

Qualification Title: New Zealand Certificate in Salon Skills (Introductory) (Level 2)

Qualification number: 2201

Date of review: 27 and 28 August 2018

Final decision on consistency of the qualification: National Consistency is Confirmed

Threshold:

The threshold to determine sufficiency with the graduate profile was determined as evidence of:

Graduates of this qualification, working at an entry level in a hairdressing, beauty or barbering environment under general supervision, were able to:

- Demonstrate understanding of the workplace culture, their role and the client's journey
- Meet presentation and hygiene requirements
- Assist salon services to be delivered to a professional standard
- Communicate appropriately and follow instructions
- Produce a personal budget and
- Prepare a sector-specific curriculum vitae.

Tertiary Education Organisations with sufficient evidence

Tertiary Education Organisation	Final rating
Ara Institute of Canterbury	Sufficient
Community Colleges New Zealand Limited	Sufficient
Harrington/Vaughan Academy of Hairdressing Limited	Sufficient
Universal College of Learning (UCOL)	Sufficient
Service Skills Centre	Sufficient
Servilles Academy of Hairdressing	Sufficient
Varda (Waikato School of Hairdressing Limited)	Sufficient
People Potential Limited	Sufficient
New Zealand School of Tourism Limited and Intueri Education	Sufficient

Introduction

The purpose of this 60-credit qualification is to prepare people for work in the barbering, beauty or hairdressing sectors or to undertake further training towards a salon career. Graduates of this qualification will understand the requirements and procedures of a working salon. Ten tertiary education organisations had graduates during the period under review. The NZ Hair and Beauty Industry Training Organisation Inc (HITO) is the qualification developer and a representative participated in the consistency review meetings conducted over two days in Auckland and Wellington. Due to disrupted travel, two organisations

participated in the Wellington meeting via video conference. There was extensive discussion at both meetings regarding the strategic purpose statement and graduate profile outcomes and what that the participants thought was reasonable to expect for a level 2 graduate. The threshold that has been developed reflects the discussion that took place.

Evidence

The education organisations provided a range of evidence to demonstrate that their graduates met the graduate profile outcomes.

The criteria used to judge the evaluation question were:

- The nature, quality and integrity of the evidence presented by the education organisations
- How well the organisation has analysed, interpreted and validated the evidence, and used the understanding gained to achieve actual or improved consistency
- The extent to which the education organisations can reasonably justify and validate claims and statements relating to the consistency of graduate outcomes, including in relation to other providers of programmes leading to the qualification

There were three key types of evidence: programme related, stakeholder feedback and destination evidence.

Programme related

Most organisations provided a matrix of the graduate profile outcomes matched against the modules or unit standards used for assessment. Some took this directly from their programme approval documentation. Most organisations provided a copy of the HITO letter that stated their moderation status. Most organisations outlined their internal and external moderation activity, and a few mapped their past and planned activity as well as moderation results, against the five graduate profile outcomes and changes that have been made to their assessment practice. Most provided this supporting evidence before and some after the consistency meeting. All clearly demonstrated that delivery took place in a training hair salon providing services to paying customers, where the graduates gained exposure to a real-world type environment. Some private training establishments provided evidence of participating in a cluster of hairdressing programme providers that had developed consistency review performance benchmarks.

Stakeholder feedback

All organisations had collected feedback from their graduates and some from the tutors of a higher-level programme in which the graduates had enrolled within the same organisation. The quality of this feedback varied: a few organisations had asked their graduates and tutors to rank how well the graduates demonstrated each of the graduate profile outcomes, gathered some rich descriptions, provided the response rates, analysed the results and reached triangulated conclusions. Some organisations now planned to strengthen how they gathered and analysed feedback. Graduates generally rated themselves higher than the tutors and the lowest ranked graduate profile outcome for a number of graduates was the fifth outcome, “Apply personal financial management skills required for an entry level position within a salon, and produce a salon-specific curriculum vitae”. The limitations of the outcome descriptor were extensively discussed in the consistency review meetings and this is reflected in the threshold that was agreed.

Destination evidence

This level 2 certificate is a foundation-level qualification with a strong focus on generic workplace and customer service skills. The qualification clearly states that most graduates

are expected to progress onto further training and not enter industry upon exiting this qualification. Most organisations presented evidence that their graduates had progressed onto further higher-level training but not necessarily in hairdressing, some went into beauty therapy, barbering or other fields. The meeting agreed that at level 2, these graduates were predominantly under 20 years old and were still exploring their preferred career path. Similarly, those graduates who did gain paid work predominantly were not in the hairdressing industry; some went into beauty therapy or retail customer focused roles. The meeting agreed these were appropriate pathways for graduates of this qualification.

How well does the evidence provided by the education organisation demonstrate that its graduates match the graduate outcomes at the appropriate threshold?

The overall quality of the programme-related evidence was generally good and had been effectively used to demonstrate the graduates matched the graduate outcomes at the appropriate threshold. It was clear that all the graduates had trained in a working (training) hair salon environment. There was sound assessment and moderation practice occurring. Internal post moderation results generally confirmed the assessment judgements and/or identified minor issues. A few organisations had clearly identified limitations in the qualification that needed to be revised. Most provided evidence they had been externally moderated and that their assessment and internal moderation practice was good and, in a few cases, exemplary. A few organisations clearly demonstrated their internal pre and post-moderation activity or plans covered all five graduate profile outcomes. Some provided additional evidence after the consistency review meeting. There was for the most part a sound understanding of the programme-related evidence.

The graduate and higher-level tutor feedback generally supported the programme related evidence for outcomes 1 – 4. A few organisations had designed high quality surveys, thoroughly analysed the results and made sound and clear conclusions informed by triangulated evidence of the tutors and graduates. Most organisations identified areas where they could improve their self-assessment practice. A number of organisations found the descriptor for outcome 5 to be problematic.

Nearly all organisations provided reasonable evidence that the graduates had progressed into further training in related fields or progressed onto paid work in hairdressing, barbering beauty therapy or similar customer service roles. Some organisations needed to provide further details of these destination outcomes.

The consistency review meetings identified a range of areas where this foundation-level qualification could be improved. There was a clear consensus about what were the most important graduate profile outcomes for these level 2 graduates. This discussion informed a threshold that revised most of the graduate profile outcomes.

Overall, these educational organisations made a convincing case, based on sound evidence, analysis and understanding, that their level two graduates matched the graduate outcomes at the appropriate threshold.

Examples of good practice

A few organisations had tutors from the higher-level hairdressing programmes who had observed the level two graduates working in the salon alongside their higher-level students. These tutors ranked how well each of the level two graduates demonstrated the graduate profile outcomes and completed a survey that was comparable to the survey the graduates had completed. This provided triangulated and reliable evidence for the consistency review. The analysis conducted by a few organisations identified that graduate profile outcome 5 was

problematic, and in one case clarified that level two graduates are working under general supervision when they are required to demonstrate the graduate profile outcomes.

Notes

One provider with graduates did not attend the review meeting and went into liquidation the following week.

Recommendations to Qualification Developer

Both consistency review meetings identified that the qualification strategic purpose statement and graduate profile outcomes were too detailed and could be simplified. The participants also agreed that this Level 2 foundation-level qualification prepares graduates for a range of educational and employment pathways including in hairdressing, and also barbering, beauty therapy and customer service type roles. The threshold developed reflects the key conclusions of the meeting participants.