

STANDARD 4.1

Dallas Barber & Stylist College **STRATEGIC PLAN: 2019-2022:**

The mission of our institution is to train and prepare students through classroom instructions and daily practical floor training to work confidently and competently as barber professionals after their training. The mission of Dallas Barber & Stylist College is to train men and women to make a living in the business world and to provide assistance and counseling to graduates. To develop self-discipline, self-reliance, and self-direction. To enter the national workforce as productive individuals and to become good citizens on both local and national levels.

The vision of our institution is to be one the best career schools in the DFW area. Dallas Barber & Stylist College is committed to providing quality training in the field of barbering to the broadest spectrum of population without regard to race, color, or creed. It is our objective to incorporate into that training the necessary curriculum, and materials to insure that the graduate of DB&SC has been schooled in a broad range of life skills; this aspect of training is an integral part of our commitment to fostering a sense of community and commitment in all of our students.

Dallas Barber & Stylist College has developed the following objectives based on our mission and vision for the next three years

To increase our student enrollment by 30% FY 2023

To increase our clientele base by 25% by FY 2022

To increase our placement level of graduates by 30% by FY 2023

Dallas Barber & Stylist College has developed the following Strategies for achieving the objectives.

To increase our student enrollment by 30% by FY 2023.

Our strategic plan includes opening up a new school in FY 2020-2022.

Improving our current facilities by looking at fixing our restrooms so the transgender will be able to use it without a problem. Fixing all of the light bulbs that are in need of repair.

Making sure that all our employees get professional growth training in financial aid program and our instructors going to hair shows.

Backing up all of our files on I-Cloud.

Making sure that we do a background check on all of our employees.

Reaching out more to the community organizations such as churches in the area to inform them about our presence.

Reaching out to different schools in the area i.e. high schools to inform them about our programs and our enrolment requirements

Define a means of communication with the local chamber of commerce in the area.
Developing an aggressive campaign to recruit students through advertising i.e. flyers, brochures, and television and radio advertisement.
To implement a training plan to ensure that our faculty possess core competencies required to teach the curriculum.

To increase our clientele base by 25% by FY 2022.

Develop aggressive marketing plan and distribution of flyers and school posters
Create ways to offer discount coupons and direct mail orders to potential clients.
Reaching out more to other community groups and businesses in the area to help distribute our information to their customers, family members and friends.
To develop customer feedback mechanism to include web page survey for on demand feedback capability i.e. customer service evaluation forms.

To increase our placement level of graduates by 30% by FY 2022

Reaching out more to other barber shop owners in the area and surrounding cities to seek out openings in their various shops
To frequently update our job listings on the schools bulleting board
To regularly scheduling and funding placement skills training classes for the staff in charge of placements and follow-ups.

Strategies for evaluating progress toward achieving the goals:

Dallas Barber & Stylist College has developed actionable and measurable strategies to annually compare data on student enrollment, completion, placement and licensure to determine whether our objectives are been met.

Develop plans to annually compare the data of clients served on the floor on a month to month basis by counting the number of cash receipts issued by the cashiers. An annual budget and all financial resources will be included and used as a basis in our strategic planning.

By developing a follow-up plan through phone calls to our graduates to make sure that they have been placed in a barber shop.

By maintaining a placement and follow-up record information of our graduates as part of their permanent record in the school.

The strategic plan will be regularly reviewed annually or as necessary by the faculty, administration, and members of the institutional occupational/advisory committee to measure progress and determine the success of our goals and strategies.

Dallas Barber & Stylist College Inc. will document the result of all the evaluations by the above committees and the results or report will be made available for review.