

Minnesota West Community & Technical College
Pipestone Cosmetology Advisory Minutes
Tuesday, November 6, 2018

Attending:

Ashley Verly – Great Clips Manager, Marshall; Cindy – Great Clips General Manager; Shelby Meyers – Hair on the Square, Pipestone; Stephanie Mortimore – Salon Centric Sales Consultant, Sioux Falls SD; Amy Morlen – Great Clips Manager, Worthington; Callista Alm – Cost Cutters Manager, Marshall; Mary Baldwin – Cost Cutters Operations Manager, Marshall; Jackie Otkin – Dean of Instruction, Minnesota West, Pipestone; Lynn Vanderplatts, Consumer; Mariah Hicks, Student Representative; Stacy Quist – Instructor Minnesota West, Pipestone; Jackie Lage – School Manager/Instructor, Minnesota West, Pipestone.

As we have done for the past few years, we held our advisory meeting after mock interviews for our senior students. The students really welcome the feedback they gain from the expertise of those working in our industry. We are also very appreciative of the generous time they take out of their busy schedules to help mentor our students.

Foremost on our agenda, recruitment. The enrollment on our campus, not to mention our industry as a whole, have been very low nationwide. All of the salons in our area and beyond are looking for employees to fill their voids. Our students will have a plethora of salons to choose from once they graduate. With that being said, we had discussion on how to improve that. We discussed everything from increasing PSEO numbers, working with home schooled families, and trying to get into the classrooms at the high schools.

Jackie Otkin shared that in order to get students on board, we also have to make the parents buy into Cosmetology being a viable career. There are a lot of misconceptions about our industry. Stephanie said that she is sure that we all know of stylists in the area making six figures. We just have to spread the word more on the successes instead of young people only hearing from the people who “tried” out the industry and “couldn’t make any money”.

We also discussed the expectations they have from those they employ. Everything from dependability and soft skills, to dress code; always a hot topic for our students. They all agreed that a “casual professional” dress code is what most wear.

As we ended the meeting, I reiterated the need for all of them to help spread the word about “the best kept secret” for individualized attention, along with small class sizes for someone wanting to enter the field of Cosmetology. They all took along with them program sheets that they were going to hand out to any one that may be interested in joining this rewarding career. Stephanie said she would also bring them along to all of her salons she visits, as she covers a broad area being a sales consultant.

They also congratulated us on having a great group of students they were able to visit with for the mock interviews. Always a welcome comment to hear as they end their training with us.

Respectfully submitted,

Jackie Lage