

## IECT SMART GOALS AND OBJECTIVES

Our goals and objectives are tied directly to our short- and long-term plans. SMART in this document means:

The best objectives have several characteristics in common. They are all **S.M.A.R.T. + C.:**

- They are *specific*. That is, they tell *how much* (e.g., 10%) of *what* is to be achieved (e.g., what behavior of whom or what outcome) *by when* (e.g., by 2025)?
- They are *measurable*. Information concerning the objective can be collected, detected, or obtained from records (at least potentially).
- They are *achievable*. Not only are the objectives themselves possible, it is likely that your organization will be able to pull them off.
- They are *relevant* to the mission. Your organization has a clear understanding of how these objectives fit in with the overall vision and mission of the group.
- They are *timed*. Your organization has developed a timeline (a portion of which is made clear in the objectives) by which they will be achieved.
- They are *challenging*. They stretch the group to set its aims on significant improvements that are important to members of the community.

### **Our IECT Goals are**

To continue providing the best dermal training in the industry

To provide our students with an experience that will prepare them for success in the various industries related to the art and science of epidermal related careers

To ensure that all students regardless of race, sexual orientation, gender, age, disability are provided with the same opportunities for success

To ensure our students are prepared to take and pass the State (any) exam for Estheticians

To continuously review and improve the quality of the curriculum

To review and improve the quality of the student experience

To provide the student with theory and practice of epidermal cell training at an affordable price

To ensure each graduate of our programs are prepared to work in this industry at the completion of the program

To enrollment at least one student every fifteen weeks until the class session is full

To maintain a financially stable school

Goal 1: To continue providing the best dermal training in the industry

Objectives: 1. Employer satisfaction rate >90% by December 2019

- 2. We will use the employer satisfaction survey to collect this data
  - 3. Previous anecdotal responses from Employers indicate that our students are meeting their requirements
  - 4. By December 2019 we will have all elements in place (surveys, student feedback etc.) and we should have met this goal by summer of 2020
  - 5. This fit with our mission to provide students the knowledge and techniques to be successful.
  - 6. The benefits are twofold – highly trained and skilled Estheticians and satisfied employers and clients who benefit from the provided to graduates.
- the
- skills we've

Goal 2: To provide our students with an experience that will prepare them for success in the various industries related to the art and science of epidermal related careers.

- 1. We expect that all of our students will participate in the business license program and will have completed a license application by the end of the program.
  - 2. We can place a copy of each student's business license in their school record.
  - 3. This will be achieved for all students who complete week 15 of the course – we expect that to be 90% or greater of the students.
  - 4. This is well within our mission to prepare our students for practical and hand-on skills and techniques in several aspects of esthetics, health, wellness and medical.
  - 5. Not only will the students have obtained the license during the later stages of the program beginning in week 15, but we expect the students to have either been hired or started their own business not later than 6 months after graduation.
  - 6. New business owners and employed students contribute to the economic impact and stability of the community
- business
- enrolled
- differing
- expect the business not

Goal 3: To ensure that all students regardless of race, sexual orientation, gender, age, disability are provided with the same opportunities for success

- 1. Our policy towards discrimination is stated explicitly in our catalog and employee handbook. We do not practice nor tolerate discrimination.
- 2. We have had zero complaints regarding our admissions policies and will continue to maintain that standard. Also, we have a diverse pool of applicants and enrollees. We will continue to monitor the type of applicant to ensure that we seek out students who represent the Hampton Roads population.
- 3. We will continue to promote diversity and work against discrimination of any type within our organization. Of note

our President American and range in the Baby Boomer, populations.

leadership team is comprised of male and female (owner, and Director of Education), as well as African European descendants. The ages Generation X and Millennial

These disability

4. IECT is founded on the idea that professionalism, integrity, and competence are core requirements for student success. These values are gender, race, age, sexual orientation, and neutral.
5. We will continue to promote our programs of study to pools of candidates in diverse populations.
6. Diverse graduates represent the population of greater Hampton Roads/Tidewater Virginia and we will continue to contribute graduates that represent this population.

Goal 4: To ensure our students are prepared to take and pass the State (any) exam for Estheticians

first-

for IECT and specific

1. We will monitor the State Board exam data to ensure we recognize any trends in graduations. We strive to achieve a time test taker score of 80% for all students. annually.
2. We will monitor the State Board completer rates along with student survey and feedback determine the opportunities for IECT.
3. The previous student feedback and results suggest that we can meet and perhaps exceed that goal.
4. Our mission states that we will prepare students for the industry required written/practical examination.
5. We will monitor the individual results and State Board overall results as a comparison and do so at least semi-annually.
6. According to the Bureau of Labor Statistics the industry is growing at a rate 14% which is faster than the national average for all jobs.

average for

Goals 5: To continuously review and improve the quality of the curriculum

graduate of assessment

on the employees.

techniques in wellness, medical fields

1. We will review the core curriculum items (courses and content) after each cohort or individual completer.
2. The ET (Executive Team) collects data after each the program via survey, individual feedback, and instruments.
3. We want the core curriculum to be current and relevant to the success of our students, which contributes to their success State Board and as independent business owners or employees.
4. Meeting this goal is essential to our mission focus of provide the student with fundamental knowledge and practicing the industry of Esthetics related health, wellness, medical fields

one  
input.

5. As stated the curriculum changes are immediate and the changes will be discussed and briefed to instructors one-on-one prior to the changes to gather and implement their specific

tools and

6. A current curriculum which encompasses new and trending industry changes provides our graduates with the current techniques to impact clients and employers.

Goals 6: To review and improve the quality of the student experience

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license,

we can

a high

1. We strive to have a 100% positive student experience score on our annual review of all student feedback.

2. The student feedback and survey will be our primary method of collecting and measuring the data against our goals.

3. We provide our students with a great number of resources that we believe go above and beyond the typical esthetics school often than not these resources are at no cost (e.g. business State Board review)

4. This enhances our practice of preparing students for the growing demand for Estheticians.

5. This is an ongoing review – as stated after every student/cohort completion we review the student feedback and look at ways adjust the curriculum.

6. The challenge here is to ensure that it is consistent. Maintaining a consistent review and feedback loop helps IECT maintain standard of quality in the curriculum.

Goal 7: To provide the student with theory and practice of epidermal cell training at an affordable price

program costs.

than the

data

1. Review our pricing annual (minimum). Ensure pricing increases do not exceed 5% annually. Where opportunities exist for promotions do so at least once annually.

2. We will sample costs for similar programs in Hampton Roads, Richmond and Northern Virginia and compare to our

3. There is external pressures in the foreseeable future that will put pressure on the team to increase pricing at a higher rate target max of 5%.

4. We believe that maintaining a stable price point will help us fulfill the continuing demand for Estheticians as indicated by BLS

5. Our long term projection is to maintain this pricing strategy for the foreseeable future.

industry

6. The Industry suffers when prices rise at a rate that exceeds student accessibility. We want to ensure the viability of the well into the future.

Goal 7: To ensure each graduate of our programs are prepared to work in this industry at the completion of the program

1. 90% of our graduates will be placed within 6 months of successful completion of the State Board. Visit at least 3 employers a year to build relationships.
2. Employee surveys and student feedback are the primary means of collecting this data.
3. We will work hard to maintain relationships with employers in the industry
4. This falls in line with our mission to prepare the student for practical/hands-on techniques focusing on public-safety
5. We want to achieve this goal not later than the Spring of 2019.
6. The community at large benefits from qualified graduates in industry as they provide practitioners who meet a fundamental need in the community.

Goal 8: To enrollment at least one student every fifteen weeks until the class session is full To maintain a financially stable school

1. The goal is very specific. Enrolling a student every 15 weeks (3 students minimum per year.)
  2. Use student admissions data to track this information.
3. Based on prior enrollment data we can meet this requirement.
4. Maintaining a strong financial presence allows us to meet our commitment to the community by graduating competent practitioners.
5. We measure this on a semi-annual basis to ensure we have ample opportunity to make any necessary adjustments to marketing, recruitment and curriculum.
6. The financial stability of IECT helps provide economic resources and stability to the community and helps sustain the responsibility we have to train qualified estheticians.

