

## **COSMETOLOGY PROGRAM SUSTAINABILITY COMMITTEE**

**October 14, 2008**

**11:00 AM**

**Room 545**

### **Meeting Minutes**

Attendees: Norma Konschak, Kelsey Blowers, Mark Johnson, Diane Rothschadl, Vicki Nelson, Julie Olson, Gene Klinke, Rocky Ammerman, Kent Hanson.

#### **Update from last meeting:**

1) Flesh out policies – Diane reported that they worked on last summer – have modified but are still working on.

2) Calling prospects – faculty have been calling prospects – have had some success. Gene provided a list of current prospects –

82 prospects for Fall 2009 (this does not include the 5 applicants for spring semester)

Need to get these students in the door

Northland has an “Identify Crisis”

Brochures need to be “dressed up” – attack the fact that we are cheaper (new pictures, cost comparison, testimonials)

Maybe do video with clients in salon

3) Hair show in Bloomington – 21 students involved – received positive feedback. Students representing college at shows need to exhibit professionalism and enthusiasm.

4) Discussed “Pamper” day for spring semester – Gene indicated that students were making their decision now on which schools they would be attending – need to get out there in the fall. Many schools are having open houses during MEA week.

Rocky said students expect to be accommodated whenever they choose to visit the school – instructors need to be flexible in their schedules to welcome prospective students and answer their questions.

5) Fall enrollment – 5 new students; 4 students had a few classes; 12 PSEO students for a total of 26.

#### **Action plan:**

82 students on prospect list – goal is to get 20% registered for next fall!

- Faculty will work with IT “creative services” to develop a graphics enhanced email to send to all prospects-will include a certificate for a free service – to be sent out by **Thursday, October 16<sup>th</sup>**!
- Faculty will follow up email with a phone call to prospects inviting them to visit.
- New brochure will be created with high quality paper and new photos. Will include information on program cost, how long to complete, places to live. Kent will provide \$1,000 in funding to use towards this brochure and envelopes.
- Will order professional “Cosmetology” envelopes to use in mailings.
- Will order a new banner to use in recruiting efforts.

Norma will work on “guiding principles” for committee to follow.

Next meeting will be scheduled for early spring semester to check on progress unless earlier meeting is deemed necessary.