

Cosmetology Advisory Board Meeting

October 28, 2015

Minutes:

Advisory Members Present: Jackie Otkin-Pipestone Campus Dean, Jackie Lage-Cosmetology Instructor, Stacy Quist-Cosmetology Instructor, Laura Jones-Student, Karen Schmitz-Salon Owner, Faye Bremer-Salon Owner, JoAnn Harrison-Salon Manager, Lynn Gorder-Consumer, Tammy Dupre-Salon Owner, Amy Pederson-Product Rep, Traci Bonine-Salon Owner, Mary Baldwin-Salon Manager, Sara Vogt-Cosmetologist Operator

Advisory Members Absent: Vikki Hahn-Salon Owner

Meeting started at 4:45 pm

The meeting began with introductions of members. Many members shared feelings about their loyalty to our industry; many also helped out with mock interviews earlier in the day, we greatly appreciate the time they took out of their busy schedules to "give back" to our program.

The Dean of MnWest Pipestone, Jackie Otkin informed the advisory board of a few changes on the Pipestone Campus, and college wide.

The number one item on our agenda was recruitment. JoAnn Harrison gave an idea of doing a luncheon for potential students, but to make sure that parental involvement is also included. Another suggestion was to approach the counselors at area high schools, and ask them to promote cosmetology, and other technical programs. We all agreed that the earning potential is very profitable, or we wouldn't be doing it. However, with a stylist not claiming a portion of cash sales and tips, the amount of income per year is not accurate. Advisory member Karen Schmitz gave an idea for us to use as a marketing strategy, the idea that "Cosmetology is a recession proof business"; all agreed that her statement was right on. We will approach our newly formed marketing task force with this information; it was also brought up that maybe we should be asking the marketing task force to attend our advisory meetings, so they can hear the needs of our department. Another idea was to send brochures with our advisory board members, so they can also help us to inform potential new students.

Member Traci Bonine offered to come and present a small session on nails and different aspects of the industry where she has become successful. We think this is a great idea, and thanked her for the offer. A few members thought also that doing a question/answer session with our students would better prepare them for the transition from school to work, again, we think this idea would be wonderful, and hoping to implement this into our next semester.

Meeting adjourned 6:00 pm

Submitted by Stacy Quist