

Private Career School

(Critical Component to Oregon's 40/40/20 Initiative)



AVEDA INSTITUTE
PORTLAND

Kimberly Johnson

Aveda Institute Portland
Partner

Dosha Salon Spa

Director of Business Development

- Six locally owned salon spas w/160 employees
- Approximately 9 million in gross sales 2014

National Professional Beauty Association

Salon/Spa Advisory Council member,

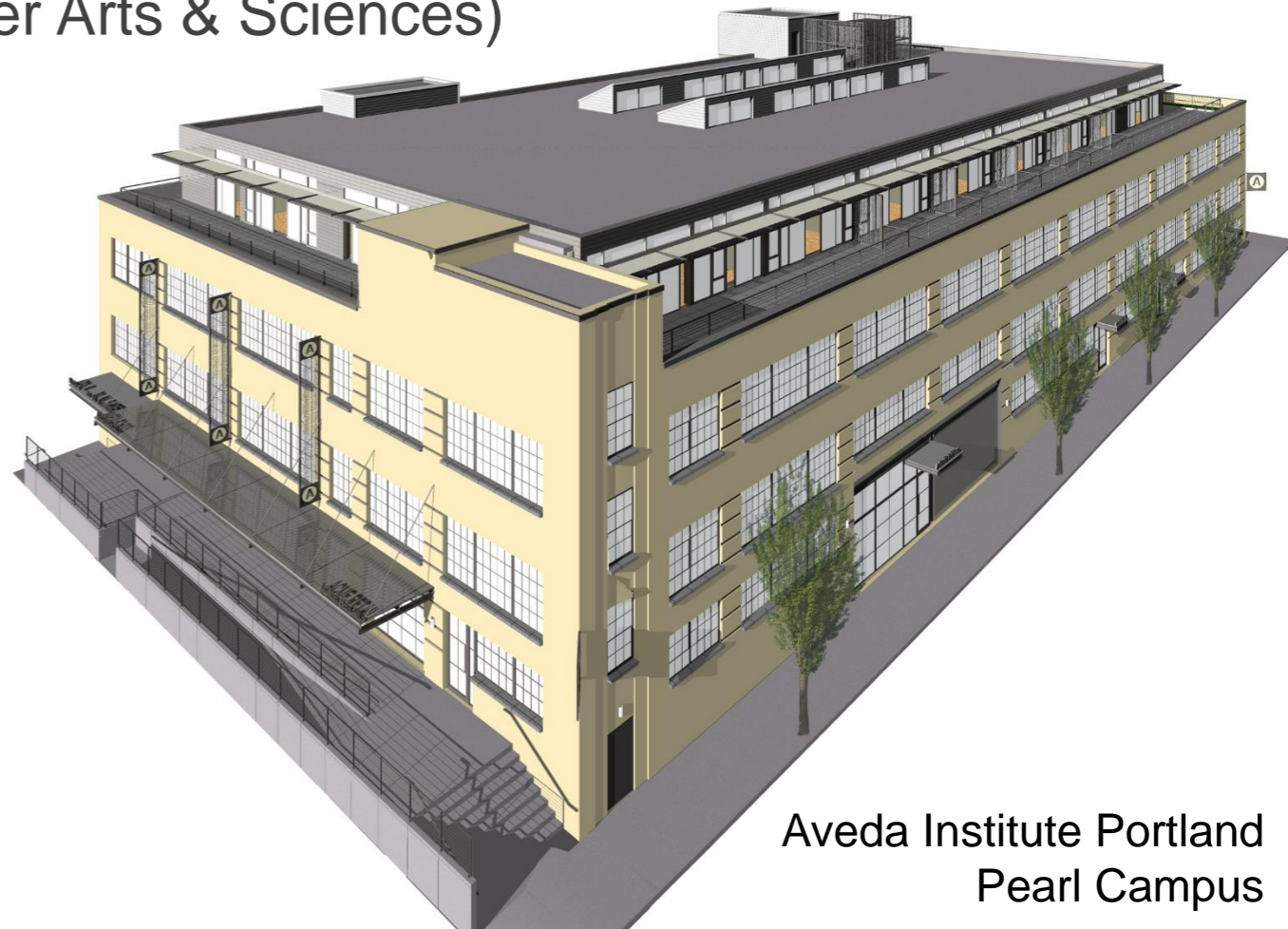
Private Career Schools

Vice Chair for PCS Advisory Council



Aveda Institute Portland

- Certificate Granting Private Career School
- Cosmetology Program 2300 hours | Esthiology Program 600 hours
- Graduated 903 students since 2008
- Accredited by NACCAS
(National Accrediting Commission of Career Arts & Sciences)
- Title IV approved w/no state assistance
- Aveda Institute Portland employs: 48



Aveda Institute Portland
Pearl Campus



Typical Cosmetology Student





**I KNOW
WHO I AM.**

The other half I'm searching for.
I don't want to work in a cubicle.
I'm not afraid of work.
I have an independent streak.
I like a creative challenge.
I want to be inspired.
I have a passion.
I love being me.

Creative
Thinker

Independent
streak

Non-
Traditional
Learner

Dislike of Math
& Sciences

4 years seems
like an eternity



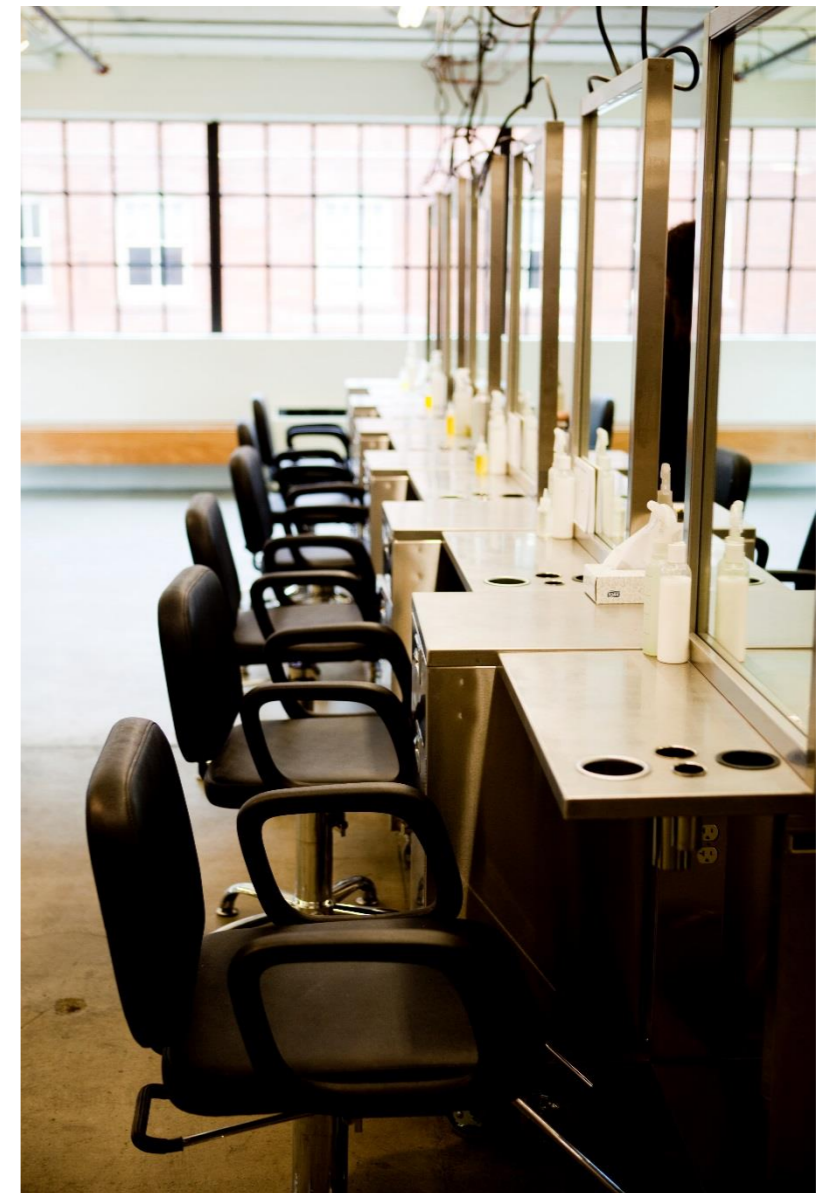
Aveda Institute Portland Meets & Excels Required Standards

NACCAS Standards Reporting

Graduation Rate: Standard: 50% AIP: 75%
Licensure Rate: Standard: 70% AIP: 98%
Placement Rate: Standard: 60% AIP: 77%

Title IV Default Rate FY 2011 3-Year Cohort Default Rate

Oregon	14.3%
National	13.7%
Aveda Institute Portland	13.1%



Sample of Dosha Cosmetologist

2014 Annual Earnings

NAME	DATE OF HIRE	GROSS INCOME	HOURS WORKED	AVERAGE HOURLY WAGE
Stylist #1	July 2001	\$69,512	1,304	\$53.30
Stylist #2	Feb 2002	\$70,395	1,589	\$44.30
Stylist #3	Jan 2003	\$90,203	1,749	\$51.57
Stylist #4	Dec 2006	\$57,979	1,629	\$35.59
Stylist #5	July 2008	\$35,184	1,270	\$27.70
Stylist #6	Aug 2009	\$41,286	1,412	\$29.23
Stylist #7	Jan 2012	\$38,217	1,634	\$23.29
Stylist #8	June 2013	\$37,772	1,805	\$20.92



Tuition Comparisons

Aveda Institute Portland:	\$20,720
Beau Monde	\$25,390
Phagans:	\$23,900
Paul Mitchel:	\$17,725

Mt Hood Community College: \$16,475 + addt'l credit hours for associates program

- Considerable a longer program
- Includes courses beyond desired Cosmetology license
 - Health/Physical Education Requirement (3 credits)
 - General Psychology or Psychology of Human Relations(3-4 credits)
 - Business Etiquette (2 credits)
 - Beginning Algebra II (or higher) (4 credits)
 - English Composition or Workplace Communications (3-4 credits)



Why is this Student Important to Oregon?

- Serve a non-traditional student

- 40/40/20

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” as 15% with an associate’s degree and 25% with a certificate or other postsecondary credential.” ([Oregon Learns: The Strategy to Get to 40/40/20. August 2011](#)).

- Independent Careers | Oregon’s Workforce

Hair stylist
Esthetician
Educators

Salon Owners
Medical Esthetician
Makeup Artists

Salon Managers
Nail Technician
Distribution Representatives



Benefits of Private Career Colleges



Private Career Schools

- Oversees 198 private institutions
- PCS leads standards and outcome-based education.
- PCS provides state authorization which is a requirement of many accrediting agencies. Accreditation leads to back to standardization and results driven education.
- Maintaining accountability of schools to meet State Rules & Regulations.
- Here to protect the student. Often providing mediation versus litigation, reducing expenses for both students and schools. This also assists in decreasing drop ratios.
- Tuition Protection Fund

