Advisory board meeting

December 12, 2016

* Greet everyone introduced themselves.
* Nail tech – Barb Hicks

We had our second nail tech class. 2 are employed. There has been a recent demand for gel nails. We start a new class in Jan and also a nail tech class in Winslow they currently have 7 enrolled. The cost is $2,452.00 and that includes a great kit. The demand is growing. Justin has seen a demand for nail techs in Flagstaff also.

* Skills USA – Julie Peck – Feb 13 is comso regional competition, the same as last year except maybe move to Winslow. We lost all of our leads on regional managers. Hopefully we can get some great clips. We want it to be fair for all schools; we don’t want the judges to know any of the students. Our students are very luck. NPC supports their students and other schools don’t give that support. Justin gives great prizes. Thank you to Justin.
* Great clips – Julie Peck – Julie was nominated as best educator with great clips. Every class was people saying the same things we are saying at this meeting. Great clips see it as a partnership. Investing in the stylist as a whole. Doing member ships to gyms, mental health. Let’s give these people a reason to not leave. It was all about money in the past as not it’s about investing in the stylists. Make it a partnership. As an owner we have to invest in our stylists.
* Student Instructors – last semester we had 6 out of 7 get licensed and didn’t get any subs out of it.   
  We are starting another instructor class starting in Jan. and there are 7 enrolled. We feel there are very few colleges doing the instructor classes. Usually it is a previous student that comes back for the instructor class.
* Hair show – a group of students went we learned new trends. While there we were able to meet with salon owners outside of the area to see how they feel about our students. And get to know our strengths and weaknesses.
* Aquage – Ferryn Sam – She took a master level class and did long hair up-dos and hair cutting. She has been traveling to each campus teaching the up-dos. She shows the students how to do it and gives pointers on what products to use and why they are using that product.
* New trends in the salon – learn the new trends and shattered look, - Justin has seen brighter colors, millennials want to change it often, direct dies, shampoos color washes, the circle of hair trends, - we have to teach the state board requirements and then from there we can move onto more in-depth cuts. Color pops are coming back. Pulling people off Instagram and following their trends. Basics are a must. The facial classes in Repechage have been a big hit.
* School to salon gaps – We have traveled all over and sent out questionnaires trying to find gaps. The things that we have discovered are huge. We have listed all the strengths and weaknesses. Personality is the biggest factor in this line and you can’t teach personality. Some of the factors are age. The younger student/employees have been harder to get to work and also to class. It’s a generational thing. We don’t have workers that are going to stick it out and retire in one place, they will move on. These students are not ready to work. There is a work ethic that is different than any of us are used to. It is the student’s personality and personal confidence. How can we instill this into our student’s? One of our weaknesses is putting in the time and being willing to put in the time to earn a clientele.

In the past we have discussed a student survey about customer satisfaction. Some clients are afraid to speak up to the instructors, when they have a problem with the services received. Possibly post a note on the mirror saying if you have an issue please let an instructor know before you leave so we can help the student to do it correct and make sure the client is happy when they leave. Look into a quick electronic questionnaire to answer at the end of their services. Be caution on how you word the questionnaire. Talk to your client about how they feel about the services received. Make sure they leave happy, go the extra mile. And make sure they know you care. Everyone agrees that we teach the basics, but wish we could go into higher education techniques. An issue was color formulation, connecting the application to the theory has been an issue. More education on the different color lines. Cristina only learned certain products and now she has to choose her lines and is not sure how to start. We cannot hit on every color line. Color lines can convert. Would it have helped to read about all the color lines? Yes hearing about all the lines and differences would be helpful. This is actually a continued education issue. When we get busy the instructor often mixes color just to get us going quicker and tell us instead of asking us why.

* Color formulations – Glenna – Students get a swatch and a picture. The student has to determine tones and formulas and a plan on how they plan to get the hair to match the picture. The students feel this has helped them to feel more comfortable and what to do to get the results they need. We feel the students are lacking in the confidence to do color instead of lacking in the knowledge. And this program has helped them to see how to find tones and formulations to be confident in colors. There is an interest in advanced classes. There are some kids that we can keep pushing and they will soak it up, and some that will not really grasp the concepts. Some possible classes through the college that could benefit the students are Business, etc.…. when you get out there everything is not basic and teaching these things is hard because we have limited amount of ours. We only have a few that would be ready for advanced classes. This needs to be a class offered after they have been in the salon for a while. When a student has met certain benchmarks we should be able to bring them back into the classroom and give them additional training. We all agree, but how do we do this? Either we have to have trainings that students pay for. If an instructor feels a student can handle a client, then we let them do what we know they are capable of doing. Justin has classes, beauty school girls can go, to classes. After the girls have been in the salon for a little while then they are in a position where they can afford to go. Our students need salon owners to back them. What is expected of our students? Some local salon owners are expecting a lot more then owners that are not from the area. Cristina is grateful for guidance in what salon will fit her best. Peggy challenges the faculty to find a way to give advanced training to our students without it being an extra class, or additional charges. Is there a way in what we are doing now to give supplemental training to those students that are bored? Get them excited. As a department find a way to make this happen. Julie had a star student go to a salon and then she was a dud for the owner. This was a girl that had all the talent needed, but how do we put the responsibility there? Is it our responsibility to put work ethic in the girls? We do all we can and then it’s up to the student to put make it work.
* Fade hair cuts
* Cristina Montez – our strengths are in the basic. We are the best of the best. We gave her the confidence to do her best.
* Allie – weaknesses was learning advanced techniques. Strengths were basics and there is always help, never felt alone. Instructors got to know each student and were capable of know the students strengths and weaknesses.
* Business plan, adding retail – we are working on a business plan for retail. Madaria is working with us and we are trying to give it a go. We are meeting the requirements needed to make it happen. The biggest part of retail is training, training, training. Students have to know what they are recommending, and why they are recommending. The students have to be able to say I am using this product and why they are using it. At this point we are sending clients to salons to buy the products they want. Check out the laws on buying products for clients. Students cannot buy products for clients.
* Recruitment and internship program – If anyone is interested in doing an internship, please come see Chloe. Students cannot get hours but they can get credit. Students have limits on what they can do. So please come see us. Cosmo199 internship program. We can check with state board and see how to make this work for the students. Outside education can only give hours for when the salon is closed.
* Round table discussion
* Thank you for your information and please know that we are willing to take your opinions and apply them to what we need to do to help make great stylists. Please feel free to contact Chloe if you have any information, recommendations, or issues. We will address them.