



House Committee on Education
Bill HB-2976 (opposition)

To the Members of the House Committee on Education,

The umbrella of Private Career Colleges encompasses many different industries and trades. This Bill seeks to lump all of these together and create a generic measure that ends up hurting students more than the institutions themselves, while not addressing the systems that allow other institutions to take advantage.

When it comes to the beauty industry, every hair stylist, barber, nail technician and esthetician must complete a series of benchmarks and hours before taking written and hands-on practical assessments to obtain their license. These programs not only provide the safety and sanitation knowledge to practice in this industry safely and hygienically, but they can teach what is necessary to be a proficient stylist in the workforce.

This kind of training, with experienced instructors, a school-salon floor with real guests, and hands-on learning isn't something offered widely at public universities and community colleges. When a student decides to start a career in the beauty industry and is trying to take the first step, the public sector fails to provide adequate options for them.

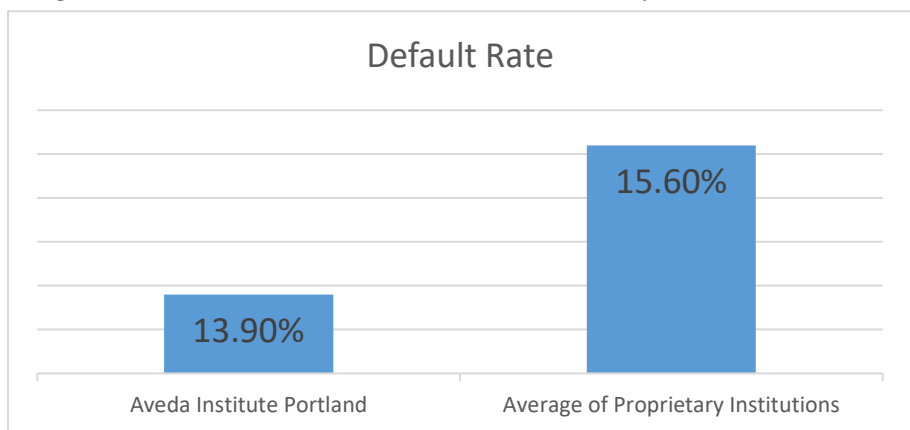
The Aveda Institute Portland (AIP) is a leading cosmetology school in Oregon, with over 1600 graduates. Since 2008, AIP has been accredited by NACCAS which holds institutions to procedural, operational, and educational standards. In addition to these standards, AIP has gone above and beyond the curriculum and clinic service requirements from both NACCAS and the State of Oregon Board of Cosmetology.

One important metric for regulating institutions is the completion, licensure and placement

Aveda Institute Portland 2017	
Completion Rate	66.32%
Placement Rate	74.35%
Licensing Rate	89.84%

rates that are published yearly. This ensures that students are provided with the necessary support and resources to succeed during their program, to obtain a license to practice and ultimately to start their official career practicing in the industry.

Another metric for regulating institutions is Default Rate, which is most closely related to Financial Aid management. High Default Rates typically correlate with institutions that exploit students' interests. A more effective alternative to regulating proportional Financial Aid funding would be to more heavily regulate default, especially as the majority of students that default on loans



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drop out from school before graduating.

When thinking about enrolling in cosmetology school, many students feel a pressure from their parents or society about what a “typical” education looks like and how their dream doesn’t fit in. Out of our entire student body, 66.89% have previously attended another post-secondary school of some sort and realized that it is not for them. Beauty school is for creatives, for alternative learners, for those who have big dreams in the beauty in fashion industry. While some take a longer path to get here than others, students from the Aveda Institute Portland go on to lead fulling careers as Stylists, Creative Directors, and successful business owners. These students cannot be overlooked when making sweeping decisions about the future of all students that don’t choose that traditional education route. We ask the committee does not pass HB2976.

Kind Regards,
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