

Southeastern Esthetics Institute
Meeting Minutes
Advisory Committee Meeting
09:00am – Monday January 22nd, 2018
823 Gervais Street
Columbia, SC 29201

1. Meeting called to order
2. Introduction of Board Members and all other persons attending
 - a. Chief Administrative Officer Courtney Freeman called the meeting to order. Other board members participating in the meeting are as follows:
 - Marie Keeton – Owner/Esthetician, Aquarius Salon & Spa
 - Sherryl Linkous – Manager, Pura Medical Spa
 - Brandon Palekas – Manager, OCCO Salon & Spa
3. Employees/Monitors attending included:
 - Erin Peters, FAA
 - Brandon Sykes, CEO
4. Esthetics Licensure Course: Standards 1-10
 - a) Mission Statement
 - a. Locations
 - b. Vice President and President recite at graduation
 - b) Program and Instruction
 - a. 600 hour program, makes it easier to transfer
 - b. Identifying main campus and additional space
 - c. Full time vs part time hours
 - d. Improvements/Suggestions: extend the clinic hours a few nights a week from 3-9 in the evenings, increase instruction of maintaining clients and retention, fill down time with additional activities, add social media postings with a summary sheet, have students follow up with clients and recruit them.
 - c) Strategic Plan
 - a. Cannot move or add space for at least one year
 - b. Changes cost about \$3-4k each
 - c. Long term- move school to Lexington in about 3-5 years, increase teachers, and have a set budget for all courses.
 - d) Program Outcomes
 - a. Placement roster- showcases graduate employment information and licensure information
 - e) Supplies and Media Center
 - a. Suggestions: student computer/printer in the classrooms so students can do research and work on additional items as instructed
 - f) Physical Resources/Technical Resources
 - a. Desks, chairs, facial supplies, TV screens, iPad, Apple TV, etc.

- g) Financial Resources
 - a. Suggestions: scholarships sponsors, incentives for businesses that help us sponsor a student to receive a scholarship, also a fundraiser for the school to raise money for scholarships.
 - h) Student Services/Activities
 - a. Student clinic menu price changes
 - b. Work based activities updated
5. Advanced Esthetics Certification Course
- a) Now approved for VA Funding
 - b) Not eligible for TITLE IV funding until we have been through our probationary period (around the end of 2018-beginning 2019)
 - c) Teachers will be needed full time based off current teacher's schedule
 - d) No governing boards for this program – must follow rules by the medical board since they're considered medical procedures and have a physician present.
 - e) Introduced the book that is used during the course as well as it's workbook
 - f) The new schedule for the Advanced Esthetics Certification Course is Monday-Wednesday from 8:30am-4:30pm.
6. Closing statements