act. She shared her involvement with a community initiative focused on breast cancer awareness and its impact on minority communities, linking this to natural hair care and the importance of the Crown Act in understanding the broader implications of DEI.

Reese Isbell suggested looking into national groups or associations that focus on racial equity, such as the Government Association on Racial Equity (GARE), to gather and share best practices from around the country.

Danielle Munoz agreed with the suggestions, emphasizing the importance of learning and education. She also proposed adding a verbal intention to ensure that their efforts align with their mission of public and consumer safety. Jacob Rostovsky acknowledged the importance of focusing on public protection and the diversity of the public they serve. He suggested that their efforts could be revolutionary in scope.

Concluding the discussion, Danielle Munoz suggested the addition of textured hair education to the curriculum as another agenda topic. Jacob Rostovsky agreed with the committee's consensus on being in an investigative phase and noted that the suggestions would be valuable for future agenda items.

7. AGENDA ITEM #7: ADJOURNMENT

There being no further business to discuss, the meeting adjourned at approximately 12:30 p.m.



MEMORANDUM

DATE	October 14, 2024
TO	Members, Diversity, Equity, and Inclusion Committee
FROM	Kristy Underwood, Executive Officer
SUBJECT	Agenda Item 3 - Discussion and Possible Recommendation Regarding the CROWN Act Report

History

The CROWN Act, which stands for “Creating a Respectful and Open World for Natural Hair,” was created in 2019 by Dove and the CROWN Coalition, in partnership with the State Senator Holly Mitchell of California. Its purpose is to protect individuals against discrimination based on race-based hair styles by extending statutory protection to hair texture and protective styles such as braids, locs, twists, or bantu knots in the workplace and public schools.

California made history as the first state to ban discrimination against natural hair for students and employees. Senate Bill 188 was passed on June 27, 2019, and signed into law on July 3, 2019.

Since then, CROWN Acts have been adopted in 23 other states, such as Maine, New York, New Jersey, Washington, Maryland, Nevada, Virginia, Colorado, Texas, Massachusetts, and Michigan. Several states have enacted similar laws; for instance, Illinois adopted the Jett Hawkings Law, which took effect on January 1, 2023, which prohibits schools from implementing hairstyle-based dress codes.

After a setback in the Senate in 2020, the federal CROWN Act was reintroduced in 2021 and passed on March 18, 2022. This law prohibits discrimination based on a person's hair texture or hairstyle if that style or texture is commonly associated with a particular race or national origin. Specifically, it prohibits this type of discrimination against those participating in federally assisted programs, housing programs, public accommodations, and employment.

Research Studies

According to a 2023 Workplace Research Study reported on www.thecrownact.com, race-based hair discrimination remains a systemic issue in the workplace. Key findings include:

- Black women’s hair is 2.5x more likely to be perceived as unprofessional.
- Approximately 2/3 of Black women (66%) change their hair for a job interview. Among them, 41% changed their hair from curly to straight.
- Black women are 54% more likely (or over 1.5x more likely) to feel like they have to wear their hair straight to a job interview to be successful.
- Black women with coily/textured hair are 2x as likely to experience microaggressions in the workplace than Black women with straighter hair.
- Over 20% of Black women 25-34 have been sent home from work because of their hair.

- Nearly half (44%) of Black women under age 34 feel pressured to have a headshot with straight hair.
- 25% of Black women believe they have been denied a job interview because of their hair, which is even higher for women under 34 (1/3).

These statistics highlight the ongoing challenges Black women face related to hair discrimination in professional settings, emphasizing the need for continued advocacy and reform.

Recent Bills

Senate Bill S6528A, effective January 1, 2024, in New York requires all cosmetology schools to make natural hair education a part of the general curriculum. S6528A's main goal is to diversify cosmetology school education to equip all students with the knowledge to work across every hair texture.

California Assembly Bill 2166 (Weber) passed on September 22, 2024 (Chapter 384, Statutes of 2024), which requires barbering, cosmetology, and hairstyling courses to include instruction in the provision of services to individuals with all hair types and textures, including, but not limited to, various curl or wave patterns, hair strand thicknesses, and volumes of hair. This bill additionally requires the Board's licensing exam to determine the applicant's skill in, and knowledge of, providing services to individuals with varying hair types and textures.

Industry Involvement

The Professional Beauty Association (PBA) launched the Textured Hair Collective. This is an alliance of professional hair industry leaders working together to influence state board licensing requirements and curriculums to be inclusive of all hair textures and hair types. The PBA sponsored AB 2166 noted above.

Registered support of AB 2166 included:

- Professional Beauty Association (*Sponsor*)
- Aveda Arts and Sciences Institute
- Conference of California Bar Associations
- Henkel Corporation
- L'Oreal USA
- Personal Care Products Council
- California State Board of Barbering and Cosmetology
- Texture Education Collective

Board Action

The Board has communicated with schools to ensure that their curricula for barbering, cosmetology, and hairstyling courses incorporate training in textured hair. Both textbooks currently used in California already contain relevant content, and the licensing exams include questions about hair types and textures, so no changes to the exam content are necessary at this time.

Action Needed

It is crucial for future licensees to possess the knowledge and skills necessary to work with diverse hair types, ensuring equitable access to hair care services throughout California.

The Committee shall discuss the information above and may recommend ideas to staff on how the CROWN Act can be included in the Board's DEI efforts.



MEMORANDUM

DATE	October 14, 2024
TO	Members, Diversity, Equity, and Inclusion Committee
FROM	Kristy Underwood, Executive Officer
SUBJECT	Agenda Item 4 – Discussion and Possible Recommendation Regarding Diversity, Equity, and Inclusion Suggestions

Background

The Diversity, Equity, and Inclusion (DEI) Committee was created to provide the Board with recommendations on ways to strengthen policies, enhance training, and provide opportunities for increased diversity, equity, and inclusion. The DEI Committee requested additional research into what other boards and states are doing to promote DEI that can guide future activities of the Board.

Research and Analysis

Board staff have looked at what other boards, bureaus, and other states are doing to promote DEI for ideas that the Board can adopt.

While it does not appear that any other state board has a webpage dedicated to DEI, below are some of the DEI-related items found on their state websites.

- Alabama and Arizona: schools listed by location (north, east, south, west, central)
- Delaware: provides instructional videos on their online licensure system
- Illinois and Tennessee: requires domestic violence continuing education training
- Maryland and New Mexico: allows scheduling an in-person appointment for assistance
- Minnesota: webpage dedicated to “First-Time Licensees” has applications translated in Spanish and Vietnamese
- Nevada: provides links to other state websites for reciprocity applicants; breaks down transferring a license to Nevada into 5 steps with picture icons
- New York: application available in Arabic, Bengali, Haitian, Italian, Russian, Nepali, Polish, Urdu, Yiddish, Tibetan, French (in addition to Korean, Spanish, Chinese, and Vietnamese)
- North Carolina: demonstration videos on how to apply for a license or reciprocity online
- Ohio: licensees can sign up to receive text messages of important news from the Board
- Pennsylvania: videos on how to apply for a license and what happens after you submit your application
- Texas: virtual inspections are available to licensees with access to the minimum level of technology
- Vermont: “Reducing Barriers to Licensure” page contains information on fast track endorsement, military members and spouses, foreign trained professionals, and individuals with criminal backgrounds

A review of other California boards and bureau's shows that a number are currently in the processes of conducting DEI surveys with their stakeholders, as the Board did in 2023. In addition to surveys, staff found that other Boards/Bureaus are participating the following activities to promote DEI:

- Holding monthly DEI focused workshops;
- Highlighting DEI stories within their newsletters;
- Updating continual education criteria to include DEI topics;
- Creating and maintaining internet pages that promote their industry to underrepresented groups.

Some of these activities are potential areas of expansion for the Board, while others will not be effective with the current structure. For instance, the Board does not have continuing education requirements for renewals and cannot use this as a way to expand DEI knowledge. The Board will be further researching the requirements for the workshops and focused stories within its newsletter to determine the viability of these activities.

The Board is currently performing the following activities to promote DEI:

- Share information on cultural holidays on social media.
- Post industry relevant information in a variety of languages on social media.
- Translate Board publications into Spanish, Vietnamese, Korean, and Simplified Chinese and make them available on the Boards website.
- Show diversity in images used in publications, such as the quarterly newsletter.
- Review documents and publications to ensure inclusive language is being used.
- Review statistics on exam interpreter requests to see if the exam should be translated into other languages.

Discussion

Staff is providing the below topics for the committee to discuss and consideration for expansion of its DEI activities.

Additional Stakeholder Engagement:

1. Host DEI focused Townhalls to promote discussions on needs that are not being met and discuss relevant issues concerning DEI.
2. The Board can conduct outreach to external diverse and underrepresented community organization that will be more informed on the needs of their focused target audiences. The Board can collaborate with these organizations for potential joint events.
3. The Board can work with the Department of Consumer Affairs to launch a new social media campaign. Potential topics could be "Women in Barbering" and "Stop Asian Hate" related to nail salons or manicuring. This could elicit negative feedback from the public as they may view it as the Board favoring certain groups or not focusing on matters relevant to the Board's jurisdiction.

Action Needed

The Committee shall discuss the ideas above and/or their own ideas and may provide possible recommendations to staff and/or the full Board regarding DEI suggestions.

Agenda Items

No. 5-7

No Attachments