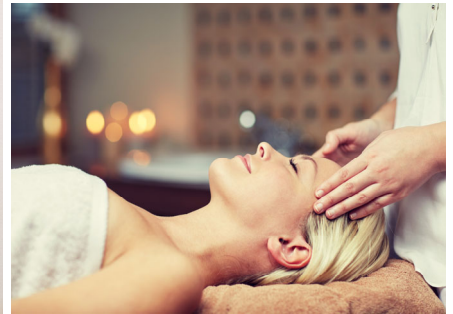




**PROFESSIONAL  
HAIR DESIGN  
ACADEMY**

# *CATALOG*



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# GENERAL INFORMATION

## MISSION STATEMENT

The intent, purpose and principal objective of the courses offered by the Professional Hair Design Academy (the "Academy") is to train and graduate professionals in Cosmetology, Nail Technology, Massage Therapy and Cosmetology Instruction with poise, appearance, and proficiency capable of licensure and professional practice in an entry level position in the relevant field of their choice.

## HISTORY AND LOCATION

The Academy is owned by Rock-Stock LLC. The Academy is located at 3408 Mall Drive, Eau Claire, Wisconsin 54701. Eau Claire is located in the west-central part of Wisconsin. The population was 67,778 as of the 2015 U.S. Census estimate, making it the largest city in the northwest quarter of the state, and the 8<sup>th</sup> largest city in the state overall. The City of Eau Claire is the county seat of Eau Claire County.

## AMENITIES AND EQUIPMENT

The Academy is a 9,200 square foot facility which has spacious hair care, massage therapy, nail care, and skin care educational areas. The Academy contains one cosmetology clinic floor with 36 styling stations, a makeup center, a manicure room with six stations, one large dispensary, one pedicure room with two pedi-spa units and four crossover rooms for massage therapy and skin care. The Academy has four large classrooms, one student break room with lockers, one instructor's lounge, two administrative offices, one instructor's center, and restroom facilities for men and women. The Academy is a non-smoking facility.

## RESPONSIBILITY FOR CATALOG INFORMATION

Each student who enrolls is responsible for reading and becoming knowledgeable of the information contained in this catalog. The Academy reserves the right to change policies as well as to revise the curricula.

# ESSENTIAL INFORMATION FOR ALL PROGRAMS

## THE APPLICATION & ENROLLMENT PROCESS

The Enrollment Application must be submitted to The Academy admissions office via the internet, mail, or in person at least one (1) calendar week before classes begin. Prospective students should also send a copy of high school and post-high school transcripts and schedule an admissions interview meeting. During the meeting you will meet staff and students. Information concerning curriculum, books and supplies, apparel code and career investment payment plans will be shared. Prospective students may then be accepted to the Academy by signing an Enrollment Agreement and paying a registration fee.

## EDUCATIONAL REQUIREMENTS

All students must have a high school diploma or G.E.D. certificate or equivalent. Prospective student's educational background is considered prior to enrolling a student. The Academy does not admit ability-to-benefit students.

## ADMISSIONS REQUIREMENTS

The following documentation is required for admission to all programs at Professional Hair Design Academy:

- Enrollment Application
- Proof of High School Graduation:
  - Student's official high school diploma or G.E.D (or equivalent); or
  - An official high school transcript with the student's graduation date to show proof of graduation
  - *Note: The Academy does not accept online diplomas*
- Personal Identification:
  - Copy of the student's photo identification, such as driver's license, passport, or other government-issued photo identification exhibiting that the student meets the state required compulsory school age.
- A completed and signed Enrollment Agreement

In addition to the documentation listed above, applicants for admission to the institution's Instructor Training III program must provide documentation showing that the applicant holds a current Wisconsin license as a Registered Cosmetologist/Barber.

The Enrollment Agreement shall be signed by the student and a parent or other legal guardian if the student is under the age of eighteen. The fully-executed Enrollment Agreement serves as notice of acceptance to the Academy.

Should an enrolling student provide a foreign high school diploma, the institution will work with the student to obtain an English translation of the document along with confirmation that the education received is equivalent to a U.S. high school diploma. This documentation must come from an outside agency.

Any student who has previously voluntarily or involuntarily withdrawn from a program at The Academy may be entitled to re-enter that program. Students may re-enter a program under the following terms:

- The student had satisfactory progress in both grades and attendance when the temporary withdrawal began.
- The student had extenuating circumstances that made attendance and academic progress extremely difficult which led to the withdrawal.
- The student or student's family member required medical attention that required the temporary withdrawal. Under any one or a combination of the above conditions, the student will be re-admitted without prejudice.

Any student who wishes to apply for re-entry should submit a new application for enrollment. The student may be asked to provide a written statement explaining why his or her request for re-entry should be approved. Upon re-entry, all tuition and fees owed to The Academy from the original enrollment must be paid in full.

## TRANSFERS

Applicants for transfer into the cosmetology, massage therapy, and nail technician programs are considered on an individual basis. PHD Academy may, at its discretion, refuse transfers if admission requirements, including tuition, cannot be met. PHD Academy may accept transfer hours into any course. The determination of the hours accepted for transfer will be based on an examination of the individual's technical skills and knowledge of the program and subject matter.

PHD Academy does not recruit students that are currently attending, or admitted to attend, another school offering a similar program of study.

Transfer students will be charged per hour according to the current rate of tuition for hours required, the cost of any additional equipment required, plus a registration fee of \$100.00 or 15% of the total cost, whichever is less. The total cost will not exceed that of a regular new student.

## OBJECTIVE

The objective of The Academy is to educate and train students to become service providers with professional standards in cosmetology, nails, massage therapy and cosmetology instruction.

## CURRICULUM

PHD Academy strives to maintain a curriculum in every program of study that meets the Academy's Mission Statement and educational objectives. The information taught in each program has been developed and modified over time. PHD Academy utilizes several areas of evaluation, including but not limited to:

- Feedback from the Academy's Advisory Committee members;
- Feedback from staff;
- Surveys of currently enrolled students;
- Surveys of graduating students;
- Employer surveys;
- Institutional Self Studies conducted for the Academy's accrediting agency; and
- Evaluations of graduation, licensure and placement rates of Academy students.

## ORIENTATION

All programs have a student orientation, which is generally conducted one or two weeks prior to the start of classes.

## CLASS SIZE

Early enrollment is encouraged. Class sizes are limited at Professional Hair Design Academy.

## HOURS

The Academy is open Monday-Saturday. Pre-determined schedules which define the student's hours of attendance are given to the students at the time of enrollment.

## CLASS START DATES

Cosmetology classes start approximately every eight to ten weeks. Class Start Dates are shown on the Catalog Insert #1. If The Academy cancels or alters a program start date, the applicant can request to move any money paid to an alternate start date and does not affect the student's right to a refund.

## **SCHOLARSHIPS**

Please see Admissions office or website for available scholarship applications.

## **FINANCIAL ASSISTANCE**

Payment plans may be offered by The Academy. Federal financial assistance is available to those students who qualify.

## **BOOKS AND SUPPLIES**

Students are required to purchase books and supply items required for the educational program in which they are enrolled. Textbooks and supply items purchased from the Academy are non-refundable. Costs for the required Academy textbook and supply items for each program, including sales tax, shipping, and handling are listed in the program descriptions below. In order to keep learning materials relatively current with changes in the industry and regulatory changes, The Academy, from time to time, may change the selection of textbook and supply items and it reserves the right to do so at its discretion.

Students provide their own basic classroom school supplies. A list of required materials for school supplies is provided at the time of enrollment and again during orientation.

## **APPAREL CODE**

A copy of the Academy's Apparel Code is included as an insert to this Catalog. Students are required to comply with the Dress and Apparel Code for the program in which they are enrolled.

## **HOLIDAYS**

The Academy is closed on the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day. The Academy is also closed between December 25th and January 1st each year.

## **GRADUATION**

A diploma is awarded to graduates at the completion of their training, during the exit interview process. For all programs with the exception of the massage therapy program, students must graduate prior to taking the State Board Exam for licensure.

## **HOUSING**

Contact the admissions office concerning questions related to housing needs.

## **MISCELLANEOUS**

In the event of a sudden illness or injury while on the premises of the school, the Academy may refer the student to a physician for medical assistance.

The Academy has no responsibility and is in no way liable to any part for negligence, carelessness or lack of skill by anyone or more students practicing any part of the course upon another. The Academy is also not responsible for any personal belongings of the student. Students are responsible for their own property. Any supplies that are lost or broken must be replaced by the student at the student's sole cost and expense.

# ACADEMIC INFORMATION

## GRADUATION REQUIREMENTS

- Program required hours must be successfully completed
- All assignments, including tests and projects must be completed
- 80% attendance and 80% GPA
- All Tuition and Fees agreed upon per the enrollment agreement must be completed or arrangements made. All over contract fees must be paid in full.
- Each student shall complete the required number of clinic assignments during respective clinical training periods, even though successful completion of this requirement may in fact cause the student's training to exceed the contract hours for the respective program.

If at any time during the course, the Academy determines in its sole discretion that the student cannot meet the education standards of the Academy, the Academy reserves the right to terminate the student's training. All unused portions of the tuition will be refunded or settled in accordance with the refund and settlement policy.

## GRADES

- The Academy utilizes a 100-point grading scale of which 100-94% is equivalent to an "A", 93-87% is equivalent to a "B", 86-80% is equivalent to a "C", and 79-0% is not passing. Grades are given for classroom theory and practical work, projects, and salon area performance. A student must be at an 80% or higher GPA to graduate. The Student Clinic Area Grading scale is based on a 10-step process:
  - 100%= 10 Completes in all 10 steps
  - 90% = 9 Completes
  - 80% = 8 Completes
  - 70% = 7 Completes
  - 60% = 6 Completes
  - 50% = 5 Completes
  - 40% = 4 Completes
  - 30% = 3 Completes
  - 20% = 2 Completes
  - 10% = 1 Complete

50% or less may warrant the student to be removed from the Student Salon Area and returned to theory. A zero will be given in each step for refusal of a guest or service.

Grades are reported to the Academy's Administration Office and are then recorded electronically. Formal progress reports are given to students during the Satisfactory Academic Progress ("SAP") evaluation periods as stated in the Academy's SAP Policy, which can be found on pages 22 and 23 of this Catalog. Students may request a copy of their current transcript at any time by notifying an Academy Administrator in writing.

## INCOMPLETES

Students may receive an incomplete from an educator when the student is attempting to learn a skill or subject but needs additional time to complete the work successfully. Students will be given timelines to complete the work and a description of the work yet to be completed.

## MAKEUP WORK

Students are responsible to make up work missed due to absenteeism or tardiness. Makeup work will be completed under the supervision of Academy staff during regular scheduled course contract hours.

## INADEQUATE GRADES

Inadequate grades may indicate a lack of student inability or motivation. When a student is struggling in one or more areas of study or skill level, the educator will advise the student on how the deficiency can be successfully completed and determine a deadline for the work to be completed satisfactorily. The student will be notified immediately after a grading period of how the deficiency can be successfully completed.

## SUSPENSION

Students may be suspended for tardiness, absences, or for inappropriate behavior with a peer, staff member, or salon area guest. If a student is suspended, the student will be advised by staff about the existing problem and what the student must do to correct the problem. It is The Academy's intention is to establish professional behavior for the likelihood of success in the industry. The Academy accepts the responsibility to inform the student about the deficiencies and how to correct the problem.

## TERMINATION

The Student's enrollment may be terminated by The Academy for any of the following reasons: failure to meet any of the policies including insufficient progress; nonpayment of tuition; failure to comply with Academy rules or policies (including, but not limited to, refusal to follow directions of educators); violation of State Laws or Regulations; disruptive behavior and improper conduct; and any action which causes or could cause bodily harm to a client, a student or employee of The Academy; willful destruction of Academy property; and theft or any illegal act. Students may appeal any termination by filing a written appeal with the Board of Academic Advisors within one (1) week after termination. In the case of termination by The Academy, the Student will receive a refund, according to the Refund Policy described in this catalog. The Academy will issue an Official Transcript of Hours to students who withdraw prior to program completion when the student has successfully completed the required exit paperwork; attended an exit interview; and made final payment of debts owed The Academy. The student may also be terminated for failure to fulfill tuition requirements as agreed upon per the enrollment agreement.

## TERMS OF RE-ENTRY

See "ADMISSIONS REQUIREMENTS" above.

## COMPLAINT PROCEDURE

If the student has a complaint that needs to be addressed, the student should discuss the situation or concern with an educator. If further action is desired, the student should submit a written complaint in accordance with the complaint procedure policy that is given to students during orientation. If the student has tried to resolve the issues through the Academy's complaint process and is unsuccessful, the student may contact:

Cosmetology Questions and Complaints

Wisconsin Department of Safety and Professional Services – Barbering and Cosmetology Examining Board

4822 Madison Yards Way

P.O. Box 8935

Madison, Wisconsin, 53705

Phone: 608-266-2112 or 877-617-1565

E-mail: [dsps@wisconsin.gov](mailto:dsps@wisconsin.gov)

Website: [www.dsps.wi.gov](http://www.dsps.wi.gov)

Massage Therapy Questions and Complaints:

Department of Safety and Professional Services – Educational Approval Program

P.O. Box 8366

4822 Madison Yards Way

Madison, WI 53705

Phone: 608-266-1996

E-mail: [dspseap@wisconsin.gov](mailto:dspseap@wisconsin.gov)

Website: [www.dsps.wi.gov](http://www.dsps.wi.gov)

The student is required to try to resolve the problems through The Academy's complaint process, prior to filing a complaint with The Academy's accrediting agency. To download a Complaint Form from the Academy's accreditation website go to: [www.naccas.org](http://www.naccas.org) under "Applications & Forms", "All Applications & Forms", and select "Complaint Form – Complaints against Schools" or contact NACCAS at 3015 Colvin Street, Alexandria, VA 22314.

## CAREER FORECASTING

### PLACEMENT

While the Academy cannot guarantee employment for graduates, every effort is made to assist students in securing job opportunities before graduation. Assistance in finding suitable employment is provided by posting area job openings on a career opportunities bulletin board for students to review. Students also receive training in professionalism and job search skills including how to write a resume, complete an employment application and prepare for an effective interview. The curriculum places a great deal of emphasis on how to obtain and retain employment after graduation. Graduates are encouraged to maintain contact with the Academy and follow-up with the Academy on current employment or employment needs. In addition, the Academy maintains a network of relationships with professionals and employers who participate in the learning experience as guest speakers and provide mentoring to students while they are in school. Job referrals are made known to interested graduates as available.

### RECIPROCITY

Licensed cosmetologists, nail technicians, massage therapists, and instructors from Wisconsin may apply for licenses in their field of expertise in other states. Graduates must comply with each state's laws and rules to become licensed.

### LICENSING REQUIREMENTS

Licensing for cosmetology in the state of Wisconsin includes students completing 1,550 hours of approved training and graduating from a state approved school and passing the state board licensing exams. Licensing for nail technician, in the state of Wisconsin includes students completing 300 hours of approved training and graduating from a state approved school and must pass the state board licensing exams. Licensing for massage therapy, in the state of Wisconsin includes students completing 600 hours of approved training, graduating from a state approved school, passing a national certification examination, passing an examination on state laws and administrative rules governing massage therapy or bodywork, and subsequently registering with the state. Licensing for barber and cosmetology instructors, in the state of Wisconsin includes students completing 150 hours of approved training and graduating from a state approved school and must pass the state board licensing exams.

### CAREER OPPORTUNITIES

Licensed cosmetologists, massage therapists, and nail techs have many opportunities available to them in the industry. The Academy prepares all graduates for the state licensing exam and entry-level positions in salons, spa salons, hair studios, and destination spas. There are opportunities in manufacturer sales, education, distributor sales consultants, cosmetology school admissions and financial aid offices to name a few of the additional career possibilities after industry experience. In most states, one must acquire a state educator license to become an educator in a cosmetology school. Recent data from the United States Bureau of Labor Statistics describing the projected job outlook and expected compensation for Cosmetologists, Nail Technicians and Massage Therapists is provided as an Insert to this Catalog.

# ACADEMY POLICIES

## POLICIES

During the enrollment process, each student is informed of Academy policies and procedures and agrees to abide by those policies and procedures, including, but not limited to, the standards of attendance, conduct, appearance and courtesy to all. All students attending Professional Hair Design Academy must maintain Satisfactory Academic Progress (SAP) which is defined as reaching each checkpoint of training with an average theory and practical grade of 80% and 80% attendance.

## STANDARDS

Students attending The Academy are a reflection of The Academy. Students must exemplify good grooming habits. All state cosmetology laws and rules are taught and practiced at The Academy. Lack of honesty and integrity will not be tolerated and will result in a termination. Expulsion does not relieve a student of financial responsibility, nor deprive a student of refunds to which a student may be entitled.

## ATTENDANCE POLICY

Daily attendance is the responsibility of each and every student. Students are expected to attend their full contracted schedule and to complete all state-approved training. The Academy requires an 80% attendance rate to graduate.

If a student finds it necessary to be absent, it is the student's responsibility to notify a staff member at The Academy of the absence by completing an Absence Request Form prior to the absence or by phone the day of the absence at least 30 minutes prior to the student's scheduled start time. If calling in, students must speak to a staff member or leave a message on the Academy's voicemail, which is available when the Academy is closed.

Any absence that is not communicated to Academy staff in accordance with the previous paragraph will be considered "unexcused." Students may be suspended for continued, unexcused absences. Suspended students may appeal the suspension to the Board of Academic Advisors in writing. The written appeal must include documentation, such as a doctor's report, supporting both the student's absence and the failure to properly notify Academy staff. Continued unexcused absenteeism may result in additional disciplinary action beyond suspension up to and including termination from the student's program of study.

Students have a contracted ending date for the completion of their program. Excused and unexcused absences will not extend the contract end date. If a student does not complete the required hours of training by the contracted ending date, the student will be assessed a per hour charge according to the current rate of tuition for all hours to be completed after their contract end date (see "Over Contract Charges" below). Please see the program descriptions below for the current hourly rates for each program.

Federal regulations require that any student receiving Federal Financial Aid who is absent for fourteen (14) consecutive calendar days must be dropped from the program. This regulation shall apply to all students; any student who is absent for fourteen (14) consecutive calendar days shall be considered to have constructively withdrawn from the program, unless the student is on an approved leave of absence.

## TARDY POLICY

Students are expected to arrive at the Academy and clock-in prior to their scheduled start time. The following is considered a Tardy: (1) clocking in after the scheduled start time; (2) clocking in late from meal breaks; (3) exceeding the allowed break time from class or salon area. In addition, unless prior authorization is granted, students may not leave the Academy campus except for meal breaks.

Continued unexcused tardiness may result in additional disciplinary action beyond suspension up to and including termination from the student's program of study.

## OVER CONTRACT CHARGES

If the student does not complete training by the contractual graduation date, an additional fee per clock hour will be charged until the required clock hours/coursework are completed. The fee charged per hour for clock hour over contract fees is based on the contracted rate of tuition. Please see the program descriptions below for the current hourly rates for each program.

Taking days off can result in over contract fees. Excused and unexcused days may not exceed the maximum time frame allowed to complete the program in accordance to the Student Satisfactory Academic Progress Policy. If the student exceeds the maximum completion time frames permitted, the student will not be allowed to graduate from the program.

Over contract fees are calculated after the student's contract graduation date expires. Payment arrangements must be agreed upon by The Academy and the student at that time. Over contract fees does not negate any current payment plans for tuition.

Over contract hours must be completed by the maximum time frame to complete the program as listed in the Satisfactory Academic Progress Policy. If these over contract hours are not completed with an 80% grades and attendance within the maximum time frame, the student will not be eligible for graduation.

## DISMISSAL AND THE APPEAL PROCESS

A student who was dismissed due to unsatisfactory progress may appeal the dismissal to the Board of Academic Advisors ("BAA") in writing. The BAA will make a determination. If the appeal is approved, the student will be re-admitted to Professional Hair Design Academy. However, the student will still be on academic monitoring upon re-entry. The student must achieve SAP by the next checkpoint in order to remain enrolled at the Academy.

## LEAVE OF ABSENCE POLICY

A student who must take an approved Leave of Absence (LOA) or must withdraw from training for nonacademic reasons may return to the Academy with no loss of SAP if the student was making SAP when the student left. Students will not be assessed any additional charges as a result of a requested LOA.

Students must follow the Institution's Leave of Absence Policy in requesting a LOA. A student may be granted a LOA for any of the following reasons:

- 1) Medical Issues
- 2) Military Requirements
- 3) Jury Duty
- 4) Mitigating Circumstances beyond the Student's Control
- 5) Administrative

The LOA must be requested and approved in writing prior to the LOA occurring. The LOA must be dated and signed by the student. The student is required to list the reason for the LOA. Emergency LOA due to unforeseen circumstances may be granted without prior written consent provided the student completes the LOA form and returns it to the Academy via mail or in person within a reasonable resolution of the emergency. In the case of an Emergency LOA, the Institution shall document the reason for its decision, collect the signed written request from the student at a later date, and establish the start date of the approved LOA as the first date the student was unable to attend school.

No LOA shall be granted unless there is a reasonable expectation that the student will return from the LOA. Any student requesting a LOA should continue attending school until he/she receives official notification that the LOA has been approved.

The day the student returns from a LOA, the student is required to inform the admissions / financial assistance / education offices of their return. A leave of absence extends the student's contract period and maximum time frame by the same number of days taken in the leave of absence without penalty to the student. Changes to the student's contract period resulting from the LOA will be documented by either a change to the student's enrollment agreement that is initialed by all parties or an addendum to the enrollment agreement that is signed by all parties.

The maximum time frame for a LOA is 180 calendar days. Professional Hair Design Academy may permit more than one LOA provided the total number of days of all LOA's does not exceed 180 calendar days in a 12-month period.

If a request for LOA is granted, the student is not considered to have withdrawn from the program and no refund calculation will be made at that time. However, if the student is receiving consumer loans or federal funds, no aid, consumer or federal aid payments will be disbursed during the LOA. If the student does not return by the expiration of an approved LOA, or if a student takes an unapproved LOA, the student will be dropped from The Academy and the student's loans, if applicable, will enter repayment per the terms of the loan disclosure. The student's withdrawal date for determining any applicable refund shall be the date on which the student was last in attendance.

# PROGRAMS OF STUDY



## COSMETOLOGY

Registration Fee:	\$100.00 due at the time of signing the Enrollment Agreement
Tuition:	\$11,900.00
Book and Supply Fee:	\$1,477.00
Program Length:	1,800 Hours
	Day Program: 35 hours per week for 54 weeks

All prices are effective as of the date of publication of this catalog and are subject to change without notice. Book and supply prices are subject to change based on price adjustments from our equipment suppliers. Over contract fees, if applicable, shall be charged at a rate of \$6.61 per hour.

### PAYMENT PLANS

Cash, check, or credit cards are acceptable for any payment. Federal Financial Aid is available to those who qualify. Payment for the Book and Supply Fee is due on the first day of class. Tuition fees are paid in four (4) equal installments. The first installment is due thirty (30) days after class begins, the second installment is due at the time that students reach twenty-five-percent (25%) of their scheduled hours, the third installment is due when students reach fifty-percent (50%) of their scheduled hours, and the fourth installment is due when students reach seventy-five-percent (75%) of their scheduled hours,

### OBJECTIVES

Professional Hair Design Academy's objective for the cosmetology program includes theory and practical teaching that prepares the student to perform hair, skin, and nail services on the general public. The Academy offers an 1,800 hour training program in the cosmetology arts and sciences that meets Wisconsin state standards.

The Academy provides education in all phases of cosmetology. The graduate will have knowledge in the business skills of today's industry as well as the theory and practical skills required by Wisconsin state laws. The graduate will have the background and skills to pass the state board licensing exam and to work as a cosmetologist in a salon.

## PROGRAM CONTENT

### COSMETOLOGY COURSE

#### PRINCIPLES OF WOMEN'S AND MEN'S HAIR CARE & DESIGN

- **Shampooing.** This course teaches the product knowledge, fundamentals and manipulation procedures needed to perform this essential service.
- **Scalp Treatments & Conditioners.** Learn to recognize what's required for healthy hair and scalp. The course includes hair and scalp analysis and the products and procedures used to give a complete scalp treatment.
- **Hairstyling.** This course includes the principles of hair design: Theory, fingerwaving, shaping, pincurls, rollers, blowdrying and the use of the curling iron including press and curl. You are then taught to combine these skills with your own artistic ability to create the correct hair design for any client.
- **Hairshaping.** Learn the proper use of the scissors, tapering shears, razor, clipping and channeling shears. You will then be taught the basics of shaping hair, parts, sectioning, patterns, angles, elevations, beard and mustache trimming and the techniques of shaping and how to choose an adaptable shaping for your clients.

#### ESTHETICS AND NAILS

- **Dermatology.** This course is a study of the skin and disorders, skin analysis, cleansing, facial manipulations and the practical knowledge to give a professional facial and advise clients on skin care.
- **Makeup Artistry.** Learn about cosmetics and their uses, facial structure and analysis, facial design and the techniques used to apply basic and corrective makeup for day, evening and avant garde looks.
- **Manicuring.** This subject teaches about both natural and artificial nails and disorders. Learn proper nail care and the procedures for giving a professional manicure.

#### BUSINESS PRINCIPLES

- **State Laws.** A study of all state laws relating to this field. This course also covers the health and sanitation laws governing the industry for public health, safety and welfare.
- **Marketing.** How to market yourself, your services and products. Learn about resume writing and applying for a position.
- **Salon Management.** You will learn basic principles including advertising, inventory control and employee relations.

#### CHEMICAL CONTROL

- **Permanent Waving.** Scientific principles and artistic applications of chemical hair control including restructuring permanents. You are taught methods of winding, processing and neutralizing to achieve finished designs.
- **Chromatology.** The theory and law of color are taught as it pertains to hair, makeup and clothing coordination.
- **Hair Color.** This course includes the chemical structure of hair and effects on hair of professional products. It will give you the knowledge to choose and use these products safely to achieve beneficial results for your clients.

#### PHYSIOLOGY

- **Anatomy.** The study of the organs and the systems of the body.
- **Histology.** The study of the microscopic anatomy of the body as it pertains to the field of cosmetology.
- **Trichology.** Science encompassing hair and treatments of the hair.

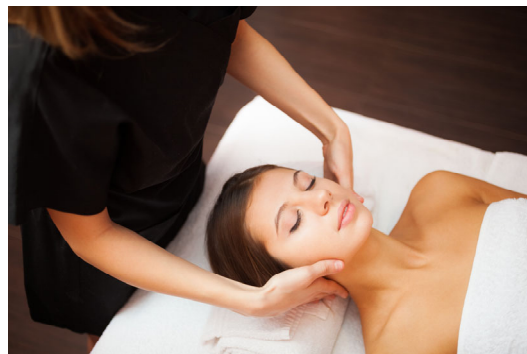
### STATE LICENSURE REQUIREMENTS

The specific requirements for licensure as a cosmetologist in the State of Wisconsin are set forth in Section 454.06 of the Wisconsin Statutes. Section 454.06 requires that all applicants for a cosmetology license satisfy the following conditions:

- Pay an initial credential fee;
- Present evidence that the applicant has not been convicted of a felony committed while engaged in the practice of barbering or cosmetology;
- Graduate from a course of instruction of at least 1,550 training hours in not less than 10 months in an approved school of cosmetology; and
- Pass a state board examination to determine fitness to practice cosmetology.

The Academy provides a course of instruction in cosmetology that totals 1,800 hours and exceeds the Wisconsin state minimum training hours. Based on feedback from students and employers, the Academy believes that by providing students with an additional 250 hours of training beyond the state minimum, students will obtain advanced technical experience and training on business skills. This additional training may result in additional employment opportunities and higher income potential for graduates. The 1,800 hour program length also satisfies the training hours required by most other states.

Wisconsin Cosmetology/Barbering Curriculum					
	Subject	Theory Hours	Practical Hours	Total Hours	Clinic Assignments
I.	Hygiene, Grooming & Personal Development	10	0	10	0
II.	Bacteriology, Sterilization & Sanitation	20	20	40	Included in all assignments
III.	Tools, Equipment and implements	3	9	12	0
IV.	<b>Hair &amp; Scalp Care</b>	150	450	600	
	Haircutting (incl. clipper cuts and razor cuts)				100
	Hairstyling (incl. finger waving, curling, thermal waving, roller setting, pin curls, blow-drying, wigs/hairpieces)				150
	Shampooing (incl. hair analysis)				200
	Scalp Treatments (incl. conditioning.reconditioning)				50
V.	<b>Chemical Services/Chemistry</b>	190	400	590	
	Straightening/perm waving				20
	Thermal Press				
	Haircoloring				75
VI.	<b>Shaving/Facials/Makeup/Unwanted Hair</b>	35	60	95	20
VII.	<b>Manicuring/Pedicuring/Artificial Nails</b>	10	25	35	35
VIII	<b>Disorders/Anatomy/ and Physiology of Hair Skin and Nails</b>	50	0	50	0
IX.	<b>Marketing and Sales</b>	45	0	45	0
X.	<b>State Laws and Rules, Barber/Cosmetology History</b>	18	0	18	0
XI.	<b>Individual Student Needs/Industry Trends and Electives</b>	117	188	305	Per individual student needs
TOTAL HOURS		648	1152	1800	



# MASSAGE THERAPY

Registration Fee:	\$100.00 due at the time of signing the Enrollment Agreement
Tuition:	\$8,000.00
Book and Supply Fee:	\$949.00
Program Length:	630 Hours
	Day Program: 14 hours per week for 45 weeks
	Night Program: 14 hours per week for 45 weeks

All prices are subject to change without notice. Book and supply prices are subject to change based on price adjustments from our suppliers. Over contract fees, if applicable, shall be charged at a rate of \$12.70 per hour.

## PAYMENT PLANS

Cash, check, or credit cards are acceptable for any payment. Federal Financial Aid is available to those who qualify. Payment for the Book and Supply Fee is due on the first day of class. Tuition fees are paid in two (2) equal installments. The first installment is due thirty (30) days after class begins, and the second installment is due at the time that students reach fifty-percent (50%) of their scheduled hours.

## OBJECTIVES

The Academy provides education in all phases of massage therapy. The graduate will have knowledge in the business skills of today's industry as well as the theory and practical skills required by Wisconsin state laws. The graduate will have the background and skills to pass a national certification examination and meet the state of Wisconsin's certification requirements to work as a massage therapist.

**DESCRIPTION OF COURSE:** All courses of study include theory, demonstration and practical application techniques necessary to perform professional massage therapy services with confidence. All courses cover the State Law governing the subjects and knowledge necessary to obtain certification with the state as a massage therapist or bodyworker.

## PROGRAM CONTENT

Anatomy, Physiology, Pathology and Kinesiology	127 Hours
Hours Business, Law and Ethics	50 Hours
Massage Therapy/Bodywork Theory, Technique and Practice	302 Hours
Student Clinic	20 Hours
CPR and Standard First Aid	6 Hours
Additional Massage Therapy/Bodywork Course	95 Hours
Total Hours Required by Wisconsin	600 Hours
Additional Student Clinic Hours	30 Hours
<b>Total Academy Curriculum Hours</b>	<b>630 Hours</b>

**HUMAN ANATOMY AND PHYSIOLOGY -70 HOURS**

Students will extensively study the human body and all of its functions, which is the foundation for understanding and practicing therapeutic massage. Students will be able to comprehend dysfunction as it affects the human body. This comprehensive course will include the 11 body systems, pathology, cells and tissues.

**KINESIOLOGY -57 HOURS**

An in depth study of musculoskeletal anatomy. This course will train students to recognize origin, insertion, and actions of muscles through palpation. Memorization of muscles and bones is required in order to identify the functions of each.

**MEDICAL TERMINOLOGY -21 HOURS**

This class is designed to give students the ability to analyze, pronounce and spell medical terms. Students will gain knowledge of medical specialists and their specialties. Diagnostic tests and procedures will also be covered. Pathology will also be incorporated.

**DAY SPA TECHNIQUES -28 HOURS + 5 CLINIC**

The main area of study will be aromatherapy and hot stone massage. Students are required to do 5 hours of clinic in conjunction with this class.

**SPECIALIZED MASSAGE TOPICS -40 HOURS + 10 CLINIC HOURS**

Reflexology, Lymph Massage, acupressure, pathology, eastern philosophy and additional chair massage are some of the topics covered. Students will also learn pressure point techniques. 10 hours of chair massage is required in conjunction with this class.

**ETHICS, BUSINESS AND LAW -50 HOURS**

The code of ethics, educational and legal requirements for massage therapy as well as professional standards for practicing therapeutic massage will be discussed. Students will learn bookkeeping, advertising, marketing, office management, putting together a business plan and other aspects of running a business.

**COMPLETE BODY MASSAGE -84 HOURS + 15 CLINIC**

Students will learn Swedish massage and seated massage, demonstrate movements and techniques. Pathology will be discussed. Students will be taught how to conduct a client consultation and chart their findings using a S.O.A.P. format. Students will demonstrate and practice by working on each other throughout the class. One professional massage is required for this class. 15 hours of clinic will be scheduled in conjunction with this class.

**SPECIAL NEEDS MASSAGE -35 HOURS**

This class was designed to give the therapist a better understanding of the special needs clients may have. Instruction will be given on pre-natal, postpartum, geriatric, and disability massage. Infant massage will also be covered. Class content will include pathology.

**ADVANCED MASSAGE TECHNIQUES -48 HOURS + 8 CLINIC**

Advanced techniques are taught to give students a better idea of a "spot treatment" massage. The class is broken down into sections of the body for students to learn in depth techniques for giving a beneficial massage to a problem area. Charting and pathology are also reviewed. Eight hours of clinic will be scheduled in conjunction with this class.

**SPORTS MASSAGE -49 HOURS + 5 CLINIC**

The focus of this class will be learning specific techniques for treating the athlete. Students will learn pre-event and post-event massage along with common injuries athletes may have. Five hours of clinic will be scheduled in conjunction with this class.

**DEEP TISSUE MASSAGE -92 HOURS + 7 CLINIC**

Increased knowledge of anatomy, kinesiology, pathology and palpatory skills are learned. Students will have a basic knowledge of Trigger Point Therapy and be able to treat common areas of Trigger Point formation. Different types of myofascial tissue will be identified along with treatment techniques. Students will know what muscles to check for client complaints of an injury or pain in a described area. Students will learn an integrated approach to deep tissue. Seven hours of clinic will be scheduled in conjunction with this class.

## CARDIOPULMONARY RESUSCITATION (CPR) AND FIRST AID -6 HOURS

Basic Life Support taught by a Certified Red Cross Instructor. First Aid techniques are learned with competency. Demonstration required. This class is offered for students to meet the state requirements. Students that currently hold certification in CPR and First Aid must show proof. Others can take the provided certification course.

### REQUIRED CLINIC HOURS:

Day Spa Techniques	5 Hours
Complete Body Massage	15 Hours
Chair Massage	10 Hours
Sports Massage	5 Hours
Advanced Massage	8 Hours
Deep Tissue	7 Hours

**TOTAL** **50 Hours**

## STATE LICENSURE REQUIREMENTS

The specific requirements for licensure as a massage therapist or bodywork therapist in the State of Wisconsin are set forth in Section 460.05 of the Wisconsin Statutes. Section 460.05 requires that all applicants for a massage therapist or bodywork therapist license satisfy the following conditions:

- Must be 18 years of age or older;
- Must have graduated from high school or attained high school graduation equivalency;
- Submit an application for licensure to the state credentialing board;
- Pay the then-current fee;
- Graduate from a school of massage therapy or bodywork therapy approved by the Wisconsin educational approval board;
- Complete at least 6 classroom hours in Wisconsin law and rules of the affiliated credentialing board relating to the practice of massage therapy or bodywork therapy;
- Pass a state-approved national certification examination;
- Submit evidence that sufficient malpractice liability insurance coverage is in effect;
- Submit evidence that the applicant has not been convicted of any of the offenses set forth in Wis. Stat. § 460.05(h); and
- Submit evidence that the applicant has current proficiency in the use of an automated external defibrillator achieved through an approved instructor.

The Academy provides a state-approved course of instruction in massage therapy that totals 630 hours and exceeds the Wisconsin state minimum of 600 training hours. Based on feedback from students and employers, the Academy believes that by providing students with an additional 30 hours of clinic training beyond the state minimum, students will obtain additional hands-on experience and business skills. This additional training may result in additional employment opportunities and higher income potential for graduates.



# NAIL TECHNOLOGY

Registration Fee:	\$100.00 due at the time of signing the Enrollment Agreement
Tuition:	\$2,200.00
Book and Supply Fee :	\$686.00
Program Length:	300 Hours
	Day Program: 16 hours per week for 19 weeks

All prices are effective as of the date of publication of this catalog and are subject to change without notice. Book and supply prices are subject to change based on price adjustments from our equipment suppliers. Over contract fees, if applicable, shall be charged at a rate of \$7.33 per hour.

## PAYMENT PLANS

Cash, check, or credit cards are acceptable for any payment.

## OBJECTIVES

Nail Technology training at The Academy includes theory, practical instruction, and business building skills which prepare the student to perform nail care services on the general public. The Academy offers a 300 hour training program that meets Wisconsin state law standards.

The Academy provides education in all phases of nail technology. The graduate will have knowledge in the business skills of today's industry as well as the theory and practical skills required by Wisconsin state laws. The graduate will have the background and skills to pass the state board licensing exam and to work as a nail technician.

## PROGRAM CONTENT

SUBJECTS	THEORY	PRACTICAL	HOURS
Business Management, History Law and Codes, Bookkeeping, and Ethics	36		36
Safety, Sanitation, Sterilization First Aid. and Bacteriology	10	25	35
Nails and Skin Disorders	24	10	34
Anatomy and Physiology	18	8	26
Manicuring and Pedicuring/Artificial Nails	24	112	136
Introduction to Advertising	12		12
Individual Student needs and Electives	7	14	21
Total	131	169	300

## STATE LICENSURE REQUIREMENTS

The specific requirements for licensure as a nail technician or manicurist in the State of Wisconsin are set forth in Section 454.06 of the Wisconsin Statutes. Section 454.06 requires that all applicants for a manicurist license satisfy the following conditions:

- Pay an initial credential fee;
- Present evidence that the applicant has not been convicted of a felony committed while engaged in the practice of barbering or cosmetology;
- Complete a course of instruction in manicuring of at least 300 training hours in not less than 7 weeks and not more than 20 weeks in an approved school; and
- Pass an examination conducted by the state examining board to determine fitness to practice as a manicurist.



# INSTRUCTOR TRAINING III

Registration Fee: \$100.00 due at the time of signing the Enrollment Agreement

Tuition: \$1,000.00

Book and Supply Fee : \$237.00

Program Length: 150 Hours

Day Program: 15 hours per week for 10 weeks

Students provide their own stationary school supplies. Students will be given an apparel code for their program and must adhere to the guidelines. Over contract fees, if applicable, shall be charged at a rate of \$6.67 per hour.

## PAYMENT PLANS

Cash, check, or credit cards are acceptable for any payment.

## OBJECTIVES

Instructor Training at The Academy includes how to teach / demonstrate in both the theory and practical classroom setting, how to prepare for class, properly lecture /demonstrate on all subjects of cosmetology, how to prepare and grade examinations and grading in the salon area. The Academy offers a 150 hour training program that meets Wisconsin state law standards.

The teacher training course of study is designed to prepare students for the state licensing examination and for profitable employment as a Cosmetology Instructor. Applicants for the instructor's course must meet the Admissions Requirements and hold a current Wisconsin License as a Registered Cosmetologist/Barber.

## PROGRAM CONTENT

- Orientation 14 hours
- Teaching Skills 64 hours
- Managing Skills 32 hours
- Supervised Teaching 40 hours

- **COURSE LENGTH 150 hours**

## STATE LICENSURE REQUIREMENTS

The specific requirements for licensure as a cosmetology instructor in the State of Wisconsin are set forth in Section 440.63 of the Wisconsin Statutes. Section 440.63 requires that all applicants for a cosmetology instructor's license satisfy the following conditions:

- Submit an application for certification;
- Complete 2,000 hours of practice as a licensed cosmetologist or hold a current cosmetology manager license;
- Complete 150 training hours of state-approved instructor training; and
- Pass an examination to determine fitness as a cosmetology instructor.

# COSMETOLOGY APPRENTICESHIP PROGRAM

Registration Fee: \$100.00 due at the time of signing the Enrollment Agreement

Tuition: \$2,000.00

Book and Supply Fee: \$633.00

Program Length: 288 Hours

Day Program: 8 hours per week for 38 weeks

Students provide their own stationary school supplies. Students will be given an apparel code for their program and must adhere to the guidelines. Over contract fees, if applicable, shall be charged at a rate of \$6.94 per hour.

## PAYMENT PLANS

Cash, check, or credit cards are acceptable for any payment.

## OBJECTIVES

The apprenticeship program is designed to give students the knowledge and skills to perform cosmetology/barbering services under the supervision of a manager in a salon. Apprentices are assigned to The Academy by the state bureau.

## PROGRAM CONTENT

### SUBJECTS

### THEORY HOURS

Hygiene, grooming & personal development	10
Bacteriology, sterilization & sanitation	20
Tools, equipment & implements	18
Hair & scalp care	56
Chemical services & chemistry	78
Shaving, facials, makeup & unwanted hair	30
Manicuring, pedicuring & Artificial nails	10
Anatomy & physiology of hair, skin & nails	50
State laws & rules, history of barber/cosmetology	<u>16</u>

### COURSE LENGTH

**288 TOTAL HOURS**

# REGULATORY INFORMATION

## OWNERS

Professional Hair Design Academy, 3408 Mall Drive, Eau Claire, WI 54701 is owned by Rock-Stock LLC. William D. Rauckman and Jeanne A. Rauckman are active owners/ members of The Academy.

## ORGANIZATIONS

The Academy is licensed by the Wisconsin Department of Safety and Professional Services, P.O. Box 8935, 4822 Madison Yards Way, Madison, Wisconsin, 53705. Phone: 608-266-2112 or online at <http://dsps.wi.gov/Home>. Massage Therapy is regulated by the Wisconsin Department of Safety and Professional Services – Educational Approval Program ("EAP"), P.O. Box 8366, 4822 Madison Yards Way, Madison, WI 53705. Phone: 608-266-1996 or online at [www.dsps.wi.gov](http://www.dsps.wi.gov). The e-mail address for the EAP is [dspseap@wisconsin.gov](mailto:dspseap@wisconsin.gov).

## ACCREDITATION

The Professional Hair Design Academy is accredited by the National Accrediting Commission of Career Arts & Sciences (NACCAS), 3015 Colvin Street, Alexandria, VA 22314 (Phone: 703-600-7600 or online at [www.naccas.org](http://www.naccas.org)). The institution was initially accredited by NACCAS in 1997 and was most recently reaccredited in July of 2023. Its next renewal of accreditation is scheduled to take place in September of 2028.

## BONDING

Professional Hair Design Academy is bonded against fraud and misrepresentation, violation of any State Administrative Rule, statute or policy relating to licensing or operation, against failure to perform contractual obligations, and refusal to refund tuition to which a student is entitled. Claims may be made to Cincinnati Insurance Company, P.O. Box 145496, Cincinnati, OH 45250-5496. Phone: 513-870-2000.

## STUDENT RECORDS, RIGHTS AND PRIVACY

Records of currently enrolled students are securely stored in an Administrative Office. Alumni records are maintained in a secured area on or off site. Files include, but are not limited to, student applications, enrollment agreements, attendance records, progress reports, grades and transcripts. With the exception of student transcripts, student records are maintained for a minimum of six (6) years. Student transcripts are maintained indefinitely.

It is the policy of The Academy to abide by the Family Educational Rights and Privacy Act of 1974. This act guarantees students and parents / guardians of dependent minors the right of access to the student's personal file and information and the student's rights to the privacy of that file. Information from a student's file will only be released upon written permission from the student. Accrediting agencies and government officials may gain access to a student's files without the expressed permission of that student.

## NON-DISCRIMINATION

The Academy does not discriminate on the basis of sex, age, race, color, religion, or ethnic origin in admitting students nor does it recruit students already attending or admitted to another school offering similar programs of study.

## CAMPUS SECURITY ACT INFORMATION DISCLOSURE

Under the Crime Awareness Campus Security Act of 1990, The Academy is required to provide you with the following safety information about our campus. All criminal actions must be reported to an educator or owner immediately. That individual will assist the student or guest in reporting the crime to the local police or other appropriate security force. For a detailed list of any reporting's, please see The Academy Admissions Office.

The facilities are open Monday through Saturday according to assigned class/salon area schedules. The building may also be open for educational classes for licensed professionals in cosmetology or to groups securing the use of the facilities through the owner. Only authorized personnel have keys to the building. A staff member made aware of a crime

will notify the rest of staff as soon as possible, perhaps even prior to notifying police, depending on the situation. It is critical that all staff be aware of any report of crime and that the local police be notified immediately. This information will be provided to all prospective students. At regular intervals during training, staff and students will be reminded about security and safety procedures including crime prevention, personal safety off-campus, fire and tornado procedures, etc.

## WITHDRAWAL, SETTLEMENT AND REFUND POLICY

For applicants who cancel enrollment or students who withdraw from enrollment, a fair and equitable settlement will apply. The following program-specific policies will apply to all terminations for any reason, by either party, including student decision, course or program cancellation, or school closure.

### INSTITUTIONAL REFUND POLICY FOR STUDENTS IN THE ACADEMY'S COSMETOLOGY, NAIL TECHNOLOGY, COSMETOLOGY APPRENTICESHIP, AND INSTRUCTOR TRAINING III PROGRAMS:

**ENROLLEES RIGHT TO CANCEL:** Professional Hair Design Academy ("The Academy") is required to inform you of your right to cancel this contract in your principal language, if that is not English, and to give you two (2) copies of the notice of your right to cancel this contract immediately after you sign it.

If a student (or in the case of a student under age, his/her parent or guardian) cancels his/her enrollment before midnight of the third business day after signing of the enrollment agreement/contract, regardless of training received, all monies shall be refunded within ten (10) business days after receiving the notice of cancellation and any financial obligations to the Academy shall be terminated.

You may cancel this agreement by mailing or delivering a notice to Professional Hair Design Academy, 3408 Mall Drive, Eau Claire, WI 54701 before midnight of the third business day after you sign the agreement. "Business day" means any calendar day except Saturday or Sunday, and except the following business holidays: New Year's Day, Martin Luther King Jr.'s Birthday, Washington's Birthday, Memorial Day, Independence Day, Labor Day, Columbus Day, Veteran's Day, Thanksgiving and Christmas. If you wish, you may use this page as that written notice by writing "I hereby cancel" and adding your name and address. A duplicate of this page is provided to you by the school for your records. All classes at the Academy are taught in English. If your principal language is other than English, please inform administration if you would like a copy of this Right to Cancel in your principal language.

The cancellation date will be determined by the postmark on written notification from the enrollee or the date said notification is delivered by the enrollee to the Director of Admissions or School Supervisor at The Professional Hair Design Academy, 3408 Mall Drive, Eau Claire, WI 54701. With respect to any student on an approved leave of absence at the time of withdrawal, the cancellation date shall be the earlier of the date of expiration of the leave of absence or the date the student notifies the institution that he/she will not be returning.

Federal regulations require that any student receiving Federal Financial Aid who is absent for fourteen (14) consecutive calendar days must be dropped from the program. This regulation shall apply to all students; any student who is absent for fourteen (14) consecutive calendar days shall be considered to have constructively withdrawn from the program, unless the student is on an approved leave of absence.

**DENIAL OF ADMISSION:** An applicant denied admission by The Academy shall be entitled to a refund of all monies paid.

**SETTLEMENT POLICY:** The student and The Academy agree to the following refund and settlement policy which reflects the actual costs incurred by The Academy. All requests for cancellation and settlement must be made by the student in writing to The Academy.

1. Any student (or in a case of a student under legal age, his/her parent or guardian) who cancels enrollment by midnight of the third business day after signing of the enrollment agreement shall be entitled to a refund of all monies paid to The Academy.
2. Any student (or in a case of a student under legal age, his/her parent or guardian) canceling enrollment after midnight of the third business day after signing of enrollment agreement, but prior to course starting date, shall be entitled to a refund of all monies paid to The Academy, less the \$100.00 Registration Fee, for each course of study.

3. Any student who begins classes (after the three business day cancellation privilege period), the registration fee shall not be refundable. Supplies or equipment purchased but not yet delivered to the student will be credited to the student. A student may, within 15 days of termination or withdrawal tender for reimbursement, equipment in original condition. A student who withdraws or is terminated will be charged a \$100.00 Administrative Fee.
4. If the campus is permanently closed and no longer offering instruction after a student has enrolled, the student shall be entitled to a pro rata refund of tuition.
5. If a course is canceled subsequent to student enrollment, The Academy will provide a refund of all monies paid.

REFUND POLICY: Equipment and textbooks purchased by the student from the school become the full property of the student upon payment. It is the students' responsibility to purchase and maintain all equipment and textbooks required for the course.

Higher Education Act (HEA) defines "a fair and equitable refund policy" as a policy that provides for a refund in the amount of at least the largest of the amounts provided under:

1. Applicable State Law, if any.
2. Institution nationally recognized accrediting agency, approved by the secretary of the Department of Education. For students who enroll in and begin classes, the following schedule of tuition adjustment is authorized. The criteria on which a student refund will be calculated, as set forth in the table below, is based on the student's scheduled hours. In no case will a student receive a refund less than the refund required by law.

For students who enroll and begin classes but withdraw prior to course completion (after three business days of signing enrollment agreement), the following schedule of tuition earned by the school applies. All refunds are based on scheduled hours.

<u>Percentage of Scheduled Time Enrolled to Total Course / Program</u>	<u>Total Tuition Institution Shall Receive / Retain</u>
0.01% to 4.9%	20%
5% to 9.9%	30%
10% to 14.9%	40%
15% to 24.9%	45%
25% to 49.9%	70%
50% and over	100%

3. Non-Title IV students are subject to the applicable State refund policy only, if any.
4. Veterans receiving Department of Veterans Affairs benefits are refunded according to the requirements of 38 CFR 21.4255.

Our institution will calculate the amount of Title IV aid earned based on payment periods. Refunds will be calculated by the enrollment period. Students are obligated for any tuition, fees, books or equipment not covered by Title IV funds.

In case of termination by The Academy, the termination date will be determined by the date of postmark on written notification by Professional Hair Design Academy to the student which shall occur no more than 30 days from the last day of physical attendance, or in the case of a leave of absence, the documented date of return.

All refunds will be calculated based on the student's last date of attendance. Any monies due the applicant or the student shall be refunded within thirty (30) days of a determination that a student has withdrawn, whether officially or unofficially.

No change to or representation regarding this refund policy shall be recognized unless in writing and signed by all parties.

Any collection agency procedures reflect good taste and sound, ethical business practices. Collection correspondence regarding cancellation and settlement from The Academy itself, banks, collection agencies, lawyers, or any other third parties representing The Academy clearly will acknowledge The Academy Withdrawal and Settlement Policy. If promissory notes or contracts for tuition are sold or discounted to third parties, the third party shall comply with the Withdrawal and Settlement Policy of The Academy.

## INSTITUTIONAL REFUND POLICY FOR STUDENTS IN THE ACADEMY'S MASSAGE THERAPY PROGRAM:

A student will receive a full refund of all money paid if:

1. The student cancels enrollment within three business days of signing an enrollment agreement;
2. The student accepted was unqualified, and the institution did not secure a disclaimer under SPS 409.04; or
3. The school procured the student's enrollment as the result of any false representation in the written materials used by the school or in oral representations made by or on behalf of the school.

Refunds will be made within ten (10) business days of cancellation.

A student who withdraws or is dismissed after more than three business days has passed since the student signed an enrollment agreement, but before completing 60% of the scheduled units of instruction in the current enrollment period, shall be entitled to a pro rata refund, less any amounts owed by the student for the current enrollment period. Pro rata refund shall be determined as the number of units remaining after the last unit completed by the student, divided by the total number of units in the enrollment period, rounded downward to the nearest ten percent. Pro rata refund is the resulting percent applied to the total tuition and other required costs paid by the student for the current enrollment period. For purposes of display, a student who withdraws or is dismissed after attending at least one class, but before completing 60% of the scheduled instruction in the current enrollment period, is entitled to a pro rata refund as follows:

At least:	But Less Than:	Refund of Tuition:
1 unit/class	10%	90%
10%	20%	80%
20%	30%	70%
30%	40%	60%
40%	50%	50%
50%	60%	40%
60%	No	No refund

This policy applies to all terminations for any reason, by either party, including student decision, course or program cancellation or school closure. In the event of school closure or program cancellation, the Academy will allow completion for those currently attending. In the event that allowing for completion is not practicable, a pro rata refund will be made to the student.

As part of this policy, the Academy may retain a one-time registration fee of \$100. The Academy will make all efforts to refund prepaid amounts for books, supplies and other charges unless the student has consumed or used those items and they can no longer be used or sold to new students, or returned by the school to the supplier.

Refunds shall be paid within 40 days after the effective date of termination. A student who withdraws or is terminated will be charged a \$100.00 Administrative Fee.

If a student withdraws after completing 60% of the potential units of instruction in the current enrollment period, and withdrawal is due to mitigating circumstances, the Academy may refund a pro rata amount. Mitigating circumstances are those that directly prohibit pursuit of a program and are beyond the student's control.

Notice of withdrawal is not required to be in writing, on or in any particular form, or delivered in a specific manner. If any student is absent from school for fourteen (14) consecutive calendar days, he/she will be considered to have provided constructive notice of an intention to withdraw from the program, and refunds will be based on the student's last day of attendance.

The Academy's obligation to comply with this refund policy is not conditional upon compliance with the Academy's rules of conduct or other institutional regulations.

## SATISFACTORY ACADEMIC PROGRESS POLICY

This Satisfactory Academic Progress ("SAP") Policy is consistently applied to all students enrolled at The Professional Hair Design Academy (the "Academy"). It is printed in the Academy's catalog to ensure that all students receive a copy prior to enrollment. The policy complies with the guidelines established by the National Accrediting Commission of Career Arts and Sciences ("NACCAS") and the federal regulations established by the United States Department of Education.

SAP is defined as reaching each evaluation period with a cumulative 80% average theory and practical grade and 80% attendance. The student must have attended a minimum of 80% of the scheduled hours at each evaluation period and have 80% theory and practical grades to be considered making SAP until the next scheduled evaluation period.

The Academy utilizes a 100-point grading scale of which 100-94% is equivalent to an "A", 93-87% is equivalent to a "B", 86-80% is equivalent to a "C", and 79-0% is not passing. Grades are given for classroom theory and practical work, projects, and salon area performance. A student must be at an 80% or higher GPA to graduate. The Student Clinic Area Grading scale is based on a 10 step process:

100%= 10 Completes in all 10 steps, 90%= 9 Completes, 80%= 8 Complete, 70%= 7 Complete, 60%= 6 Complete, 50% = 5 Complete, 40%= 4 Complete, 30%= 3 Complete, 20%= 2 Complete 10%= 1 Complete. 50% and less may warrant the student to be removed from the Student Salon Area and returned to theory. A Zero will be given in each step for refusal of a guest or service.

Course incompletes, repetitions, non-credit remedial courses and transfer hours have no effect on The Academy's SAP Policy. Inadequate grades may indicate a lack of student inability or motivation. When a student is struggling in one or more areas of study or skill level, the educator will advise the student on how the deficiency can be successfully completed and determine a deadline for the work to be completed satisfactorily. The student will be notified immediately after a grading period of how the deficiency can be successfully completed. Students may receive an incomplete from an educator when the student is attempting to learn a skill or subject but needs additional time to complete the work successfully. Students will be given timelines to complete the work and a description of the work yet to be completed.

SAP is monitored at each evaluation period based upon scheduled hours. At each scheduled evaluation period the student must be at SAP (or placed on academic warning) to receive Title IV aid. All students will be presented with a hard-copy of their SAP Determination at the time of each evaluation, and a copy will be placed in the Student's file. Students will be notified at that time how the evaluation may impact the student's eligibility for financial aid, if applicable.

The Academy operates all programs according to the following academic year: 900 clock hours to be completed in 26 academic weeks.

Eligibility for each disbursement will be determined at the following scheduled SAP evaluation periods:

A.) Cosmetology (1,800 clock hours / 54 weeks): 450 hours (13 weeks), 900 hours (26 weeks), 1,350 hours (39 weeks), and 1,800 hours (52 weeks) respectfully.

The maximum time frame in which a cosmetology cash paying student or financial aid student can complete the program is no more than 2,250 scheduled hours, or 13.5 scheduled weeks beyond the contract end date.

B.) Massage Therapy (630 clock hours / 45 weeks): 315 hours (22.5 weeks) and 630 hours (45 weeks)

The maximum time frame in which a massage therapy cash paying student or financial aid student can complete the program is no more than 787.50 scheduled hours, or 11.75 scheduled weeks beyond the contract end date.

C.) Nail Technology (300 clock hours / 19 weeks): 150 hours (9.5 weeks) and 300 hours (19 weeks)

The maximum time frame in which a nail technician student can complete the program is no more than 316 scheduled hours (per Wisconsin state law), or 1 scheduled week (per Wisconsin state law) beyond the contract end date.

D.) Instructor Training III (150 clock hours / 10 weeks): 75 hours (5 weeks) and 150 hours (10 weeks)

The maximum time frame in which an Instructor student can complete the program is no more than 187.50 scheduled hours, or 2.5 scheduled weeks beyond the contract end date.

E.) Cosmetology Apprenticeship (288 clock hours / 38 weeks): 144 hours (19 weeks) and 288 hours (38 weeks)  
The maximum time frame in which an apprentice student can complete the program is no more than 360 scheduled hours, or 9.5 scheduled weeks beyond the contract end date.

The Academy operates all programs according to a schedule of 900 hours, or 26 weeks, per academic year of instruction.

Any student who does not complete the requirements for graduation of his/her program within the maximum time frame stated above shall be terminated from the program of study and will not be eligible to graduate. The student may subsequently apply to re-enroll in the program on a cash-pay basis in a manner consistent with the reenrollment provisions of the Academy's admissions policy.

If enrollment is temporarily interrupted for a Leave of Absence, the student will return to school in the same progress status as prior to the leave of absence. Hours elapsed during a leave of absence will extend the student's contract period and maximum time frame by the same number of days taken in the leave of absence and will not be included in the student's cumulative attendance percentage calculation. Students who withdraw prior to completion of the course and wish to re-enroll will return in the same satisfactory academic progress status as at the time of withdrawal.

With respect to transfer students, a student's transfer hours will be counted as both attempted and earned hours for the purpose of determining when the allowable maximum time frame has been exhausted. SAP evaluation periods for transfer students will take place at the earlier of: (1) the midpoint of the student's contracted hours or (2) the established SAP evaluation periods set forth above.

If at one of the above evaluation periods, the student is not making SAP, the student will be advised by the financial aid office/education office that she/he is being placed on academic warning with documentation placed in the student's file. During the advisory session, the student will be informed that she/he has until the next evaluation period to comply with SAP. Students may re-establish SAP by meeting minimum attendance and academic requirements by the end of the warning period. Financial aid students will still be eligible for Title IV aid during the warning period in which the student was placed on academic warning. Cosmetology students on the 900 hour academic year can be placed on academic warning a maximum of two times. Students enrolled in the Nail Technology, Massage Therapy, Instructor Training III, or Cosmetology Apprenticeship programs can be placed on academic warning once.

Any student who fails to meet minimum SAP requirements for attendance or academic progress after the warning period may be placed on probation. The Academy will evaluate the student's progress during the warning or previous evaluation period and determine whether the student made SAP. If it is determined that the student did not make SAP during the warning or previous evaluation period, the student may be placed on probation if: (1) the student prevails upon appeal of a negative progress determination prior to being placed on probation and (2) the institution determines that SAP standards can be met by the end of the next evaluation period. If a student is placed on probation, the Academy will develop a written academic plan for the student that, if followed, will ensure the student is able to meet the Academy's SAP requirements by a specific point within the student's applicable maximum time frame. If the student is progressing according to his/her academic plan, he/she will be considered to be making SAP during the probationary period. If at the end of the probationary period the student has still not met both the attendance and academic requirements for SAP and the academic plan, he/she will be determined as not making SAP and, if applicable, the student will be deemed ineligible to receive Title IV funds.

If it is determined that a student is not making SAP, the student may appeal the determination within ten (10) calendar days. Reasons for which students may appeal a negative SAP determination include: death of a relative, an injury or illness of the student, or other special or mitigating circumstances. Any student wishing to appeal a negative SAP determination must submit a written appeal to the Academy's Financial Aid Office describing why he/she failed to meet SAP standards, along with supporting documentation of the reason(s) why the determination should be reversed. The written appeal should include a description of what has changed about the student's situation that will allow him/her to achieve SAP by the next evaluation point. Appeal documents will be reviewed and a decision will be made and reported to the student within thirty (30) calendar days after receipt of the student's written appeal. The student's written appeal, and the Academy's written determination, will be retained in the student's file. If a student prevails upon appeal, the SAP determination will be reversed and federal financial aid will be reinstated, if applicable.

Students may re-establish SAP and Title IV aid, as applicable, by meeting minimum attendance and academic requirements by the end of any warning or probationary period.

# *INSERTS*

- **Catalog Insert #1 Class Start Dates**
- **Catalog Insert #2 Administrative and Instructional Staff**
- **Catalog Insert #3 Veterans Refund Policy**
- **Catalog Insert #4 Textbook Disclosure**
- **Catalog Insert #5 Apparel and Dress Code**
- **Catalog Insert #6 Campus Security Report**
- **Catalog Insert #7 Job Outlook Data**

# CLASS START DATES

## CATALOG INSERT #1

### COSMETOLOGY

February 2, 2026

April 13, 2026

June 22, 2026

September 8, 2026

November 16, 2026

### MASSAGE THERAPY

March 9, 2026

September 14, 2026

### NAIL TECHNOLOGY

Contact Academy Admissions for next available start dates

### COSMETOLOGY INSTRUCTOR

Contact Academy Admissions for next available start dates

The Academy is closed between December 25 and January 1 each year. The Academy is also closed on the holidays listed below. These dates are subject to change.

- New Year's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Christmas

# ADMINISTRATIVE AND INSTRUCTIONAL STAFF

## CATALOG INSERT #2

### PROFESSIONAL HAIR DESIGN ACADEMY PRESIDENT:

William Rauckman

### SCHOOL ADMINISTRATOR AND LEAD EDUCATOR:

Jon Schabell

### ADMISSIONS:

Shawn Rauckman

Danielle Balow

### FINANCIAL AID ADMINISTRATOR:

Marjorie Weber

### EDUCATORS:

Danielle Balow	Cosmetology
Riley Engum	Cosmetology
Jodi Gates	Cosmetology
Jennica Glenz	Cosmetology
Sarah Johnson	Massage Therapy
Julie Kessinger	Massage Therapy
Odessa King	Cosmetology
Shelby Phillips	Cosmetology
Will Raich	Massage Therapy
Mary Ralph	Cosmetology
Kae Rundall	Massage Therapy
Jon Schabell	Cosmetology
Rochelle Strum	Massage Therapy

# VETERANS REFUND POLICY

## CATALOG INSERT #3

When a veteran who chooses to utilize their Department of Veterans Affairs benefits fails or ceases to attend classes, withdraws or is discontinued from class before completion, the school will refund a pro rata portion of all charges that the length of the completed portion of the course bears to the total length of the course. The non-refundable portion of registration fees will not exceed \$10.00. All other charges to the student, including tuition, books and supplies issued by the school, registration fees in excess of \$10.00, and other fees will not exceed the pro-rata portion of total charges that the length of the completed portion of the course bears to the total length of the course. This policy is in compliance with the requirements of 38 CFR 21.4255.

# TEXTBOOK INFORMATION

## CATALOG INSERT #4

Listed below are the books that The Academy uses in each of its programs. The cost paid by The Academy may be less than, but shall not exceed, the manufacturer's list price set forth below.

Program abbreviations are:

- BC: Barbering and Cosmetology
- MT: Massage Therapy
- NT: Nail Technology
- CE: Cosmetology Educator Training

Program	Program Books	ISBN	List Price
BC	Milady's Standard Cosmetology Package, 14 <sup>th</sup> Ed.*	*	\$400.85
MT	Theory and Practice of Therapeutic Massage textbook, 6 <sup>th</sup> Ed.	9781285187587	\$160.95
MT	Theory and Practice of Therapeutic Massage workbook, 6 <sup>th</sup> Ed.	9781285187617	\$71.95
MT	Trail Guide to the Body, 6 <sup>th</sup> Ed.	9780998785066	\$84.95
MT	Trail Guide to the Body Student Workbook, 6 <sup>th</sup> Ed.	9780991466672	\$33.95
NT	Milady's Standard Nail Technology, 8 <sup>th</sup> Ed.	9780357446867	\$172.95
NT	Milady's Standard Nail Technology Workbook Package, 8 <sup>th</sup> Ed.	9780357482865	\$155.95
CE	Milady's Professional Educator: Student Course Book, 4 <sup>th</sup> Ed.	9781337786836	\$223.95

- \* Milady's Standard Cosmetology Package includes: Milady's Standard Cosmetology Exam Review, 14<sup>th</sup> ed., by Milady (ISBN 9780357379103), Standard Cosmetology Workbooks Package, 14<sup>th</sup> ed., by Milady (ISBN 9780357922170), and Milady's Standard Cosmetology and Foundations Textbook Package, 14<sup>th</sup> ed. (ISBN 9780357871492).

# APPAREL AND DRESS CODE

## CATALOG INSERT #5

Students should maintain professional standards of personal hygiene, appearance and dress while attending school. Unless otherwise noted below, the following guidelines apply to all students regardless of whether the student is scheduled for classroom hours or on the student clinic floor. Any student that is not in compliance with this Apparel and Dress Code will be required to clock out until appropriate adjustments are made.

### Hair and Makeup

- Hair and makeup must look professional
- Makeup must be applied prior to clocking in
- Hair must be styled prior to clocking in
- Hats and other head coverings are not permitted

### Shoes

- Shoes must be all black
- Open toe shoes are not permitted

### Tops

- Tops must be black, white, or gray except on pre-approved days
- Tops may be solid black, white or gray or contain a combination of black, white and gray as long as they are professional in nature
- Students assigned to the student clinic floor must wear a smock or apron at all times
- Name badges must be worn at all times
- Visible logos, graphics, and other wording are not permitted except for the PHD Academy logo. If items containing logos, graphics or other wording are worn, they must be covered by a smock or apron at all times.

### Bottoms

- "Bottoms" includes pants, skirts, and dresses
- Bottoms must be predominately black. Gray or white pin stripes on bottoms that are predominately black are permitted so long as the bottoms are professional in nature
- Shorts are not permitted
- Jeans and other denim are not permitted except on pre-approved days
- Jogging pants and wind pants are not permitted
- Skirts and dresses must extend to no less than three inches above the knee
- Black leggings are permitted but must be worn with a top that extends to no less than six inches above the knee

### Jewelry

- Jewelry is permitted so long as it is professional in nature
- Jewelry that interferes with the ability to perform services, or that could present a safety concern, is not permitted
- Students are advised not to wear valuable jewelry. PHD is not responsible for any lost or stolen items

**Staff members shall at all times reserve discretion in determining whether an item is "professional" in nature as that term is referenced herein.**

# *CAMPUS SECURITY REPORT*

CATALOG INSERT #6

**Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (Clery Act),  
and the Safe and Drug-Free Schools and Communities Act (DFSCA): Policies, Reporting, Warnings,  
and Notifications**

(Revised: August 25, 2025)

(Previous Revision Date: August 22, 2024)

The Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act, more commonly known as the Clery Act, is contained (along with other security-related disclosure requirements) in section 485 of the Higher Education Act, codified at 20 U.S.C. 1092. It requires all postsecondary education institutions to keep records and report annually on the nature, date, time, and place of crimes occurring on campus, including hate crimes. It also prescribes a number of security-related protocols for emergency response procedures, timely notifications for on-campus crimes, etc.

For your information, a copy of Rock-Stock LLC's, d/b/a The Professional Hair Design Academy (the "Academy") Annual Campus Safety and Security Report (also known as our Annual Security Report, or ASR) is attached. This report is distributed in compliance with the Clery Act. Also included is a copy of information relating to the Academy's Drug and Alcohol Abuse Prevention Programs.

The Academy's commitment to safety and security includes:

- Providing a secure and crime free environment for students, faculty and staff.
- Performing regular evaluation of security programs.
- Monitoring and following up on each crime reported at the Academy.

We believe student, faculty and staff behavior which promotes security awareness is important in all aspects of our lives and we encourage all students, faculty and staff to accept responsibility for their own security as well as the security of other members of the Academy community.

As you read the following report, comments, questions or concerns may be addressed to:

The Professional Hair Design Academy  
Attn: Shawn Rauckman  
3408 Mall Drive  
Eau Claire, WI 54701

**STATEMENT OF CURRENT POLICIES REGARDING PROCEDURES FOR STUDENTS AND OTHERS TO  
REPORT CRIMINAL ACTIONS AND POLICIES CONCERNING THE INSTITUTION'S RESPONSE TO  
SUCH REPORTS**

Students, faculty or staff who wish to report criminal actions should immediately contact the school administrator or other responsible supervisory personnel at their campus. The criminal action should then be immediately reported by students, faculty or staff to the local authorities for assistance and/or investigation. The Academy Accident/Incident Report Form is completed with the assistance of the person reporting the criminal action. The report should be filed as soon as possible with the School Administrator or Owner, who will follow up on the report personally or assign responsibility to another appropriate administrator to follow up and report on the outcome as well as any preventative or other actions taken to ensure the safety and security of all students, faculty and staff.

Additional copies of the Academy Accident/Incident Report Form may be requested from the Financial Aid Office or the Owner.

## PREPARING THE ANNUAL DISCLOSURE

The Financial Aid Administrator, serving as the campus security authority (CSA) for the school, has the responsibility of gathering the data used to prepare the annual campus crime statistics report. Campus crime data is gathered the same day that it is reported. The data is obtained from reports made to local law enforcement. Crimes are counted in the disclosure based upon the crime having been reported, not whether there was a conviction. Data is obtained annually from local law enforcement and compared with the data gathered at the Academy. The resulting data is used to prepare the annual crime statistics report.

The ASR is published and distributed by October 1 of each year to current students and employees. A notice of the ASR's availability is also provided to prospective students and employees, with a notice that a paper copy is available upon request.

## REPORTABLE OFFENSES UNDER THE CLERY ACT

The Clery Act requires reporting on the following offenses:

- Murder
- Manslaughter (non-negligent)
- Sex offenses, forcible and non-forcible
- Robbery
- Aggravated assault
- Burglary
- Motor vehicle theft
- Arson
- Arrests, or persons referred for campus disciplinary action for liquor law violations
- Arrests, or persons referred for campus disciplinary action for drug-related violations
- Arrests, or persons referred for campus disciplinary action for weapons possession
- Hate crimes (which for Clery Act purposes include any crime listed in the preceding points and, as of 2008, larceny-theft; simple assault; intimidation; and destruction, damage, or vandalism of property in which the victim is intentionally selected because of his or her actual or perceived race, gender, religion, sexual orientation, ethnicity, or disability)

\* On March 7, 2013, President Obama signed the Violence Against Women Reauthorization Act of 2013 (VAWA). Among other provisions, this law amended the Clery Act to require postsecondary institutions to include in their Annual Campus Security Report all instances of domestic violence, dating violence and stalking; and instances of gender identity and national origin crimes which fall under the category of Hate Crimes. These new reportable items must be included in the ASR released by October 1, 2015.

## GEOGRAPHICAL AREA

The Clery Act requires each institution to disclose crime statistics that occur on three types of property: campus, non-campus buildings or property, and public property areas.

"Campus" is defined as buildings or property owned or controlled by the institution within the same reasonably contiguous geographic area and used by the institution in a manner related to the institution's educational purpose. It also includes property in that contiguous area owned by the institution but controlled by another person, if that property is used by students and supports institutional purposes (e.g. a food or retail vendor). Branch campuses and geographically disconnected administrative divisions or schools would be considered separate campuses for the purposes of reporting.

"Public property" is property that is located within the same reasonably contiguous geographic areas of the campus, like a sidewalk, street or public parking lot, that is adjacent to a facility owned or controlled by the institution for purposes related to the institution's educational purposes. Crimes occurring on "public property" must also be reported in the crime statistics.

A "non-campus building or property" is one that is owned or controlled by a school recognized student organization, or one that is owned or controlled by the institution and used by students or by the institution for education-related purposes and that is not within the same reasonably contiguous geographic area of the campus. Crimes occurring on "non-campus property" must be reported. However, incidents occurring on public property adjacent to "non-campus buildings or property" do not have to be included. The Academy does not have such property in this category for which it must report.

#### **TIMELY CAMPUS WARNINGS OR ALERTS**

A timely warning to the campus community is distributed regarding any of the above-listed crimes (see Reportable Offenses under the Clery Act) which are deemed to represent a threat to the students and employees, and which are reported to campus officials or to local police agencies. The campus crime alert is issued in a manner that is timely and will aid in the prevention of similar crimes. The manner of dissemination to alert the campus community may include one or more of the following methods: e-mail, voice mail, and text messages. In addition, the CSA or other campus officials will post relevant warnings, updates and advisories on campus bulletin boards and its social media web page (<https://www.facebook.com/ProfessionalHairDesignAcademy>). Campus officials may decide to issue an alert about a crime occurring off-campus but in a location frequented by students, even though such a crime would not be included in the annual report.

#### **STATEMENT OF CURRENT POLICIES CONCERNING CAMPUS LAW ENFORCEMENT AND POLICIES THAT ENCOURAGE PROMPT REPORTING OF ALL CAMPUS CRIME TO THE CAMPUS POLICE AND LOCAL POLICE**

The Academy is essentially a non-residential school and does not have a campus police force. Therefore, all crimes are reported to local authorities as described in the first section regarding policies and procedures to report crimes.

The Academy Accident/Incident Report Form (referenced above) may be requested from the Financial Aid Office to assist in the description and recording of an incident or crime or emergency.

Voluntary confidential reporting: As the Academy is essentially a non-residential school, and does not have a campus police force, all crimes must be reported to local authorities. Local law enforcement will allow a victim or witness to report crime on a voluntary and confidential basis.

### Crime Reporting

Efforts are made to inform members of the campus community on a timely basis about campus crime and crime-related issues. These efforts include the following:

- Daily Crime Log – The Financial Aid Office maintains a daily crime log, which is available for review within two days of request except in cases such as where disclosure of such information may be prohibited by law, jeopardize the confidentiality of the victim, etc.
- Crime Alerts – Crime Alerts are published when a crime occurs on or near campus that potentially threatens the campus community. The crime alerts are posted on the Academy bulletin board and may be distributed by other methods, such as voice mail or e-mail, depending upon the incident.

### How to Report Crimes on Campus

Students, faculty and staff are cautioned never to attempt to apprehend or pursue a suspected criminal. Crimes or suspected criminals should be reported to the CSA or other designated staff member or, if appropriate, to 911. Immediately report any crimes or suspicious activity by:

- Calling the Owner at (715) 835-3375
- Stopping by the Financial Aid Office, School Administrator's Office, or Owner's Office

If you have any doubts about whether to report something that has occurred, report it. Victims of, or witnesses to, crimes may disclose them on a voluntary, confidential basis to the CSA, which can then determine whether the event constitutes a crime that has to be collected and statistically reported. Your cooperation in timely reporting assists the school in issuing equally timely warnings to the campus community. All crimes must be reported immediately.

Always use your eyes, ears, and telephone to keep campus officials advised of what you see and hear. Call the Owner's Office when you see:

- Strangers loitering in office areas, hallways, classrooms, or lounge areas, etc.
- Unsecured doors or windows in campus buildings that are supposed to be locked
- Anyone tampering with a motor vehicle or loitering in the parking lot
- Persons publicly displaying a weapon
- Persons loitering in dark or secluded areas
- Suspicious persons carrying articles, equipment, luggage, or other packages out of or into campus buildings

Crime is a serious problem with no easy solutions. Therefore, all members of the Academy campus community are encouraged to assist one another by taking responsibility for personal safety and assisting with the security needs of others. While school staff and security measures may offer assistance regarding safety and security concerns, ultimately the primary responsibility for your personal safety rests with you.

### Safety Tips

- Stay alert of your surroundings, wherever you are.

- If you feel uncomfortable in a place, leave right away.
- Keep your eyes and ears open and hands free.
- Choose busy streets and avoid going through deserted areas.
- At night, walk in well-lit areas whenever possible.
- Try not to walk alone. Take a friend or walk in a group.
- Avoid carrying large sums of cash.
- When in public spaces, keep valuable items including jewelry, mobile phones and wallets out of sight.
- Carry pepper spray as a precautionary measure.
- Avoid returning to campus after dark, or walk in groups to and from buildings.
- Communicate suspicious behavior immediately to staff, faculty, or owners.

## STATEMENT OF PROGRAMS AND INFORMATION AVAILABLE TO STUDENTS AND EMPLOYEES

The Academy provides information on personal safety and crime prevention. The Administrator's Office has a directory of services that are available within the community to assist those who have suffered from a criminal act. These services are usually free and are provided by the community. During the orientation of students, faculty and staff, procedures are outlined to cover the reporting of all criminal acts.

### Campus Sex Crimes Prevention Act

The federal Campus Sex Crimes Prevention Act that became effective on October 27, 2002 requires eligible institutions participating in Title IV Federal Student Aid programs to issue a statement advising the campus community where the State law enforcement agency information concerning registered sex offenders/predators may be obtained. Sex offenders are required to be registered according to the State law in the State in which they reside and are also required to notify appropriate State officials of each postsecondary school at which the offender is employed or is a student. Any such offender is also required to give notice to the appropriate State authorities of any change in enrollment or employment status at the postsecondary school.

In the State of Wisconsin information concerning registered sex offenders and predators may be obtained from:

Wisconsin Sex Offender Registration Program (SORP)  
 3099 E. Washington Avenue  
 Madison, WI 53704  
 Phone: (608) 240-5830  
 Website: <http://offender.doc.state.wi.us/public/>

Information is also available in the United States Department of Justice national sex offender registry at <http://www.nsopw.gov/Core/Portal.aspx>

## STATEMENT OF CURRENT POLICIES CONCERNING THE SEXUAL ASSAULT PREVENTION PROGRAM AND THE PROCEDURES THAT ARE FOLLOWED

The new Campus Sexual Violence Elimination Act of 2013 (SaVE Act) requires schools to educate students, staff, and faculty on the prevention of rape, acquaintance rape, domestic violence, dating violence, sexual assault and stalking. As part of the Academy's compliance with the SaVE Act requirements for prevention and awareness programs that address the specified areas above, the institution has several relevant brochures available on display in the Financial Aid Office. These brochures are from nationally recognized organizations and include awareness and preventive information. These brochures also include help hotlines related to these specific topics. Additionally, the Academy has a sexual assault prevention program that includes, but is not limited to the following:

- Use of a "Buddy System" when walking to parked cars at night
- Leaving the building in a group when classes are dismissed
- If an assault occurs, notify the Academy Owner immediately
- Do not disturb the crime scene
- Notify local law enforcement officials
- Secure counseling for the victim, or offer a referral to appropriate entities that provide applicable counseling
- Change the victim's academic schedule if requested
- Disciplinary actions include dismissal from the Academy

As part of the effort to provide an environment conducive to the Academy's mission, the following services relating to sexual assault are provided at the Academy. The school provides educational programs (referenced above) to enhance awareness of sexual assault and the condition that fosters this offense on school campuses. The school undertakes efforts to safeguard the rights and interest of the victim and pursues sanctions against the perpetrator(s) of sexual assault. School officials will, upon request, arrange transportation to a hospital for treatment and evidence collection; provide notification to an off-campus support and counseling service; provide assistance in contacting the appropriate law enforcement agency as possible.

The Academy does not tolerate sexual assault against females or males, whether committed by a stranger or by an acquaintance. The Academy attempts to protect members of the school community, including visitors, from sexual assaults and offers any student, faculty or staff member who survives a sexual assault that occurs within the context of the campus community the support necessary to enable them to continue to pursue their academic or career goals.

### Definitions

For the purposes of this Policy, "sexual assault" is defined as any sexual act perpetrated upon a person without their consent, where the assailant uses physical force, threat, coercion or intimidation to overpower or control the victim; where the victim fears that they or another person will be injured or otherwise harmed if they do not submit; where the victim is prevented from resisting due to the influence of alcohol or other drugs; or where consent is otherwise not freely given. A sexual act includes, but is not limited to, actual or attempted intercourse, sexual touching, fondling, and groping. Sexual assault is also classified as "rape" when vaginal, anal or oral intercourse takes place without consent. This includes penetration by a foreign object.

Sex crimes, including but not limited to sexual assault and rape, represent violations of criminal and civil law, and constitute serious breaches of student or employee conduct as well. All parties engaging in sexual activity must be based upon explicit consent among the parties. Verbal communications of non-consent, non-verbal acts of resistance or rejection, or mental impairment of the victim due to any cause including the victim's use of alcohol or drugs may constitute lack of consent. The use of alcohol or drugs will not be accepted as an explanation for the actions of any individual charged with a violation of this policy.

Any individual who has been sexually assaulted, including date or acquaintance rape, is strongly encouraged to report the incident to the local police (if off-campus), school officials described below, faculty or staff members as well as any civil authorities that an individual deems appropriate. Staff members are trained to assist and support victims in notifying appropriate law enforcement authorities regarding such crimes, if requested by the victim.

### **Suggestions to Reduce Risk**

- There is strength in numbers or group dates. Go to parties or clubs with a friend and be responsible for each other. Don't split up. Have a preplanned signal to let your friend know that you want to leave or need help.
- Control your alcohol; don't let it control you. Drink responsibly or not at all, especially on first dates.
- No substance abuse.
- Know your limits. It's never too late to say "no." Don't be embarrassed or ashamed to say "no" or to ask someone to stop. It is your body.
- Verbalize your expressions. Be up front. Talk about sexual boundaries. A potentially embarrassing conversation could save you from a traumatic situation.
- Trust your gut instinct. Guard your personal space. If someone makes you uncomfortable, remove yourself from the situation.
- Believe in yourself. Know your rights. Women do not ask to be raped any more than a man with money in his pocket is asking to be robbed. You are in charge of your body and you can say "no."
- End the night early if your date becomes drunk or abusive. No one deserves physical or emotional abuse.

### **Response to Reports of Sexual Assault**

The Academy is committed to creating an environment that both promotes and assists in prompt reporting of sexual assault, and to providing compassionate support services for victims. Students who are the victims of campus-related sexual assault are entitled to certain rights. These rights include, but are not limited to, the following:

- The victim has the right to have their claims treated seriously and to be treated with dignity.
- The victim has the right to be informed of their options with regard to notifying law enforcement authorities and to be assisted in notifying such authorities if they so choose. Because the Academy recognizes that a sexual assault is more than an assault on an individual's body, but is also an attack on the individual's dignity and sense of self, the Academy is committed to ensuring that the decision to take action against the accused rests solely with the victim. There may be circumstances, however, depending upon the status of the alleged assailant and the seriousness of the offense, in which the Academy must take action to protect

the victim or the campus community. Federal law requires that the Academy provide the campus community with timely notice of certain reported crimes and/or acts the institution believes represent a threat to members of the campus community.

- The victim has the right to be free from undue coercion of any kind from the Academy's personnel. Such coercion includes, but is not limited to, pressuring the victim to report, not to report, or to under report a sexual assault; suggesting that the victim somehow contributed to or assumed the risk of being sexually assaulted; or suggesting that the victim or the Academy would incur unwanted publicity or humiliation by reporting the sexual assault.
- Student victims may choose to change academic arrangements if such changes are reasonably available, without financial or academic penalty. For assistance in exploring options for a change in academic situations, contact should be made with the Academy Owner or Administrator.

### **If you are Sexually Assaulted**

- Get to a safe place.
- Call the police as soon as it is safe to do so by dialing 9-1-1.

### **Reporting the Assault**

Students who believe that they are victims of a sexual assault should contact at least one of the following school officials:

- School Administrator
- School Owner

School faculty, staff members, or campus visitors who believe they are victims of a sexual assault should contact the School Owner.

Individuals who have been raped or sexually assaulted should try to preserve all physical evidence. They should not wash, use the toilet, or change clothing, if doing so can be avoided. If oral contact took place, one should not smoke, eat, drink, or brush one's teeth. If one changes clothes, all clothing worn at the time of the attack should be placed in a paper bag, not plastic. Medical attention should be sought as soon as possible to assess any physical injuries, provide appropriate medical treatment, and collect important evidence in the event legal action is taken.

In cases of alleged sexual assault, the accuser and the accused are entitled to the same opportunities to have others present during campus disciplinary proceedings, and both the accuser and the accused shall be informed of the outcome of any campus disciplinary proceeding brought alleging a sexual assault. An accused perpetrator of sexual assault, if determined to be responsible of the accused sexual assault, may be dismissed from the Academy immediately.

The nature of sexual assault, particularly when perpetrated by an acquaintance, makes it difficult for many survivors to report their experience. For this reason, local abuse shelters and women's service centers are primary places where individuals may seek assistance in complete confidentiality.

## Important Phone Numbers

Eau Claire County Adult Protective Services 715-839-4972

Eau Claire County Family Support Center – Sexual Assault Outreach 715-830-0188

Chippewa County Family Support Center 715-723-1138 / 1-800-400-7020

Center for Awareness of Sexual Assault 715-836-4357

Bolton Refuge House 1-800-252-4357

Eau Claire Family Strengthening Advocate 715-379-6833

The Bridge to Hope 715-235-9074 / 1-800-924-9918

## STATEMENT OF PROGRAMS AVAILABLE TO STUDENTS AND EMPLOYEES RELATED TO CAMPUS SECURITY, PERSONAL SAFETY, AND CRIME PREVENTION

The Owner's Office has a directory of services that are available within the community to assist those who have suffered from a criminal act. These services are usually free and are provided by the community. During the orientation of students, faculty and staff, procedures are outlined to cover the reporting of all criminal acts.

## EMERGENCY RESPONSE AND EVACUATION PROCEDURES – STATEMENT OF POLICY

The Academy has in place a campus response protocol. In an emergency or a dangerous situation, upon confirmation with the Academy Owner, or designee, of the need for mass notification, the Academy Owner, or designee, will without delay, taking into account the safety of the community, determine the content of the notification and initiate the notification system, unless issuing a notification will, in the professional judgment of the responsible authorities, compromise efforts to assist a victim or to contain, respond to, or otherwise mitigate the emergency. Emergency or dangerous situations may include, but are not limited to, gas leaks, tornadoes, contagious viruses, severe weather, etc.

## EMERGENCY NOTIFICATIONS

In the event of an emergency or a dangerous situation that poses an immediate threat to the campus community, the Academy may utilize some or all of its mass notification capabilities to notify its campus community. These capabilities may include e-mail, voice mail and text messages to alert the campus community. In additions, members of the administration will post relevant updates on the Academy social media websites and campus bulletin board. The Academy Owner, or designee, will simultaneously use the local means at his/her disposal (e.g. local television, radio, etc.) to notify the campus students, staff and faculty of the situation, as well disseminate pertinent information to relevant public entities.

This emergency notification requirement does not replace the timely warning requirement described above. They differ in that the timely warning applies only to Clery reportable crimes while the emergency notification requirement addresses a much wider range of threats (i.e., gas leaks, tornadoes, contagious viruses, etc.). However, an institution that follows its emergency notification procedures is not required to issue a timely warning based on the same circumstances but must provide adequate follow-up information to the community as needed.

Members of the community at large who are interested in receiving updates during an emergency can visit: <https://www.facebook.com/ProfessionalHairDesignAcademy/>

Training, exercises, and tests will be conducted annually by management on the campus level and by the individuals relevant to mass notification. Management will document each test conducted by all relevant entities.

### **Student Must Know – Emergency Information**

The Academy takes various precautionary measures to protect the students, staff, faculty, and campus visitors. Nevertheless, unavoidable emergencies may occur in extreme situations. Therefore, the Academy has a Campus Response Team (CRT) that implements and oversees the campus response to a crisis situation. The CRT receives training in dealing with crisis situations and will primarily direct the immediate response to a crisis situation until the arrival of law enforcement and emergency response personnel.

In order to make this program effective, students are to familiarize themselves with the following emergency procedures.

Nothing herein precludes any student, staff, or faculty from contacting the appropriate authorities directly in the event they feel in threat of physical harm or imminent danger.

**\*\*\* In case of emergency – dial 911 \*\*\***

Department of Homeland Security:

“Active shooter awareness – options for consideration”

<http://dhs.gov/video/options-consideration-active-shooter-training-video>

### **Student Emergency Responses**

There is potential for students to be involved in a variety of emergency situations for which appropriate action must be taken. These possible situations include incidences that may require emergency evacuation, emergency lockdown, external lockdown, or to shelter in place.

#### Emergency Evacuation

Evacuation is the movement of campus occupants from a dangerous or potentially dangerous location to a safe location. There are two types of evacuation: fire evacuation and non-fire evacuation.

Fire evacuation:

- Evacuation is mandatory when a fire alarm is activated
- Follow authorized personnel's (e.g., faculty, staff, or fire department personnel, etc.) instructions if given.
- Assist people with disabilities, if possible.
- Ensure all doors and windows are closed as a room and building are evacuated. Do not lock doors.
- Do not attempt to reenter the facility unless and until directed to do so by authorized personnel.
- Evacuate to a safe distance and location from the building affected, away from fire hydrants, fire lanes, and not under power lines.

Non-fire evacuation:

- A non-fire evacuation will be initiated by campus CRT.
- Follow CRT instructions if given.
- Assist people with disabilities, if possible.
- Do not attempt to reenter the facility unless directed to do so.

### Emergency Lockdown

Emergency Lockdown is used to dramatically and rapidly enhance the level of security of the campus. By locking all exterior, interior and classroom doors, staff can make it more difficult for dangerous person(s) in the vicinity of the campus and in the campus to gain access to staff and students.

- Lock or barricade doors of classroom and internal student areas of congregation.
- Close blinds, turn off lights.
- Remain quiet and out of sight.
- If gunshots are heard, lie on the floor and try to use available resources for additional cover and concealment.
- If you are outside when a lockdown is declared, seek shelter away from danger.
- If a fire alarm is activated during a lockdown, proceed with extreme caution.
- Do not open the door for people claiming to be public safety personnel unless you have an opportunity to view photo identification or are instructed to do so by a staff member whom you recognize.

### External Lockdown

External lockdown creates a physical layer of security between the internal and external dimensions of the campus. In addition to locked entrances, this may also include a supervised entry and exit to campus facilities, and/or barricade to campus property (e.g., barricades or chains restricting access to campus parking and grounds). This lockdown allows staff and students to continue activities while maintaining access control to the campus and remain in an elevated state of security.

- Remain in classroom.
- Follow faculty and staff instructions.
- Remain attentive to any change in status.

### Shelter in place

Sheltering in place procedures are traditionally utilized when:

1. A tornado has been spotted.
2. There has been a chemical or biological incident outside of, but in proximity to the campus and available information indicates that there is not adequate time to evacuate building occupants to another safe location before the dangerous contaminants reach the facility.

- Follow staff and faculty instructions.
- Assist people with disabilities if possible.
- If you are outside when a shelter in place is declared, immediately seek an interior room or hallway with no windows.
- Close windows and doors – do not lock doors.
- Remain in shelter until and all clear is given.

### **Staff and Faculty Must Know – Emergency Information**

The campus takes various precautionary measures to protect the students, staff, faculty, and campus visitors. Nevertheless, unavoidable emergencies may occur in extreme situations. Therefore, the Academy has a Campus Response Team (CRT) that implements and oversees the campus response to a crisis situation. The CRT receives training in dealing with crisis situations and will primarily direct the immediate response to a crisis situation until the arrival of law enforcement and emergency response personnel.

In order to make this program effective, all staff and faculty are expected to familiarize themselves with the following emergency procedures.

Nothing herein precludes any student, staff, or faculty from contacting the appropriate authorities directly in the event they feel in threat of physical harm or imminent danger.

### **Staff and Faculty Emergency Responses**

**\*\*\* In case of emergency – dial 911 \*\*\***

There are a number of different potential situations that may occur that have capability to impact students or staff and faculty. The following possible scenarios are described below with steps to be taken.

- Emergency evacuation for a fire incident
- Emergency evacuation for bomb threat or other non-fire situation
- Emergency lockdown
- External lockdown
- Shelter in place

### **Emergency Evacuation for a Fire Incident**

#### Definition

A fire emergency evacuation is initiated when a fire incident occurs. It may require evacuation of only a portion of the building affected by the fire incident, rather than the entire facility.

The objective: all building occupants are safely evacuated to a safe distance and location from the building affected, away from fire hydrants, fire lanes, and not under power lines.

## Staff Response

Staff/faculty responsible for the affected areas should conduct a sweep of the building to ensure all students are aware of and appropriately responding to the fire alarm and safely evacuated.

Fire evacuation procedures:

- Evacuation is mandatory when a fire alarm is activated.
- Designated staff or faculty check the affected area(s) to ensure all personnel are appropriately evacuating.
- Assist people with disabilities, if possible.
- Ensure all doors and windows are closed as a room and building are evacuated.
- Do not attempt to reenter the facility unless and until directed to do so by authorized personnel.
- Evacuated persons are directed to a safe distance and location from the area(s) affected, away from fire hydrants, fire lanes, and not under power lines.

## Emergency Evacuation for Bomb Threat or Other Non-Fire Situation

### Definition

Non-fire emergency evacuation is used for any emergency evacuation not related to a fire incident. It is important to remember that evacuation distances significantly expand, up to hundreds of yards, for suspicious object evacuations. Nevertheless, not all bomb threats will necessarily result in evacuation, depending upon the individual event circumstances.

The objective: move all campus occupants to a remote, predefined and controlled location.

### Staff Response

Team members who are designated to sweep evacuation routes and sites should locate a staff member to take responsibility for students under their supervision, and should then sweep the evacuation route and evacuation site for secondary hazards. They should immediately report their findings to the lead administrator or school owner. The lead administrator or owner will typically direct that this step be completed before making the general announcement for evacuation of the building.

Other staff:

1. Gather all students and visitors in your area of responsibility and evacuate using the route and site designated by the lead administrator or designee.
2. Ensure that all special needs persons are provided assistance by their designee as per the site evacuation plan.
3. Remain alert to your surroundings. Be particularly alert to any people or conditions that might pose a danger to evacuees. If you encounter a significant hazard, quickly evaluate the situation; adjust your evacuation route and attempt to notify the lead administrator or the appropriate public safety officials.
4. Once you reach the designated evacuation site, search the site for suspicious objects and adjust accordingly.
5. On evacuation site – develop a written list of all evacuees and provide the list to the lead administrator or his/her designee. Also indicate the presence or lack of any suspicious objects in your room/work area.

6. Supervise students under your care.
7. Do not attempt to reenter the facility unless the lead administrator or his/her designee directs you to do so.

### Emergency Lockdown

#### Definition

Emergency lockdown is used to dramatically and rapidly enhance the level of security in the facility. By locking and/or blocking all exterior, interior and class doors, staff can make it more difficult for dangerous person(s) in the vicinity or in the facility to gain access to staff and students. However, locking and/or blocking doors should not eliminate immediate egress possibilities from the facility.

The objective: create as many physical layers of separation between you and the potential aggression.

#### Staff Response:

1. Make sure entrance points to the building near your location are locked immediately.
2. If you are located in an area with a door that can be locked, gather all students in the vicinity into the room and lock the door.
3. Improvise additional door blocking if possible.
4. Close blinds and cover additional windows, e.g., with a shirt, up-turned table, paper, towels, etc.
5. Turn off lights in the room.
6. If possible, report your status to the lead administrator or designee by telephone or intercom.
7. Do not open the door for people claiming to be public safety personnel unless you have an opportunity to view photo identification or are instructed to do so by a staff member whom you recognize.

Department of Homeland Security:

“Active shooter awareness – options for consideration”

<http://dhs.gov/video/options-consideration-active-shooter-training-video>

### External Lockdown

#### Definition

External lockdown creates a physical layer of security between the internal and external dimensions of the campus. By locking all exterior doors and supervising these doors, staff can make it more difficult for a possible external intruder or a potentially dangerous person in the vicinity of the facility to gain access to staff and students. In addition to locked entrances and supervised entry and exit to campus facilities, this step may include barricades to campus property (e.g., barricades or chains restricting access to campus parking lots and grounds). This lockdown allows staff and students to continue with productive activities while maintaining access control to the facility.

The objective: create a physical layer of security between the external environment and internal campus operation while elevating the overall level of security.

Staff Response:

1. Make sure the designated entrance points to the building near your location are locked immediately.
2. Move students to internal classrooms.
3. If possible, report your status to the lead administrator or designee by telephone or intercom.
4. Continue with normal activities as much as the situation allows.
5. If students or staff have a need to move about in the building, obtain permission first from the lead administrator or designee.
6. Be prepared to rapidly implement an emergency evacuation or emergency lockdown – if directed to do so or if circumstances indicate that you should.

### Shelter in Place

Definition

Sheltering in place procedures are traditionally utilized when:

1. A tornado has been spotted.
2. There has been a chemical or biological incident outside of, but in proximity to the campus and available information indicates that there is not adequate time to evacuate building occupants to another safe location before the dangerous contaminants reach the facility.

The objective: seek immediate shelter away from doors and windows and remain there during an emergency.

Staff Response:

1. All staff that is outdoors should quickly gather all students and adults in the area and instruct them to go inside the facility immediately. Once inside, if possible instruct everyone to move to an interior area without windows and doors.
2. Close all windows and doors.
3. In chemical spills / biological incident – if available, use tape to cover all windows and doors with sheets of plastic to help reduce airflow into the area. Wet towels can be used to reduce airflow under doors. Close all outside air vents. Turn off all heating or ventilation systems. Use damp towels or cloths to cover any openings in walls or doors. Tape can also be used to cover any cracks, crevices, electrical outlets, cable television connections or other openings that might allow air to flow in the shelter area.
4. Listen to local radio or television news for instructions from emergency management and public safety officials.
5. Review emergency evacuation protocols.

## REPORT OF CAMPUS CRIME STATISTICS

The Academy will provide students, faculty, and staff with a copy of campus crime statistics from the three previous calendar years by October 1<sup>st</sup> of the following year. Statistics are compiled from local law enforcement agencies and reports of crime or attempted crime to Academy officials and compiled in the Annual Security Report (ASR). The ASR shows the number of incidents on campus, including the Academy parking lot and adjacent streets and is divided into the following categories:

	2022	2023	2024
Criminal Homicide			
Murder and non-negligent manslaughter	__0__	__0__	__0__
Negligent manslaughter	__0__	__0__	__0__
Sex Offenses			
Forcible sex offenses	__0__	__0__	__0__
Non-forcible sex offenses	__0__	__0__	__0__
Robbery	__0__	__0__	__0__
Aggravated Assault	__0__	__0__	__0__
Burglary	__0__	__0__	__0__
Motor Vehicle Theft	__0__	__0__	__0__
Arson	__0__	__0__	__0__
Liquor/Drug/Illegal Weapons Violations			
Arrests for liquor violations, drug law violations, and illegal weapons possession	__0__	__0__	__0__
Persons not included above who were referred for campus disciplinary action for liquor law violations, drug law violations, and illegal weapons possessions	__0__	__0__	__0__

### Reported crime statistics if a hate crime

The following crimes reported to local police agencies or campus officials that manifest evidence that the victim was intentionally selected because of his/her actual or perceived race, gender, religion, sexual orientation, ethnicity, or disability:

	2022	2023	2024
Criminal Homicide			
Murder and non-negligent manslaughter	__0__	__0__	__0__
Negligent manslaughter	__0__	__0__	__0__
Sex Offenses			
Forcible sex offenses	__0__	__0__	__0__
Non-forcible sex offenses	__0__	__0__	__0__
Robbery	__0__	__0__	__0__
Aggravated Assault	__0__	__0__	__0__
Simple Assault	__0__	__0__	__0__
Intimidation	__0__	__0__	__0__
Burglary	__0__	__0__	__0__
Motor Vehicle Theft	__0__	__0__	__0__
Larceny – Theft	__0__	__0__	__0__
Arson	__0__	__0__	__0__
Destruction, Damage, or Vandalism of Property	__0__	__0__	__0__



altered making the acquisition of new information difficult. As one can see from the above, there are major health risks associated with the use of illicit drugs and the abuse of alcohol.

### **Federal Financial Aid Penalties for Drug Violations**

Federal guidelines focus strongly on illicit drug use and distribution. The Higher Education Opportunity Act states students convicted of an illicit drug violation can be denied federal financial aid for a specific period, in addition to other legal penalties. The Free Application for Federal Student Aid (FAFSA) asks students if they have been convicted of a drug-related offense: "Have you ever been convicted of possessing or selling illegal drugs?" If you answer "yes," a determination will be made whether your conviction affects your eligibility for aid. Failure to answer any questions relating to the conviction(s) automatically disqualifies students from receiving federal financial aid. Answering any question(s) falsely could result in fines up to \$20,000, imprisonment or both.

### **Penalties for Drug Convictions**

If a student was convicted of both possessing and selling drugs, and the periods of ineligibility are different, the student will be ineligible for the longer period.

#### Possession of Illegal Drugs

- For a first offense, a student loses eligibility for federal financial aid for one year from the date of conviction.
- For a second offense, a student loses eligibility for federal financial aid for two years from the date of conviction.
- For a third and subsequent offenses, a student has indefinite ineligibility for federal financial aid from the date of conviction.

#### Sale of Illegal Drugs

- For a first offense, a student loses eligibility for federal financial aid for two years from the date of conviction.
- For a second offense and subsequent offenses, a student has indefinite ineligibility from the date of conviction.

Some other federal penalties and sanctions applicable to drug-related offenses include:

#### 21 U.S.C. § 844

- 1<sup>st</sup> conviction: Up to 1 year imprisonment and fined at least \$1,000, or both.
- After 1 prior drug conviction: at least 15 days in prison, not to exceed 2 years and fined at least \$2,500, or both.
- After 2 or more prior drug convictions: at least 90 days in prison, not to exceed 3 years and fined at least \$5,000, or both.
- Provisions relating to increased penalties in cases of certain serious crack possession offenses, making offenders subject to fines under Title 18 or imprisonment to terms not less than 5 years and no more than 20 years, or both.
- Possession of flunitrazepam shall be imprisoned for not more than 3 years, shall be fined as otherwise provided in this section, or both after mixture or substance exceeds 1 gram.

21U.S.C. § 844a

- Civil fine up to \$10,000

21 U.S.C. § 847 (Additional Penalties)

- Any penalty imposed for violation of this subchapter shall be in addition to, and not in lieu of, any civil or administrative penalty or sanction authorized by law.

21 U.S.C. §854 (Investment of Illicit Drug Profits)

- Whoever violates this section shall be fined no more than \$50,000 or imprisoned not more than 10 years, or both.

21 U.S.C. § 862

- Drug Traffickers – Denial of federal benefits, such as student loans, grants, contracts, and professional and commercial licenses, up to 5 years for the first offense, up to 10 years for second and permanently ineligible for subsequent offenses.
- Drug Possessors – 1<sup>st</sup> offense is up to 1 year and 2<sup>nd</sup> and subsequent offenses are up to 5 years.

21 U.S.C. § 862a

- Denial of assistance and benefits for certain drug related convictions, i.e., state program funded under the Social Security Act or food stamp program or state program under the Food Stamp Act.

More information about federal penalties and sanctions for unlawful possession, use, sale, and/or distribution of controlled substances is located at:

<http://www.deadiversion.usdoj.gov/21cfr/21usc/index.html>

#### How to Regain Federal Student Aid Eligibility

1. A student can regain eligibility for federal student aid funds the day after the period of ineligibility ends or upon having a conviction reversed, set aside, or removed from the student's records so that fewer than two convictions for sale of illegal drugs or three convictions for possession remain on the record. In such cases, the nature and dates of the remaining convictions will determine when the student regains eligibility.
2. A student may also regain eligibility upon successful completion of a qualified drug rehabilitation program that must:
  - a. Include the student passing at least two unannounced drug tests; and
  - b. Have received or is qualified to receive funds directly or indirectly under a federal, state or local government program; or
  - c. Be administered by a federal, state, or local government agency or court; or
  - d. Be qualified to receive payment directly or indirectly from a federally or state-licensed insurance company; or
  - e. Be administered or recognized by a federally or state-licensed hospital, health clinic, or medical doctor.
3. A student may further regain eligibility upon successful completion of two unannounced drug tests which are part of an approved rehab program (the student does not need to complete the rest of the program).

The student is responsible to certify that a rehabilitation program was successfully completed. As with the conviction question on the FAFSA, the Academy is not required to confirm the reported information unless conflicting information is determined.

### **Convictions during Enrollment**

Federal regulations require enrolled students convicted of a drug offense after receiving federal financial aid to notify the Academy immediately. The student will then become ineligible for further federal financial aid and must repay federal financial aid received after the conviction.

### **Drug and Alcohol Counseling**

Students can contact the Academy Owner or Financial Aid Administrator to receive referrals to local resources and support for individuals who need drug and alcohol counseling.

### **Institutional Sanctions for Alcohol and Drug Violations**

Any member of the Academy community found consuming or selling drugs on Academy property shall be subject to discipline on a case-by-case basis.

- Discipline will be based on the seriousness of the situation.
- A case may result in dismissal from the Academy.
- In all cases, the Academy will abide by local, state, and federal sanctions regarding unlawful possession of drugs and the consumption of alcohol.
- Additional state penalties and sanctions may also apply.
- The Academy has adopted a zero-tolerance policy regarding underage drinking.
- Successful completion of an appropriate rehabilitation program by an individual confirmed to have been in violation of alcohol or drug policies and/or laws who has since sought admission or readmission to the Academy will be considered on a case-by-case basis.

### **Biennial Review of the Drug and Alcohol Abuse Prevention Program**

Schools are required to conduct a biennial review of their drug and alcohol abuse prevention program. This review must include a determination of the number of drug and alcohol-related violations and fatalities that occur on the institution's campus or as part of the institution's activities and the number and type of sanctions imposed by the institution as a result of drug and alcohol-related violations and fatalities that occur on the institution's campus or as part of the institution's activities.

The term "campus" is defined in the same manner as it is defined for campus safety reporting purposes. That is, the term campus encompasses any building or property owned or controlled by the school within a reasonably contiguous geographic area used in direct support of the school's educational purposes or used by students and supporting institutional purposes.

The effectiveness of the Academy's prevention program is, in part, also measured by tracking the number of drug and alcohol-related disciplinary actions, treatment referrals, and incidents recorded by campus officials.

Additionally, to assist in the determination of the effectiveness of the Academy's prevention program, the school considers, if and when the school is made aware, the number of students or employees attending self-help or other counseling groups related to alcohol or drug abuse. The school also conducts a survey to ascertain student, faculty, and employee attitudes and perceptions about whether there is a drug and alcohol problem on campus.

With the results gathered from the various points of information described above, the school writes its report giving the results of the biennial review and its determination of whether the program is being effective or must be modified. The school keeps the biennial review on file in case of a possible audit. Schools are not required to send their review to the U.S. Department of Education unless requested to do so. The Academy conducts its biennial review every odd-numbered year (i.e., 2013, 2015, 2017, etc.). The report from the review and documents related to it are retained for three years after the fiscal year in which the report was created.

# ***JOB OUTLOOK DATA***

**CATALOG INSERT #7**



# OCCUPATIONAL OUTLOOK HANDBOOK

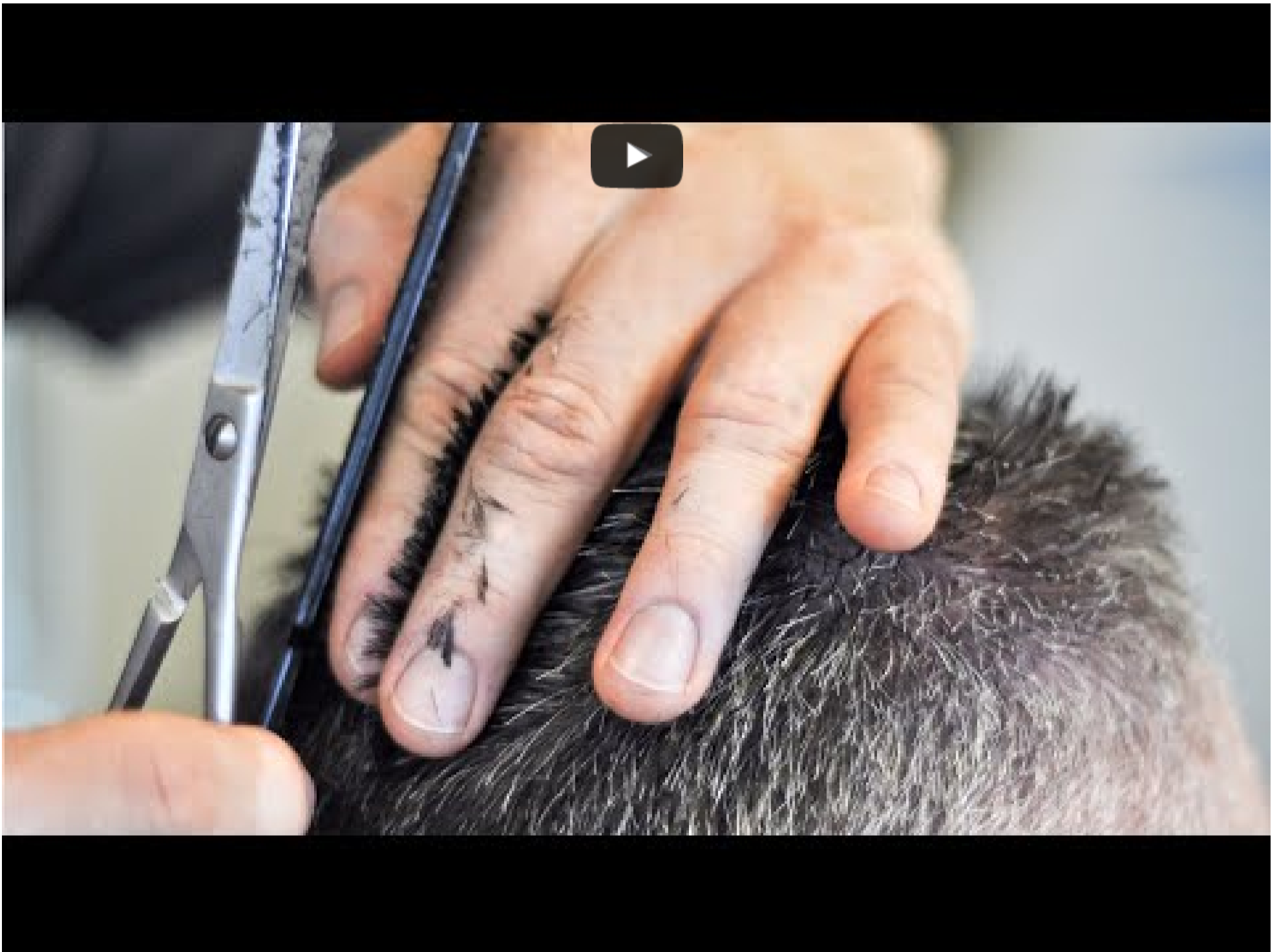
OOH HOME | OCCUPATION FINDER | OOH FAQ | HOW TO FIND A JOB | A-Z INDEX | OOH SITE MAP



## Barbers, Hairstylists, and Cosmetologists

[PRINTER-FRIENDLY](#)
[Summary](#)
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[How to Become One](#)
[Pay](#)
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[State & Area Data](#)
[Similar Occupations](#)
[More Info](#)

### Summary



The median hourly wage for barbers was \$16.75 in May 2024.

The median hourly wage for hairdressers, hairstylists, and cosmetologists was \$16.95 in May 2024.

#### [Job Outlook](#)

Overall employment of barbers, hairstylists, and cosmetologists is projected to grow 5 percent from 2024 to 2034, faster than the average for all occupations.

About 84,200 openings for barbers, hairstylists, and cosmetologists are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.

#### [State & Area Data](#)

Explore resources for employment and wages by state and area for barbers, hairstylists, and cosmetologists.

#### [Similar Occupations](#)

Compare the job duties, education, job growth, and pay of barbers, hairstylists, and cosmetologists with similar occupations.

#### [More Information, Including Links to O\\*NET](#)

Learn more about barbers, hairstylists, and cosmetologists by visiting additional resources, including O\*NET, a source on key characteristics of workers and occupations.

What They Do ->

## What Barbers, Hairstylists, and Cosmetologists Do



Hairstylists provide hair styling and beauty services.

Barbers, hairstylists, and cosmetologists provide haircutting, hairstyling, and other services related to personal appearance.

### Duties

Barbers, hairstylists, and cosmetologists typically do the following:

- Inspect and analyze hair, scalp, and skin to recommend services or treatment
- Discuss hairstyle options
- Shampoo, color, lighten, and condition hair
- Chemically change hair texture
- Cut, dry, and style hair
- Trim facial hair
- Receive payments from client
- Clean and disinfect all tools and work areas

Barbers, hairstylists, and cosmetologists provide hair and other services to enhance clients' appearance. Common tools may include combs and hairbrushes, clippers and scissors, straight razors, blow dryers, and curling and flat irons. They also may keep records of products used and services provided to clients, such as hair color, hair treatment, and clipper setting.

Those who operate their own barbershop or salon have managerial duties that may include hiring, supervising, and firing workers. They also may keep business and inventory records, order supplies, and arrange for advertising.

**Barbers** shampoo, cut, and style hair, mostly for male clients. They also may fit hairpieces, provide facials, trim beards and mustaches, and offer facial and head shaving. Depending on the state in which they work, some barbers are licensed to bleach, color, and highlight hair and to offer permanent-wave services.

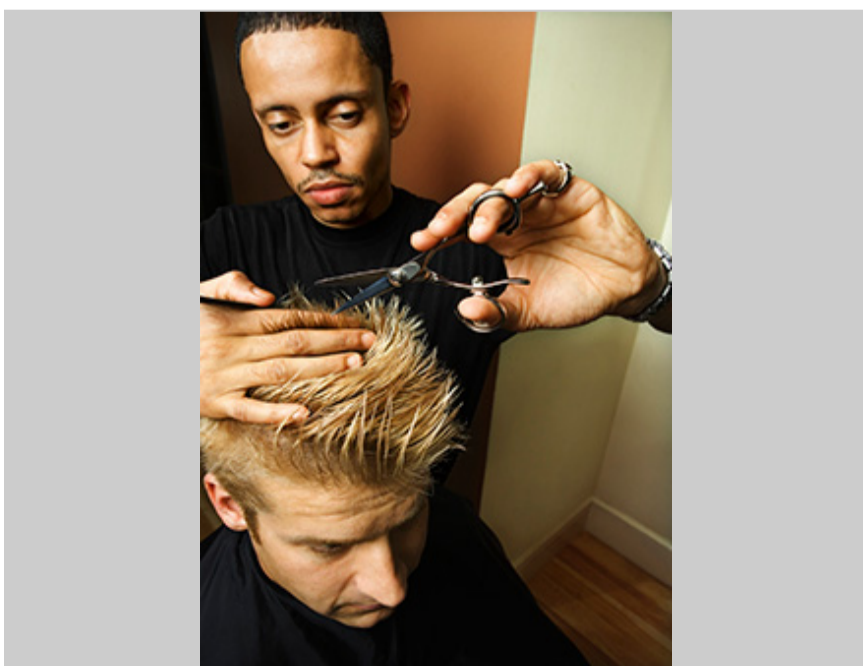
**Hairstylists and cosmetologists** offer a wide range of hair services, such as shampooing, cutting, coloring, and styling. They often provide consultation and advise clients on how to care for their hair at home. Some also clean and style wigs and hairpieces.

Hairstylists and cosmetologists also provide facial and scalp treatments, makeup analysis, and skincare and nail services. In addition, some recommend hair care or skincare products. For more information about workers who specialize in skincare treatment or in fingernail and toenail services, see the profiles for [skincare specialists](#) or [manicurists and pedicurists](#), respectively.

<- Summary

Work Environment ->

## Work Environment



Barbers usually work in barbershops and must stand for long periods.

Barbers held about 76,000 jobs in 2024. The largest employers of barbers were as follows:

Self-employed workers 76%

Personal care services 23

Hairdressers, hairstylists, and cosmetologists held about 575,200 jobs in 2024. The largest employers of hairdressers, hairstylists, and cosmetologists were as follows:

Self-employed workers 48%

Personal care services 46

Retail trade 5

Barbers, hairstylists, and cosmetologists work mostly in barbershops or salons, although some work in spas, hotels, or resorts. Some lease booth space from a salon owner. Others manage salons or open their own shop after several years of gaining experience.

Barbers, hairstylists, and cosmetologists usually work in pleasant surroundings with good lighting. Physical stamina is important because they are on their feet for most of their shift. Prolonged exposure to some chemicals may cause skin irritation, so they often wear protective clothing, such as disposable gloves or aprons.

## Work Schedules

Most barbers, hairstylists, and cosmetologists are full time, although part-time work is common. Work schedules may vary and often include evenings and weekends—times when barbershops and beauty salons may be busiest. Those who are self-employed and operate their own barbershop or salon may have long workdays, but they usually determine their own schedules.

[← What They Do](#)

[How to Become One →](#)

## How to Become a Barber, Hairstylist, or Cosmetologist



Workers must obtain a license through a state-approved barber, hairstyling, or cosmetology program.

All states require barbers, hairstylists, and cosmetologists to be licensed. To qualify for a license, candidates typically must graduate from a state-approved barber or cosmetology program and pass an exam.

## Education

Barbers, hairstylists, and cosmetologists usually must complete a state-approved barber or cosmetology program. Admission to these programs varies by state, with some requiring a high school diploma or equivalent. Programs typically involve a mix of classroom studies and hands-on training and lead to a certificate or other postsecondary nondegree award. Some states require health and safety training as part of these programs.

Workers may continue to take advanced courses in hairstyling or in other personal appearance services throughout their careers to keep up with the latest trends. Those who want to open their own business also may benefit from taking courses in sales and marketing.

## Licenses, Certifications, and Registrations

Barbers, hairstylists, and cosmetologists must obtain a license in order to work. Qualifications for a license vary by state. Generally, a person must meet state-specified minimum age requirements, have a high school diploma or equivalent, and have graduated from a state-licensed barber or cosmetology school.

After completing a state-approved training program, graduates take a state licensing exam that includes a written test and, in some cases, a practical test of styling skills or an oral exam.

In many states, cosmetology training may be credited toward a barbering license or vice versa, and a few states combine the two licenses. A fee usually is required to apply for a license, and continuing education units (CEUs) may be required with periodic license renewals.

State reciprocity agreements may allow licensed barbers and cosmetologists to get a license in another state without needing additional formal training or state board testing. Contact your state licensing agency for details.

## Important Qualities

The following are examples of qualities that are important for these workers to perform their duties. For more information, visit the [Employment Projections \(EP\) skills data page](#).

**Creativity.** Barbers, hairstylists, and cosmetologists must keep up with the latest trends and be ready to try new hairstyles for their clients.

**Customer-service skills.** Workers must be friendly, pleasant, and able to interact with clients to build and retain clientele.



About 84,200 openings for barbers, hairstylists, and cosmetologists are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.

## Employment

The need for barbers and hairdressers will stem primarily from demand for basic hair care services. In addition, an increased demand for hair coloring, hair straightening, and other advanced hair treatments is expected to continue over the projections decade.

Hairdressers, hairstylists, and cosmetologists will continue to compete with providers of specialized services, such as nail and skin care. Consumers often choose manicurists and pedicurists and skincare specialists for these services, rather than to visit hairdressers, hairstylists, and cosmetologists for them. Still, employment is expected to grow to meet increased demand for personal appearance services.

### Employment projections data for barbers, hairstylists, and cosmetologists, 2024–34

#### Barbers, hairdressers, hairstylists and cosmetologists

**SOC Code:**  
39-5010

**Employment, 2024:**  
651,200

**Projected Employment, 2034:**  
686,600

**Change, 2024–34 (Percent):**  
5

**Change, 2024–34 (Numeric):**  
35,300

**Employment By Industry:**  
[Get data](#)

#### Barbers

**SOC Code:**  
39-5011

**Employment, 2024:**  
76,000

**Projected Employment, 2034:**  
79,200

**Change, 2024–34 (Percent):**  
4

**Change, 2024–34 (Numeric):**  
3,100

**Employment By Industry:**  
[Get data](#)

#### Hairdressers, hairstylists, and cosmetologists

**SOC Code:**  
39-5012

**Employment, 2024:**  
575,200

**Projected Employment, 2034:**  
607,400

**Change, 2024–34 (Percent):**  
6

**Change, 2024–34 (Numeric):**  
32,200

**Employment By Industry:**  
[Get data](#)

SOURCE: U.S. Bureau of Labor Statistics, Employment Projections program

[← Pay](#)

[State & Area Data →](#)

## State & Area Data

### Occupational Employment and Wage Statistics (OEWS)

The [Occupational Employment and Wage Statistics \(OEWS\)](#) program produces employment and wage estimates annually for over 800 occupations. These estimates are available for the nation as a whole, for individual states, and for metropolitan and nonmetropolitan areas. The link below goes to OEWS data maps for employment and wages by state and area. Use the dropdown boxes to select an occupation.

[Occupational Employment and Wage Statistics \(OEWS\) Profiles](#)

[Projections Central](#)

Occupational employment projections are developed for all states by Labor Market Information (LMI) or individual state Employment Projections offices. All state projections data are available at [www.projectionscentral.org](http://www.projectionscentral.org). Information on this site allows projected employment growth for an occupation to be compared among states or to be compared within one state. In addition, states may produce projections for areas; there are links to each state's websites where these data may be retrieved.

## CareerOneStop

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[Similar Occupations ->](#)

## Similar Occupations

This table shows a list of occupations with job duties that are similar to those of barbers, hairstylists, and cosmetologists.

### [Manicurists and Pedicurists](#)

**Job Duties:**

Manicurists and pedicurists clean, shape, and beautify fingernails and toenails.

**Entry-Level Education:**

Postsecondary nondegree award

**2024 Median Pay:**

\$34,660

### [Skincare Specialists](#)

**Job Duties:**

Skincare specialists provide cleansing and other face and body treatments to enhance a person's appearance.

**Entry-Level Education:**

Postsecondary nondegree award

**2024 Median Pay:**

\$41,560

[-< State & Area Data](#)

[More Info ->](#)

## Contacts for More Information

O\*NET

[Barbers](#)

[Hairdressers, Hairstylists, and Cosmetologists](#)

[-< Similar Occupations](#)

**SUGGESTED CITATION:**

Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Barbers, Hairstylists, and Cosmetologists, at <https://www.bls.gov/ooh/personal-care-and-service/barbers-hairstylists-and-cosmetologists.htm> (visited January 19, 2026).

**Last Modified Date:** Thursday, August 28, 2025

U.S. BUREAU OF LABOR STATISTICS Occupational Outlook Handbook Office of Employment and Unemployment Statistics Suitland Federal Center Floor 3 4600 Silver Hill Road Washington, DC 20212-0002

Telephone: 202-691-5700\_ [www.bls.gov/ooh](http://www.bls.gov/ooh) [Contact OOH](#)



# OCCUPATIONAL OUTLOOK HANDBOOK

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## Massage Therapists

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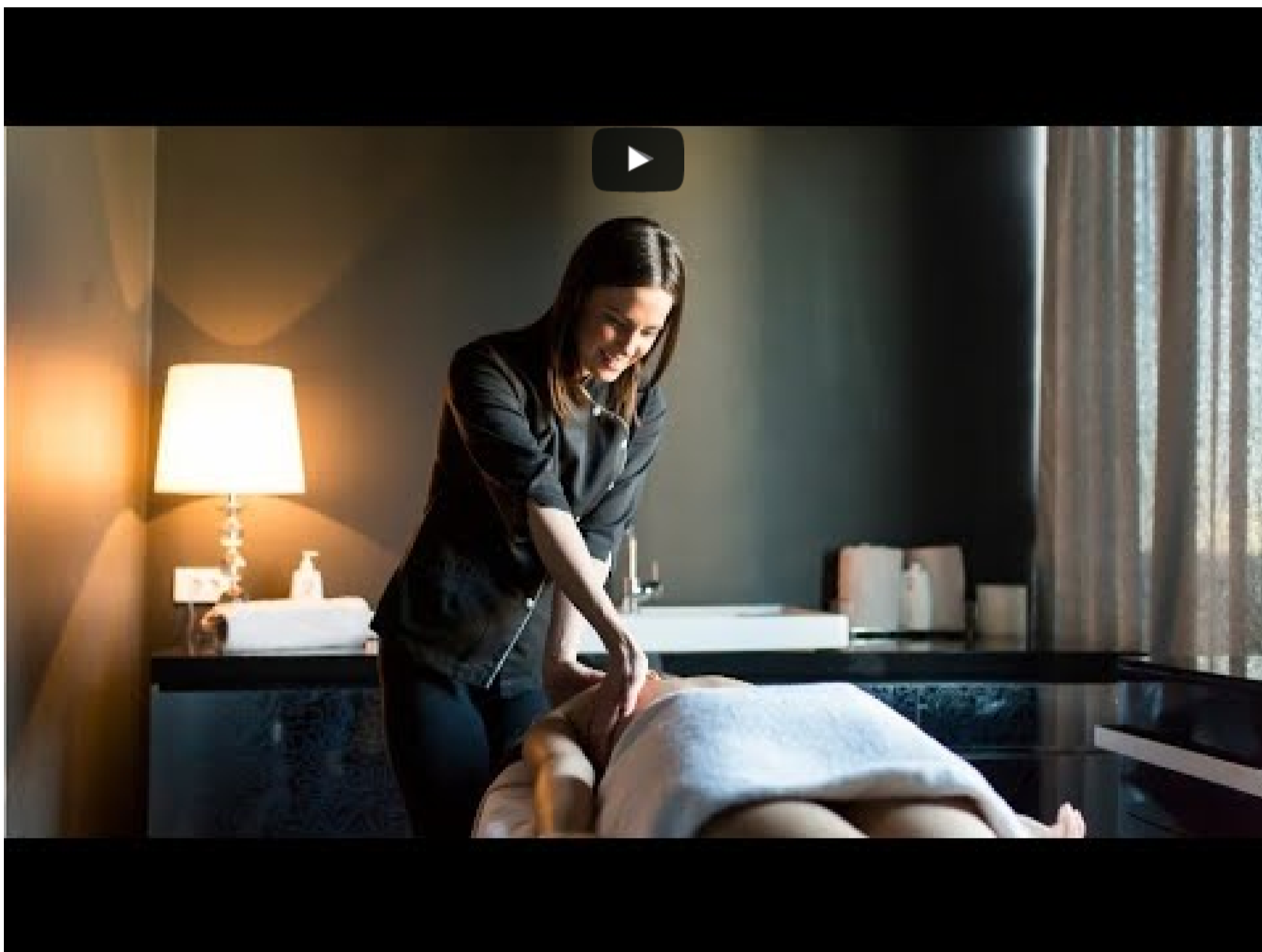
Job Outlook

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### Summary



The median annual wage for massage therapists was \$37,950 in May 2024.

#### [Job Outlook](#)

Employment of massage therapists is projected to grow 15 percent from 2024 to 2034, much faster than the average for all occupations.

About 24,700 openings for massage therapists are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.

#### [State & Area Data](#)

Explore resources for employment and wages by state and area for massage therapists.

#### [Similar Occupations](#)

Compare the job duties, education, job growth, and pay of massage therapists with similar occupations.

#### [More Information, Including Links to O\\*NET](#)

Learn more about massage therapists by visiting additional resources, including O\*NET, a source on key characteristics of workers and occupations.

What They Do ->

## What Massage Therapists Do



Massage therapists knead muscles and other soft tissues of the body to provide treatment for injuries and to promote general wellness.

Massage therapists treat clients by applying pressure to manipulate the body's soft tissues and joints. This treatment may help to relieve pain, heal injuries, relieve stress, and aid in the general wellness of clients.

### Duties

Massage therapists typically do the following:

- Talk with clients about their symptoms, medical history, and treatment goals
- Evaluate clients prior to and during the massage to locate painful or tense areas of the body
- Manipulate muscles, tendons, ligaments, and other soft tissues of the body
- Increase range of motion through joint mobilization techniques
- Provide guidance on stretching, strengthening, overall relaxation, and improving their posture
- Document clients' conditions and progress
- Clean their workspace and sanitize equipment

Massage therapists manipulate clients' soft tissues and joints to treat injuries and promote general wellness. They may use their hands, fingers, forearms, elbows, and feet as tools during the session.

Massage therapists may use lotions and oils and massage tables or chairs when treating a client. The length of a session varies based on type of massage. For example, a chair massage may be as short as 5 to 10 minutes, whereas a table massage typically lasts between 30 and 90 minutes.

Massage therapists talk with clients about what the desired outcome of massage. They may suggest personalized treatment plans for the client, including information about additional relaxation techniques to practice between sessions.

Massage therapists may specialize in different massage modalities, or specialties, such as Swedish massage, deep-tissue massage, and sports massage. Massage therapists may specialize in several modalities.

The type of massage given typically depends on the client's needs and physical condition. Different populations, such as athletes or pregnant women, require different techniques for their massages.

In addition to giving massages, therapists, especially those who are self-employed, may spend time recording notes on clients, marketing, booking clients, and conducting other business tasks.

[← Summary](#)

[Work Environment →](#)

## Work Environment



Massage therapists create an environment intended to make clients feel relaxed.

Massage therapists held about 168,000 jobs in 2024. The largest employers of massage therapists were as follows:

Self-employed workers	42%
Personal care services	30
Offices of all other health practitioners	10
Offices of chiropractors	6
Accommodation	6

Some massage therapists travel to local events, clients' homes or other sites. Others work out of their own homes. Massage therapists, especially those who are self-employed, may provide their own table or chair, sheets, pillows, and body lotions or oils.

Massage therapists' working conditions vary. For example, some therapists provide relaxing massages in dimly lit settings and use candles, incense, and soothing music. Others offer rehabilitative massages in brightly lit clinical settings or at outdoor events.

## Injuries and Illnesses

Because giving massages is physically demanding, massage therapists may injure themselves if they do not use proper technique. Repetitive-motion problems and fatigue from standing for extended periods are most common.

Therapists can limit these risks by using good body mechanics, spacing sessions properly, exercising, and receiving a massage regularly themselves.

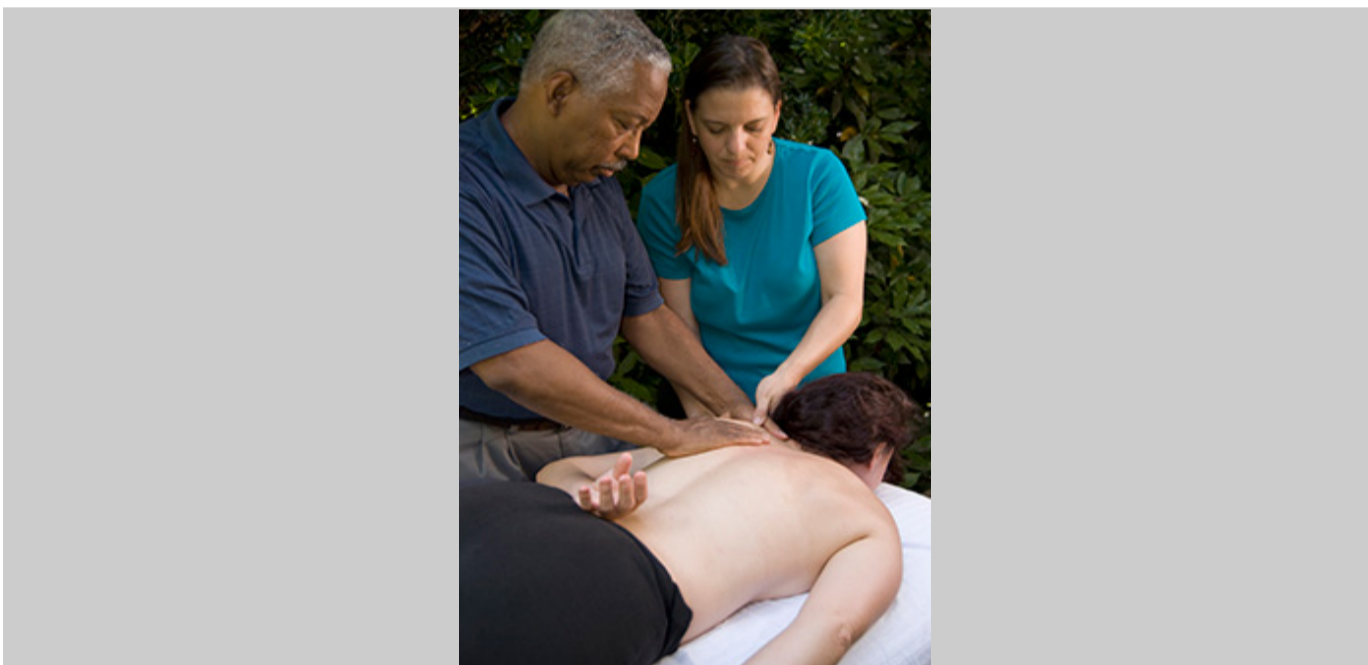
## Work Schedules

Part-time work is common for massage therapists. Because therapists usually work by appointment, their schedules and the number of hours worked each week vary considerably. Moreover, because of the strength and endurance needed to give a massage, many therapists cannot perform massage services 8 hours per day, 5 days per week.

[← What They Do](#)

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# How to Become a Massage Therapist



Massage therapists typically complete a postsecondary education program that combines study and experience.

Massage therapists typically complete a postsecondary education program that combines study and experience, although standards and requirements vary by state. Most states regulate massage therapy and require massage therapists to have a license or certification.

## Education

Massage therapy education programs are typically in private, independent schools or in community colleges or other public postsecondary institutions. Depending on the program, earning a diploma or certificate requires several months or years to complete.

Applicants to massage therapy programs typically need at least a high school diploma or equivalent. The curriculum generally includes both classroom study and hands-on practice of massage techniques. Required coursework includes sciences, such as anatomy, physiology, kinesiology, and pathology, as well as subjects such as business and ethics.

Some programs concentrate on certain modalities, or specialties, such as sports, rehabilitative, or oncology massage.

## Licenses, Certifications, and Registrations

Massage therapists typically need a state-issued license or must register with the state. Requirements vary but typically include graduation from an approved massage therapy program and passing an exam.

Other requirements for massage therapists may include passing a background check, having liability insurance, and being certified in cardiopulmonary resuscitation (CPR). Many states require massage therapists to complete continuing education credits and to renew their license periodically. For more information, contact the licensing board for the state in which you intend to practice. Information on state licensing board requirements is available from [CareerOneStop](#).

## Important Qualities

The following are examples of qualities that are important for these workers to perform their duties. For more information, visit the [Employment Projections \(EP\) skills data page](#).

**Communication skills.** Massage therapists must listen carefully and convey information clearly in order to ensure that clients achieve desired results through massage sessions.

**Decision-making skills.** Massage therapists must evaluate each client's needs and recommend the best treatment based on that person's needs.

**Empathy.** Massage therapists often treat clients who are in pain. They must be compassionate and sympathetic to their clients' problems and needs.

**Integrity.** Massage therapists often have access to clients' medical histories and other privacy information. Therefore, they must be trustworthy and protect client confidentiality.

**Interpersonal skills.** Massage therapists must give clients a positive experience. Building trust and making clients feel comfortable are necessary for therapists to expand their client base.

**Physical stamina.** Massage therapists may give several treatments during a workday and must be able to stand throughout massage appointments.

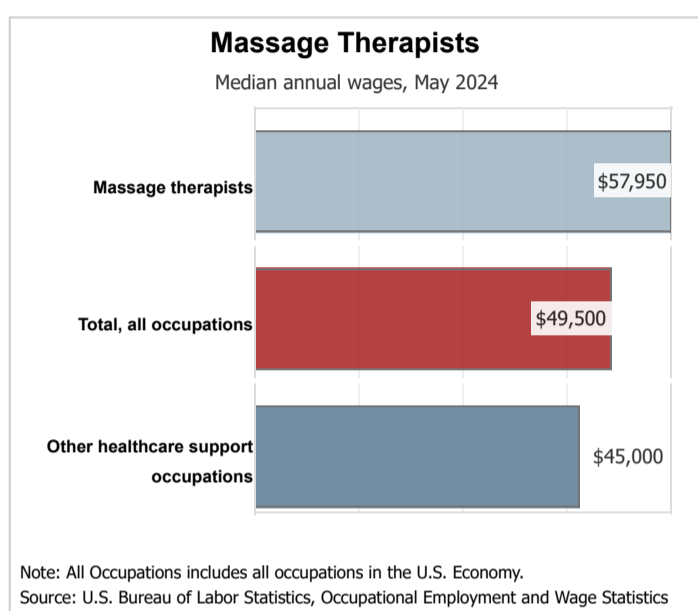
**Physical strength and dexterity.** Massage therapists must be strong and able to exert pressure through a variety of movements when manipulating a client's muscles.

**Time-management skills.** Massage therapists must be effective in using the time allocated for appointments to help each client accomplish his or her goals.

[<- Work Environment](#)

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## Pay



The median annual wage for massage therapists was \$57,950 in May 2024. The median wage is the wage at which half the workers in an occupation earned more than that amount and half earned less. The lowest 10 percent earned less than \$33,280, and the highest 10 percent earned more than \$97,450.

In May 2024, the median annual wages for massage therapists in the top industries in which they worked were as follows:

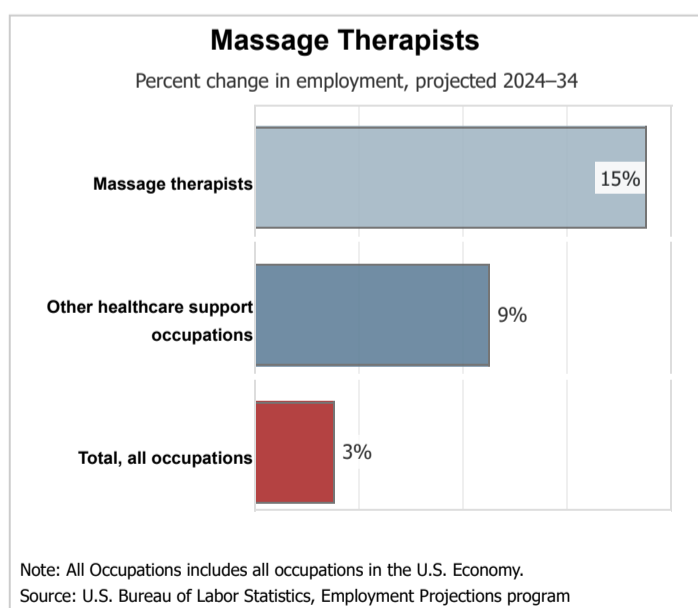
Offices of chiropractors	\$66,710
Offices of all other health practitioners	61,640
Personal care services	55,630
Accommodation	45,280

Part-time work is common for massage therapists. Because therapists usually work by appointment, their schedules and the number of hours worked each week vary considerably. Moreover, because of the strength and endurance needed to give a massage, many therapists cannot perform massage services 8 hours per day, 5 days a week.

[<- How to Become One](#)

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## Job Outlook



Employment of massage therapists is projected to grow 15 percent from 2024 to 2034, much faster than the average for all occupations.

About 24,700 openings for massage therapists are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.

### Employment

Continued growth in the demand for massage services will lead to new jobs for massage therapists. Not only does massage help relieve stress and increase relaxation, but it is also becoming more accepted as a natural and safe treatment method for managing pain. Demand for massage therapists is expected to increase as more people look to massage to maintain overall health and well-being.

### Employment projections data for massage therapists, 2024–34

**Massage therapists****SOC Code:**

31-9011

**Employment, 2024:**

168,000

**Projected Employment, 2034:**

193,900

**Change, 2024–34 (Percent):**

15

**Change, 2024–34 (Numeric):**

25,900

**Employment By Industry:**[Get data](#)

SOURCE: U.S. Bureau of Labor Statistics, Employment Projections program

[<- Pay](#)[State & Area Data ->](#)

## State & Area Data

### Occupational Employment and Wage Statistics (OEWS)

The [Occupational Employment and Wage Statistics](#) (OEWS) program produces employment and wage estimates annually for over 800 occupations. These estimates are available for the nation as a whole, for individual states, and for metropolitan and nonmetropolitan areas. The link below goes to OEWS data maps for employment and wages by state and area. Use the dropdown boxes to select an occupation.

[Occupational Employment and Wage Statistics \(OEWS\) Profiles](#)

### Projections Central

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[<- Job Outlook](#)[Similar Occupations ->](#)

## Similar Occupations

This table shows a list of occupations with job duties that are similar to those of massage therapists.

### [Athletic Trainers](#)

**Job Duties:**

Athletic trainers specialize in preventing, diagnosing, and treating muscle and bone injuries and illnesses.

**Entry-Level Education:**

Master's degree

**2024 Median Pay:**

\$60,250

### [Exercise Physiologists](#)

**Job Duties:**

Exercise physiologists develop fitness and exercise programs to help people improve their health.

**Entry-Level Education:**

Bachelor's degree

**2024 Median Pay:**

\$58,160

### [Physical Therapist Assistants and Aides](#)

**Job Duties:**

Physical therapist assistants and aides are supervised by physical therapists to help patients regain movement and manage pain after injuries and illnesses.

**Entry-Level Education:**[See How to Become One](#)**2024 Median Pay:**

\$60,050

### [Physical Therapists](#)

**Job Duties:**

Physical therapists help injured or ill people improve movement and manage pain.

**Entry-Level Education:**

Doctoral or professional degree

**2024 Median Pay:**

The Professional Hair Design Academy  
<https://www.bls.gov/occupations/healthcare/massage-therapists.htm>  
 07-2025 Catalog

\$101,020

[-< State & Area Data](#)

[More Info ->](#)

## Contacts for More Information

For information about state licensing board requirements, visit [CareerOneStop](#).

### CareerOneStop

For a career video on massage therapists, visit

[Massage Therapists](#)

### O\*NET

[Massage Therapists](#)

[-< Similar Occupations](#)

#### SUGGESTED CITATION:

Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Massage Therapists, at <https://www.bls.gov/ooh/healthcare/massage-therapists.htm> (visited January 08, 2026).

**Last Modified Date:** Thursday, August 28, 2025

U.S. BUREAU OF LABOR STATISTICS Occupational Outlook Handbook Office of Employment and Unemployment Statistics Suitland Federal Center Floor 3 4600 Silver Hill Road Washington, DC 20212-0002

Telephone: 202-691-5700 [www.bls.gov/ooh](http://www.bls.gov/ooh) [Contact OOH](#)



Bureau of Labor Statistics > Publications > Occupational Outlook Handbook > Personal Care and Service

# OCCUPATIONAL OUTLOOK HANDBOOK

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## Manicurists and Pedicurists

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### Summary



#### [Job Outlook](#)

Employment of manicurists and pedicurists is projected to grow 7 percent from 2024 to 2034, much faster than the average for all occupations.

About 24,800 openings for manicurists and pedicurists are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.

#### [State & Area Data](#)

Explore resources for employment and wages by state and area for manicurists and pedicurists.

#### [Similar Occupations](#)

Compare the job duties, education, job growth, and pay of manicurists and pedicurists with similar occupations.

#### [More Information, Including Links to O\\*NET](#)

Learn more about manicurists and pedicurists by visiting additional resources, including O\*NET, a source on key characteristics of workers and occupations.

[What They Do ->](#)

## What Manicurists and Pedicurists Do



Manicurists and pedicurists polish or buff nails.

Manicurists and pedicurists clean, shape, and beautify fingernails and toenails.

### Duties

Manicurists and pedicurists typically do the following:

- Discuss nail treatments and services available
- Remove clients' nail polish, if any
- Clean, trim, and file nails
- Soften calluses and remove rough skin
- Massage and moisturize hands (for a manicure) and feet (for a pedicure)
- Polish or buff nails
- Apply or remove artificial nails and nail art
- Advise clients about nail and skin care for hands and feet
- Clean and disinfect their work area and tools

Manicurists and pedicurists, sometimes called *nail technicians*, work exclusively on the hands and feet to groom fingernails and toenails. A typical service involves soaking the clients' hands or feet to soften the skin in order to remove dead skin cells and artificial nails. Manicurists and pedicurists apply lotion to the hands and feet to moisturize the skin. They also may shape and apply polish to natural fingernails or toenails or apply and decorate artificial fingernails.

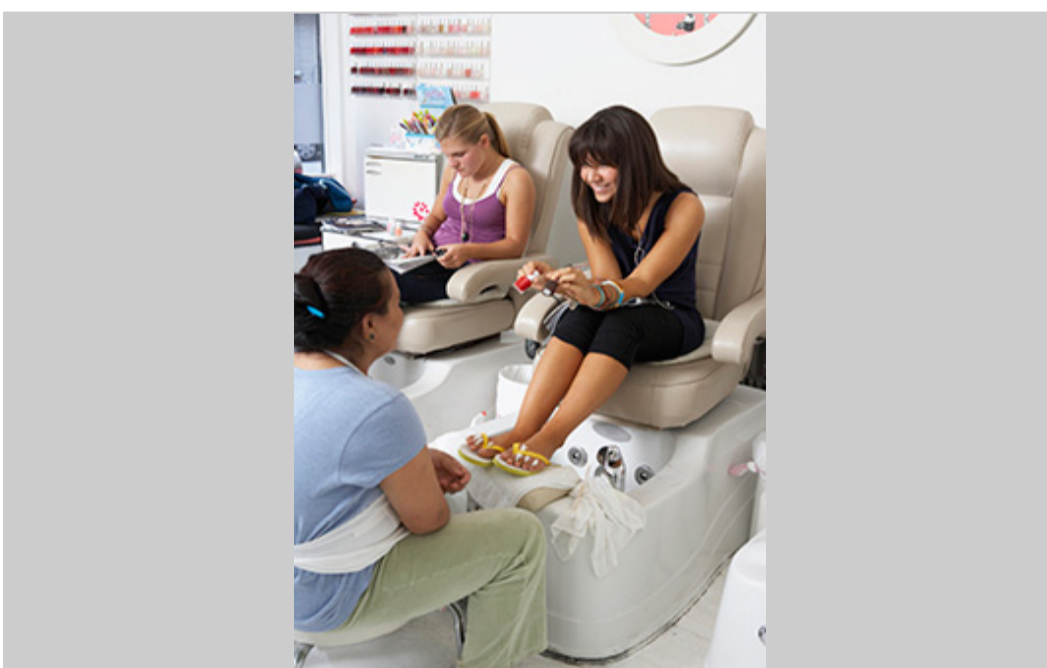
Manicurists and pedicurists use equipment that includes nail clippers, nail files, and cuticle tools. They must be focused while they perform their duties, because most of the tools they use are sharp. They keep their tools clean and sanitary and follow health regulations to protect consumer safety.

Some manicurists and pedicurists operate their own nail salon, which requires performing business tasks such as keeping inventory and ordering supplies. They also hire and supervise workers and may sell nail care products, such as nail polish and hand or foot cream.

[← Summary](#)

[Work Environment →](#)

## Work Environment



Manicurists and pedicurists work in spas or nail salons, and often sit for long periods.

Manicurists and pedicurists held about 210,100 jobs in 2024. The largest employers of manicurists and pedicurists were as follows:

Personal care services 71%

Self-employed workers 28

Manicurists and pedicurists usually work in a nail salon, spa, or hair salon. The job involves a lot of sitting. A small number of manicurists and pedicurists make house calls, traveling to their clients' locations to provide mobile services. However, mobile services may not be widely available.

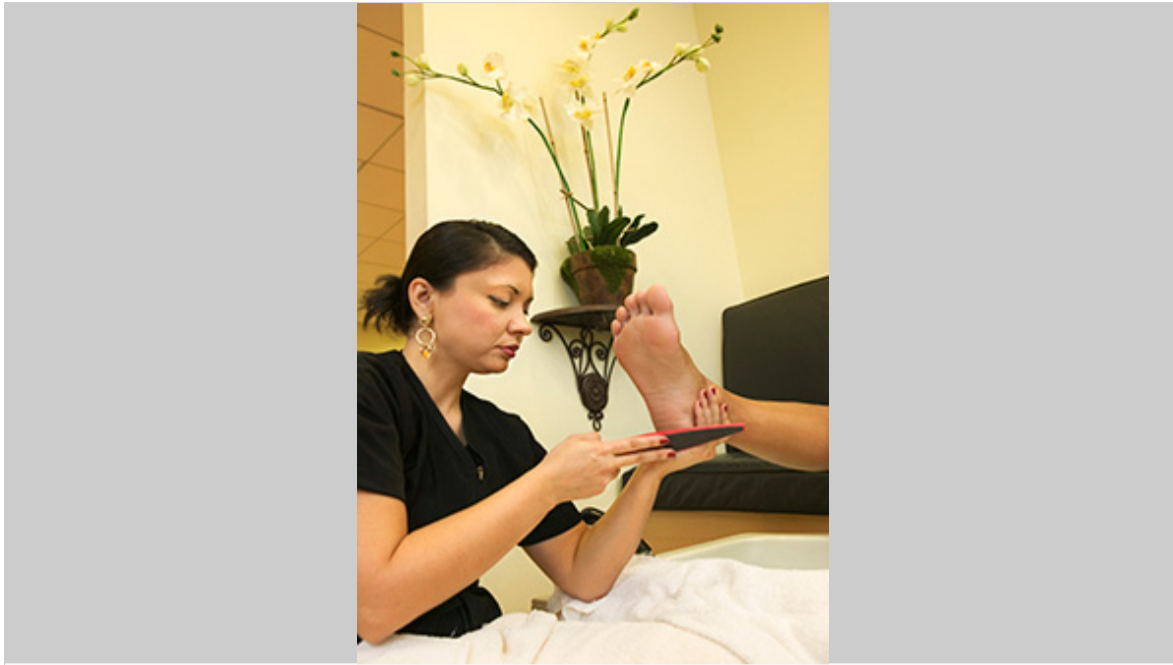
Manicurists and pedicurists use chemicals when working on fingernails and toenails, so they often wear protective clothing such as gloves and masks.

### Work Schedules

Most manicurists and pedicurists work full time, although part-time work is common. Schedules may vary and often include evenings and weekends. Some manicurists and pedicurists work more than 40 hours per week. Self-employed workers often set their own schedules.

[-< What They Do](#)[How to Become One ->](#)

## How to Become a Manicurist or Pedicurist



Manicurists and pedicurists must pass a state-approved cosmetology program before licensure.

Manicurists and pedicurists must complete a state-approved cosmetology or nail technician program and then pass a state exam for licensure.

### Education

Manicurists and pedicurists must complete a state-approved cosmetology or nail technician program. These programs usually involve classroom and hands-on training. For a list of approved programs, contact your state licensing agency.

### Licenses, Certifications, and Registrations

State licensing requirements vary but usually include completing a state-approved cosmetology or nail technician program and passing a state exam. Applicants also may need to be at least 16 or 18 years old and have a high school diploma or the equivalent. Check with your state licensing agency for details.

Under state reciprocity agreements, licensed manicurists and pedicurists may be able to get a license in another state without needing to complete an additional program or to pass that state's exam.

### Important Qualities

The following are examples of qualities that are important for these workers to perform their duties. For more information, visit the [Employment Projections \(EP\) skills data page](#).

**Business skills.** Manicurists and pedicurist who run their own nail salon must understand business principles. For example, they should be skilled at administrative tasks, such as accounting, and be able to manage a salon and its personnel efficiently and profitably.

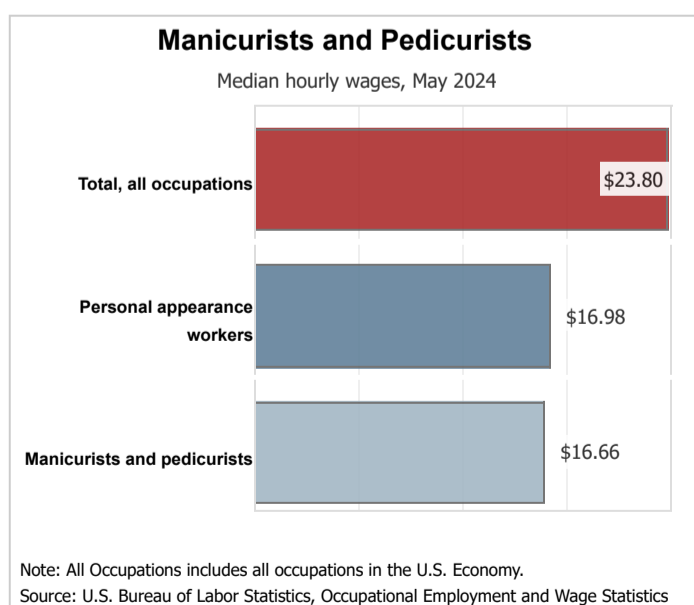
**Creativity.** Manicurists and pedicurists must be able to neatly finish small, intricate nail designs, as well as to suggest designs and match them to individual tastes.

**Customer-service skills.** Manicurists and pedicurists must have good listening and interpersonal skills to meet clients' needs. Interacting with clients while doing a manicure or pedicure encourages repeat business.

**Dexterity.** A steady hand is essential in achieving precise nail design. In addition, because manicurists and pedicurists often use sharp tools, they must have good finger dexterity.

[-< Work Environment](#)[Pay ->](#)

## Pay



The median hourly wage for manicurists and pedicurists was \$16.66 in May 2024. The median wage is the wage at which half the workers in an occupation earned more than that amount and half earned less. The lowest 10 percent earned less than \$13.42, and the highest 10 percent earned more than \$23.07.

In May 2024, the median hourly wages for manicurists and pedicurists in the top industries in which they worked were as follows:

Personal care services \$16.66

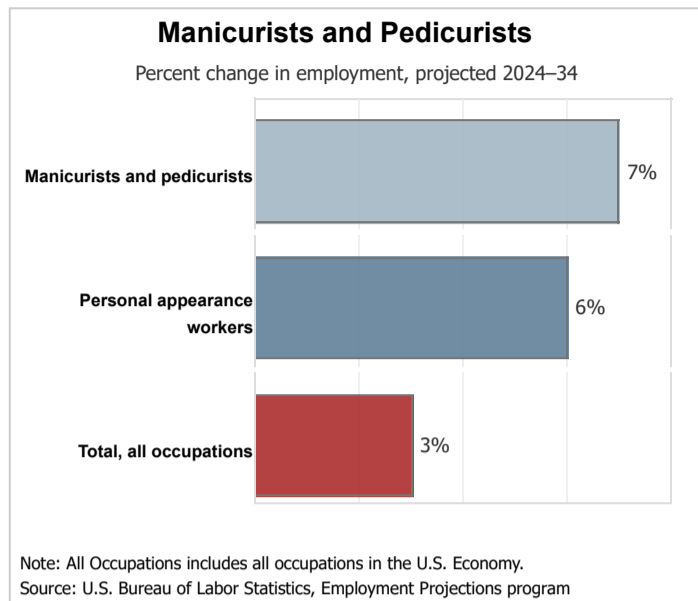
The Professional Hair Design Academy

Most manicurists and pedicurists work full time, although part-time work is common. Schedules may vary and often include evenings and weekends. Some manicurists and pedicurists work more than 40 hours per week. Self-employed workers often set their own schedules.

[← How to Become One](#)

[Job Outlook →](#)

## Job Outlook



Employment of manicurists and pedicurists is projected to grow 7 percent from 2024 to 2034, much faster than the average for all occupations.

About 24,800 openings for manicurists and pedicurists are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.

### Employment

The projected increase in employment reflects demand for nail services, such as mini-sessions (quick manicures at a low cost) and mobile manicures and pedicures (nail services offered outside of the salon).

The desire among many women and a growing number of men to lead a healthier lifestyle through better grooming and wellness is expected to result in higher employment for manicurists and pedicurists.

Considered a low-cost luxury service, manicures and pedicures will continue to be in demand by individuals at all income levels.

### Employment projections data for manicurists and pedicurists, 2024–34

Manicurists and pedicurists
<b>SOC Code:</b> 39-5092
<b>Employment, 2024:</b> 210,100
<b>Projected Employment, 2034:</b> 224,800
<b>Change, 2024–34 (Percent):</b> 7
<b>Change, 2024–34 (Numeric):</b> 14,700
<b>Employment By Industry:</b> <a href="#">Get data</a>

SOURCE: U.S. Bureau of Labor Statistics, Employment Projections program

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[State & Area Data →](#)

## State & Area Data

### Occupational Employment and Wage Statistics (OEWS)

The [Occupational Employment and Wage Statistics \(OEWS\)](#) program produces employment and wage estimates annually for over 800 occupations. These estimates are available for the nation as a whole, for individual states, and for metropolitan and nonmetropolitan areas. The link below goes to OEWS data maps for employment and wages by state and area. Use the dropdown boxes to select an occupation.

[Occupational Employment and Wage Statistics \(OEWS\) Profiles](#)

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[<- Job Outlook](#)[Similar Occupations ->](#)

## Similar Occupations

This table shows a list of occupations with job duties that are similar to those of manicurists and pedicurists.

### Barbers, Hairstylists, and Cosmetologists

**Job Duties:**

Barbers, hairstylists, and cosmetologists provide haircutting, hairstyling, and other services related to personal appearance.

**Entry-Level Education:**

Postsecondary nondegree award

**2024 Median Pay:**

\$35,420

### Skincare Specialists

**Job Duties:**

Skincare specialists provide cleansing and other face and body treatments to enhance a person's appearance.

**Entry-Level Education:**

Postsecondary nondegree award

**2024 Median Pay:**

\$41,560

[<- State & Area Data](#)[More Info ->](#)

## Contacts for More Information

O\*NET

[Manicurists and Pedicurists](#) 

[<- Similar Occupations](#)**SUGGESTED CITATION:**

Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Manicurists and Pedicurists, at <https://www.bls.gov/ooh/personal-care-and-service/manicurists-and-pedicurists.htm> (visited *January 06, 2026*).

**Last Modified Date:** Thursday, August 28, 2025

U.S. BUREAU OF LABOR STATISTICS Occupational Outlook Handbook Office of Employment and Unemployment Statistics Suitland Federal Center Floor 3 4600 Silver Hill Road Washington, DC 20212-0002

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**Cosmetology: Licensing Requirements in Wisconsin**

Students who complete a course of instruction in cosmetology of at least 1,550 hours in not less than 10 months from a school licensed by the Wisconsin Department of Safety and Professional Services are eligible to take the state board exam to receive a cosmetology license in Wisconsin. The state board exam covers cosmetology theory and Wisconsin law and rules related to cosmetology.

**Cosmetology: Graduation, Licensure and Placement Rates**

Statistics about those students who released information from their cosmetology state board exam to the Professional Hair Design Academy are listed below. By law, students may elect not to release this information to their school. Accordingly, the information provided below may not reflect the entire population of students who have completed this program. This information is based upon the reporting time frame of January 1, 2024 to December 31, 2024.

**Graduation Rate:** 84.85%, or 28 of the 33 students in the cosmetology program scheduled to graduate between January 1, 2024 and December 31, 2024, graduated. The Institution's cumulative graduation rate for all students scheduled to graduate during the 2024 calendar year was 86.21%

**Licensure Rate:** Of the 28 graduates, 26 took all portions of the state licensing exam. 92.31%, or 24 of 26 qualifying graduates, passed the state licensure exam. The Institution's cumulative licensure rate for all students scheduled to graduate during the 2024 calendar year was 91.67%.

**Placement Rate:** 95.83%, or 23 of the 24 2024 graduates who were eligible for employment, reported accepting jobs in the cosmetology industry. The Institution's cumulative placement rate for all students scheduled to graduate during the 2024 calendar year was 97.73%.

**Cosmetology: Physical Demands Placed on the Body**

There are physical demands placed on the body in most careers. In cosmetology, care must be taken to protect your back, legs, feet, arms, and wrists. One way to do this is through strength training. Regular exercise will help to promote all-over body conditioning and will improve circulation in your arms, legs, and feet. We recommend consulting with your doctor before beginning any exercise program.

Because cosmetology practitioners are required to stand for long periods of time, it is suggested that you wear proper fitting, supportive shoes and support hose. These are not a requirement but may help to increase your chances of longevity within the profession.

**Cosmetology: Safety Requirements**

It is recommended that cosmetology practitioners wear shoes that would not be slippery when walking on a damp floor. Damp hair lying on the floor, water spills, and other sources of water may create a risk of slipping. To minimize accidents, all hair should be swept up following every hair service. Any water spills should also be wiped up as quickly as possible. It is the responsibility of every cosmetology practitioner to promote a safe work environment. Gloves should be worn during all chemical services to reduce any negative reaction that an individual may have to certain chemicals. Any chemical or product that enters the eyes should be flushed immediately with water. If irritation continues, you should seek medical attention.

**Cosmetology: Expected Compensation**

According to data from the United States Department of Labor's Bureau of Labor Statistics published on August 28, 2025, the median pay for hairdressers, hairstylists, and cosmetologists in May 2024 was \$16.95 per hour or \$35,420 per year. The lowest 10 percent earned less than \$11.82 per hour, and the highest 10 percent earned more than \$33.76 per hour.

Barbers, hairdressers, and cosmetologists may receive tips from customers. High quality work and customer service usually contribute to higher tip totals. Moreover, a commission scale is commonly used to pay cosmetologists resulting in higher pay. Retail commissions are also common. Many salons now offer benefits resulting in higher earnings.

**Acknowledgment:**

**I have read and understand the information provided above prior to my contract signing.**

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Student Signature

Date



**Massage Therapy: Licensing Requirements in Wisconsin**

To obtain a certificate as a massage therapist or bodyworker in Wisconsin, individuals must graduate from a training program in massage therapy or bodywork approved by the educational approval board consisting of a minimum of 600 classroom hours of study. Individuals must also pass an approved national certification examination and an examination on Wisconsin state laws and administrative rules governing massage therapy or bodywork.

**Massage Therapy: Graduation, Licensure and Placement Rates**

Statistics about those students who released information from their massage therapy national certification examination to the Professional Hair Design Academy are listed below. By law, students may elect not to release this information to their school. Accordingly, the information provided below may not reflect the entire population of students who have completed this program. This information is based upon the reporting time frame of January 1, 2024 to December 31, 2024.

**Graduation Rate:** 88.00%, or 22 of the 25 students in the massage therapy program scheduled to graduate between January 1, 2024 and December 31, 2024, graduated. The Institution's cumulative graduation rate for all students scheduled to graduate during the 2024 calendar year was 86.21%.

**Licensure Rate:** Of the 22 graduates, 20 reported passing exam results to the institution. 90.91%, or 20 of the 22 graduates, passed the national certification examination and subsequently filed for state licensure. The Institution's cumulative licensure rate for all students scheduled to graduate during the 2024 calendar year was 91.67%.

**Placement Rate:** 100.0%, or 20 of the 20 eligible 2024 graduates, reported finding jobs in the massage therapy industry. The Institution's cumulative placement rate for all students scheduled to graduate during the 2024 calendar year was 97.73%.

**Massage Therapy: Physical Demands Placed on the Body**

There are physical demands placed on the body in most careers. Because giving a massage is physically demanding, massage therapists can injure themselves if they do not use proper techniques. Repetitive-motion problems and fatigue from standing for extended periods are most common. Therapists can limit these risks by using good body mechanics, spacing sessions properly, exercising, and, in many cases, receive a massage regularly. Because therapists are required to stand for long periods of time, it is suggested that you wear proper fitting, supportive shoes and support hose. These are not a requirement but may help to increase your chances of longevity within the profession.

**Massage Therapy: Safety Requirements**

Massage therapists should exercise proper safety precautions. Massage tables and other equipment should be in good working order and checked daily. Potential hazards of slipping, tripping, or falling should be eliminated. Proper grounding techniques should always be practiced while performing massage. Therapists must learn to administer first aid, including CPR. Proper safety and sanitation methods should always be practiced.

**Massage Therapy: Expected Compensation**

According to data from the United States Department of Labor's Bureau of Labor Statistics published on August 28, 2025, the median annual wage for massage therapists was \$57,950 in May 2024, or \$27.86 per hour. The lowest 10 percent earned less than \$33,280 per year, and the highest 10 percent earned more than \$97,450 per year.

Most massage therapists earn a combination of wages and tips. High quality work and customer service usually contribute to higher tip totals. Moreover, a commission may be used to pay cosmetologists resulting in higher pay. Retail commissions are also common. Many salons and spas now offer benefits resulting in higher earnings.

**Acknowledgment:**

**I have read and understand the information provided above prior to my contract signing.**

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Student Signature

Date