

Dallas Lash Academy

Main Campus: 3259 W Camp Wisdom Rd, Dallas, TX 75237

Extension Campus: 801 S Greenville Ave., Sut. 101 Allen, Tx 75002

3 YEAR STRATEGIC PLAN – 2019-2022

Mission of the Institution:

Our mission is to positively impact the residence of the Dallas Forth Worth community through educational and economic empowerment in the beauty industry. Dallas Lash Academy strives to prepare the next generation of students by providing an exceptional educational experience during their training to become a Beauty Professional.

Dallas Lash Academy Strategic Planning Team

| Name | Title |
|-------------------------|---------------------------|
| Arrious Bradford Bailey | Director |
| Raquel Judie | Admissions/Registrar |
| Channon Payton Payton | Career Counselor |
| Regina Gray | Financial Advisor |
| Tiffany Macon | Lash Specialty Instructor |
| Yvette Lozano | Lash Specialty Instructor |
| Emilie Pardo | Manicurist Instructor |

OBJECTIVE 1

By December 2021, the student completion rate will meet or exceed the required 60% as evidenced by the Council on Occupational Education (COE) Annual Report.

Individual Responsible of Objective Completion

| Name | Title |
|----------------|-----------|
| Arrious Bailey | Owner/CEO |

Anticipated Barriers

Student-related barriers may include the following:

- Poor attendance

Teacher-related barriers may include the following:

- Lack of planning time

Operational-related barriers may include the following:

- Effective student retention

Strategy 1

Utilize common planning to assist teachers with disaggregation of performance data to drive instruction both large and small group

| | |
|--|---|
| Strategy Rationale | Gaining a more accurate understanding of the students' learning needs and to use data that is aggregated for the purpose of identifying strengths and weaknesses of the students' population. |
| Strategy Purpose | Improving instruction and help all students achieve to their full potentials. |
| Data that will be collected to determine effectiveness | Course and Program Completers |
| Evaluation of Progress | Course and Program Completers will be evaluated during and after each school year. |

Strategy 2

Utilize technology-based programs to enhance classroom instruction and student learning.

| | |
|--|--|
| Strategy Rationale | Increasing students' engagements and motivations as a mean to accelerate learning. |
| Strategy Purpose | Increasing educational productivity by facilitating the rate of learning. |
| Data that will be collected to determine effectiveness | Number of software licenses and hardware dedicated to classroom instruction. |
| Evaluation of Progress | Yearly Inventory during the summer term of subsequent school years. |

Strategy 3

Develop and deploy individualized learning plans

| | |
|--|---|
| Strategy Rationale | Identifying each learner's needs and adjust the lessons accordingly based on appropriate methodologies that could be evaluated. |
| Strategy Purpose | Utilizing a student's-oriented planning and monitoring tool to customize learning. |
| Data that will be collected to determine effectiveness | Teacher instructional observation results |
| Evaluation of Progress | Teachers will be evaluated during beginning, mid-point and the before the end of the school years. |

Strategy 4

Conduct professional development on research-based instructional strategies

| | |
|--|---|
| Strategy Rationale | Using effective instructional procedures to share and model the dissemination of information. |
| Strategy Purpose | Identifying the challenges and barriers that could prevent successful teaching and learning for all students. |
| Data that will be collected to determine effectiveness | Course and Program Completers |
| Evaluation of Progress | Course and Program Completers will be evaluated during the school years. |

Objectives 2

By December 2021, the student job placement attainment rate will meet or exceed the required 70% as evidenced by the Council on Occupational Education (COE) Annual Report.

Anticipated Barriers

Student-related barriers may include the following:

- Limited prior knowledge and lack of academic/technical experiences

Teacher-related barriers may include the following:

- Deployment of Individualized Direct Intervention (DI) Plans

Operational-related barriers may include the following:

- Effective student recruitment

Strategy 1

Monitor job placement utilizing program data collection

| | |
|-------------------------|--|
| Strategy Rationale | Acquiring the professional advantage with industry endorsed evidence of skills-mastery and the ability and willingness to accomplish a goal. |
| Strategy Purpose | Demonstrating, via educational achievement, the ability to learn skills to perform a job or a task. |
| Evaluation of Progress | Numbers of Industry Certificates or Licensures students obtain during the school year. |
| Date Achieved/Completed | Numbers of Industry Certificate or Licensures obtained during each school years. |

Strategy 2

Monitor job placement.

| | |
|--|---|
| Strategy Rationale | Using job placement advertisements to identify and place students on jobs that are suitable for their skills and interests. |
| Strategy Purpose | Connecting qualified candidates with employers who seek their services. |
| Data that will be collected to determine effectiveness | Number of Job Placements |
| Evaluation of Progress | Number of Job Placements will be evaluated during the school years. |

Strategy 3

Ensuring that students are highly skilled for their respective positions.

| | |
|--|--|
| Strategy Rationale | Preparing qualified and well-trained candidates on the job; which would potentially pave the way with more opportunities for future graduates. |
| Strategy Purpose | Ensuring students are acquiring the skills necessary to perform their tasks. |
| Data that will be collected to determine effectiveness | Number of Industry Certificates and Licensures |
| Evaluation of Progress | Number of Industry Certificates and Licensures will be evaluated during the school years. |

Strategy 4

Networking with the employers in the community.

| | |
|--|---|
| Strategy Rationale | Establishing relationship that could potentially lead to pairing up employees with graduates. |
| Strategy Purpose | Interacting with potential employers to better prepare potential employees for their firms. |
| Data that will be collected to determine effectiveness | Number of Job Placements |
| Evaluation of Progress | Number of Job Placements will be evaluated during the school years. |

Strategy 5

Implement professional learning communities

| | |
|--|--|
| Strategy Rationale | Identifying the challenges and barriers in job placing and proposing sound solutions to overcome these challenges. |
| Strategy Purpose | Organizing teachers into working groups to share best practices as way to maximize desirable outcomes. |
| Data that will be collected to determine effectiveness | Professional Development Activities |
| Evaluation of Progress | Number of Professional Development Activities conducted. |

Objectives 3

By December 2021, the student industry and licensure(s) attainment rate will meet or exceed the required 70% as evidenced by the Council on Occupational Education (COE) Annual Report.

Anticipated Barriers

Student-related barriers may include the following:

Limited soft skills (problem solving, adaptability, communication, teamwork)

Teacher-related barriers may include the following:

Lack of data-driven instruction

Operational-related barriers may include the following:

Effective monitoring of instructional time and post-testing

Strategy 1

Monitor industry certification

| | |
|--|--|
| Strategy Rationale | Acquiring industry certificates and licensure make students employable and help the institution to maintain its accreditation. |
| Strategy Purpose | Demonstrating the mastery of industry-related core competencies and the evidence of mastery of meaningful and pragmatic practices. |
| Data that will be collected to determine effectiveness | Number of Industry Certificates and licensure |
| Evaluation of Progress | Number of Industry Certificates and licensure will be evaluated during the school years. |

Strategy 2

Conduct professional development on research-based instructional strategies

| | |
|--|---|
| Strategy Rationale | Understanding learners' needs and implementing proven strategies to better equip students for industry certification and licensure examination. |
| Strategy Purpose | Gathering relevant information about the learners' needs to implement appropriate and informed-based strategies. |
| Data that will be collected to determine effectiveness | Professional Development Activities |
| Evaluation of Progress | Number of Professional Development Activities conducted. |