



**AVEDA INSTITUTE
PORTLAND**



Senate Bill 218

Kimberly Johnson, Director and Partner – Aveda Institute Portland/Dosha Salon Spa

- My name is Kimberly Johnson. I am the Director of, and a partner at, the Aveda Institute Portland. We are a cosmetology school in Portland and have been in business for the past 7 years. In that time, I 'm proud to say that we have graduated over 500 (900+) students and employed more than 60 people.
- I also serve as the Director of Business Development for Dosha Salon Spa. Dosha has 6 locations and over 200 employees. In 2014, we grossed roughly 11 million.
- In the Cosmetology field alone, there are over 57,937 licensees and 7,302 Independent Contractors.

A few general facts about the Private Career Schools Licensing Unit (PCS)

- PCS supports Small Business Development
 - It currently serves about 198 small Oregon businesses
 - The school's it oversees offer over 41 programs in many diverse fields, from dental hygienist to commercial truck driver.
- PCS has many functions but here are a few top offerings.
 - Development of curriculum standardization.
 - Licensing: Initial quality & maintenance of information on school's viability.
 - Maintaining accountability of schools to meet State Rules & Regulations.
 - Handling student complaints. Often providing mediation versus litigation, reducing expenses for both students and schools. This also assists in decreasing drop ratios.
 - Providing technical assistance to the schools on new and existing education programs.
 - Protection of consumer health by ensuring quality education of our students. All the graduates from PCS schools will come into contact with the general public. Public health safety is a priority.
- PCS will not receive money from the state's General Fund to maintain operations in 2015-2017. Staffing will be paid through school licensing fees. Please note these licensing funds are procured from the small businesses that PCS represents and NOT the individual students/graduates.

Aveda Institute Portland | 325 NW 13th Avenue | Portland, OR | 97209
Dosh Salon Spa – Northwest | Dosh Salon Spa – Hawthorne | Dosh Salon Spa – 5th Avenue
Dosh Salon Spa – Bridgeport Village | Dosh Salon Spa – Clackamas Town Center



Why is it important to keep Private Career Schools active?

- Private career schools are integral to meet the middle 40% of the “40/40/20 goal”
They must be recognized as vital to meeting the goals of 40/40/20.
“We define the “middle 40” an associate’s degree, a certificate or other postsecondary credential.” (Oregon Learns: The Strategy to Get to 40/40/20. August 2011).
- Career schools add to Oregon’s workforce
- PCS leads standards and outcome-based education. Gainful Employment has hit private career schools fast and furious. PCS schools are currently undergoing GE requirements not required from state funded colleges/non-profit. Hence, PCS is leading the path in understanding the methods to serve students not by *how many* are enrolled but on *how well* they are served.
- Career schools create jobs without further cost to taxpayers. As the HECC considers innovative funding to meet large future goals in education, it is essential to keep PCS healthy and operational. It is critical to not lose sight of the funding needed and currently being fulfilled by our own licensing fees. .
- PCS provides state authorization which is a requirement of many accrediting agencies. Accreditation leads back to standardization and results driven education.

Support of raising licensing fees:

As a small business owner, it seems like a contradiction to support an increase of my licensing fees; however, I believe PCS is integral in quality control & accountable to students & the Oregon career school community. Having a fee for new program approval will support the HECC’s goal of making the units under the Office of Private Postsecondary Education be self-sustaining through program fees.