



Education and Culture DG

Lifelong Learning Programme



# REPORT

## Hair.net: WP3 Research needs analysis



April, 2011

HairNet - UK/10/LLP-LdV/TOI-329

## Introduction

The European Qualification Framework is a referral document for the National Qualification Frameworks, an instrument for the development and classification of qualifications in accordance with a set of criteria specific to different educational levels.

In Romania, there are five different qualifications related to hairdressing, each having either a National Occupational Standard or a Professional Training Standard as a reference framework. Also, each of them, trainings can be organized and accredited - if the training aims at developing all the competencies described in the Occupational Standard / Professional Training Standard and also respect the accreditation regulations from the National Council for Adult Continuous Education.

In the Nord-Western Region of the country there are 18 institutions accredited to deliver adult trainings in hairdressing. Most of those institutions are located in Cluj County – eleven of them. Also, most of the organisations that deliver trainings in hairdressing are small enterprises, namely salons that are accredited as private training providers. The situation is similar to the other regions of the country.

Slovakian legislation is tailored according to the European one and tries to incorporate the European Qualifications Framework into practice through a comprehensive NQF for lifelong learning that is currently being developed. It will include qualifications from VET, general education, higher education and adult learning. The Vocational Education includes vocational high schools, learning and teaching unions and accredited training organisations, including those working in the hairdressing sector.

In Bulgaria, one has two possibilities, legalized by the state institutions, by which Diploma of Hairdressing can be granted. You can spend 5 years in public school in hairdressing and beauty course or go to a centre for vocational education and training. There are more than 160 centres in Bulgaria. You can get a diploma after being trained a total 660 hours in theory and practice. In both versions you can acquire second degree qualification, which is in accordance with the law for vocational education and training.

## Methodology

The methodology of the needs analysis survey was developed by Regional Development Agency Senec – Pezinok (RDA), and distributed to all partners, as guide for the development of their national research methodology. RDA SP also developed two types of questionnaires. One focused on lecturers, professionals and salon owners, the other one on students. Part of the questionnaires was also a section concerning the technical issues. The methodology and questionnaires were translated and adapted to suit the national contexts, carefully protecting the main points of the methodology.

The research was conducted on several levels. First of all the contact with the target groups was established through email or by phone. The questionnaires were distributed electronically, but were also discussed on the face-to-face meetings and focus groups. Big advantage of these meetings was the possibility to capture their first reactions to the project and research topics and to develop a more personal relationship with our targeted groups. Very important part of these meetings was also the open discussion, which allows us to gather additional information to make a more accurate interpretation of the questionnaires results.





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## Target groups

**Hairdressing Collages** - secondary vocational school, where pupils receive a full completion of secondary vocational education. We tried to choose the most popular and successful collages (won many hair competitions at regional, national and international levels). The interviews were conducted with teachers as well as with students.

**Accredited Institutions** – organisations, which provide the vocational training in the field of hairdressing. They have to be accredited. Within the survey partners contacted the training institution which are highly recognized and provide quality education.

**Hairdressing Salons (hairdressers & owners)** – owners of the hairdressing salons are mostly also hairdressers. They offer hairdressing services (female and male cuts), advising to choose the right cut and colour. In many cases the hairdressing salon is offering besides hairdressing also the beauty, manicure, pedicure, and styling services.

**Professional Institutions** - Professional institutions/associations, usually non-profit organizations. These are the associations of individuals or legal persons which are focused on monitoring and representing the professional, cultural and economic interests of the profession.



## Criteria

- Number of participating schools
- Number of participating students
- Number of involved training organisation
- Number of salon owners
- Number of employees
- **Age of participants**

- a) Less than 18 years
- b) 18 – 30 years
- c) 30 – 50 years
- d) more than 50 years

- **Gender**

- a) Female
- b) Male

- **Education**

- a) basic:
- b) vocational high school
- c) university

**Number of years experiences**

- a) less than 5 years
- b) 5 – 10 years
- c) 10 – 15 years
- d) more than 15 years



## Results in relation to the criteria

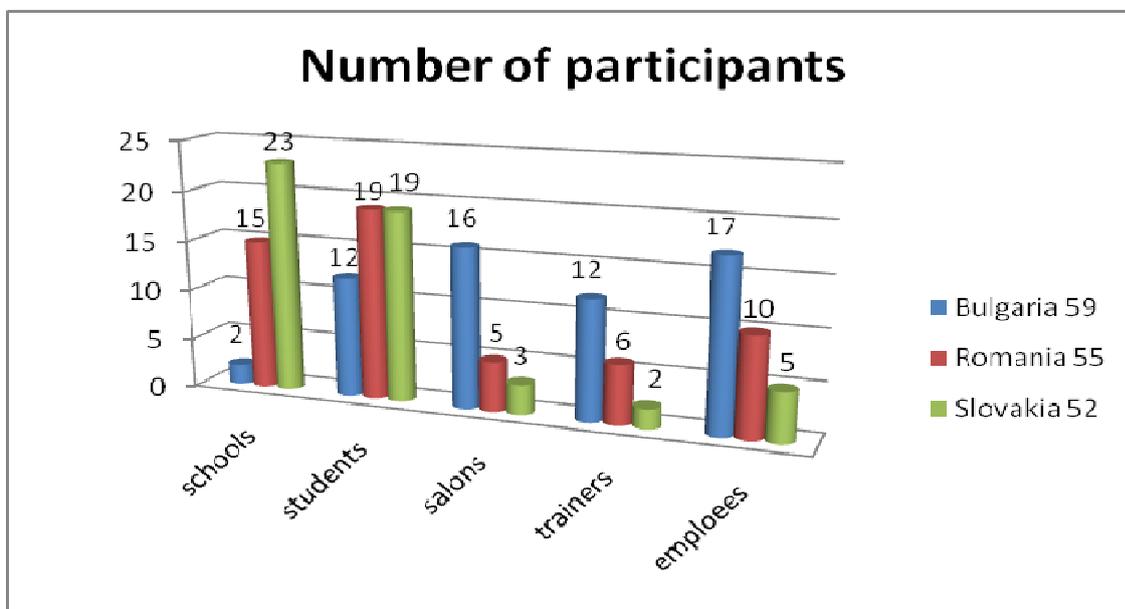
### General

Relevant sample of the vocational schools, students, trainers, owners of hairdressing salons and employees were involved in this survey.

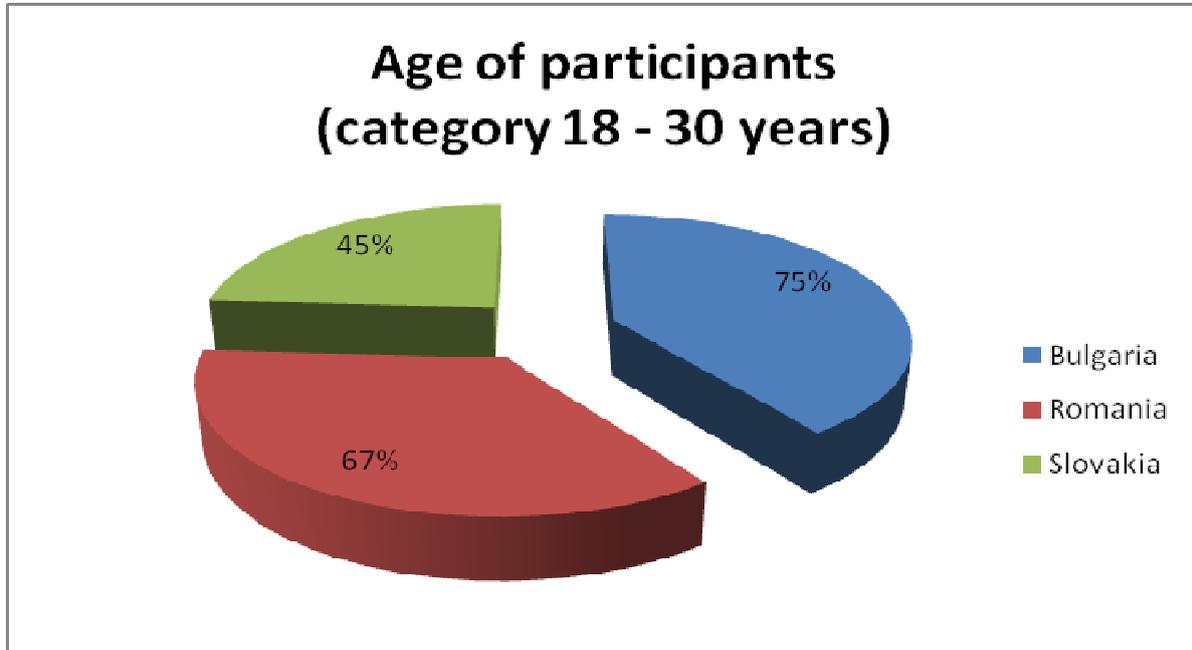
Partners were aiming at interviewing the professors and students from the vocational high school. As well as interviewing the targeted groups of hairdressing salons owners and accredited training organisations, which provide the training in the field of hairdressing.

All partners have targeted mostly on big, influential, trendsetting institutions – that have a word to say in the hairdressing field. However, the small salons were also involved in the survey.

In many cases, one person is also the manager and hairdresser or hairdresser is also the teacher/lector. Also, it is very important to note that the interviews of students were targeted mostly to those who are at the final stages of their training and are more able to provide information on the positive or negative training experiences and other personal opinions or experiences.



Dominant age of participants involved in the survey is between 18 to 30 years of age. In this respect, the graph below shows perceptual share per country.



### Gender

Also in terms of gender, in hairdressing craft still prevails the female sex as most of the respondents were women.

Gender of the participants				
	Femal		Male	
	Trainees	Profesionals	Trainees	Profesionals
<b>Bulgaria</b>		83 %		17 %
<b>Romania</b>	82 %	61 %	18 %	39 %
<b>Slovakia</b>		97 %		3 %

## Professional experience

Most of interviewed respondents have more than five years of experience in the hairdressing sector. Only students of the vocational high school has less then 5 years of experience.

## Traning materials

Slovak participants of the survey have criticized the existing training materials / textbooks used in theoretical part of teaching. Existing books are very outdated and not very practical. The professionals are working on new versions, but these are not available yet. Teachers and lectors often try to find the current information in the professional journals and on the Internet. In this respect they welcome the on-line training materials and consider them as very useful tool for additional theoretical and practical training.

In Romania the existing textbooks used in hairdressing trainings are developed in compliance with praxis and contain sufficient working aids and illustrative elements. Very similar situation is also in Bulgaria.

Most people (in all three countries) interviewed stated that a special attention needs to be paid during hairdressing training to skin and hair diagnosis. The most respondents also considered as necessary or very important to include more detailed information and illustrative elements to present skin/hair diseases and information regarding different cosmetic products. Regarding the on-line training the respondents have rather big expectations aimed mostly on new trends and cuts, to find their own style and especially a style that is suited for the costumers and also to gain skills and competencies in order to be recognised as a good hairdresser.





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**What the respondents think on how the quality of their profession and competitiveness in the labour market by the on-line hairdressing training will be changed and improved:**

- to have a better overview;
- greater insight into the hairstyle;
- independent learning, there is no need to go somewhere;
- better motivation and activation of the students;
- expansion of knowledge, a better illustration, news, providing better services in accordance with the latest trends;
- better teaching in the field;
- depends on the updating of the materials on the Web;
- improving the information and services in the segment;
- especially young hairdressers are very interested in new information in the sector on trendy techniques and products;
- the use of the training materials can be limited in some schools and VET centres because of their limited Internet connection and limited usage of on-line content in training;
- to gain skills and competencies in order to be recognised as a good hairdresser.

## Needs

To sum up all the information we have got during our research, we could say that in Slovakia there is a big need for extended information in theory and practice of diagnosis of hair and skin. This subject is not fully covered in existing training materials and will be really necessary. What is also lacking is the quality of services provided by the hairdressers, especially the young ones leaving the school. They should learn how to deal with the customers, how to build the trust between the hairdresser and the client and also the quality of information provided to the client before e.g. applying the product is not sufficient. We also need to mention that there is a huge demand for the new techniques in one place. Teachers as well as the student would like to read about and see the trends in hair cutting and colouring and regularly updated information and videos according to current fashion styles. This is probably their main concern about the existing hairdressing training materials that we are going to transfer. They want to see something new and something fresh that could bring the added value to the regular learning process. In addition, they proposed to set up a discussion forum on the website in order to be in touch with others using the hairdressing on-line resources in order to share the experiences and ideas and to learn from each other.

Romanian participants have generally appreciated the quality of the existing training programs in the hairdressing domain and the resources at their disposal. However, some challenges have emerged. The textbooks have generally little information and details. Also, textbooks are not particularly up to date. Other resources are available on the internet but they also lack in details and are not in Romanian which makes them difficult to understand and transfer the knowledge. After compiling and analysing the quantitative and qualitative data some training needs emerged.

Mainly, a general interest in all videos and multimedia materials was noted, respondents having it difficult to identify just few topics of interest – this might be due to a general need in this kind of materials in Romanian language.

In Bulgaria, the level of practical exercise is very low – trainers having no experience in practice; those who have skills and competences don't teach. So their most important need is a better approach to the new techniques.

Respondents of all countries mentioned a need for both theoretical and practical materials collected in something like a guide that is very detailed and includes step-by-step multimedia resources – easy to use, easy to find. Also, part of the success of the training resources will be due to its capacity to deliver information and resources regarding the new trends in the field.

## Recommendations

In a period when practice has decreased due to reforms in formal education, to provide new, up to date, detailed information to the students/trainees, in a multimedia, interactive manner will most certainly be of importance for the success of the hairdressing training.

Try to be more active and use also interactive tools (internet, on-line training materials, videos, etc.) if the text books are not sufficient. Enthusiastic response came from professionals that already work in the field, being more interested in the new trends in hairdressing. There are no particular limitations for the technical aspects.

All schools, which participated in the survey, have basic technical equipment, which they can use for this purpose. Also, saloons have personal computers. Most institutions have an IT specialist/administrator in the organisation. An important issue to be noted is the willingness of participants to access the resources from home (usually with better technical equipment and internet connection). This is especially important for the employees and their own professional development.

It is also important for target groups to develop their own, modern and flexible ways to teach and to learn. For this reason, it is important for them to take part in the project and get to know (and get used to) different multimedia resources and interactive tools. It is also important for them to get acquainted with the world of international projects – that might inspire them to apply for different human resources development European funds and Programmes.



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## Conclusion

To sum up, the online training materials are very interesting for the Bulgarian, Romanian and Slovak schools, salons and training organisations. They appreciated their innovative form and variety of offered on-line training materials. On-line resources are very welcomed especially by young hairdressers. Some of the older ones do not consider using on-line content as very important for improving quality of their work. Good quality translation of the training material would be accepted very well and would provoke great interest among hairdressers.

The biggest problem/lack is that the materials need the regular updates. An important feature of the training materials will be their capacity to attract the adults and youngsters interested in hairdressing. This can be done by providing interactive, detailed, step-by-step multimedia resources and, very importantly, "fresh" new information and resources regarding new trends in hairdressing. Good suggestion is to add some sections on the website like as discussion forum, calendar of news and actions focused on hairdressing.



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### Questionnaire

Please answer the following questions, which are divided to 3 sections. Your answers to help us find the needs and requirements that will be the basis for the on-line hairdressing training, which will be adapted within the project HairNet project "Hairdressing advice & internet resources for National & European training."

#### Section 1: Background information

1.1 Which kind of organization do you represent?  
*/ highlight one answer /*

- a/ vocational school
- b/ hairdressing salon
- c/ training organisation
- d/ association / craft
- e/ other (please, specify)

1.2 What is your function within the organization?  
*/ highlight one answer /*

- a/ teacher / lector
- b/ hairdresser
- c/ owner / manager / of the hairdressing salon
- d/ other (please, specify)

1.3 To which age category do you belong?  
*/ highlight one answer /*

- a/ less than 18 years
- b/ 18 – 30 years
- c/ 30 – 50 years
- d/ more than 50 years