



REPRESENTING BEAUTY & WELLNESS EDUCATION

— S I N C E 1 9 2 4 —

April 8, 2019

**Subject: Oppose HB 2976**

The Honorable Margaret Doherty  
Chair  
House Education Committee  
900 Court Street NE, H-282  
Salem, Oregon 97301

Dear Chair Doherty and Committee Members:

I am writing on behalf of the American Association of Cosmetology Schools (AACCS), a national, non-profit association, founded in 1924, comprised of over 400 cosmetology, skin, nail, barbering and massage schools – including 15 schools in Oregon – to Oppose HB 2976 (Smith Warner).

The bill pending in the House Education Committee would establish an 80-20 Rule for many private career schools. The promulgation of this metric will have unintended consequences that will prevent cosmetology schools, and other private career schools, from playing a vital role in Oregon’s 40-40-20 initiative.

According to Mark Kantrowitz, a nationally-recognized expert on student financial aid, the federal 90-10 Rule – which HB 2976 is using as a starting-point to establish a state 80-20 Rule – “is ineffective at measuring quality. Instead, it depends on the demographics of each college’s student population, measuring *ability* to pay more than *willingness* to pay.” He goes on to estimate, using U.S. Department of Education Integrated Postsecondary Education Data System (IPEDS) data, that if the less restrictive federal 90-10 Rule were applied to community colleges 80 percent of them would be out of compliance.

Cosmetology and other private career schools have limited recourse to improve their 80-20 ratios beyond restrictive admission policies, relocating to a more affluent community, and/or raising tuition prices. None of these options are beneficial to Oregonians seeking to become licensed beauty-industry professions.

Thank you for your consideration and support of future licensed beauty-industry professionals.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian Newman". The signature is fluid and cursive, with a prominent initial "B" and a long, sweeping underline.

Brian Newman  
State Affairs Advisor  
American Association of Cosmetology Schools