

# BENCHMARKING **BEAUTY SCHOOL COMPLIANCE**



# THE IMPORTANCE OF COMPLIANCE

“

I wanted to take a moment to underscore the immense importance of focusing on beauty school compliance, especially in light of the critical challenges our industry faces, such as Gainful Employment requirements.

Compliance serves as a gateway that enables our institutions to maintain eligibility for offering Title IV funding, thereby empowering students to pursue their desired education without financial barriers. By prioritizing compliance, beauty schools demonstrate their dedication to running an operation of the highest integrity, with an unwavering focus on their students' well-being and success.

Beyond the financial implications, compliance reflects a profound commitment to our role as educators. When beauty schools meet and exceed compliance standards, they provide tangible proof of shouldering the burden of responsibility in safeguarding their students' goals and ambitions.

In this context, the following research on compliance will be of interest to you and fellow educators.

Thank you for your dedication to excellence in beauty education. Together, we can navigate these challenges and ensure our students receive the best possible opportunities for a successful career.

”

**Cathy Koluch**

President, American Association of Cosmetology Schools  
Founder & President, The Studio Academy of Beauty

# OVERVIEW

We regularly hear about the compliance challenges beauty schools face.

To better assist beauty schools in addressing their compliance needs and to provide a point of reference, this study was conducted by Pivot Point Research in partnership with Compliance 'N Design.

The study benchmarks the compliance practices, attitudes and needs of private, accredited beauty schools. For your convenience, we've broken out results by single campus vs. multi-campus schools.

The survey was distributed to a national audience of private schools representing all program offerings. Primary respondents were school educators, school directors and school owners.

All survey responses were collected anonymously and the study achieved a 95% confidence interval with a 10% margin of error.

# SUMMARY

## **Generally, the overall compliance needs of single campus vs. multi-campus schools are similar.**

- Both indicated the most pressing areas of support needed are:
  - Being provided with compliance tools/systems
  - Specialized compliance training for employees
- Both indicated that NACCAS was their primary national accreditor.
- Both offered a similar percentage of Massage, Nails, Esthetics and Cosmetology programs.

## **Key differences between single campus schools and multi-campus schools are:**

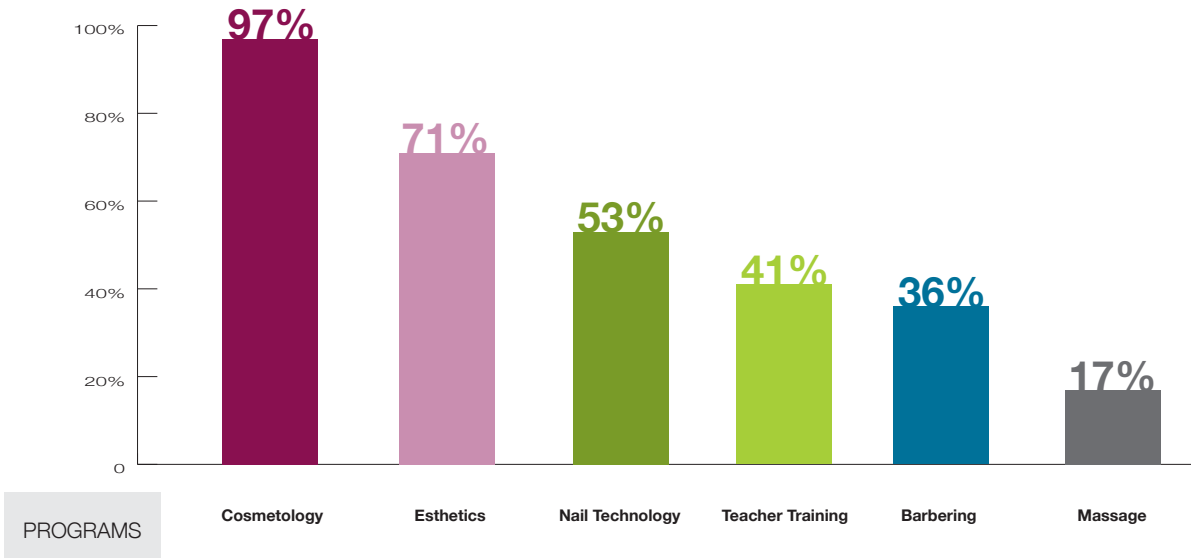
- Multi-campus Schools were significantly more likely to offer Barbering programs and Teacher training.
- Single campus Schools generally reach out for compliance help more frequently.
- Single campus Schools are more confident in both individual and team compliance knowledge.
- Single campus Schools are more likely to say that an on-site visit would result in limitations.



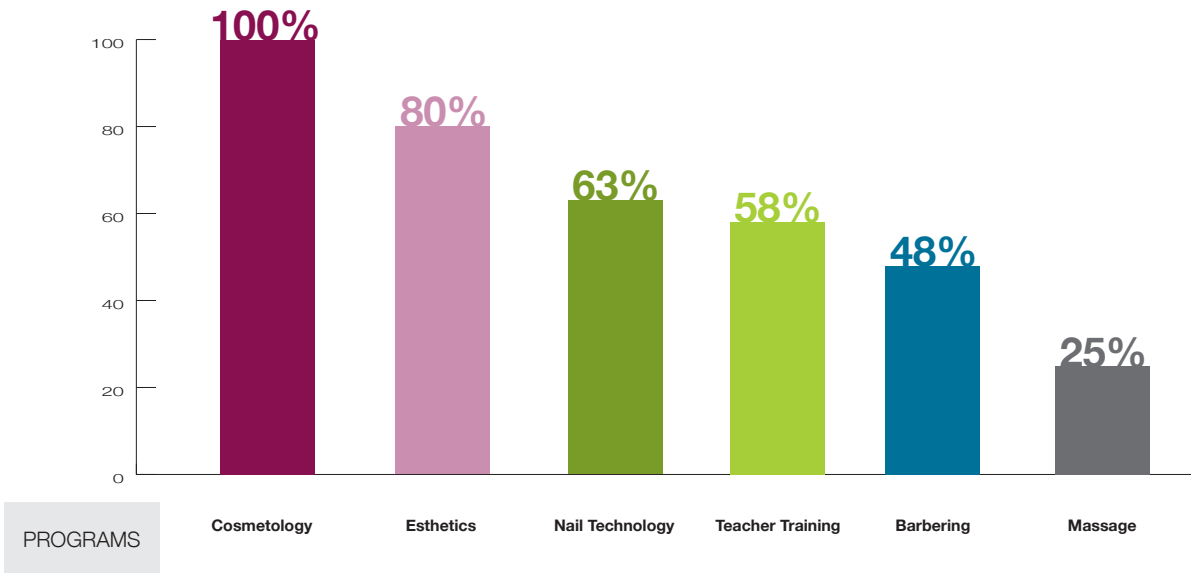
# QUESTION

Which programs are offered at your school(s)? Select all that apply.

## Single Campus - Program Offerings



## Multi-Campus - Program Offerings

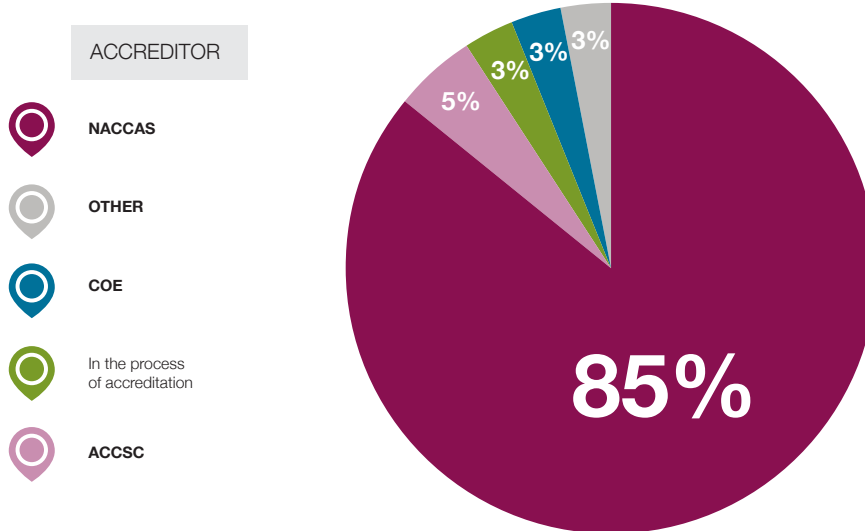




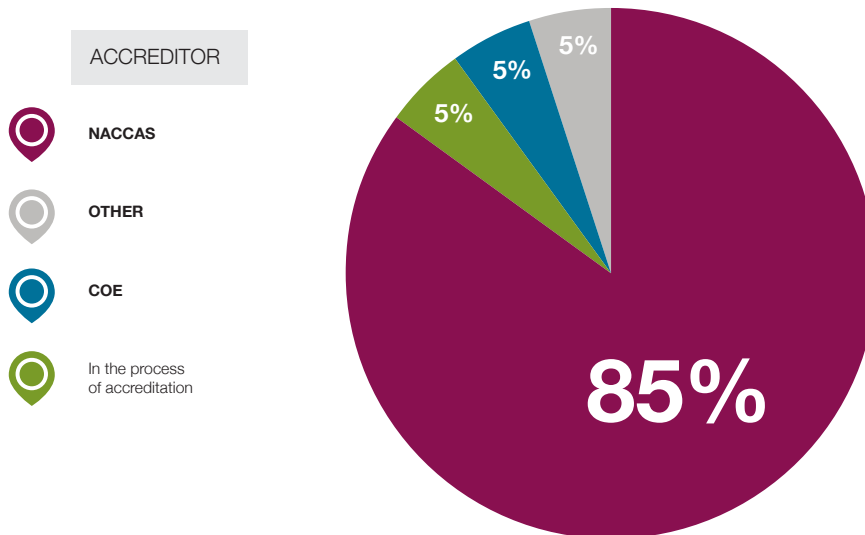
# QUESTION

Who is your school's national accreditor?

## Single Campus - School Accreditation



## Multi-Campus - School Accreditation



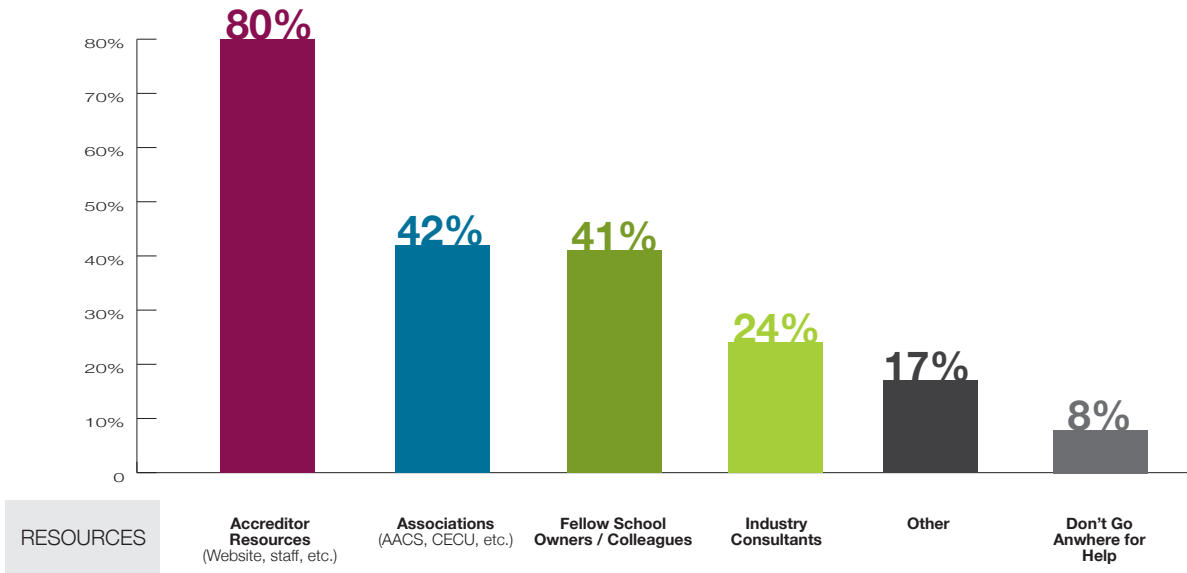
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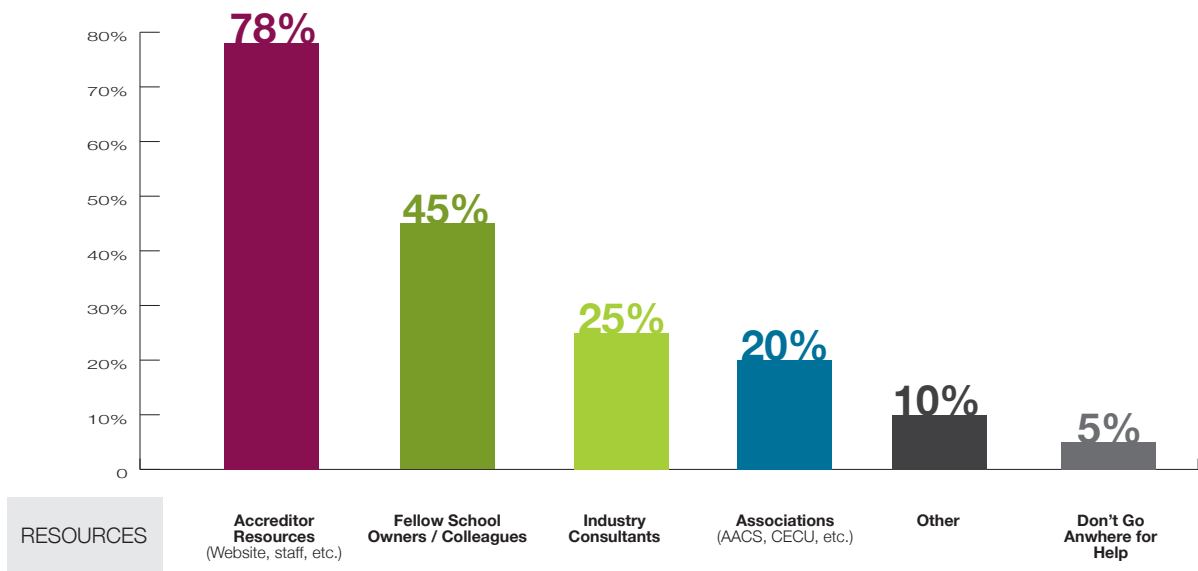
# QUESTION

Where do you currently go for compliance help? Select all that apply.

## Single Campus - Current Compliance Help Resources



## Multi-Campus - Current Compliance Help Resources

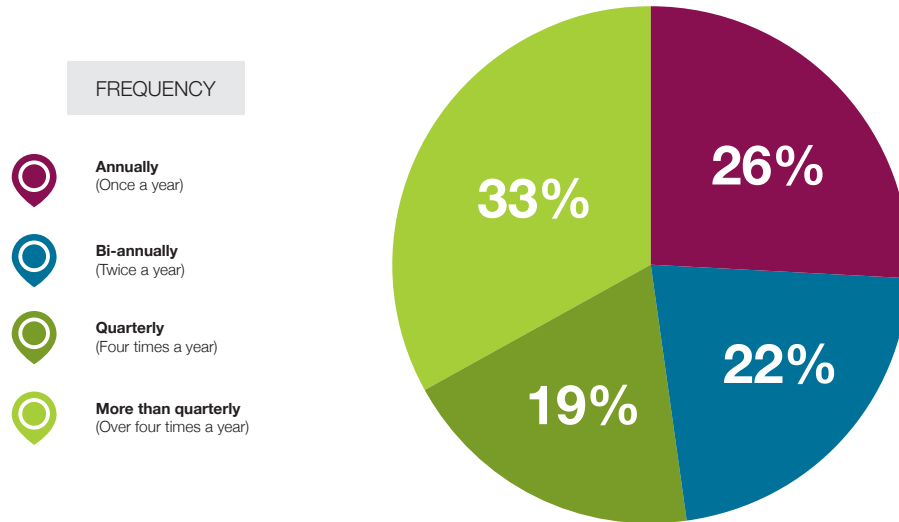




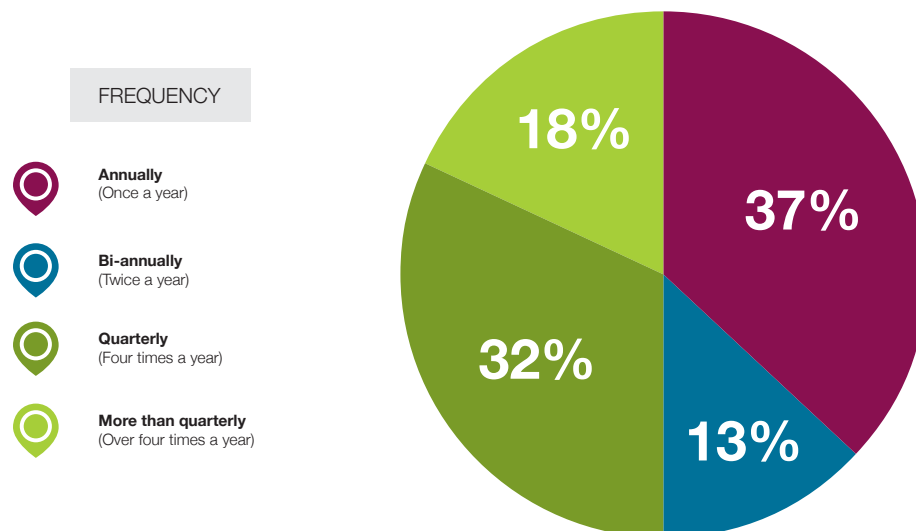
# QUESTION

On average, how often do you reach out for assistance with compliance?

## Single Campus - Compliance Assistance - Frequency



## Multi-Campus - Compliance Assistance - Frequency



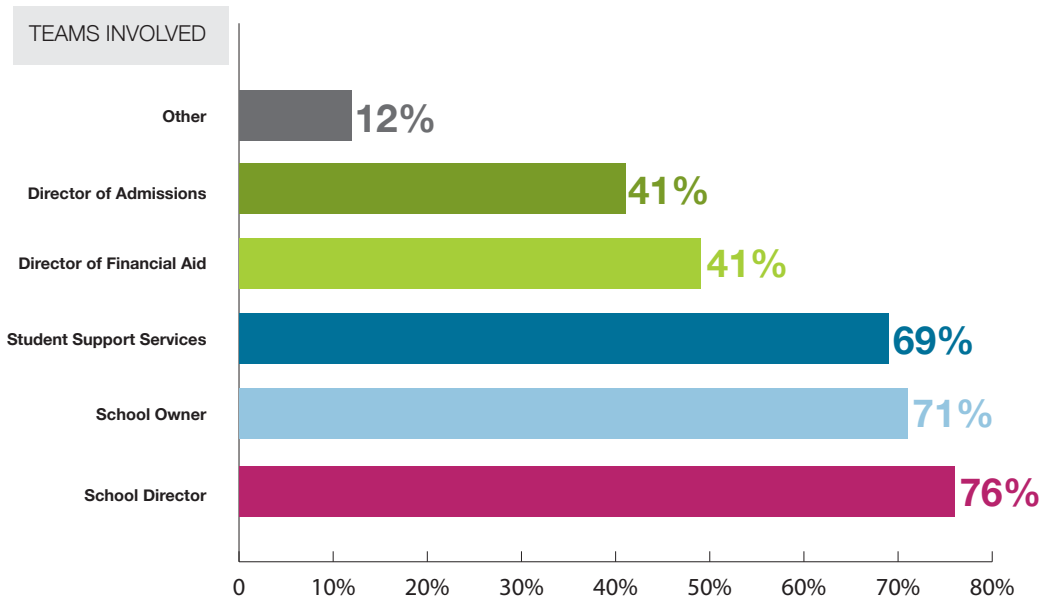




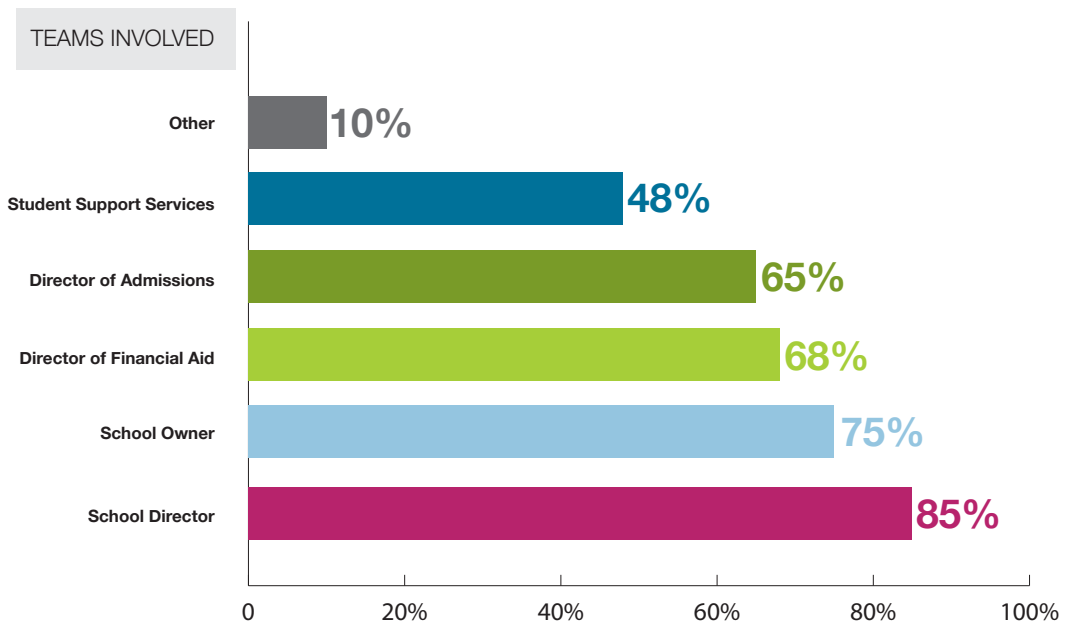
## QUESTION

Who on your team is regularly involved in compliance conversations?  
Select all that apply.

### Single Campus - Compliance Team Involvement



### Multi-Campus - Compliance Team Involvement

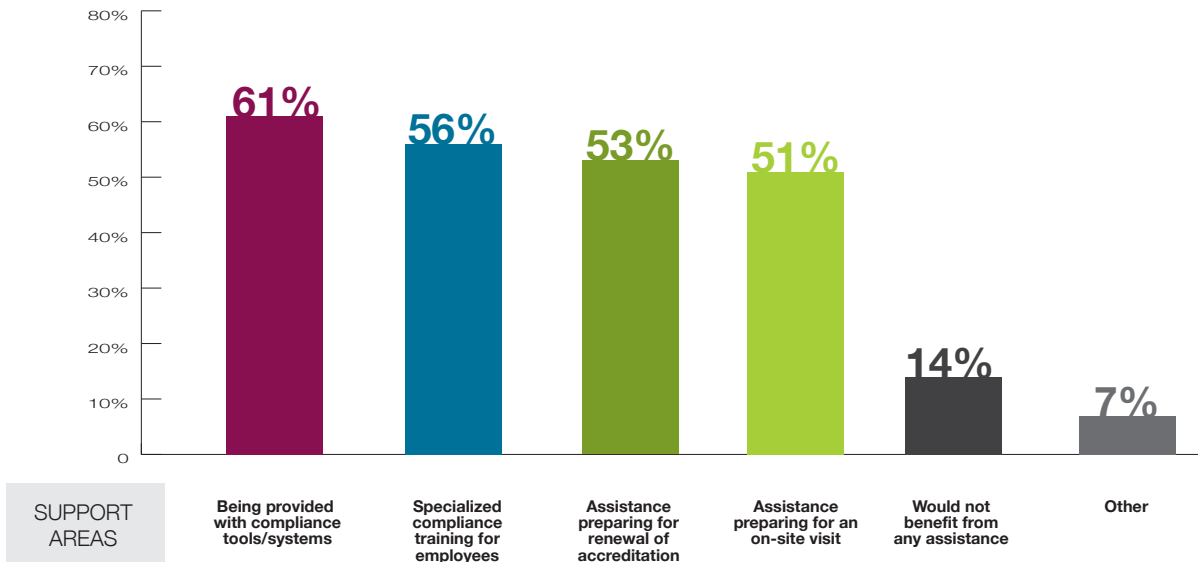




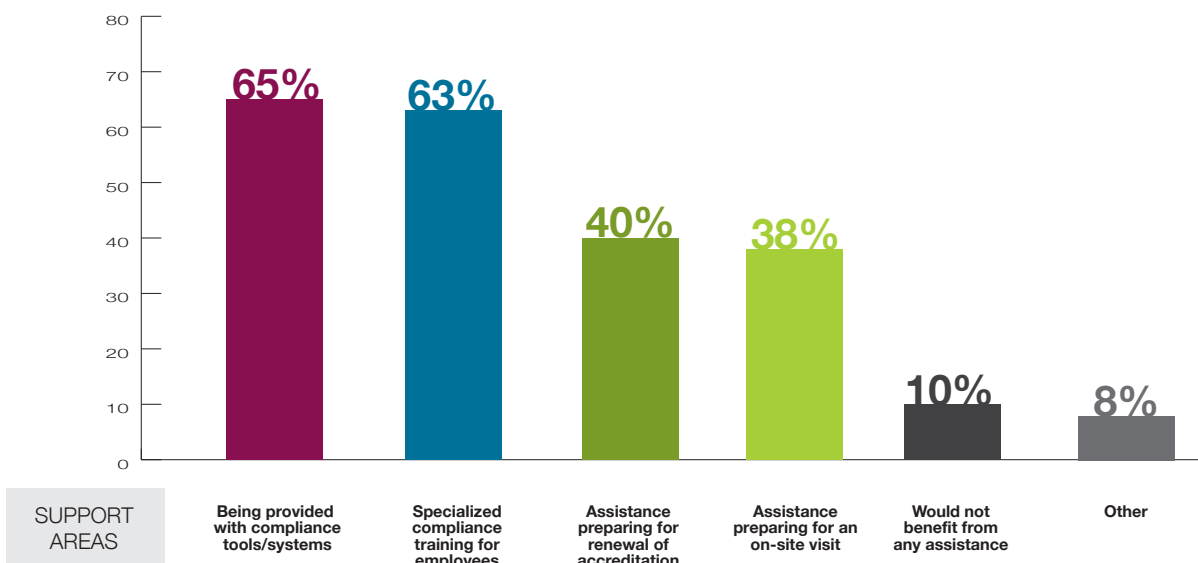
# QUESTION

Below are a list of areas where schools typically need compliance assistance. Based on your current needs, which of the below would benefit you? Select all that apply.

## Single Campus - Compliance Support Needed



## Multi-Campus - Compliance Support Needed

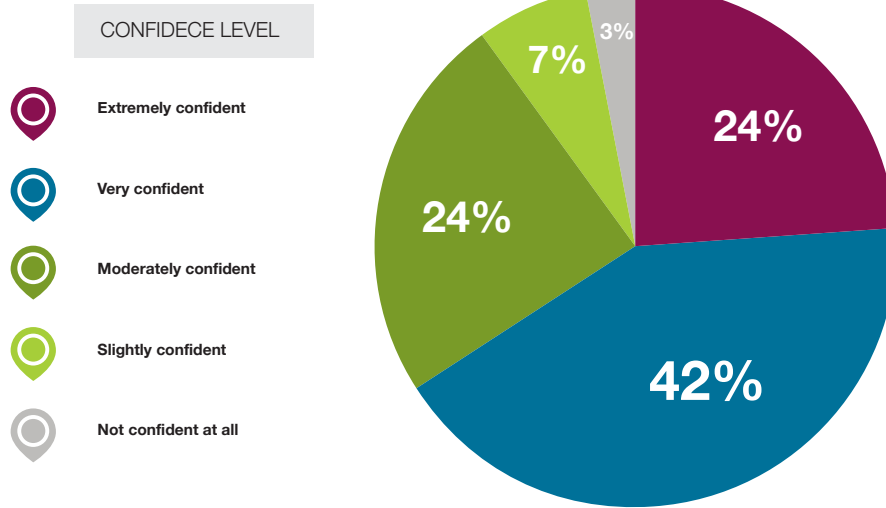




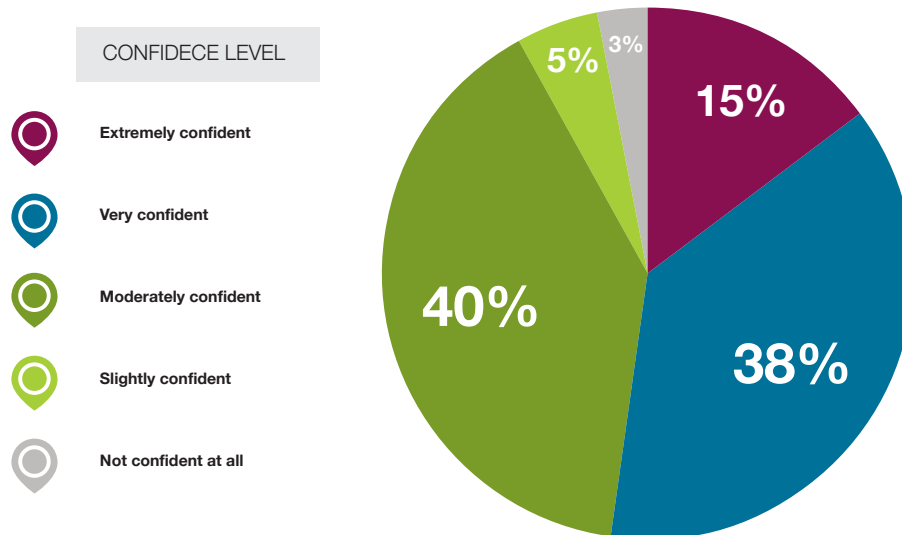
# QUESTION

How confident are you in **your** understanding of accreditation standards?

## Single Campus - Individual Compliance Confidence



## Multi-Campus - Individual Compliance Confidence



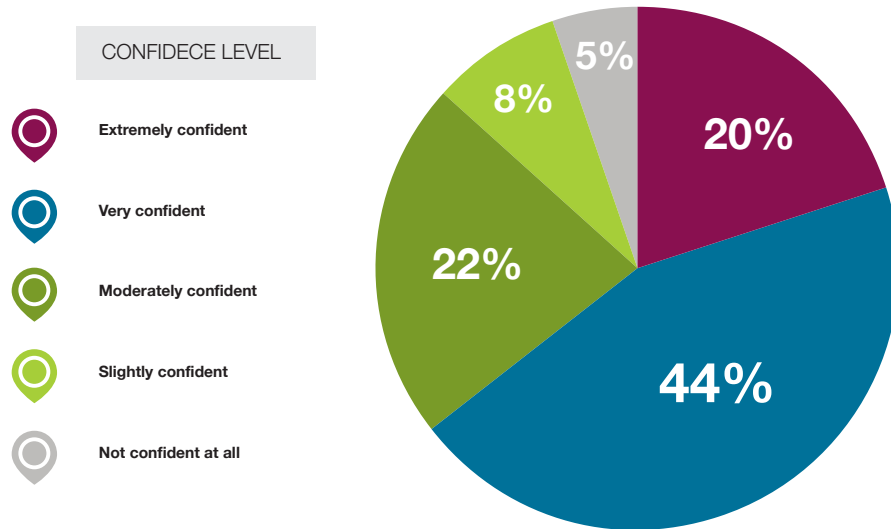
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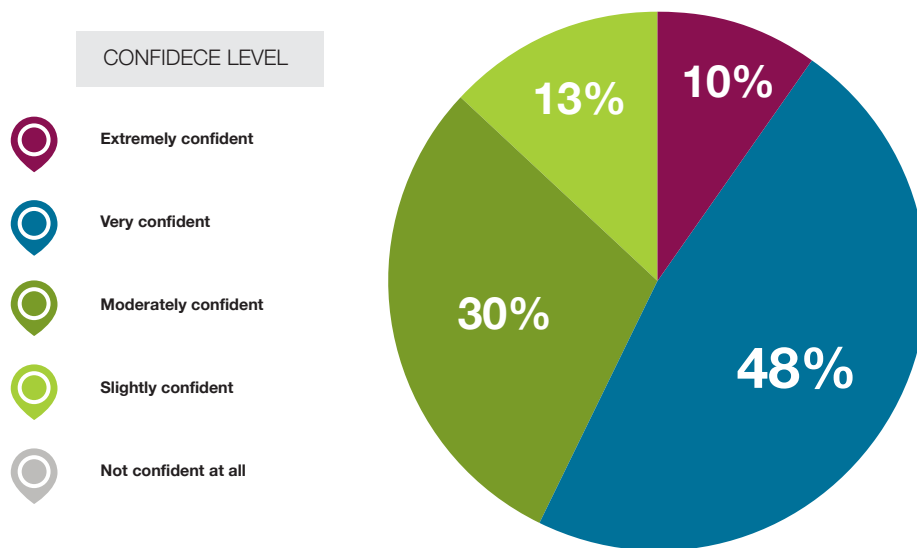
# QUESTION

How confident are you in **your team's** understanding of accreditation standards?

## Single Campus - Compliance Confidence in My Team



## Multi-Campus - Compliance Confidence in My Team



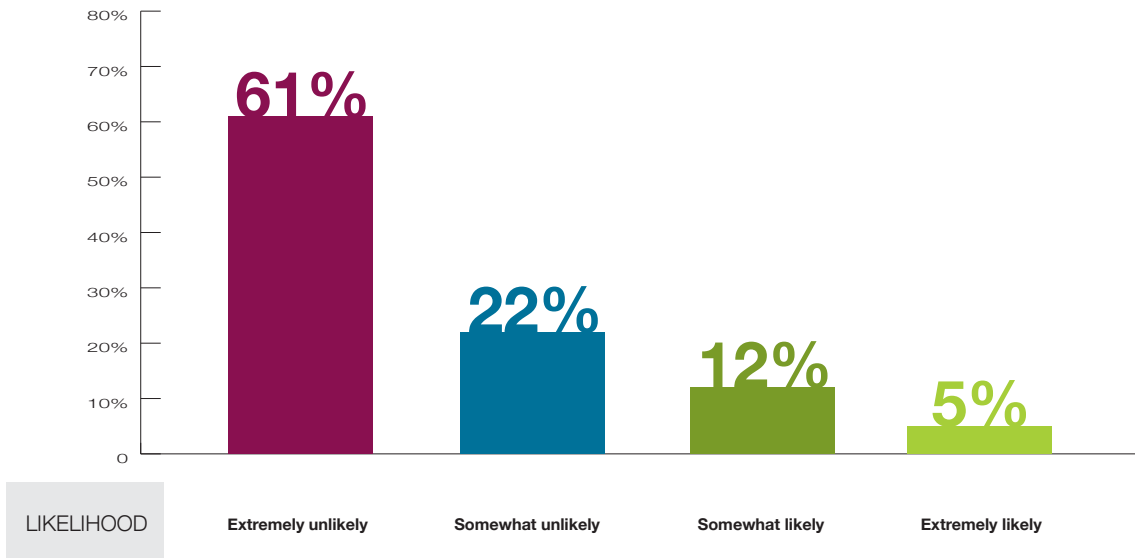
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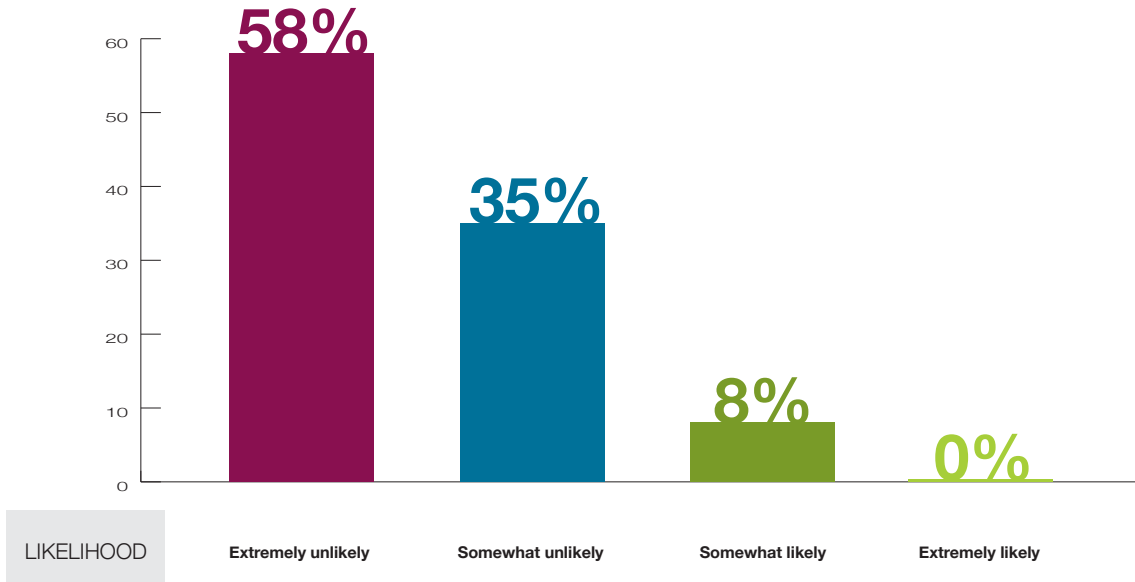
## QUESTION

If your school was expecting an on-site visit from your accrediting body, how likely do you think the visit would result in limitations?

### Single Campus - Likelihood of Limitations



### Multi-Campus - Likelihood of Limitations



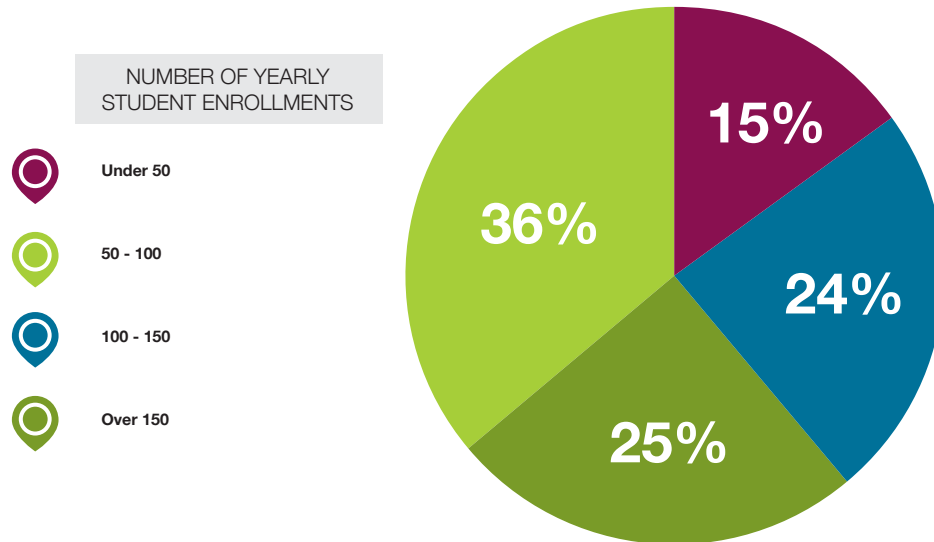
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## QUESTION

What is your school's average yearly enrollment size?

### Segmentation: Single Campus - Average Yearly Enrollment Size



### Multi-Campus School Data Was Not Collected For This Question

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# INSTITUTIONAL ACCREDITORS

- ACCET** - [Accrediting Council for Continuing Education & Training](#)
- ACCJC** - [Accrediting Commission for Community and Junior Colleges](#)
- ACCSC** - [Accrediting Commission for Career Schools & Colleges](#)
- ACICS** - [Accrediting Council for Independent Colleges and Schools](#)
- COE** - [Council on Occupational Education](#)
- COMTA** - [Commission on Massage Therapy Accreditation](#)
- DEAC** - [Distance Education Accrediting Commission](#)
- HLC** - [Higher Learning Commission](#)
- MSCHE** - [Middle States Commission on Higher Education](#)
- MSA-CSS** - [Middle States Association of Colleges & Schools,  
Commissions on Elementary and Secondary Schools](#)
- NWCCU** - [Northwest Commission on Colleges and Universities](#)
- NACCAS** - [National Accrediting Commission of Career Arts & Sciences](#)
- SACSCOC** - [Southern Association of Colleges and Schools  
Commission on Colleges](#)
- WASC** - [Senior College and University Commission](#)

# ABOUT PIVOT POINT RESEARCH

At Pivot Point, we live and breathe beauty and wellness. Our highly respected team includes 31 industry professionals holding industry-specific licenses. With extensive experience spanning diverse industry segments, including beauty schools, salons, spas, barbershops, chains, brands, distributors and media, we have cultivated an unparalleled insight into the heartbeat of the industry.

Our in-house research professionals aren't just experts—they are passionate advocates for your success. We go beyond surface-level research, delving deep into the intricacies of industry relationships and emerging trends to ensure your objectives are seamlessly integrated with real-world insights. We're not here solely to crunch numbers but to empower your business decisions with tailor-made solutions.

We understand that time is frequently of the essence. As your trusted partner, we leverage our deep-rooted industry connections and profound expertise to swiftly propel your projects forward with self-sufficiency. Whether your research underpins internal intelligence or information intended for broader markets, we're here to help you explore the full range of options.

To learn more about our comprehensive research capabilities, kindly complete the inquiry form at the link below, and our team will promptly be in touch. We look forward to collaborating with you!

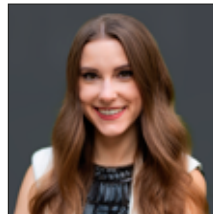
**INQUIRY FORM** - <https://www.pivot-point.com/research/>

## The Pivot Point Research Leadership Team



**Steve Reiss**  
*Strategic Marketing & Business Insights*

10+ years providing custom research solutions to leading beauty industry groups, with a focus on leveraging research insights to create effective strategies supporting business goals.



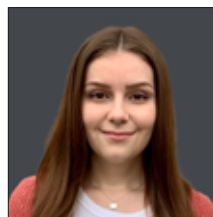
**Sabrina Cason**  
*Primary Research*

Specializes in consumer-focused market research, leading and designing research methodology, execution and analysis that provides insight to drive business growth.



**Vasiliki A. Starvrakis**  
*Secondary Research*

Specializes in analyzing and aggregating 3rd-party and government data and regulatory, licensing and accrediting agency requirements to inform business decisions.



**Christina Mooshil**  
*Data Visualization*

Specializes in combining analysis, design and storytelling to create visual data representations that help people understand and evaluate information more easily.



# ABOUT COMPLIANCE 'N DESIGN

Keeping a school in compliance with an accrediting body's constantly shifting rules and regulations can be incredibly stressful for any school owner. Seeing the need to provide school owners with the necessary resources and training to understand and develop day-to-day skills to manage a compliant-based school, Compliance 'N Design was born.

We are Janice Douglas and Phil Ascareggi, two experts with decades of experience in operations, compliance management, administration and education. Our knowledge of accreditation standards in proprietary education allows our services and training to be applied to all types of institutions regardless of what accrediting body regulates your institution.

If you are a school owner, director or managing partner who would like more information about our services, we are available to meet and discuss your school's compliance needs or create specialized training for you or your staff.

## The Team



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