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VOLUME 2 NO.6

November - December 2006

NACCAS Updates

Accreditation Workshops

Workshop attendance for an accredited institution is based on the school's accreditation anniversary date. The owner or designee of an accredited institution must attend a NACCAS Accreditation Workshop at least nine months prior to its next anniversary date, but no longer than twenty-four months prior to the reaccreditation anniversary date. Therefore, if your school's anniversary date is January 2009, you may want to consider attending one of the following accreditation workshops:

March 4-6, 2007, Philadelphia, Pennsylvania
June 12-14, 2007, Las Vegas, Nevada
September 9-11, 2007, Indianapolis, Indiana
(Please see page 18 for more details)

Each Accreditation Workshop scheduled in 2006 sold out early. We anticipate the same level of participation in 2007. Look for the new Accreditation Workshop brochure in early December.

The owner of an institution which has been granted candidate status must attend a NACCAS Accreditation Workshop before the



Shown here: Participants at a recent sold-out NACCAS Accreditation Workshop. Don't delay. Register early!

institution will receive the technical assistance accorded to candidates. Attendance at a workshop within the twelve month period prior to requesting a candidate consultation visit will fulfill this requirement.

A school in candidate status that applies for initial accreditation within the 24 month timeframe allowed under Section 2.4 (a) of the *Rules* and has attended the Accreditation Workshop required for candidates does not have to attend another workshop before applying for initial accreditation.

Reminder: Annual Report Due

Every year, each school holding accreditation status, or status as an applicant for initial accreditation shall submit an Annual Report on forms and in the manner required by the Commission.

All institutions that already submitted applications for initial accreditation, must submit the 2005-2006 Annual Report electronically by November 30, 2006.

Any institution submitting its initial application for accreditation after November 30, 2006 must also submit the 2005-2006 Annual Report, with the application.



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The Future of Our Schools: Industry Trends Revealed

by Lisa D. Shapiro, M.Ed.

In October 2006, NACCAS completed a compilation of data that is based on the 2004-2005 annual reports submitted by NACCAS accredited schools. It revealed some interesting recent changes and some trends that NACCAS believes the schools would find particularly interesting.

Between 2003 and 2004, the number of students “scheduled to graduate” increased by 8%, but more interestingly there has been an increase in enrollment of over 29% in the five years since 2000. This increase could partly be attributed to the rapid growth of males entering into the cosmetology industry. In 2000, there were only 4,277 males enrolled in NACCAS accredited schools in all programs offered. In 2004, there were 9,637 males enrolled, an increase of over 55%. Due to changes in the 2005-2006 Annual Report, demographic information will no longer be recorded by schools. However being able to recognize this trend over the last several years should prompt schools to take this information into consideration when devising their strategic marketing plans and making decisions for the future of their institutions.

Although the basic cosmetology program is still the program with the greatest student enrollment, there is an increase of interest in esthetics or skin care programs. Since last year, there has been an increase in enrollment in esthetics of over 18% and an increase of over 50% since 2000. Marianne Salina, First Stop Online Degree columnist says, “Especially with spa attendance in high volumes all across the country, there is a healthy demand for estheticians in possession of their cosmetology license.” (Retrieved October 27, 2006 from <http://firststoponlinedegree.com/articles/about-face-skin-care-school-in-demand.php>). In addition, enrollment in massage programs in NACCAS accredited schools has increased over 9% in one year from 2003 to 2004, and shows an increase of over 72% since 2000. This significant increase in enrollment in massage therapy programs may be attributed to an increase in interest by consumers in receiving professional massage services. According to a recent report by the American Massage Therapy Association, since 1997, the number of adult Americans who say they had a massage from a registered massage therapist in the previous 12 months jumped from 8% to 18%. In 2006, the

American Massage Therapy Association reported that 39 million American adults – more than one out of every six – get a massage annually. Analysis from the Bureau of Labor Statistics 2000 numbers projects that the massage therapy industry will grow faster than average through 2010. These statistics are encouraging for NACCAS accredited schools that currently offer massage programs and those that plan to begin to offer massage programs.

Most institutions accredited by NACCAS have an owner who only owns one school; however the number of owners who own more than a single school has increased 7% since last year. The number of owners who own four or five schools has increased since 2004 by 29%. This increase is helpful for students since there will be more locations offering programs in the cosmetology field, making it more convenient for students to attend classes close to their homes.

Schools with High Outcomes May Still Be Out of Compliance With NACCAS’ Standard Requiring Accuracy

by Mary E. Bird, Esq.

Back-up documents for annual reports submitted to NACCAS reveal mistakes that are occasionally made. NACCAS’ Standard I, Criterion 3 requires reporting to be accurate, so here are some mistakes to avoid:

Mistake: Counting a student as “scheduled to graduate” in 2005, even though he took a leave of absence that extended his contract into 2006.

Mistake: Counting as “scheduled to graduate” in 2005 a student who switched to a part-time schedule that extended her expected graduation date into 2006.

Mistake: Not counting a student who is “scheduled to graduate” in 2005 because her overtime contract is expected to end in 2006.

Mistake: Counting as “graduated” a student who has not passed the senior exam, even though the

(continued on page 4)

Schools with High Outcomes May Still Be Out of Compliance

(continued from page 3)

exam is listed in your catalog as a graduation requirement.

Mistake: Counting as “graduated” a student who owes money to the school, even though the catalog says a student must pay all fees to the school before graduation.

Mistake: Counting as employed a graduate who is not employed in the cosmetology or other field for which he trained with you.

Mistake: Counting in licensure data, a graduate who has only taken one part of a two- or three-part examination.

For over a decade, the Commission has reviewed back-up documents for annual reports during on-site evaluation visits and through a verification study. Grids and instructions have been developed to help school personnel accurately identify cohorts for completion, placement and licensure. Copies of these Grids are on the NACCAS Web Site at www.naccas.org.

Click on Member Menu/Login. (You do not need to log in.) Then go to “Outcomes” in black in the middle of the page. From there you will be able to download several documents that will help you report accurately:

- Outcomes Brochure 2006 Rev.
- Cohort 1 Grid (for Completion)
- Cohort 2 Grid (for Placement)
- Cohort 3 Grid (for Licensure)

Keep in mind that this year, for the first time, placement is based on the number of students who graduated between January 1 and December 31, 2005. Accurate reporting is the basis for accurate outcomes rates. If you have any questions, please e-mail them to cculbreath@naccas.org.

Candidate Column

Am I Required to Submit the Annual Report?

by Matthew Wyse, Accreditation Specialist

A commonly asked question by Candidate and Initial schools is whether or not the school is required to submit the NACCAS Annual Report. The purpose of this article is to answer that question.

Candidate schools are not required to submit the NACCAS Annual Report. The first annual report required by schools going through the candidate and initial phases of accreditation is due at the time the school ends its candidate status and submits its Initial Application for Accreditation. Candidate status ends once the candidate school applies for initial accreditation.

The NACCAS Annual Report is due by November 30th each year, so the 2005-2006 NACCAS Annual Report is due on or before November 30, 2006. All institutions that have submitted applications for initial accreditation, must submit the annual report electronically. Any institution submitting its initial application for accreditation after November 30, 2006 must also submit the 2005-2006 Annual Report.

Please maintain all the documentation used to obtain the figures submitted in the annual report. The figures submitted electronically in the NACCAS Annual Report will be verified on-site by the NACCAS evaluation team. The supporting documentation maintained by the school will be used to verify the numbers.

If you have questions regarding how to interpret the NACCAS Annual Report questions, you should contact an Accreditation Specialist to assist you. If you have questions about submitting the NACCAS Annual Report electronically, contact Cliff Culbreath via email at cculbreath@naccas.org.

The NACCAS Web site has a link for candidate schools. Click on the “BECOME ACCREDITED” link from the homepage of NACCAS, www.naccas.org, to find helpful information on the accreditation process. Remember: please call us with any questions.

Free Regis training DVDs get high marks

Regis Corporation, the leader in the hair salon industry, has been proud to offer our award-winning DVD training program to AACS member schools free of charge for the past three years. We recently received some very positive feedback on this program that we'd like to share with you.

- "What can I say?! I received Volume 4 of your educational DVDs and it's so neat! You provide wonderful industry support. Thank you so much."

– Bernice Cavallin, Cosmetology Program, Miller Career Center

- "Hats off to Regis for their commitment and support of cosmetology schools! The free educational DVDs have proven to be invaluable. The advanced training presented on your DVDs prepares students for industry standards and the demand of the 'new' generation for feeling good and looking good."

– Lee A. Ridley, Professional Academy of Cosmetology

Strong beauty school relationships are important to us at Regis, which is why we are pleased to provide your students with ongoing education through our DVDs. This is our way of giving back to the industry in a meaningful way – making current trends, techniques and career tips available to educators and students.

If you have any questions or comments about the program, contact **RoseAnn Perea**, Director of Industry Relations, Regis Corporation.
e-mail: roseann.perea@regiscorp.com



NACCAS Commissioner Receives Bizzy Award



Malcolm Bonawits, NACCAS Commissioner Representing the Professional Services Field.

The Pocono Mountains Chamber of Commerce recently hosted its first “Bizzy Awards” ceremony to benefit the United Way of Monroe County in Pennsylvania. More than fifty local businesses were nominated for ten awards, with votes being cast by Chamber members. Proceeds from the event, held at the Caesars Brookdale-on-the-Lake in Scotrun, Pennsylvania, are to

help the local United Way meet its 2006 campaign goal of \$1.13 million.

The award for Best Marketing was won by Malcolm’s Haircutters located in Mount Pocono, East Stroudsburg and other Northeast Pennsylvania locations. Malcolm’s Haircutters is owned by Malcolm Bonawits, who was elected to the NACCAS Board of Commissioners in 2004 as a Professional Services Commissioner and has been in the cosmetology industry for 32 years.

Commissioner Bonawits is a member of the Advisory Council On Cosmetology Relations in Education (ACCRED) Committee, the Standards and Policies Committee, Institutional Changes and Finance Committee, File Review Team, and the Ad Hoc Committee on Personal Practices and Policies.

Congratulations to Commissioner Malcolm Bonawits!

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Most Frequently Cited Criterion Standard VII, Criterion 3: Institutional Refunds

by Judith Sandler, Program Manager

It's all about the \$\$\$\$!!!! There are several reasons why schools receive limitations regarding institutional refunds during their on-site evaluations. It is a complicated process requiring the school to develop a policy, with forms to document the policy, and then implement the policy using the correct dates, and hours and in a timely manner. The multiple steps of the institutional refund process can create issues, so let's take them step by step.

1. Develop an institutional refund policy.

- The school may base its policy on the NACCAS Cancellation and Settlement Policy and Minimum Refund Guidelines.
- If the state has refund regulations, the school's policy must meet these regulations.
- The school may develop a policy more generous to the students than the state's rules or NACCAS requirements.

2. Check that the school's refund policies are in compliance with the state or NACCAS requirements.

- The *NACCAS Handbook* and the Web site have the Cancellation and Settlement Policy and Minimum Refund Guidelines and the accompanying checklist of required elements.
- The state regulations are usually included in the state law book.
- If the school has a policy or is developing a new one, and is unsure if the policy is compliant, send a copy to the NACCAS office, and the staff will review it.

3. Implement the policy.

- Follow the policy in all aspects, for example, refunding the correct amount of money in the timeframe defined by the policy.
- Calculate the percentage that should be refunded based on the hours of attendance. These hours can

be actual or scheduled, and the school needs to specify which it is using in the policy.

- Document that the school is following its published policy. Each student who withdraws, whether in the first hour of attendance or the last day before graduation, must have a completed institutional refund calculation in the student file. Even if the school has completed a R2T4 form for a student who received federal aid, the school must complete an institutional refund calculation for each student who withdraws.
- There is an example of an institutional refund calculation form in the *NACCAS Samples and Guides* booklet and on the NACCAS Web site. The refunds are made for all students who withdraw, officially or unofficially.

4. Pitfalls and Problem Areas:

- Unofficial withdrawals are the students who create the most confusion. The school must monitor attendance to determine when the student has stopped attending. The refund is based on the **last day of physical attendance**, so the school must have some way to determine the date the student last attended school. Schools which do not monitor attendance will have to use grades, class records, or clinic service records or be more creative to determine the last day that the student attended.
- A leave of absence can also create confusion for calculating the institutional refund. The refund calculation may not be made until the school determines that the student is not returning from a leave of absence. Use the **last day of physical attendance** to figure the percentage of attendance. As an example, a student attends until October 1, 2005, takes a leave of absence until February 1, 2006, and then does not return. According to the NACCAS policy, the school must do the calculation and refund the proper amount by March 1, 2006, but the refund is based on the student's **last day of physical attendance**, which was October 1, 2005.

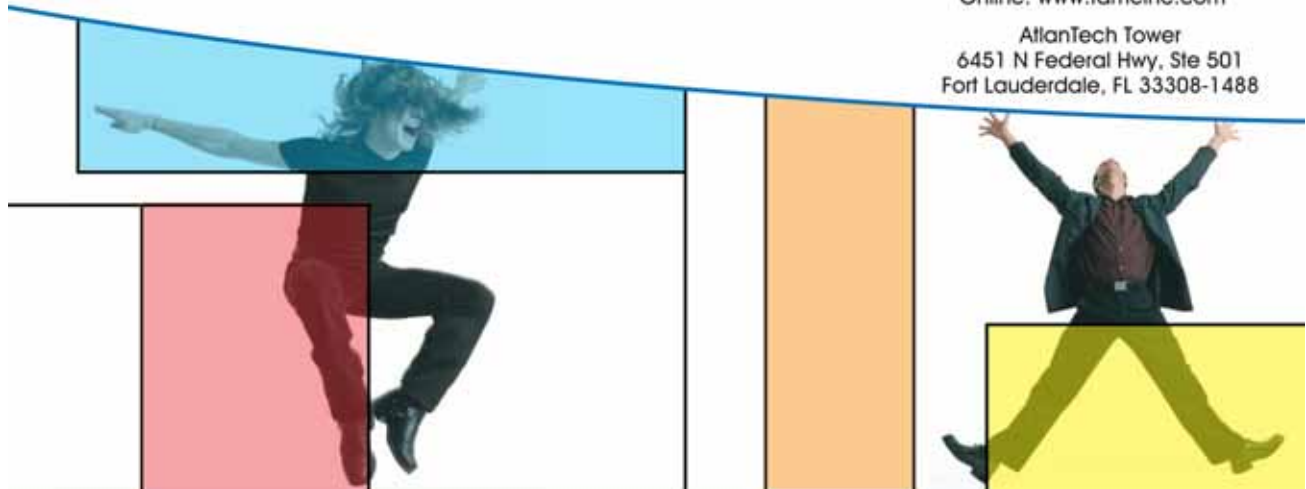
Please contact the NACCAS office if you have questions or concerns about the criterion. The Accreditation Staff will help you with developing, implementing and documenting the school's institutional refunds.

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National Interstate Council of State Boards of Cosmetology's 51st Annual Conference



Shown here: Christopher Walck, NACCAS Executive Director with Roseanne Kinley, who was re-elected President of the National Interstate Council of State Boards of Cosmetology.

The National Interstate Council of State Boards of Cosmetology (NIC), held its 51st Annual Conference in August, 2006. This year's conference theme of "Collaborative Leadership" exemplified the many segments of the cosmetology industry coming together to address common issues.

During the annual conference held in Portland, Maine, the voting delegates re-elected Roseanne Kinley from Anderson, South Carolina to serve another year as their president. Also elected to serve on the Executive Board were the following members: Vice President, La Faye Austin, Oklahoma; Secretary-Treasurer, Jackie Dahlquist, South Dakota; Region 1 Director, Kay Kendrick, Georgia; Region 2 Director, Betty Leake, Missouri; Region 3 Director, Ken Young, Oklahoma; Region 4 Director, Steve Colarusso, Arizona; Kevin Heuple, Colorado, Board Administrator Representative and Kirby Morris, Immediate Past President.

In welcoming attendees to the conference, Ms. Kinley expressed her gratitude to Kirby Morris, the NIC marketer, Professional Credential Services, D L Roope, LaserGrade and other partners for their hard work during the past year to remove the barriers that are preventing mobility of licensure from state to state.

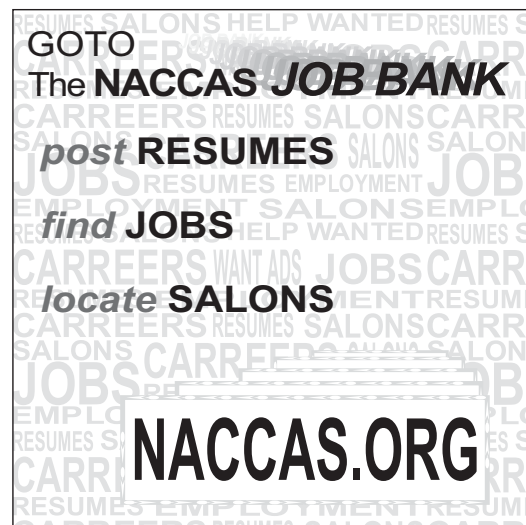
National Interstate Council of State Boards of Cosmetology's Past President Lauded

Lois Wiskur, from Pierre, South Dakota, Past President of the National Interstate Council of State Boards of Cosmetology (NIC), was named the recipient of the Aurie J. Gosnell Award at the NIC annual conference in Portland, Maine for her many years of service and dedication.

The award, the association's top honor, is named after Aurie J. Gosnell, Aiken, South Carolina, Emeritus of Testing and a long time member, who has contributed significantly to NIC and the cosmetology industry. It is given annually to someone who has made a worthy contribution to NIC and the industry.

Ms. Wiskur is an honorary member of NIC, edits the NIC News Letter Bulletin and serves as Historian. She served as NIC President from 1985 to 1987 and was a member of the South Dakota Cosmetology Commission from 1970 to 1991.

NACCAS extends our Congratulations to Lois Wiskur on her prestigious award.



School News

Two International Academy of Hair Design Students Place in Hair Competition

One student from the International Academy of Hair Design (IAHD), located in Chandler, Arizona, won second place in the Rolf's Haute Hair Competition recently held at The Venue of Scottsdale. Another received runner up honors in the student component of the hair show.

Danielle Courser, a recent graduate of IAHD, received second place in the long hair competition with a fashionable updo. April McCauley, who is scheduled to graduate in December, 2006, received runner up in the Avante Garde category for fantasy styling.

"Rolf's Haute Hair Competition has the reputation of being one of the hottest hair shows in the southwest and it is an opportunity for stylists and cosmetology students to really show off their creative talent," said Jessica Wolman, one of the owners of IAHD in Chandler and Tempe. "For two of our students to receive awards in two major categories is extremely exciting. We train our students to reach for the stars, and when you see them reach out and accomplish such great things so early on, you know they are headed for a great career in cosmetology."

How Are We Doing?

The Commission invites you to visit our Web site at www.naccas.org and complete the new NACCAS survey entitled *How Are We Doing?*

In 1998 and again in 2002, the Commission sent a questionnaire to all applicant and accredited schools, on-site evaluators, and interested parties to find out your experience with NACCAS. The questionnaire asked you to rate the services being provided by NACCAS and requested your comments and suggestions for improving our services or providing greater technical assistance to our schools. Based on your comments, the Commission has put in place numerous changes. Also, since the 2002 survey, developments in technology have allowed the Commission and the institutions it accredits to communicate in new ways.

Meet the New NACCAS Staff

The National Accrediting Commission of Cosmetology Arts, & Sciences, Inc. (NACCAS) would like to introduce you to the newest members of our staff. These individuals bring to their positions dedication, professionalism, experience and a tremendous amount of enthusiasm.



Veda Teagle, Accreditation Specialist

Veda Teagle joined the NACCAS team in July 2006 as an Accreditation Specialist. She was born and raised on the lower eastern shore of Maryland. Veda received her Bachelor's of Science degree in Business Administration from the University of Maryland Eastern Shore located in Princess Anne, Maryland. She received her Master's degree in Public Administration from Bowie State University.

Prior to joining NACCAS, Veda worked in the health care industry and more recently was a Financial Aid Advisor for Lincoln Technical Institute located in Columbia, Maryland.

Veda enjoys watching and going to the movies, hanging out with friends and family and going to the beach. She enjoys good books, good food and new experiences.

Kevin Gurubatham joined the NACCAS team in August 2006 as an Accreditation Specialist. He was born and raised in Maryland and presently resides in Silver Spring, Maryland.

Kevin is a recent graduate of Columbia Union College in Takoma Park, Maryland where he received his Bachelor's degree in History. He developed his passion for reading, writing and travelling while in college.

In addition to these passions, Kevin is an avid sports fan who enjoys golfing and fishing during his free time.

(continued on page 15)

Meet the New NACCAS Staff ***(continued from page 14)***



Kevin Gurubatham, Accreditation Specialist



Yvette Brooks, Accreditation Secretary

Yvette Brooks joined NACCAS in October 2006 as an Accreditation Secretary. She was born and raised in the Washington Metropolitan area and currently resides in Waldorf, Maryland.

Prior to joining NACCAS, Yvette was employed with General Electric for twelve years and with the National Commission for Certification of Acupuncturists for three years.

In her spare time, Yvette enjoys spending time with her daughters, puppies and family. She also enjoys cooking for large parties, reading, shopping, and decorating her home.



Sonya Laws, Accreditation Specialist

Sonya Laws is the newest member of the NACCAS team. She joined NACCAS in mid- October 2006 as an Accreditation Specialist. She recently relocated to the Maryland/DC area from Durham, North Carolina, where she was an Academic Counselor and Instructor for student-athletes.

She holds both a Bachelor's of Arts degree and a Master's of Arts degree from North Carolina Central University. She also has a Master's of Science degree from Colorado State University and a Diploma in North Carolina Funeral Directing from Fayetteville Technical Community College.

NACCAS Employee Recognition Award



Shown here: Jeanette Nadine Walker and Christopher Walck, NACCAS Executive Director.

Ms. Jeanette Walker was recently given the NACCAS Employee Appreciation Award at the NACCAS headquarters in Alexandria, Virginia for her loyalty and dedication as a NACCAS employee. Ms. Walker has been an employee of NACCAS for twenty years. When she first started in 1986, she was hired as a mail clerk. She was promoted in 1990 to Accounts Receivable, and has worked in the accounting department for the past sixteen years. Her duties include but are not limited to entering checks, creating invoices, and assigning applications to the accreditation specialists.

Ms. Walker is an avid sports fan and especially enjoys following professional football and basketball.

The NACCAS Commission and staff extends its appreciation and congratulations to Jeanette Walker.

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NACCAS Seeks Academics to Serve on Evaluation Teams

The National Accrediting Commission of Cosmetology Arts & Sciences, Inc. (NACCAS) is seeking evaluators in the Academic category to conduct on-site evaluations at institutions seeking accreditation. If you meet the qualifications listed below, and are interested in participating in evaluations, please apply.

Qualifications:

1. You have expertise and current teaching experience in post-secondary education;
2. You have knowledge in pedagogy and in the development of curriculum;
3. You agree to sign and abide by the Evaluator Code of Ethics; and
4. You attend a NACCAS accreditation workshop before you become an evaluator.

Workshops:

If five or more qualified academics from an area apply to become NACCAS accreditation evaluators, NACCAS will conduct a training session in the area so the applicants may comply with the workshop requirement. NACCAS also has planned workshops in Philadelphia, Pennsylvania (March 4-6, 2007), Las Vegas, Nevada (June 12-14, 2007), and Indianapolis, Indiana (September 9-11, 2007).

Evaluation Team Functions:

Generally, evaluation teams visit three or four schools in one week, then disband. Some evaluators go out once a month, others go out once every six months. As an evaluator, you may indicate how frequently you will be available. Being accepted as an evaluator, however, does not guarantee that you will be called upon because there are geographic considerations.

The air fare and accommodations of evaluators are paid for by NACCAS, and evaluators also receive an honorarium and per diem.

The institutions visited are post-secondary and offer programs within the NACCAS scope, which includes barbering, cosmetology, electrology, esthetics, massage, nail care and related fields.

To Apply:

Please submit the following to:

NACCAS

Attention: Ms. Susie Kofler

4401 Ford Avenue, Suite 1300

Alexandria, VA 22302

1. A NACCAS Evaluator Application form completed and signed. The form is available on the NACCAS Web site at www.naccas.org. (Click on applications and forms. Click on evaluator documents. Then click on Application-Academic Evaluators).
2. A NACCAS Evaluator Code of Ethics signed and dated.
3. Your resume, emphasizing experience in teaching at the post-secondary level, developing curriculum, and pedagogy.
4. Copy of job description showing responsibilities for curriculum development and teaching.
5. If you are licensed or certified as a professional in a field within NACCAS' scope, include a copy of your license or certification.
6. If you have attended a NACCAS accreditation workshop, please submit a copy of your workshop certificate.

If you have any questions, please contact Ms. Susie Kofler at (703) 600-7600 ext. 129.

Come Join the NACCAS Team!

NACCAS Accreditation Workshop Schedule for 2007

The following Accreditation Workshops are scheduled for 2007. Don't miss out, register early!

March 4-6, 2007
Hilton Philadelphia City Avenue
4200 City Avenue
Philadelphia, Pennsylvania 19131
NACCAS Workshop Registration
Deadline: February 3, 2007 or
until full
Room Rate: \$149.00 single/double
Reservations: 1-800-445-8667
Cut-off date for hotel reservations:
February 10, 2007.

June 12-14, 2007
The Orleans Hotel and Casino
4500 N. Tropicana Avenue
Las Vegas, Nevada 89103
Deadline: May 8, 2007 or until full
Room Rate: \$60.00 single/double
Reservations: 1-800-675-3267
Cut-off date for hotel reservations:
May 21, 2007.

September 9-11, 2007
Hyatt Regency Indianapolis
One South Capitol Avenue
Indianapolis, Indiana 46204
Deadline: August 5, 2007 or until
full
Room Rate: \$136.00 single/double
Reservations: 1-800-233-1234
Cut-off date for hotel reservations:
August 17, 2007.

An additional Accreditation Workshop for 2007 will be announced later.

NACCAS Staff and Phone List: 703-600-7600 Fax: 703-379-2200

Mary Bird, extension 138
Yvette Brooks, extension 112
Cliff Culbreath, extension 135
Lupeachra Davis, extension 146
Zhanna Foster, extension 130
Shabobe Glover, extension 141
Rebecca Gottlieb, extension 147
Jose Guevara, extension 115
Kevin Gurubatham, extension 116
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Jeanette Walker, extension 131
Tina Waltower, extension 110
Matthew Wyse, 1-704-271-3846

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Staff: Christopher C. Walck,
Executive Director

Clifford A. Culbreath, Editor

Special Thanks to Contributors:

Jose Guevara, Mary Bird, Matt Wyse, Lisa
Shapiro and Judy Sandler.

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