

COSMETOLOGY PROGRAM ACCOUNTABILITY MEETING 3-19-08

Items from 2/21/2008 Meeting, **results reported 3-19-08**

1. Need to get resale account information for the next meeting. There were questions surrounding resale of products (Norma). **Resale information from Business Office shared a 4 year summary (attached). NO FURTHER ACTION REQUIRED**
2. Need to get information on prospect to enrollees over the last 5 years (Gene and Rocky). **Gene shared prospect, applicant and enrollee numbers. NO FURTHER ACTION REQUIRED**
3. Marketing ideas: students bring other students (i.e. cosmetology students come to the college with friends etc), how to leverage competition with privates (Diane is going to find out the cost of attendance at some of the area private schools, also check on doing student testimonial from student who attended private school and who is now attending Northland), and radio and TV advertisements focusing on cosmetology program. **Diane shared the results of her "secret shopper" experience to investigate the cost of other cosmetology program. Further development of a marketing plan needs to take place.**
4. Need to develop/enhance code of conduct policy in program manual. Also need to reinforce conduct and teamwork in syllabus as far as grading. Also implementing lab checklist for grades which include things such as teamwork, ability to get along, provide customer service etc. (Diane and Kent to speak with Dorinda on program policy, Kathy to help with syllabus) **The draft of the new policy manual was review, suggestions made, and further work will be done.**
5. There is a question as to how fall and spring starts work, along with questions around summer and how certificates fit into the scheduling (Diane and other faculty are to bring a layout of how all of these pieces fit together at the next meeting). **COSM faculty shared a typical student schedule and load in the program; noted that a part-time student is likely to take 3 years to compete.**
6. We need information over the last five years regarding completers in certificates and the degree. This information needs to include how many complete the two certificates and move on versus staying in and completing the degree (Rocky to get this information). **Rocky reported on the completion rates of Cosmetologist, Esthetician and Nail Tech. NO FURTHER ACTION IS REQUIRED.**
7. There was also discussion about the program capacity and how that works. It is unclear to many at this time. The cap is currently at 20 for new starts. Can this cap be raised, knowing that there will be attrition? **At this time the class cap cannot be changed due to Mn State rules, however the 20 student cap does not include PSEO students.**
8. There was a lot of discussion surrounding differentiating our academic program from the state hours necessary to become certified. It seems like there is a lot of overlap here. There was discussion surrounding the need to focus on our academic standards which lead to certification, rather than certification driving what we do as many students leave after completing hours. Plus we need to be able to flunk students who do not meet standards outlined in the policy manual and syllabus. **This continues to be an issue that has to be firmed up.**

9. There was discussion surrounding future industry trends. It seems as though the most prevailing point was the movement from hair, nails, and facials to a complete spa focus.

NEW ITEMS

10. Vicki & Gene reported that there was a small measure of success in the recruiting effort of having current students contact prospects; they will continue to use this as a tool.

NEXT STEPS:

1. Flesh out policies
2. Continue to call prospects, faculty and current students will make the calls.

COSMETOLOGY RESALE ACTIVITY

Obj Type	Obj Code	Object Desc	2005 <u>Actual</u>	2006 <u>Actual</u>	2007 <u>Actual</u>	2008 <u>Actual</u>
ARevenue	9373	Sale of Taxable Supplies & Service	2,076	2,642	1,983	1,669
ARevenue	9375	Sale of Non-Taxable Supplies & Service	34,496	28,025	21,910	15,374
ARevenue	9795	Cash Over/Under	<u>61</u>	<u>10</u>	<u>(23)</u>	<u>(9)</u>
			36,634	30,677	23,870	17,034
CNonpersonnel	1412	Service Center Charge-copy machine			0	
CNonpersonnel	2020	Network Services (Telephone)			(0)	
CNonpersonnel	2120	Travel Expense - In-State			2	
CNonpersonnel	2122	Registration Fees - In-State				35
CNonpersonnel	2130	Living Expense - In-State			110	
CNonpersonnel	2162	Serv Ctr - Motor Pool Rental				127
CNonpersonnel	2190	Meal Without Overnight Lodging-State			18	24
CNonpersonnel	2199	FICA-In State Meals / Late Expense Reimb			1	2
CNonpersonnel	2891	Fees - Includes Permit and License Fees				1,680
CNonpersonnel	3000	Supplies & Materials (Not for Resale)	8,193	12,967	13,053	12,805
CNonpersonnel	3002	Equipment Purchased as Supplies			500	
CNonpersonnel	3011	Serv Ctr - Central Stores				333
CNonpersonnel	3199	Other Supplies Purchased for Resale	5,650	89		
CNonpersonnel	7903	Bad Debt Write-off	<u>53</u>			<u>30</u>
			<u>13,896</u>	<u>13,056</u>	<u>13,685</u>	<u>15,036</u>
		Surplus	<u>22,737</u>	<u>17,621</u>	<u>10,185</u>	<u>1,999</u>