

## INSTITUTIONAL EFFECTIVENESS: GUIDELINES FOR ASSESSING FOLLOW-UP SURVEYS AND OUTCOME RATES

All NACCAS accredited schools are required to regularly solicit comments and suggestions from current students, graduates, and employers of graduates. The primary purpose of requiring schools to seek feedback from its constituents is to improve the overall quality of the institution and to graduate qualified professionals in their field of study. These guidelines have been developed to assist schools in assessing their outcomes. Please note that these guidelines do not represent specific requirements that must be met by a school in assessing its outcomes, but are merely to provide guidance.

Conducting follow-up surveys solicits both positive and negative feedback regarding the school's educational programs and student support services. This information combined with the school's outcome rates (completion, placement, and licensure or certification) should be used by the school to evaluate itself and to further improve the overall quality of the institution.

Criterion 5 of the Standard I states: The school must solicit, periodically, feedback from an advisory committee which includes, at a minimum, employers from the fields for which training is provided.

In order to assist schools in seeking feedback and in analyzing the results, the Commission has developed the following guidelines.

1. The school should develop three separate surveys in order to solicit information relevant to each category.
  - a. Current Students: The survey should request information in areas such as the quality of theory; practical and laboratory instruction; availability and quality of laboratory supplies; reference books, and equipment. The survey should also ask questions related to program content and student support services.
  - b. Graduates: The survey should seek comments regarding the quality of the school's educational programs, student support services, relevance of instructional materials used (including videos, transparencies, handouts, laboratory supplies, reference books, etc).

The survey should also ask whether the student felt prepared for entry level employment, as well as requesting comments on how the school can improve.

## Follow-Up Surveys and Outcome Rates

- c. Employers of Graduates: The survey should seek comments regarding the quality of the graduates hired by the salon. Questions should address whether the graduate had skills in the areas of customer relations, product knowledge, and ability to perform services (such as color, perms, cuts, etc.). Ask the salon owner for comments on areas in which the school may want to consider placing greater emphasis in its instructional programs. Since these are the individuals who will be hiring your graduates you want to ensure that the students have the skills necessary to succeed in the workforce.
2. The school compiles its outcome rates (completion, licensure or certification, and placement) based on the calendar year using the statistical data from the NACCAS Annual Report. The school uses its rates along with its feedback to determine whether the school is meeting its stated mission, goals and objectives.
3. Schedule a meeting for at least once each year to review the comments received and the school's outcome rates. Determine who is going to be present in the meeting (instructors, administrative staff, students, advisory committee members, etc.) to discuss the surveys and the outcome rates received.
4. Designate one individual on the school's staff to be responsible for compiling the results and presenting them to the review group.
5. Record minutes of the meeting to show what suggestions the group determined were valid and changes recommended based on a review of the school's rates. Please note that the Commission does not expect that a school will adopt all suggestions made, since in some cases suggestions for improvement may not be feasible. The committee may also determine that no changes need to be made because the school received excellent feedback and the school's rates greatly exceed NACCAS' minimum thresholds. In either case, reflect the Committee's decision in the meeting minutes to document the school's course of action. Please note, however, that the Commission does expect that the school will implement valid suggestions.
6. Once the school personnel have determined which suggestions or ideas they intend to implement, time lines and staffing need to be established for completing the change.
7. Once the changes have been implemented, the school should maintain documentation to show that the revisions made were as a result of feedback received from its constituents or based on a review of its rates.