

# Beaver Beauty Academy

## Written Plan for Follow-up Services

This plan captures the institution's coordinated effort to ensure program outcomes are achieved.

### **Collection of Information & Assigned Personnel**

1. **A CPL data sheet is created** for each student during orientation. Students are informed of the follow up activities that will take place ex. Licensure, employment/self-employment, employer/self-employment follow up.
2. **Modes of communication** email, phone calls, text messages, surveys, outreach visits.
3. **Email campaign-** Using the student information software (SIS) auto emails referred to as Sparks are scheduled to be sent to students at various benchmarks:
  - 5 Days after a student's enrollment status is changed from enrolled to graduated or completed
  - 20 days later the licensure spark is sent
  - After the student responds to the email a placement spark is sent.
  - Follow up emails are auto set to resend if a response isn't received in 5 days.
4. **Phone calls & text messages**
  - The institution is currently using a biweekly rotation as a backup plan to follow up with completers. The lead instructor contacts students by phone that have not responded to the email sparks on the first and third Wednesday of each month.
  - Instructors also follow up with students who have not sat for licensing exams and or obtained employment to offer guidance and support on the second and fourth Wednesdays of the month. Each staff member makes notations on the student's CPL data sheet.
  - The director of education reviews the CPL data sheets monthly to ensure that the data collection steps are being implemented consistently.
5. **Outreach visits-**

Outreach visits are made under three circumstances

  - Via invitation of an event such as a grand opening, ribbon cutting, anniversary, consultation, etc.
  - Employers will often contact the school for partnerships. Before partnerships are established an instructor or the director visits the location to observe the environment, meet the owner/manager and ensure that observable state board regulations are being followed.
  - The institution believes in patronizing its completers whenever possible. One of the best ways to interact and obtain follow up information is to visit their place of business for a service appointment.

### **Student & Employer Surveys**

- When students have 30 days remaining on their enrollment contracts, a spark containing the exit survey link is sent by email to collect program feedback from students.
- Students who withdraw from the program before graduation, received a survey link when their status is changed from enrolled to complete.
- Employers of completers are surveyed yearly.

### **Program Effectiveness**

Beaver Beauty Academy maintains a focus on program effectiveness for face to face instruction and relevance to job requirements by regularly analyzing placement data. Program advisory committees evaluate the curriculum, facilities, equipment, and program competencies. Program specific completion, placement, and licensure requirements are shared at advisory committee meetings. The

instructors and administration value feedback from committee members, considering all of them are employers within the beauty industry.

### **Evaluation of Placement Data**

Placement and follow-up information is used to evaluate and improve the quality of program outcomes. BBA instructors analyze annual report data (completion, placement, and licensure) regularly to aid the school in making informed decisions about each program. Program outcomes are shared with advisory committee members, instructors, and other stakeholders seeking their input on how best to meet or exceed program outcomes. If completion, placement, and/or licensure rates for any program fall below the minimum COE requirements, the institution will follow the prescribed protocol for initiation of an improvement plan as outlined in the COE Handbook of Accreditation. The CPL data, completer, and employer survey data is compiled, matched with program outcomes, shared and reviewed yearly in staff meetings to ensure that the identified benchmarks are in place and yielding the desired program outcomes.