

STRATEGIC PLAN

2019-2023



Upper Kutz Barber & Style College

813 Highway 1 South, Greenville, MS 38701

www.upperkutzbarbercollege.com

Effective: January 2019

PHILOSOPHY STATEMENT

Upper Kutz Barber & Style College maintains the philosophy that our students come to us for education, skill development, and career advancement. We believe in equal opportunity reinforced with training for all students without regard to race, color, or creed. Through quality training and placement assistance, we can help our students become enterprising professionals. We strive daily to provide a training environment that is orderly, purposeful, and businesslike that is free from threat of physical harm that is conducive to teaching and learning. By providing quality instruction and a nurturing support system, all students have the capability of mastering the essential barber culture skills needed to make a living in the business world.

VISION STATEMENT

The vision is the belief, mission, and purpose, thoughtfully discussed and compiled by Upper Kutz Barber & Style College in our quest to fund the most perfect barber and style school, to produce the best graduate; whether they are barber-stylist, or barber-stylist instructors, to enter the job market with the best possible chance to succeed.

MISSION STATEMENT

Upper Kutz Barber & Style College is committed to providing quality training in the most current methods of barbering and styling to the broadest spectrum of the population to prepare them to enter the workforce as productive individuals

SCHOOL GOALS

It is our overall goal to be a premier barbering and styling college that trains students who are sought after for their skills and professionalism as barbers and barber instructors. Our goals are to:

1. provide instruction in the proper and most current methods of all phases of barbering and styling
2. provide training and instruction that will lead to employment
3. encourage good citizenship on state and national levels
4. develop in students the ability to see the barber and styling industry from both the producer and consumer sides
5. assist all students with suitable job placement
6. provide an environment where students are comfortable seeking counseling and assistance
7. encourage students to be self-disciplined, self-reliant, and self-directed
8. train students to enter the workforce as productive, community-minded citizens

STRATEGIC PLAN INTRODUCTION

Upper Kutz Barber & Style College prepares students for a career that will qualify them to be the most competent professional in the industry. We firmly believe that if we always keep the mission and vision of our establishment before us, with the help of our intellectual and fiscal resources, this and all goals will be surpassed. But to accomplish this, a strategic plan is required to help the institution.

The strategic plan represents a roadmap into the institute's future so that everyone will know where Upper Kutz Barber & Style College is heading and why, and with that knowledge all elements of the institution will work together with the greatest effectiveness.

As the strategic plan encompasses several years, the focus for consideration may change over time. Therefore, there will be periodic evaluations and revisions no less than on an annual basis

STRATEGIC PLAN GOALS AND STRATEGIES

Goals

1. Ensure Academic and Creative Excellence
2. Enhance Financial Stability to Fulfill the Vision and Mission of the Institution
3. Expansion of Facility
4. Enhance the Technology Infrastructure
5. Security of the Institution and Data
6. Marketing and Recruiting

Goal #1: Ensure Academic and Creative Excellence - Provide a rigorous learning experience built on the highest standards of academic and clinical excellence, in an environment that promotes creativity, professionalism and experimentation.

Fulfill this goal of the strategic plan through 2023. Evaluate Annually

Strategies

- Phase out all outdated course material and maintain strong and comprehensive curriculum with the most relevant and updated material for the learner.
Financial Impact: \$3800.00
- Improve all instructional delivery by providing instructors with professional development on lesson planning, instructional strategies & technology integration.
- Improve student achievement

- Maintain high standards of work-based hands on training (clinical).
- Employ entrepreneurship and enterprise in the curriculum.
- Bring in industry professionals from the business area to keep the enthusiasm and creativity of the learner evolving.
- Develop and implement a teacher evaluation tool.

Goal #2: Enhance Financial Stability to Fulfill the Vision and Mission of the Institution – An institution such as a college needs financial resources and financial stability matched to its vision and mission. The college will maintain financial stability through prudent business practices, careful long-range financial planning, and by continuing the accreditation process through COE that will allow the institute to be in compliance and allow growth.

Fulfill this goal of the strategic plan through 2023. Evaluate Annually

Strategies

- Continue to research and partner with community resources for students with financial needs such as tuition payments and assistance with purchasing equipment.
- Establish a tuition modification program for those students with a funding gap prior to completion of the program
- Adjust budget as enrollment increases and operating costs increase
- Increase the efficiency and speed of tuition payment methods by implementing online tuition payment system thereby increasing positive cash flow.
- Monthly meetings to check on progress of the Self Study Report.
- Director will implement the development of the Self Study Report and supporting documentation for a visit in spring of 2020.
- Complete accreditation by July 2021.

Goal #3: Expansion of Facility – It is important to maintain the institute’s physical appearance in such a way as to continue to attract excellent faculty and students, as well as ensure that all users of the facility have the proper space in the environment to fulfill their respective jobs, duties and responsibilities in a safe, clean, and effective manner.

Fulfill this goal of the strategic plan through 2023. Evaluate Annually

Strategies

- Establish and secure long-term secure lease for suite next to the institution with deposit.
Financial Impact: \$600.00
- Establish an environment conducive to learning include the following:
 - a. Floor Maintenance of new suite.
Financial Impact: \$1300.00
 - b. Classroom desk and seating.
Financial Impact: \$800.00
 - c. Classroom Instructor Desktop
Financial Impact: \$400.00
 - d. Classroom projector.
Financial Impact: \$600.00
 - e. Desk and office equipment for Vice-President's office.
Financial Impact: \$1200.00
 - f. Table and chairs for student lounge.
Financial Impact: \$300.00
 - g. White Board and Wall Decor.
Financial Impact: \$250.00

Goal #4: Enhance the Technology Infrastructure - Provide particular focus on emerging educational technologies that have the potential to reshape the learning environment for liberal arts, art and design, and business and technology.

Fulfill this goal of the strategic plan through 2023. Evaluate Annually

Strategies

- Computer technology 3-year deployment process:
 - a. Increased Wi-Fi bandwidth to ensure a strong signal strength in all areas of the facility.
Financial Impact: \$400.00
 - b. Acquire (25) Windows 10 laptop computers and cart for classroom.
Financial Impact: \$6000.00
 - c. Provide each student with a Chromebook as a part of their kit.
 - d. Purchase high definition photo cameras.

Goal #5: Security of Institute and Data – Develop a secure and safe environment for students, staff, and visitors. Enhance data security measures to keep students’ and staff’s personal data offsite and secure.

Fulfill this goal of the strategic plan through 2023. Evaluate Annually

Strategies

- Advance the institutes security 3-year deployment process:
 - a. Installation of security hardware to doors and windows.
Financial Impact: \$2100.00
 - b. Installation of security camera system inside and outside of the institution.
Financial Impact: \$1300.00
 - c. Installation of alarm system.
Financial Impact: \$850
 - d. Purchase online school management system to secure and digitalize school records and other important information.

Goal #6: Marketing and Recruiting – Enhance strategies to educate the public on the institution and the course offerings. Recruit future students for enrollment and staff for employment.

Fulfill this goal of the strategic plan through 2023. Evaluate Annually

Strategies

- Increase advertising via billboards, social media, flyers, and radio.
Financial Impact: \$3600.00
- Promote the institution by using its logo on attire such as t-shirts, hats, bags, and etc.
Financial Impact: \$550.00
- Develop and effectively use brand ambassadors to promote the institution.
Financial Impact: \$1200.00
- Attend local job fairs.
- Attend career day at local high schools in the surrounding areas.
- Host events such as barber battles and community outreach events (free haircuts for students, veterans, and first responders).