

Minnesota West Community & Technical College
Jackson Campus – Cosmetology
Spring 2018

This year, we decided to reach out to our advisory members and visit their salons with our students. The comments below were the suggestions they had for our program and students at MN West in Jackson.

- Be aware of the 500 rule changes that have shifted employment options in MN.
- Explore the many new spa options available to us and new equipment for body treatments.
- Keep in mind, the expenses that go along with opening your own or suite rental.
- Cleanliness is so important to success. Simple ideas to demonstrate your cleanliness...
 - remove pedicure drains after sanitizing and leave them out for guests to see
 - use clean signs on work stations so guests know it is complete
- Using social media appropriately is key to building a clientele today!
- Use of ring lights has benefited photos for social media and advertising.
- Continue to impress importance of portfolios and advertising their own work.
- The salon suite rental option is seeming to take over in popularity.
 - really consider all of the hidden costs and organize books appropriately
- The new dipped nails are really growing as a service.
 - MN State Law prohibits product to be used by multiple guests, so this service is much more expensive if following proper procedures.
- Eyelash extensions are incredibly in demand in the area.
- Lakyn spoke of the excitement of opening a salon and owning it before actually attaining her manager's license. Getting community involved in the ribbon cutting was helpful.
- There are so many options out there right now for the salon professional, it really is a matter of what works best for you.