

COSMETOLOGY PROGRAM ACCOUNTABILITY 5-13-08

Action plans:

Students were initially hired as work study to contact students on the prospect list in spring semester. They had limited success however, they did get verbal indications from a few students that they will be attending in the fall. The students will call again during the summer.

Student testimonials were completed for marketing purposes. Students also served in a secret shopper capacity checking out other programs. The cost of our program is slightly, but not significantly higher than the private schools in the area. Mark making this one of the priority programs to promote.

We talked about promoting the program more on both campuses to make sure our students know that the program is available. We also did promotions for reduced rates on student haircuts and other services to promote the program. We spent a great deal of time talking about other ways to promote the program.

The instructors are working on a program manual and creating policies for student conduct and establishing grading parameters for the clinical portion of the program which include behavioral categories such as team work and customer service. The faculty will be working with the nursing director.