

**MISSISSIPPI STATE BOARD OF COSMETOLOGY
5 YEAR STRATEGIC PLAN
FOR THE FISCAL YEARS
2023-2027**

1. MISSION STATEMENT

The mission of the Mississippi State Board of Cosmetology (MSBC) is to protect the public by regulating the education and practice of cosmetology, esthetics, and manicuring. 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, salons and schools in which any of the previously mentioned fields are taught.

The Board consists of five (5) members who are appointed by the Governor to serve four (4) year terms. The staff is comprised of eight (8) full-time office employees and five (5) full-time field employees. One (1) individual serves as Administrative Office Support, two (2) individuals serve in the Financial Management and Accounting department, two (2) individuals serve in Salons, Schools, & Testing Administration department, and two (2) individuals serve in the Licensing department. There are five (5) individual field inspectors assigned by regions of the state to staff the Establishment Inspection program. (1) individual serves as Executive Director and over all agency staff and functions. There are eight (8) individuals serving as Practical Testing Evaluators on a contract basis.

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. The importance of these standards has been further illuminated in the light of the COVID-19 pandemic. Licensing of all beauty professionals is essential to the integrity and continued professionalism of the beauty industry.

During the past year, the Board has actively worked to complete many changes to ensure compliance with statutory requirements, changes in the industry, and legislative mandates. In addition, the Board has conducted workshops and has proposed rule revisions to improve and update the MSBC State Practical Exam and MSBC governing Rules, Regulations, and Statutes. The Board, building off our existing strengths, is working to consistently innovate strategies and new technologies, while continuing to collaborate with 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 advance its licensing and work permitting functions with the use of technology in an effort to establish a fully automated and user-friendly licensing system as the majority of other States are. Significant strides were made to accomplish this goal when the Board approved the purchase and implementation of a new licensing system in April 2021. The new system will provide an enhanced user-friendly platform that will enable applicants to complete all licensing applications online. The Board is actively working to further develop and/or acquire new hardware and software that will enhance the licensing system to include: location information tracking of salon inspections, identity confirmation software of licensees, additional online payment options, increase data access and reporting abilities, development and implementation of professional social media platforms, and implementation of a live online directory of Mississippi salons, schools, instructors, and practitioners. The Board has contracted third-party IT, branding, and social media management specialists to provide the expert guidance needed to accomplish these plans.

The MS Board of Cosmetology office licenses more constituents in the State of MS than ALL other licensing agencies, with the exception of the MS Board of Nursing. A quality staff is needed to meet the demands of Mississippi's large cosmetology constituent base. Fair staff salaries, that are in-line with other state agencies, are needed to attract and maintain a quality staff and reduce turn-over. The Board plans to conduct regular performance reviews, in accordance with the new MS State Personnel Board Performance Review System, of all full-time permanent employees to assess job performance quality and workload distribution.

The Board plans to continue reviews of accounting entries through the state's MAGIC accounting system. Reviews will ensure accuracy in the agency's reporting of its revenues and expenditures, and enhance its annual budget preparation activities. In addition, the Board has contracted a third-party budget management specialist to serve as a budget and financial management advisor.

5. EXTERNAL/INTERNAL ASSESSMENT

- The COVID-19 Pandemic was an external factor which greatly impacted our agency and constituents we serve, the effects of which will continue for years in the future.
- 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 2023-2027:

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: Increase the number of students tested and increase the standard of achievement.

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

Output: Number of students tested

Efficiency: Number of testing dates/times for students

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 workdays 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 workdays 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: Enhance our on-line licensing/payment system

Output: Number of licenses issued

Efficiency: Number of workdays 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 workdays to issue license