

**MISSISSIPPI STATE BOARD OF COSMETOLOGY
5 YEAR STRATEGIC PLAN
FOR THE FISCAL YEARS
2021-2025**

1. MISSION STATEMENT

The mission of the Mississippi State Board of Cosmetology is to protect the public by regulating the practice of cosmetology, esthetics, manicuring and wigology. Our mission is fulfilled by establishing rules and regulations relating to qualifications for licensure of individuals, the permitting, licensing and regulation of establishments (salons) and schools of cosmetology, and by establishing rules and regulations setting forth sanitation requirements for the operation of cosmetology, manicuring, esthetics, wigology salons and schools in which any of the previously mentioned fields are taught.

The Board consists of five members who are appointed by the Governor to serve four (4) year terms. The staff is comprised of 13 individuals. There are four (4) individuals in the Licensure and Information Support program and two (2) individual staff members in the School Coordination and Testing department. There are five (5) individual inspectors assigned by regions of the state to staff the Establishment Inspection program. The Executive Director and one Accountant provide administrative support for the agency.

The practices of the beauty industry are hands on, physical and personal. Infections can begin and be transferred in many ways. The industry professionalism includes both education, flexibility, innovation and sanitation to safeguard consumers.

Members of the professional beauty industry have invested in a serious and legitimate career field. Safety standards and professionalism in the beauty industry should never be weakened or compromised. Licensing of all beauty professionals is essential to the integrity and continued professionalism of the beauty industry.

During the past year, the Board has been actively working on, and has completed many changes to ensure compliance with its statutory requirements, changes in the industry and legislative mandates. In addition, the Board has implemented an online renewal system. The Board, building off our existing strengths, is working to better adapt to innovative strategies and new technologies, while continuing to collaborate with the stakeholders of this profession.

The Board's leadership has focused on a unified representation of our licensees while advocating on their behalf to enhance the awareness and image of the Agency. The Board has placed its emphasis on professional development to create a standard of competencies that will help define the profession.

2. PHILOSOPHY

The Mississippi State Board of Cosmetology's philosophy is to create and participate in an efficient state government for the citizens of this State by fulfilling its responsibilities of examining, licensing, registering, and regulating the practices of cosmetology and related professions in the state to ensure competency and ethics among all professionals under its purview.

3. RELEVANT TO STATEWIDE GOALS AND BENCHMARKS

Statewide Goal #1 – To create an efficient government and an informed and engaged citizenry that helps to address social problems through the payment of taxes, the election of capable leaders at all levels of government, and participation in charitable organizations through contributions and volunteerism.

Relevant Benchmarks for #1

- Government Efficiency – Administrative efficiency: Expenditures on state government administration activities as a percentage of total operational expenditures
- Government Efficiency – Average wait time for state government services
- Government Efficiency – Regulatory efficiency: average length of time to resolution of documented complaints to professional licensing agencies.
- Government Efficiency – Number and average cost of regulatory actions taken by regulatory body and type of action
- Government Efficiency – State dollars saved by providing government services online (e.g., document retrieval, issuance of new business permits, license renewal)

4. OVERVIEW OF THE AGENCY 5 YEAR STRATEGIC PLAN

The Board of Cosmetology recognizes the need to enhance its licensing and permitting functions with the use of technology. The Board is working to acquire software that will enhance the licensing system to include location information tracking of salon inspections, facial recognition software of licensees and portal availability of all license data including renewals and violations.

The Board plans to continually evaluate its full-time, permanent positions to ensure job classifications accurately reflect the duties performed by the individuals in these positions and to address inadequacies when revealed.

The Board plans to continue and review its accounting entries by utilizing the state's MAGIC accounting system. This review will ensure accuracy in the agency's reporting of its revenues and expenditures, and enhance its annual budget preparation activities. The

Executive Director and Accountant have applied to be Certified Purchasing Manager's through the MS Department of Finance and Administration.

5. EXTERNAL/INTERNAL ASSESSMENT

- Changes in technology
- Increase/decrease in the number of licensees
- Increase/decrease in the number of permittees
- Career or demographic changes affecting persons entering the profession
- Inspection of schools to make certain they are using the curriculum approved by the Board
- Changes in state laws enacted by Mississippi
- Continued general economic decline resulting in less need for the services of the licensees

6. AGENCY'S GOALS, OBJECTIVES, STRATEGIES AND MEASURES BY PROGRAM FOR FY 2021-2025:

6.1 PROGRAM #1 – Examination Administration – Identify and implement a statewide testing program with the evaluation and monitoring of both the theory (written) and practical (skills) examination for cosmetology, esthetics, manicuring and instructors.

GOAL A: Maintain a testing strategy that defines the guidelines to be followed to achieve the testing objectives which include the testing environment, testing software, practical examination, evaluation and scoring analysis.

OBJECTIVE A.1. Maintain the integrity and security of testing for both the theory (written) and practical (skills) examinations.

Outcome: Change (year to year) in number of examinations administered to students (%)

A.1.1. STRATEGY: Increase the availability of testing dates/times

Output: Number of students tested

Efficiency: Number of testing dates/times for students

Outcome: Licensing examination pass rates (%)

A.1.2. STRATEGY: Increase the passing rate of students

Output: Number of students passing the examination

Output: Average number of days between completion of exam and results given

Efficiency: Cost per licensing examination

6.2 PROGRAM #2 – School Coordination

GOAL A: Maintain established curriculum for schools to use as basic guideline so as to provide a consistent course of study throughout the state, giving each student the same opportunity to pass the required licensing examination and function as a competent practitioner in the industry.

OBJECTIVE A.1. Work with schools offering cosmetology, manicuring and esthetics programs to ensure proper curriculum to obtain licensure.

Outcome: Maintain or increase the number of schools licensed to offer approved curriculum.

A.1.1. STRATEGY: Coordinate with schools regarding curriculum

Output: Number of school licenses issued

Efficiency: Number of work days between receipt of application or renewal and issuance of license.

OBJECTIVE A.2. Coordination of school related activities to ensure students are given proper credit, validating each student's education hours

Outcome: Maintain the number of audits/visits resulting in satisfactory results.

A.2.1. STRATEGY: Visit schools to validate/audit records of activities ensuring students receive proper credit hours.

Output: Number of visits/audits conducted

Efficiency: Number of satisfactory audits resulting from visits

6.3 PROGRAM #3 – Establishment Inspections

GOAL A: To ensure that permitted establishments adhere to the laws, rules and regulations of the Mississippi State Board of Cosmetology.

OBJECTIVE A.1. Communicate with establishments concerning rules and regulations, via website, mail, and in person

Outcome: Decrease the number of non-compliant establishments

A.1.1. STRATEGY: Inspect each licensed establishment to confirm compliance with laws, rules and regulations

Output: Number of establishments inspected annually

Efficiency: Number of inspections conducted daily.

OBJECTIVE A.2. Reduce the frequency of complaints against establishments

Outcome: Reduce the number of consumer complaints

A.2.1. STRATEGY: Investigate establishments having complaints

Output: Number of complaint investigations conducted

Efficiency: Number of work days to complete each investigation

6.4 PROGRAM #4 – Licensure and Information Support

GOAL A: To issue new and renewed licenses for cosmetologist, manicurists, estheticians, and instructors for their respective field according to the law, rules and regulations of the Mississippi State Board of Cosmetology, and to issue new and renewed licenses to establishments (salons) and schools in accordance with Mississippi Law.

OBJECTIVE A.1. Make the licensing/renewal process easier and faster for the professionals regulated, and more efficient for agency

Outcome: Reduce time to issue licenses

Efficiency: Increase number of licensees utilizing on-line system

A.1.1. STRATEGY: Implement an on-line licensing/payment system

Output: Number of licenses issued

Efficiency: Number of work days to issue license

A.1.2. STRATEGY: Enhance the on-line capabilities to include other regulatory requirements

Output: Number of licensees utilizing on-line system

Efficiency: Reduce the time to issue licenses

OBJECTIVE A.2. Make the permitting/renewal process easier and faster for the schools and establishments regulated, and more efficient for agency.

Outcome: Reduce the time to issue license

A.2.1. STRATEGY: Implement an on-line license/payment system
Output: Number of licenses issued utilizing the new system
Efficiency: Number of work days to issue license