



Minutes

Hairstylist

Trade Board Meeting

May 5, 2014 at 9:30 a.m.
Ontario College of Trades
655 Bay Street, 6th Floor, Room 601
Toronto, ON, M5G 2K4

Trade Board Members in Attendance

Tanya Hill, Chair
Marcia Andoh
Tony Ambrogio
Debbie Dunseath
Nelly Khayat

Trade Board Members not in Attendance

Andrew Camara

Resource Persons/Guests in Attendance

Rob Brewer, Chair, Service Divisional Board

Staff in Attendance

Loreen Barbour, Program Coordinator
Alice Power, Program Coordinator

1. Call to Order/Welcome

The Chair called the meeting to order at 9:30 a.m.

2. Approval of Agenda

ON A MOTION MADE BY D. Dunseath, SECONDED BY T. Ambrogio AND CARRIED, the agenda was approved as circulated.

3. Conflict of Interest

No conflicts of interest were declared.

4. Previous Minutes

ON A MOTION MADE BY, M. Andoh SECONDED BY T. Ambrogio AND CARRIED, the draft minutes of the Trade Board's January 20, 2014 meeting were approved as tabled.

5. College of Trades Update

5.2 The Registrar's Report

The Chair of the Service Divisional Board provided an overview of the Registrar's Report-January/February 2014.

5.3 Deemed Apprentices

Members were informed that the College employed various methods of communication (letters, emails and automated telephone calls) to reach deemed apprentices to ensure that they were aware of the requirement to pay a membership fee to the Ontario College of Trades by April 8, 2014. Additionally, the Trade Board was informed that Journey person Candidates who were deemed into College membership on April 8, 2013 have until July 4, 2014 to pass their Certificate of Qualification exam without penalty.

5.4 Membership

The Membership Service department continues to make changes to its operation to improve customer service. Several changes in how the College communicates with expiring members, including to deemed apprentices, have been made to ensure that they are receiving the message from the College; this has resulted in a significant increase in membership renewals. The majority of deemed apprentices have renewed their membership.

The Trade Board was informed about the process and criteria around reinstatement fees.

5.5 Affinity Programs

New affinity programs are being offered by the College, including individual and commercial insurance. The College is also actively investigating other potential vendors to add to the affinity program offerings.

5.6 Enforcement Update

An update on the current work of the Compliance and Enforcement Division was provided. It was noted that there enforcement statistics on the website. Currently, the College has 41 Enforcement Officers and two Court Officers; in the year-to-date, 5,947 field inspections and compliance promotion visits have been conducted across the province (9% of Field visits were to the Service Sector).

5.7 Communications & Marketing Update

A brief overview of the College's communication and marketing activities was provided. It was noted that the website continues to evolve and new information is continually being added. The new quarterly journal has been well received by members. The Communication division is interested in receiving content ideas and stories from members.

The College has media channels (e.g. social media, OYAP brochure and working with school Boards) to target youth, as well as underrepresented groups such as woman and new Canadians, to encourage them to consider a career in the trades.

5.8 Legal Interpretation of Overlapping Scope of Practice

The Board was provided with a brief overview of the Legal Interpretation Principles on Overlapping Scopes of Practice. The Trade Board indicated that it has become increasingly evident that the Scopes of Practice project needs to continue as it is recognized that Scopes of

Practice need to be clear to support trade classification reviews.

5.9 Exam Guidance Manual

The College has developed an Exam Preparation Guide, available on the website. The guide provides study tips for individuals preparing to write the Certification and Qualification examination.

5.10 Academic Entry Requirement

R. Brewer described the College's plans to hold a public consultation on Academic Entry Requirements for trades named under the Ontario College of Trades and Apprenticeship Act, 2009.

5.11 Changes to Apprenticeship

R. Brewer provided the Trade Board with an outline of the roles of the Ministry of Training Colleges and Universities (MTCU) and the College in relation to supporting apprentices.

6. Divisional Board Update

R. Brewer, Chair of the Service Divisional Board (SDB), provided an update on the April 16, 2014 SDB meeting. Members of the SDB have been attending service sector Trade Board meetings to introduce themselves to various Trade Boards. He advised that SDB members believe it is important to reach out to the Trade Boards. The SDB recently requested that the Appointments Council populate a few more service sector Trade Boards. The next Divisional Board meeting is on November 6, 2014.

7. Update on Trade Board Resolutions & Issues

7.1 Barbering

The Program Coordinator indicated that there has been no update from MTCU on the Barbering consultation.

7.2 Ratio Request

The Program Coordinator indicated that the previous motion on introducing a ratio to the hairstylist trade has been discussed by MTCU and the College. To proceed with this request, a rationale for introducing a ratio needs to be developed by the Trade Board. The Program Coordinator will ask a member of the College's Policy department to attend the next meeting to discuss ratios.

7.3 Aesthetics Licensing

The Trade Board discussed the rationale and support for Aesthetics as a new trade. The Program Coordinator will bring information about the New Trade development process to the next meeting.

7.3 Harmonization

The Trade Board would like to learn more about the Red Seal Harmonization project at its next meeting.

8. Hairstylist Practical

The Program Coordinator provided the group with an outline of the Benchmarks for a Red Seal Practical that has been confirmed by CCDA (Canadian Council for Directors of Apprenticeship). This

was compared with the current challenge practical exam available for candidates. The Trade Board recommends that the practical be mandatory to gain a Certificate of Qualification and that apprentices be required to pass the written exam before challenging the practical exam.

9. Program Update

9.1 Statics

The Program Coordinator shared current Hairstylist trade statistics:

	Active Apprentices	Active Journeyperson	Active Journeyperson Candidates
332A	5,584	32,146	621

9.2 Curriculum

The Chair advised that she has heard concerns that the Hairstylist curriculum is being rolled out differently across Canada and this has been difficult for apprentices who move between jurisdictions.

10. Stakeholder Communication

The Chair and the SDB discussed the positive messaging that is necessary at this time to support the College. It will be important that all Trade Board members actively engage in positive communications and support the College's communications and marketing efforts when they hear negative stories being generated about the College. R. Brewer would like to be copied on requests that are being made to ensure that requests are being managed appropriately.

11. Fact Sheet Revision

The Trade Board provided the Program Coordinator with updated language for the Fact Sheet.

12. Industry Update

It was noted that the Allied Beauty Association (ABA) trade show was held April 6-7, 2014. The Chair briefly described the role of the College's Registration Appeals Committee, of which she is a member.

13. Next Scheduled Meeting/Event

The Chair confirmed that the next meeting of the Trade Board is scheduled for October 6, 2014.

"Tanya Hill"

Tanya Hill, Chair

October 6, 2014

Date