



# AVEDA INSTITUTE DES MOINES

6905 Mills Civic Parkway, Suite 120, West Des Moines, IA 50266 2



**STUDENT CATALOG** Revised 12.8.16

The Aveda Institute Des Moines is licensed by:  
Iowa Board of Cosmetology Arts and Sciences 22  
Iowa Department of Public Health  
Lucas State Office Building 5<sup>th</sup> Floor  
321 E 12<sup>th</sup> St  
Des Moines, IA 50319  
Phone # 515.281.4416  
[www.idph.state.ia.us/licensure](http://www.idph.state.ia.us/licensure)

Accreditation Agency  
National Accrediting Commission of Career Arts and Sciences (NACCAS)  
4401 Ford Avenue, Suite 1300  
Alexandria, VA 22302  
Phone # 703.600.7600



Owners: V.P. Institute, Inc. (a VP Group company)7

Corporate Office Address  
Aveda Institute Des Moines  
6905 Mills Civic Parkway, Suite 120  
West Des Moines, IA 50266 2

Aveda Institute Des Moines is incorporated under V.P. Institute, Inc.

Disclosure: Aveda Institute Des Moines reserves the right to change programs, start dates, tuition, or to cancel programs. Any changes will be made in accordance with state law, and will be incorporated into this catalog.

The Aveda Institute Des Moines is registered with the Iowa College Student Aid Commission. Any student wishing to contact the Commission regarding questions about the school, may do so at:

Iowa College Aid  
430 E Grand Ave, FL 3  
Des Moines, IA 50309

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**AVEDA MISSION**

“Our mission at Aveda is to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world.” –Horst Rechelbacher, Founder

**AVEDA INSTITUTE DES MOINES MISSION STATEMENT<sup>4</sup>**

**The Aveda Institute Des Moines is dedicated to providing students with a quality learning environment, which will prepare students to obtain their license after graduation and to obtain a career post-graduation in Cosmetology, Esthiology, Massage Therapy, or other business and management related fields such as retailing and management.**

The mission is achieved based on, but not limited to, the following criteria:

- Creating an environment of trust and respect.
- A commitment to teamwork.
- Promoting personal and professional development.
- Inspiring the continuous quest for knowledge and growth.
- Enabling students to provide services that exceed our clients’ expectations.

**HISTORY**

The Aveda Institute Des Moines is owned and operated by V.P. Institute, Inc. Our faculty is a skilled team of experienced educators with knowledge of classic and contemporary techniques. They meet state licensing requirements and are trained in all the aspects of hair, skin and esthetics, body care and related subjects. The Aveda Institute Des Moines is a Cosmetology, Esthiology, and Massage Therapy school, approved and licensed by the State of Iowa, and accredited by the National Accrediting Commission of Career Arts and Sciences.

**PROGRAMS 7, 8, 10, 12**

**Cosmetology 2100 Clock Hours**

**Program Description**

The 2100 hour Cosmetology course is a program of 57 weeks for a 5/day week schedule that has educator led classroom and clinical training as well as practical hands-on application. The training program provides theoretical study which serves as the foundation of the students' education. Practical experience builds on classroom theory to provide the essential technical training of a salon professional. Each phase of the students' education emphasizes a different combination of fundamental cosmetology subject matter. The Cosmetology program is comprised of hair and scalp treatments, hair shaping, hair arranging, chemical waving and relaxing, hair coloring, facial treatments and skin care, hair removal, natural nail care, acrylic nails. The program also provides instruction in Iowa law, safety and sanitation, as well as personal/business development and career management.

The last phase of the program, Salon Life, prepares the students to become successful industry professionals. Emphasis is on achieving 100% guest satisfaction through consultation, technical skill, Aveda rituals, timing, retailing, and pre-booking.

**Program Objectives**

The objective of this program is to prepare the students for the state licensing examination in Cosmetology and to provide appropriate and comprehensive training thereby enabling them to enter the field of Cosmetology. Graduates of the program will be employable as salon service providers, salon sales representatives, salon owners/managers, business managers, industry educators and freelance artists. The Aveda Institute graduate will receive a diploma in Cosmetology and will be prepared to enter the industry with higher than average skill level.<sup>12</sup>

**Instructional Methods**

The program is taught using several different types of instructional methods such as lectures, videos, hands-on techniques, demonstrations, overheads, power points, and internet research.

**Grading Scale:<sup>10</sup>**

100-95 Excellent	94-91 Above Average	
90-85 Average	84-80 Below Average	79 and below Unsatisfactory

<b>Courses</b>	<b>Total Clock Hours</b>	<b>Theory</b>	<b>Lab</b>
COS 101 Hair/Body Systems Theory	26	26	
COS 102 Sanitation	6	6	
COS 103 Iowa Law	10	10	
COS 104 Hair and Scalp Treatments	56	11	45
COS 105 Hair Shaping	260	110	150
COS 106 Hair Arranging	248	73	175
COS 107 Chemical Waving and Relaxing	105	45	60
COS 108 Hair Coloring	435	115	320
COS 109 Skin Care/Hair Removal	113	53	60
COS 110 Manicuring/Pedicuring	160	40	120
COS 111 Precision Trends in Haircutting	210	40	170
COS 112 Precision Trends in Hair Shaping	106	25	81
COS 113 Advanced Hair Coloring	107	20	87
COS 114 Make Up	90	15	75
COS 115 Aveda Rituals	40	12	28
COS 116 Personal and Business Development	28	28	
COS 117 Retailing, Sales and Management Development	100	100	

## **AVEDA COSMETOLOGY 2100 HOUR PROGRAM**

### **Courses**

#### **COS 101 Hair/Body Systems Theory**

Hair structure, electricity, chemistry, anatomy of the head, face and body, muscle systems.

#### **COS 102 Sanitation**

Safety and sanitation techniques and requirements.

#### **COS 103 Iowa Law**

Iowa laws, rules, safety and sanitation requirements.

#### **COS 104 Hair and Scalp Treatments**

Product analysis, procedures and techniques, client hair analysis, application techniques, equipment, implements and materials.

#### **COS 105 Hair Shaping**

Hair cutting and shaping, implements and techniques, sections, handling of shears, clippers and razors, client consultation.

**COS 106 Hair Arranging**

Hair Styling, wet styling, finger waving, pin curl techniques, roller curls, comb out techniques, artistry in hair styling, thermal styling, conventional thermal irons, and blow dry styling.

**COS 107 Chemical Waving and Relaxing**

Permanent restructuring theory of hair, chemistry of solutions, pre-perm analysis, rod selection, perming techniques, custom perm design and wrapping.

**COS 108 Hair Coloring**

Color theory, classifications of hair color, product analysis, corrective coloring, contemporary techniques, one dimensional/multidimensional, foiling, bleach and tone.

**COS 109 Skin Care/Hair Removal**

Histology, disorders, facials, skin care, waxing.

**COS 110 Manicuring/Pedicuring**

Manicures and Pedicures, nail design and artistry, acrylic nails, nail extensions, massage techniques for the hands, arm and feet.

**COS 111 Precision Trends in Haircutting**

Emphasis on Aveda techniques to create any hair design. Students learn to identify trends and skills needed to develop styles using precision cuts.

**COS 112 Precision Trends in Hair Shaping**

Emphasis on trends of professional hairstyling that enhance and contribute to overall look. Students learn to identify trends and skills needed to develop styles based on length, genre, and texture within a creative approach to producing new styles.

**COS 113 Advanced Hair Coloring**

Focus on layering hair coloring techniques to achieve desired look. Aveda Collections are taught and an emphasis on advanced use of foil patterns.

**COS 114 Make Up**

Make up application with attention to eye shapes, bridal and mature make up techniques, and photo ready make up applications.

**COS 115 Aveda Rituals**

Performing the Aveda 12 points of difference. Stress relieving rituals, aromatherapy, sensory journeys, finishing touch procedure and massage techniques.



## **COS 116 Personal and Business Development**

Interviewing skills, career success strategy, resume writing, consultations.

## **COS117 Retailing, Sales and Management Development**

Preparation in retailing and business management. Teaches the fundamentals of sales and management as they apply to a retailing atmosphere. Participating in hair shows, annual field trip to advanced education, offering services at events.

## **Esthiology 600 Clock Hours**

### **Program Description**

The Esthiology course is a 600 hour program taught over a period of 20 weeks. The Esthiology program covers the following topics in varied levels of depth and detail giving the student a foundation for a professional career: anatomy, physiology, chemistry, make-up, aromaology, facial massage, clinic practice treatments, personal/career development, wellness, and retail knowledge. Students learn to perform facials, waxing, and make up application.

### **Program Objectives**

The Esthiology curriculum provides skin care training with an emphasis on using pure plant essences in treatment. The program prepares the student for the state licensing examination in Esthiology and to provide appropriate and comprehensive training thereby enabling them to enter the field of Esthiology. Upon completion, students will have the skills to seek employment as a skin care specialist with the knowledge of Aveda products and spa techniques and will receive their diploma in Esthiology.<sup>12</sup>

### **Instructional Methods**

The course is taught using several different types of instructional methods such as lectures, videos, hands-on techniques, demonstrations, overheads, power points, and internet research.

### **Grading Scale:**

100-95 Excellent	94-91 Above Average	
90-85 Average	84-80 Below Average	79 and below Unsatisfactory

<b>Courses</b>	<b>Total Clock Hours</b>	<b>Theory</b>	<b>Lab</b>
EST 101 Skin/Body Systems	35	35	
EST 102 Skin Care and Treatment Theory	54	54	
EST 103 Infection Control	5	5	
EST 104 Iowa law	5	5	
EST 105 Facial Workshops	56		56

EST 106 Facial Massage	25	25	
EST 107 Make up	35	25	10
EST 108 Body Treatments	30	15	15
EST 109 Retailing & Business Mgmt	25	25	
EST 110 Aveda Rituals	15	12	3
EST 111 Aromaology	5	5	
EST 112 Hair Removal	15	10	5
EST 113 Clinic	295		295

## **AVEDA ESTHIOLOGY 600 HOUR PROGRAM**

### **Courses**

#### **EST 101 Skin/Body Systems**

Anatomy, physiology, histology, chemistry

#### **EST 102 Skin Care and Treatment Theory**

Skin analysis and consultation, care of the skin through cleansing, refinement, and moisturizing, skin disorders and diseases, balancing the skin, extractions, treatment theory, and ingredient analysis.

#### **EST 103 Infection Control**

Presents bacteriology, safety and sanitation procedures.

#### **EST 104 Iowa Law**

Iowa laws, rules, safety and sanitation requirements.

#### **EST 105 Facial Workshops**

Hands on practice of selected facial treatments on live models.

#### **EST 106 Facial Massage**

Relaxation through massage, detoxification massage for lymphatic drainage, basic touch, facial massage.

#### **EST 107 Make Up**

Color theory, contoured and classic make up applications, dramatic and subtle looks.

#### **EST 108 Body Treatments**

Treatments that focus on treating the skin of the entire body.

#### **EST 109 Retailing & Business Management**

Fundamentals of retailing, selling and skills to manage a business or own a salon.

**EST 110 Aveda Rituals**

Performing the 12 points of difference. Stress relieving rituals, aromatherapy, sensory journeys, finishing touch procedure and massage techniques.

**EST 111 Aromaology**

History of plant aromaology, psychology of aroma, therapeutic effect, custom testing and blending, methods of application.

**EST 112 Hair Removal**

Hair removal theory, safety, and methods of hair removal.

**EST 113 Clinic**

Clinic practice including set up, sanitation, time management and daily goals. Apply knowledge through clinic experiences, refine skills learned in the classroom and practice Aveda skin care and make up service standards.

**Massage Therapy Outline 750 Hours****Program Description**

The 750 hour Massage Therapy course is a program of 25 weeks that has educator led classroom and clinical training as well as practical hands on application. The focus of the program is Swedish massage, deep tissue massage, and spa treatments with an emphasis on anatomy, physiology, and pathology. Under the direct supervision of an educator, the student will practice and perform treatment sessions focusing on application of full body massage techniques and advanced techniques.

**Program Objectives**

The objective of this program is to prepare our students for the national licensing examination in Massage Therapy. The program provides a balanced study of anatomy, physiology, pathology, aromaology, spa treatments, and body movement techniques. Our program focus is on Swedish and Deep Tissue massage technique executed within the Aveda spa service experience. After completing 750 hours, our graduates will have the skills they need to find employment in a spa, health club, medical or chiropractic clinic.

**Instructional Methods**

The course is taught using several different types of instructional methods such as lectures, videos, hands-on techniques, demonstrations, DVDs, overheads, power points, and internet research.

## **Grading Scale**

100-95 Excellent	94-91 Above Average	90-85 Average
84-80 Below Average	79 and below Unsatisfactory	

<b>Courses</b>	<b>Total Clock Hours</b>	<b>Theory</b>	<b>Lab</b>
MAS 101 Anatomy and Physiology	175	175	
MAS 102 Pathology	40	40	
MAS 103 Massage/Spa Theory/Kinesiology	50	50	
MAS 104 Swedish Massage	70	35	35
MAS 105 Spa/Hydrotherapy	25	15	10
MAS 106 Deep Tissue and Case Studies	35	20	15
MAS 107 Adjunct Massage Modalities	85	60	25
MAS 108 Iowa Law	8	8	
MAS 109 Retailing and Business Management	27	27	
MAS 110 Spa & Medical Tours	10		10
MAS 111 Clinic	225		225

## **AVEDA MASSAGE THERAPY 750 HOUR PROGRAM**

### **Courses**

#### **MAS 101 Anatomy and Physiology**

A basic understanding of the structure and functioning of the human body necessary for competent practice of Massage Therapy. Basic concepts in chemistry and cell/tissue biology, kinesiology as it relates to muscle movement and brain activity, basic structure and functions of the muscular, integumentary, skeletal, endocrine, blood, circulatory, respiratory, digestive and nervous systems of the human body.

#### **MAS 102 Pathology**

Study of diseases related to the human body.

#### **MAS 103 Massage/Spa Theory/Kinesiology**

History and principles of massage, body mechanics, professionalism, business and ethics, aromaology and herbal studies, ayurveda wellness, nutrition and body awareness. Kinesiology as it relates to rehabilitation, sports injury and fitness, and occupational health and safety.

#### **MAS 104 Swedish Massage**

Basic strokes of Swedish Massage Therapy are defined and demonstrated for both the anterior and posterior of the body. Specific treatment patterns for common pathological conditions are taught. The contraindications for Swedish Massage Therapy are reviewed and re-emphasized. An emphasis is placed on proper body mechanics, positioning, and draping.

**MAS 105 Spa/Hydrotherapy**

Study of a natural and non-invasive healing modality. Students will learn the therapeutic procedures and applications using water, moist heat application and/or Aveda treatment products.

**MAS 106 Deep Tissue and Case Studies**

Basic strokes of Deep Tissue Massage are defined and demonstrated for both the anterior and posterior of the body. Specific treatment patterns for common pathological conditions are taught. The contraindications for Deep Tissue are reviewed and re-emphasized. An emphasis is placed on proper body mechanics, positioning, and draping.

**MAS 107 Adjunct Massage Modalities**

Foot reflexology, trigger points, acupressure, polarity, chakra balance, lymphatic/pregnancy massage.

**MAS 108 Iowa Law/Ethics**

Iowa law, rules, safety and sanitation, qualifications for licensing, requirements for establishments.

**MAS 109 Retailing and Business Management**

Fundamentals of retailing, selling and skills to manage a business or own a salon.

**MAS 110 Spa and Medical Tours**

Allows the student to experience different massage practices by touring spas, chiropractic clinics and medical practices.

**MAS 111 Clinic**

Hands on clinical practice in Spa environment. Time is spent reviewing and practicing technical skills, refinement of massage techniques, clinic set up, sanitation, time management, retail skills, guest health and relations, and Aveda Rituals.

## **ADMISSIONS, 16**

Admission into Cosmetology, Esthiology and Massage Therapy is open to any applicant who possesses a high school education or equivalent (e.g. GED), is at least 16 years of age, and if it is determined by the Admissions committee that the student is capable of successfully completing and benefiting from the training provided. All proof of education may be verified. Aveda Institute Des Moines will not accept online diplomas. No qualified person may be excluded from enrollment in Aveda Institute Des Moines based on age, race, color, sex, creed, religion, disability, marital status, or national or ethnic origin. A written notice of acceptance or rejection must be sent to all applicants. The Institute does not take ability to benefit.

Students currently in default on previous student loans will not be considered a candidate for admission to the Institute until the default situation is resolved by the student.

## **ENROLLMENT PROCEDURES**

The first step in the enrollment process is to schedule a tour and meet with an admissions coordinator for a personal interview.

## **PERSONAL INTERVIEW**

A personal interview with each applicant is required prior to acceptance into any program. We encourage applicants to bring their friends and family members to the interview. Both the applicant and the family have the opportunity to learn about the training programs. The personal interview gives the institution an opportunity to evaluate the applicant.

During the interview and tour with an admissions representative the student will receive the following information:

- **Catalog**
- **Pre-enrollment packet including financing options**
- **\*Gainful Employment Disclosure Template for respective program**
- **Course Outline**

\*May be sent electronically on a different date, prior to payment for application fee.

## **TO ENROLL INTO AVEDA, A STUDENT MUST:**

1. Pay a non-refundable \$100.00 application fee.
2. Have a signed permission from a parent or guardian if less than 18 years old.
3. Take aptitude test to determine capability of successful completion of program.
4. Approval by the Admissions department.
5. Sign the enrollment agreement and pay a \$100.00 registration fee (refundable only if the student cancels enrollment within 3 business days after signing the enrollment agreement).
6. Submit all documentation for enrollment to the Admissions department.
7. Submit all documentation to apply for financing.

## **ACCEPTANCE BY THE INSTITUTION**

If all requested documents have been successfully submitted and reviewed and all admission requirements have been met, a written notice of acceptance or rejection will be sent to the applicant.

**The enrollment agreement is a binding contract between the student and Aveda Institute Des Moines. Please read carefully prior to signing the enrollment agreement.**

## **ACCEPTANCE OF HOME SCHOOLING EDUCATION**

Admission candidates applying with a home schooling education must provide documentation to verify that they have graduated a course equivalent to a public high school education. The following will be accepted as proper education documentation:

1. Transcripts of completion of curriculum with course descriptions
2. A state certified sealed diploma

## **TRANSFER OF CREDITS <sup>6</sup>**

At the Aveda Institute, we treat all transfers as another prospective student. Applicants who wish to transfer hours are considered on an individual basis. The Aveda Institute will transfer hours based on the student's ability to test out in various areas, and the student's current hours of completion. All admissions requirements and tuition payments must be arranged prior to the acceptance of any transfer student.

Transfer of program work to another school is based on the policies of the transferee school.

## **DESCRIPTION OF INSTITUTION <sup>9</sup>**

The Aveda Institute Des Moines is committed to providing students with the best education, from classroom to clinic, to the facilities and equipment provided for use in education. The spacious

20,000+ square foot building provides ample space for students to learn, study and interact with guests.

### **Aveda Experience Center:**

A retail center for Aveda hair, skin, flower and plant Pure-Fume, body care, makeup and lifestyle products. The retail store and its Aveda trained personnel give you the opportunity to practice your client service and retailing skills.

### **Guest Service Areas:**

A diverse array of clients comes to the Aveda Institute for beauty and wellness services. As a student, you will receive training in a variety of salon and spa settings under the direct supervision of your licensed instructors. The Institute has 122 Cosmetology stations, 8 manicure and 10 pedicure stations, 8 fully equipped spa rooms, and a fully equipped wax room for students to perform services on guests.

### **Student Classrooms:**

Individual classrooms have been designed to provide the proper environment for different types of learning and activities. All of the classrooms are equipped with ample seating and learning space, as well as state-of-the-art audio and visual learning devices. Classrooms can be opened to provide additional space for continuing education classes and events sponsored by the Institute.

### **Resource Library and Administrative Offices:**

A resource library has books on styling, motivation, health, wellness and environmental consciousness for your reference. The clinic floor is surrounded by administrative offices and the staff is available throughout the day to answer student questions. Educator offices are located near the clinic floor. Laptop and copy machines are available for student use.

### **Common Areas:**

The Aveda Institute offers water fountains in the Experience Center, restrooms located in both the Cosmetology and Spa areas, and a student break room equipped with refrigerators, microwaves and vending machines for student use. The common areas also include a dispensary with state-of-the-art equipment, including washers and dryers.

### **Lockers/Workstations:**

Students are responsible for all of their belongings. Students will be provided with a locked locker and workstation. If the student leaves the Aveda Institute by transfer, withdrawal or extended leave of absence, they need to take all of their belongings with them. Items left in the locker/workstation will be disposed of after 5 school days in order to provide space for incoming students.



## **Parking/Entrance:**

The Aveda Institute offers student parking directly north of the Institute (across the street). All spaces located on the west side of the Institute should be reserved for our guests. Students must enter the building through the doors marked “student entrance” at the front of the building.

## **STUDENT SERVICES 21**

### **Housing**

Aveda Institute Des Moines can assist students in finding roommates and suitable housing. The Institute, however, does not own or operate housing facilities.

### **Student Records and Transcripts .18**

Student records are retained at the Institute. Records of academic progress are furnished to the student. If a student wishes to view their transcripts, they must give Student Services a 48 hour notice. Student services will then meet with the student to review the student’s transcript. The Aveda Institute Des Moines will release official transcripts to students who are current on all owed fees. All students have the right to view their transcripts with proper notification. Should a student no longer live within commuting distance of the school, a single copy of their transcript may be furnished to the student within 45 days of written request. Should a student have unpaid financial obligations, the Institute will release an unofficial transcript that indicates the unpaid financial obligation to the Institution or Department of Education. For cases of bankruptcy, please refer to 11 USC 524(a)(2).

To receive a copy of academic transcripts, a student must submit a written request including:

- Full Legal Name
- Social Security Number
- Dates of Attendance
- Program(s) Attended
- Current address of student where transcript is to be mailed

### **Student Information Release Policy .19**

Unless otherwise required by law or NACCAS or any other accreditation process, Aveda Institute Des Moines requires written authorization from a student or parent/guardian, in the case of a dependent minor, or graduate in order to release academic, attendance, enrollment status, financial, and/or any other information to agencies, prospective employers, or any other party seeking information about the student. Students and parents/guardians of minor students may deny authority to publish “directory information” such as name, address, phone number, etc.

### **Family Educational Rights and Privacy Act .18**

Aveda Institute Des Moines complies with the Family Educational Rights and Privacy Act of the 1974 Buckley Amendment, Public Law 93-380, and Section 438. All students' records are confidential. Students (or parents/guardians of dependent minors), who are in regular attendance at Aveda Institute Des Moines, have the right to inspect and review the student's educational, financial, and attendance records to ensure they are accurate, factual, and do not violate the student's privacy or other rights. Students and/or parents/guardians should schedule an appointment with Student Services or the Institute Director to review the student's records. Written consent is required from the student (or parents/guardians of dependent minors), before information may be release to any third party request, other than NACCAS, unless required by law.

### **Campus Security Disclosure**

The Campus Security Act (Public Law 102-26) requires postsecondary institutions to disclose the number of instances in which certain specific types of crimes have occurred in any building or any property owned or controlled by this institution which is used for activities related to the educational purpose of the institution and/or any building or property owned or controlled by student organizations recognized by this institution. In compliance with that law, the Institute prepares an annual security report that includes applicable crime statistics for the previous three years. The annual security report also includes a description of the Institute's safety and security policies and procedures. A copy of the Institute's annual security report can be obtained from the Institute Director or on the Institute's website at [www.avedainstitutedesmoines.com](http://www.avedainstitutedesmoines.com).

### **Copyright Laws & Peer to Peer File Sharing**

All Aveda Institute students, faculty and staff must comply with copyright laws and the provisions of licensing agreements that apply to software. Unauthorized distribution of copyrighted material, including unauthorized peer- to-peer file sharing, may subject the student, faculty and/or staff member to civil and criminal liabilities. The Aveda Institute Des Moines will cooperate fully with any investigation by public authorities related to the unauthorized distribution of copyrighted material. Students, faculty and/or staff found guilty will be subject to the full extent of fines and penalties imposed, as well as face disciplinary action from the Institute. Copyright infringement is the act of exercising, without permission or legal authority, one or more of the exclusive rights granted to the copyright owner under section 106 of the Copyright Act (Title 17 of the United States Code). These rights include the right to reproduce or distribute a copyrighted work.

Uploading or downloading works protected by copyright without the authority of the copyright owner is an infringement of the copyright owner's exclusive rights of reproduction and/or distribution. Anyone found to have infringed a copyrighted work may be liable for statutory damages up to \$30,000 for each work infringed and, if willful infringement is proven by the copyright owner, that amount may be increased up to \$150,000 for each work infringed. In addition, an infringer of a work may also be liable for the attorney's fees incurred by the copyright owner to enforce his or her rights.

Willful copyright infringement can also result in criminal penalties, including imprisonment of up to five years and fines of up to \$250,000 per offense. For more information, please see the website of the U.S. Copyright Office at [www.copyright.gov](http://www.copyright.gov).

### **Career Placement**<sup>14</sup>

The Aveda Institute maintains close lines of communication with many salons, spas and Aveda Experience Centers nationwide. Although we do not guarantee job placement, we do provide career placement assistance to help students seek out employment opportunities, not only in their licensed field but also in areas of business management and retailing. We offer additional training in professionalism, resume development, interview preparation, and job searching skills. **In house career fairs and salon visits are included as part of curriculum.**

### **Academic Advising**

Aveda Institute Des Moines provides academic advising to all students. The faculty and staff are available, by appointment or informally, to meet with students to discuss any obstacle that may be in the way of success. Students may be referred to professional counseling in the community. Students receive academic advising at the time of their satisfactory progress reports as well as when needed on an individual basis. Students receive advising on their attendance if they drop below 90% or as needed on an individual basis.

### **Student Activities**

While at Aveda, students have the opportunity to participate in a variety of events and activities that are educational, interesting and fun. These activities include, but are not limited to, Student Council, Field Trips, Hair shows, and Charitable Events.

### **Alumni**

Aveda Institute Des Moines allows graduates to keep in touch with classmates, receive placement assistance and attend events held at the Institute. Alumni events are scheduled through the Office of Admissions.

## **ACADEMIC INFORMATION AND STANDARDS OF PROGRESS** <sup>23</sup>

### **Syllabus**

On the first day of class for each program, students receive a copy of the program syllabi and program outlines. Students receive a catalog prior to enrollment.

### **Schedules**

Cosmetology students are scheduled to attend classes Tuesday-Saturday for 37 hours per week. Massage Therapy students attend Monday, Wednesday, and Friday for 30 hours per week.

Esthiology students attend Tuesday, Thursday, and Saturday for 30 hours per week. Once the student has enrolled into the Institute and has signed their enrollment agreement, which outlines their attendance schedule, the student must adhere to their contract and cannot change their attendance schedule.

### **Attendance, Contract Time, and Overtime Charges**

Attendance is crucial to the success of students attending the Aveda Institute Des Moines. Students are allowed to miss up to 10% of their scheduled hours without incurring over-contract charges. Students who do not comply with the attendance policy will be charged overtime charges at a rate specified in the student's contract. Students are not allowed to miss more than three days in the Intro phase of the Cosmetology program. If more than 3 days are missed in Intro, the student must re-start the program. This means the student will have to terminate or take a Leave of Absence until the next Intro phase they are eligible to attend. Cosmetology students are not allowed to miss more than 3 class periods during any phase and violation of this policy may result in the student being held back to retake the phase. **Saturdays are crucial** to the student's education, therefore Cosmetology students are allowed to miss **1 Saturday per phase, totaling 7 Saturdays during the program**. Saturdays may be banked and saved to use at a later time. The eighth Saturday missed could result in termination. **Esthiology** students are allowed to miss **3 Saturdays, and Massage Therapy** students are allowed to miss **3 Fridays**. Students are expected to attend every class, arrive on time, and stay through class. ATTENDANCE IS MONITORED EVERY MONTH FOR ATTENDANCE COMPLIANCE AND UNOFFICIAL WITHDRAWALS.

### **Contract Time**

Cosmetology students who enroll into the 5 day/week program are contracted for approximately **62** (37 hour) weeks. Esthiology students are contracted for approximately **22** weeks, and Massage Therapy students are contracted for approximately **28** weeks to cover any day(s) the Institute may be closed. If a student misses less than 10% of their scheduled hours, they will complete the course without going over their contracted graduation date as stated on the student's enrollment agreement. Students who miss more than 10% of their scheduled hours will be subject to overtime charges **as listed in their contract for each hour over the contracted graduation date to complete their course hours**. Students who wish to graduate at the end of their contracted program phase must attend 100% of their scheduled hours. Students who attend less than 100% will continue attending classes until they have achieved the contracted hours and completed the last phase of the program.

### **Make up Hours 24c**

The Aveda Institute wants students to be successful after graduation. It is the policy of the Aveda Institute Des Moines to allow students below 100% attendance, to avoid overtime charges, to make-up any lost hours once they have completed 750 hours (*Cosmetology only*) of the program.

If a student fails to show up for a scheduled makeup day, further disciplinary action will be taken. Any student who continually misses their regularly scheduled class or clinic days may temporarily lose the opportunity to make-up hours, per the discretion of Student Services.

### **Make-up Work 24c**

The Aveda Institute Des Moines allows students to make-up missed work on their regularly scheduled days.

### **Tardiness 24a**

Students who do not arrive to class promptly at 8:00am (Esthiology, Massage Therapy) will be marked tardy. Cosmetology students who do not arrive to class promptly at start time (9am, 10am, or 11am, dependent on their schedule), will be marked as tardy. A 15 minute grace period for extenuating circumstances will be given to each student. However, time missed will be counted against the student's total % of attendance. After three tardies, the student will be sent home for the day and further disciplinary action may follow.

### **Early Release**

All students must have permission to leave class early. In the event a student is late arriving or leaves early and is able to provide a doctor's note, they will be allowed to clock back in for the day. If this falls on a Friday or Saturday, and a doctor's note is provided, only the actual hours missed (not a total Friday or Saturday) are counted towards the student's pool of Friday/Saturday hours. If a student is leaving during makeup hours, they will receive a written disciplinary warning. Please see Makeup Hours policy.

### **Notice of Expected Absence 24b**

Students planning to be absent must obtain and complete a notice of expected absence form, have the form signed by the educator, and proceed to the retail center to drop off the completed form, at least one hour in advance of the student leaving for the day.

### **Time Record Policies**

It is a state requirement that the school provide an accurate system for recording all students' hours, services and class hours. Students are ultimately responsible for tracking their own hours on a daily basis. Aveda Institute Des Moines will only honor documented daily time earned. Students must:

1. Clock in and out on the hand scan clock at the beginning and end of each day, and at the beginning and end of each lunch break.
2. Ask for assistance as needed.

### **Leave of Absence**

This Policy applies for all student requests for a leave of absence from the Aveda Institute Des

Moines.

An authorized leave of absence (LOA) is a temporary interruption in a student's program of study. LOA refers to the specific time period during a program when a student is not in attendance. An LOA is not required if a student is not in attendance only for an institutionally scheduled break. However, a scheduled break may occur during an LOA.

An LOA must meet certain conditions to be counted as a temporary interruption in a student's education instead of being counted as a withdrawal requiring the Institute to perform a refund calculation.

In order for an LOA to qualify as an approved LOA:

1. All requests for leaves of absence must be submitted in writing prior to the requested leave date, include the reason for the student's request, and include the student signature.
  - i. A student must apply in advance for an LOA unless unforeseen circumstances prevent the student from doing so. For example, if a student were injured in a car accident and needed a few weeks to recover before returning to the Institute, the student would not have been able to request the LOA in advance.
  - ii. The Institute may grant an LOA to a student who did not provide the request prior to the LOA due to unforeseen circumstances if the Institute documents the reason for its decision and collects the request from the student at a later date. In this example, the beginning date of the approved LOA would be determined by the Institute to be the first date the student was unable to attend the Institute because of the accident.
2. Leave of Absence Request Process:
  - i. If a student encounters circumstances that warrant a Leave of Absence, he/she must complete a Request For Leave of Absence form.
  - ii. The Request For Leave of Absence form must be submitted a School Administrator prior to the Leave of Absence start date.
    - a. All Leave requests should be accompanied by documentation supporting the necessity for the LOA. Documentation must be provided within 14 days following the request.
    - b. Due to varying types of LOAs covered under this policy, verification of need for an LOA may be provided through a multitude of sources.  
Examples: court documentation for criminal proceeding in which the student is court ordered to attend, military orders for induction or long-term deployment; insurance documentation of major sustained loss or damage to a residence or other property; physician documentation for medical care or disability; local social welfare, victims assistance group, or church certification of supportive services provided.
  - iii. Students who do not follow procedure will not be granted an LOA and are expected to attend school as scheduled.
  - iv. Unforeseen and/or extenuating circumstances may provide the student an opportunity to submit an LOA request after the leave start date. Exceptions will only be made when the student has communicated the hindering circumstances within seven days of the request start date.
  - v. The Institute reserves the right to require additional documentation from outside sources in order to substantiate an LOA request.

3. As a condition for approving a student's LOA request, there must be a reasonable expectation that the student will return from the LOA.
4. All LOA requests are subject to approval by a School Administrator. If a student's LOA is not approved, the student is considered to have withdrawn and the refund requirements are applied.
5. The Institute shall not assess the student any additional institutional charges as a result of the LOA.
6. The LOA must be a minimum of 30 calendar days. The LOA together with any additional leaves of absence must not exceed a total of 180 days in any 12-month period.
7. A student granted an LOA that meets these criteria is not considered to have withdrawn, and no refund calculation is required at that time.
8. The Institute shall extend the student's maximum time frame and the contract enrollment period by the same number of days taken in the LOA. Changes to the contract period shall be documented in an enrollment agreement addendum that must be signed and dated by the student and an authorized representative of the Institute.
9. In the event that a student does not return or call from his/her leave of absence at the expiration of an approved LOA, that student shall be considered terminated. The withdrawal date for the purpose of calculating a refund is the student's last day of attendance, as evidenced by attendance records.

### **Re-entry 24e**

Students who do not return from a leave of absence, are expelled or withdraw from the Institute may apply for re-entry into a program with the Institute Director. Students will return making the same satisfactory progress as when they left.

A student must make an appointment to meet with the Institute Director. If approved for re-entry, the student needs to initiate the re-entry process with Admissions as if they are a new student. A student may need to re-apply for financing and complete the entire financing process as well as the Admissions process. Cash paying students will be required to pay the entire cash balance owed prior to returning. A \$100 registration fee and \$100 application fee must be paid prior to re-entering the program.

### **Graduation 11**

To receive an Aveda Institute Des Moines diploma, a student is required to:

- Meet the minimum course requirements
- Complete 2100 hours for Cosmetology, 600 hours for Esthiology, or 750 hours for Massage Therapy

- Complete tuition and fee obligations
- Meet academic progress and attendance requirements
- Meet service requirements
- Complete Final Practical Exam (a copy and grade will be kept in the student's academic file)

### **Licensing and Examining Requirements**

**To receive a license in the State of Iowa, a student is required to:**

- Pass and prove NIC examinations results
- Complete an Exit Interview with Student Services Coordinator
- School submits a diploma issued by the Aveda Institute Des Moines
- Submit a license application and licensure fee to the State Board Office

### **Examining Requirements**

- Student must have a minimum of 1800 hours (Cosmetology), 516 hour (Esthiology), and have graduated from Massage Therapy program (750 hours at Aveda Institute Des Moines).
- Each student must have completed academic records

### **Examining Requirements (Massage Therapy)**

- Apply to National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) or the Massage and Bodywork Licensing Examination (MBLEx).
- Results of Exam are mailed directly from the examination service to the board of massage therapy after the exam is completed.

### **State Written Exam Guidelines**

- Exam may be taken if student has satisfactory academic progress and is at minimum hours requirements for exam

### **SATISFACTORY ACADEMIC PROGRESS POLICY**

Satisfactory progress in attendance and academic work is a requirement for all students enrolled in the Aveda Institute Des Moines (the "Institute"). NOTE: Students receiving funds under any federal Title IV financial aid program must maintain satisfactory progress in order to continue eligibility for such funds. This Policy is intended to comply with all applicable rules and regulations applicable to students eligible to receive Title IV federal student financial aid. In the event that any provision of this Policy conflicts with any rules or regulations in effect with respect to Title IV federal student financial aid, the rules and regulations of Title IV shall apply.



### Attendance Progress

Full-time: **MAXIMUM TIME:** The maximum time a student has to complete is 150% of the program length (67% attendance average). The regular and maximum time for completion of each program are set forth below.

	Regular Time		Maximum Time	
Cosmetology	2100 hours	57 weeks	3150 hours	85 weeks
Esthiology	600 hours	20 weeks	900 hours	30 weeks
Massage Therapy	750 hours	25 weeks	1125 hours	38 weeks

Attendance: In order to be considered making satisfactory progress, all students must (i) be in compliance with the Institute's attendance policy; and (ii) complete the program within the maximum time frame. A leave of absence extends the student's contract period and maximum time frame by the same number of days of the leave of absence.

### Academic Progress

The following factors will be measured to determine academic progress: Academic work (test grades, homework, etc.), Practical Work and Clinic Work.

Academic and practical work will be graded according to the following scale:

95	to	100	Excellent
94	to	91	Above Average
90	to	85	Average
84	to	80	Below Average
79	and below		Unsatisfactory (Failing)

Students must maintain a minimum cumulative grade point average of 80% in academic and practical/clinical work in order to be considered making satisfactory progress.

### Determination Of Progress

To determine SATISFACTORY PROGRESS, evaluations are made at the point when the student successfully completes the scheduled clock hours for their respective payment period. Payment periods are determined by how the student's respective academic years are defined. Cosmetology students that started between 03/17/2015-01/23/2017 are evaluated at 481, 962, 1443 and 1924 actual hours. Cosmetology students starting on or after 01/24/2017 are evaluated at 525, 1050, and 1575 actual hours. Esthiology students are evaluated at 300 actual hours. Massage Therapy students are evaluated at 375 actual hours. If a student is making satisfactory progress at the evaluation time, the said student is considered making satisfactory progress until the next evaluation period and will be eligible for Title IV funding. If a student is not making satisfactory progress at the evaluation time, the said student will be placed on warning status until the next evaluation period. All periods of the

student's enrollment are counted when assessing progress, even periods in which the student did not receive Title IV funds.

### **Warning**

Students who fail to meet minimum requirements for attendance or academic progress are placed on warning and considered to be making satisfactory academic progress while during the warning period. The student will be advised in writing on the actions required to attain satisfactory academic progress by the next evaluation. If at the end of the warning period, the student has still not met both the attendance and academic requirements, he/she will become ineligible to receive Title IV funds. See "Probation" and "Appeal Procedure" below.

### **Probation**

Students who fail to meet minimum requirements for attendance or academic progress after the warning period will be placed on probation and considered to be making satisfactory academic progress while during the probationary period, if the student appeals the decision, and prevails upon appeal. Additionally, only students who have the ability to meet the Satisfactory Academic Progress Policy standards by the end of the evaluation period may be placed on probation. Students placed on an academic plan must be able to meet requirements set forth in the academic plan by the end of the next evaluation period. Students who are progressing according to their specific academic plan will be considered making Satisfactory Academic Progress. The student will be advised in writing of the actions required to attain satisfactory academic progress by the next evaluation. If at the end of the probationary period, the student has still not met both the attendance and academic requirements required for satisfactory academic progress or by the academic plan, he/she will be determined as NOT making satisfactory academic progress and, if applicable, students will not be deemed eligible to receive Title IV funds.

### **Re-Establishment of Satisfactory Academic Progress**

Students may re-establish satisfactory academic progress and Title IV aid, as applicable, by meeting minimum attendance and academic requirements by the end of the warning or probationary period.

### **Interruptions, Course Incompletes, Withdrawals**

If enrollment is temporarily interrupted for a Leave of Absence, the student will return to school in the same progress status as prior to the leave of absence. Hours elapsed during a leave of absence will extend the student's contract period and maximum time frame by the same number of days taken in the leave of absence and will not be included in the student's cumulative attendance percentage calculation. Students who withdraw prior to completion of the course and wish to re-enroll will return in the same satisfactory academic progress status as at the time of withdrawal.

### **Appeal Procedure**

If a student is determined to not be making satisfactory academic progress, the student may appeal the determination within three business days. Reasons for which students may appeal a negative

progress determination include death of a relative, an injury or illness of the student, or any other allowable special or mitigating circumstance. The student must submit a written appeal to the school on the designated form describing why they failed to meet satisfactory academic progress standards, along with supporting documentation of the reasons why the determination should be reversed. This information should include what has changed about the student's situation that will allow them to achieve Satisfactory Academic Progress by the next evaluation point. An appeal hearing will take place within five business days of the receipt of the written appeal. The Institute Director will make a decision within three business days of the hearing. The Director's decision will be final and communicated to the student in writing. The appeal and decision documents will be retained in the student file. If the student prevails upon appeal, the satisfactory academic progress determination will be reversed and federal financial aid will be reinstated, if applicable.

### **Transfer Hours**

Transfer hours from another institution that are accepted toward the student's educational program are counted as both attempted and completed hours for purposes of determining when the allowable maximum time frame has been exhausted. Satisfactory Academic Progress evaluation periods are based on actual contracted hours at the Institute.

### **Notification And Records**

Copies of all Satisfactory Academic Progress Reports shall be placed in the student's academic file, to which the student shall have access as set forth in the Course Catalog. All students who receive reports indicating failure to maintain satisfactory academic progress standards are required to sign their reports, and a copy of the signed report is placed in their academic file.

**Incompletes, repetitions and non-credit courses do not apply to this institution and therefore have no effect upon the satisfactory progress policy.**

### **CHANGES MADE BY THE INSTITUTION**

If the institution cancels or changes a program of study or location in such a way that the student who has started is unable to complete training, arrangements will be made in a timely manner to accommodate the needs of each student enrolled in the program who is affected by the cancellation or change. If the institution is unable to make alternative arrangements that are satisfactory to both parties, the institution will refund all money paid by the student for unearned hours. Transcripts for paid earned hours will be released to the student. Any changes will be updated to the catalog and given to students.

### **PROFESSIONAL STANDARDS AND DRESS CODE**

Aveda Institute Des Moines reserves the right to maintain an aesthetic standard for all students, including personal hygiene and grooming, makeup, and facial hair. As a future professional your hair

is your advertising for your work. We ask you to ensure your hair is fashionably styled each day. Hair should be healthy and colored hair must be well maintained. Messy ponytails or buns do not instill confidence from the guests that a student can produce beautiful hair. Small headbands or accessories may be allowed, but no head scarves or hats are in dress code. Full face makeup should be applied prior to clocking in for the day. We offer the below all black dress code so that students may feature their creativity through their beautiful hair and makeup. If you choose to wear aromas, please make sure they are Aveda. All Aveda may be purchased by students at a discounted price in the experience center.

- The uniform supplied in the student's kit is to be clean, neat, not torn, unstained, unaltered and worn at all times when in the building. If it does not meet these standards, the student has 24 hours to replace it from Aveda at the student's expense.
- The uniforms supplied are worn with solid full length black pants and a solid black shirt.  
**NOTE: Official Aveda shirts are allowed if they are black** – colored shirts may not be worn.
- Identification badges, supplied by the Aveda Institute, are to be worn as issued during all clocked hours to identify students and staff to guests. If lost, the student has 24 hours to replace it at a cost of \$10.00.
- Apparel considered unprofessional includes jeans, sweatpants, athletic wear, hats, revealing or torn clothing (determined by staff).
- Black **closed-toe** footwear must be professional in appearance and worn at all times.
- Aveda Institute reserves the right to maintain an aesthetic standard for all students, including personal hygiene and grooming, makeup, and groomed facial hair.

Students are expected to conduct themselves in a professional manner at all times and be aware of the following behaviors:

- Anyone who is disruptive in the classroom or clinic floor (rudeness, foul language or other unprofessional behavior).
- Food, candy and gum are allowed in the lunchroom area only.
- Beverages can be consumed in the lunchroom and classroom areas only, with the exception of closed, eco-friendly water bottles on the clinic floor.
- Aveda Institute is a smoke-free facility, and smoking **is not allowed** in or around any part of the school.
- Personal electronic devices should be left in the student's locker and may only be used during break times in the lunch room. This includes cell phones. In class technology may be approved by an educator.

To ensure that each student receives consistent and comprehensive instruction in the classroom or clinic environment they need to:

- Remain in their assigned areas or receive their educator's permission to be in unassigned areas.

- Fully participate in all classroom and clinic activities utilizing Aveda’s products and treatment/service protocols.
- Maintain a mentally alert and sober state of mind.
- All services or work done by students will be assigned by an educator – students who refuse an assigned service may be dismissed for the remainder of the day.

**CONDUCT/GROUNDS FOR TERMINATION: 24d, 24e**

Unprofessional conduct which discredits the individual or Aveda Institute Des Moines will be subject to termination. Students must conduct themselves so they do not interfere with other students or the Educator. The administrative staff of Aveda Institute Des Moines reserves the right to terminate a student on any of the following grounds:

- Non-compliance with Aveda Institute Des Moines rules and regulations.
- Conduct that reflects unfavorably upon Aveda Institute Des Moines or its students.
- Creating a safety hazard to other students.
- Unsatisfactory academic progress.
- Excessive absences or tardiness.
- Failure to pay fees when due.
- Cheating.
- Falsifying records.
- Breach of enrollment agreement.
- Disobedient or disrespectful behavior to faculty or other students.
- Unprofessional conduct.
- Unprofessional social media behavior involving the Institute or Institute staff or students.
- Entering the Institute while under the influence or effects of alcohol, drugs, or narcotics of any kind.
- Carrying a concealed or potentially dangerous weapon.
- Sexual harassment.
- Harassment of any kind including intimidation and discrimination.
- Absent 30 consecutive calendar days.

**MINOR STANDARD VIOLATIONS**

It is the policy of the Aveda Institute Des Moines that any behavior that is considered inappropriate or disruptive is viewed as a violation. Violations will result in disciplinary action which may lead to termination based upon the severity of the violation.

Minor violations include, but are not limited to, assigned area violations, property misuses, guest service violations, tardiness, dress code violations, misuse of electronic devices, and unprofessional behavior.

- 1<sup>st</sup> offense results in a verbal (documented) warning by Educators.
- 2<sup>nd</sup> offense results in a written warning by Educators.
- 3<sup>rd</sup> offense may result in the student being sent home for the day, and the student may be required to have a conversation with the Director.

- 4<sup>th</sup> offense will be considered a major violation, and may result in a 3 day school suspension, an 8<sup>th</sup> minor violation may result in a 5 day school suspension, and a 12<sup>th</sup> minor violation may result in a 10 day school suspension. Further violations may result in termination.

### **MAJOR STANDARD VIOLATIONS**

If at any time during the student's program, the violation of a major standard will result in termination with the exception of the 4<sup>th</sup> minor violation. If a student is terminated from a program for a major violation, they will not be considered for re-entry into any program.

Major violations include, but are not limited to, using controlled substances, defacing or destroying property, stealing personal or company property, falsifying documents or timekeeping, threatening words or behaviors to other students or staff members, committing fraud, abusing or causing physical harm towards others, possession or use of weapons, and violation of local or state laws.

If a student feels a violation was enforced unfairly, a student is encouraged to file a written grievance as stated in the Aveda Institute's grievance policy, to be submitted to Administrators for approval.

### **DRUG FREE INSTITUTION AND WORKPLACE**

It is the policy of Aveda Institute to prohibit the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance in or on the Aveda Institute owned or controlled property.

Aveda Institute is committed to providing a campus environment free of abuse of alcohol and the illegal use of alcohol and drugs. To strengthen that commitment, Aveda Institute has adopted and implemented a program that seeks to prevent the abuse of alcohol and drugs by the Institute, which includes its employees and students. The Institute's policies concerning the use of alcohol and drugs are published on the Institute website, [www.avedainstitutedesmoines.com](http://www.avedainstitutedesmoines.com). Copies of these policies can also be obtained by contacting the Institute Director.

### **NO SMOKING INSTITUTION AND WORKPLACE**

Smoking will not be tolerated on the premises or in the parking lot of the Aveda Institute Des Moines.

### **SECTION 504/ADA GRIEVANCE POLICY AND PROCEDURES**

The Aveda Institute Des Moines does not discriminate in admission or access to our program on the basis of age, race, color, sex, disability, religion, sexual orientation, financial status, veteran status or national origin.

If you would like to request academic adjustment or auxiliary aids, please contact the Institute's Section 504 Compliance Coordinator, Ms. April King. You may contact Ms. King at 6905 Mills Civic

Pkwy., Suite 120, West Des Moines, IA 50266, phone 515.224.5244, email: [aprilk@avedaiowa.com](mailto:aprilk@avedaiowa.com). You may request academic adjustments or auxiliary aids at any time.

Applicants who are persons with disabilities, as defined in paragraph 104.3(j)(1)(i) of the regulation under Section 504 of the Rehabilitation Act of 1973, may apply for admittance into the program. The Institute will work with the applicant or student to provide necessary academic adjustments and auxiliary aids and services unless a particular adjustment would alter or waive essential academic requirements; fundamentally alter the nature of a service, program or activity; or result in undue financial or administrative burdens considering the Institute's resources as a whole.

Any qualified individual with a disability requesting an accommodation or auxiliary aid or service should follow this procedure:

- 1) Notify Ms. King, the Institute's Section 504 Compliance Coordinator, of the type of accommodation needed, date needed, documentation of the nature and extent of the disability, and of the need for the accommodation or auxiliary aid. Requests should be submitted in writing unless you cannot provide the request in writing, in which case the Institute would accept a verbal request. You may contact Ms. King at 6905 Mills Civic Pkwy., Suite 120, West Des Moines, IA 50266, phone 515.224.5244, email: [aprilk@avedaiowa.com](mailto:aprilk@avedaiowa.com).
- 2) Ms. King will schedule a time to meet with you after receiving your request for accommodation. The purpose of this meeting is to help ensure that the Institute is obtaining adequate information and understanding of your individual needs.
- 3) Ms. King will review the request and provide you with a written determination as soon as practically possible but in no event more than two weeks after receiving the request.
- 4) If you would like to request reconsideration of the decision regarding your request, please contact the Owner of the Aveda Institute Des Moines within 15 days of the date of the response. Please provide a statement of why and how you think the response should be modified. Statements may be submitted to the Institute's Owners by email at [dvp@avedaiowa.com](mailto:dvp@avedaiowa.com), or by mail to Mr. Doug Van Polen, Owner, Aveda Institute Des Moines, 6905 Mills Civic Pkwy., Suite 120, West Des Moines, IA 50266, phone 515.224.5244.

## **DISCRIMINATION GRIEVANCE PROCEDURE**

The Institute has adopted the following Grievance Procedure for addressing complaints of discrimination under Section 504 of the Rehabilitation Act of 1973. A person is not required to use this procedure and may instead file a complaint directly with the U.S. Department of Education's Office for Civil Rights, 500 W. Madison Street, Suite 1475, Chicago, IL 60661-4544.

Step 1: A person who believes that he/she has been discriminated against by the Institute is encouraged, but is not required, to discuss the matter informally with the Section 504 Coordinator, Ms. April King, 6905 Mills Civic Pkwy., Suite 120, West Des Moines, IA 50266, phone 515.224.5244,

email: [aprilk@avedaiowa.com](mailto:aprilk@avedaiowa.com). If the 504 Coordinator is the subject of the complaint, the grievant may, instead, contact the Institute's Owner, who will appoint another administrator to discuss the matter. The person receiving the complaint shall verbally convey his/her findings to both the person who alleged the violation and the person who is the subject of the complaint within 10 business days.

Step 2: If the informal Step 1 process does not resolve the matter, or if the grievant does not wish to use the informal procedures set forth in Step 1, a written complaint may be submitted to the Institute's Section 504 Coordinator who will investigate the complaint. [NOTE: if the Section 504 Coordinator is the subject of the complaint, the complaint should be submitted to the Institute's Owner who will appoint another administrator to conduct the investigation]. The complaint shall be signed by the grievant and include 1) the grievant's name and contact information; 2) the facts of the incident or action complained about; 3) the date of the incident or action giving rise to the complaint; 4) the type of discrimination alleged to have occurred; and 5) the specific relief sought. Names of witnesses and other evidence as deemed appropriate by the grievant may also be submitted. An investigation of the complaint will be conducted within 10 business days following the submission of the written complaint. The investigation shall include an interview of the parties and witnesses, a review of the relevant evidence, and any other steps necessary to ensure a prompt and thorough investigation of the complaint. A written disposition of the complaint shall be issued within 10 business days of completion of the investigation, unless a specific written extension of time is provided to the parties. Copies of the disposition will be given to both the grievant and the person who is the subject of the complaint. If discrimination or harassment was found to have occurred, the disposition will include the steps that the Institute will take to prevent recurrence of any discrimination or harassment and to correct its discriminatory effects on the grievant and others, if appropriate.

Step 3: If the grievant wishes to appeal the decision in Step 2 above, he/she may submit a signed, written appeal to the Institute's Owner within 10 business days after receipt of the written disposition. The Institute Owner or his designee shall respond to the complaint, in writing, within 10 business days of the date of the appeal. Copies of the response shall be provided to both the grievant and the person who is the subject of the complaint.

The Institute hereby provides assurance that it strictly prohibits any form of retaliation against persons who utilize this Grievance Procedure. If you have questions regarding these procedures or desire to file a complaint, please contact the Institute's Section 504 Coordinator: Ms. April King, 6905 Mills Civic Pkwy., Suite 120, West Des Moines, IA 50266, phone 515.224.5244, email: [aprilk@avedaiowa.com](mailto:aprilk@avedaiowa.com).

## **UNRESOLVED DISPUTES/GRIEVANCE PROCEDURES**

Grievance procedures are provided for students who believe that they have been unlawfully discriminated against, unfairly treated, or harassed in any way. Academic grievances relate to a complaint about a course, program of study, or grade.



Students are expected to address any disagreements or conflict directly with the individual involved, in person, with a written document outlining the complaint and communication. After this, if there is no satisfactory resolution, the student may set an appointment to see the Institute Director.

The grievance policy is as follows:

1. Complaints against students or Institute employees shall first be directed to the individual. Complaints must be made within six months of the issue.
2. If the complaint cannot be resolved informally, then students shall write up the details and submit to the Institute Director who will research the issue and respond with a resolution within 10 working days.
3. If there has been no satisfactory resolution, then the student may send to the Grievance Committee a written statement of the grievance. The Grievance Committee will respond back to the student within 30 days of the committee's resolution.
4. All communications must be in writing and on file.
5. If the complaint cannot be resolved after exhausting the institution's grievance procedures, the student may contact:

National Accrediting Commission of  
Career Arts and Sciences, Inc  
4401 Ford Avenue, Suite 1300  
Alexandria, Virginia 22302-1432  
Phone 703-600-7600

Iowa Board of Cosmetology Arts & Sciences  
Lucas State Office Building  
321 E. 12<sup>th</sup> Street  
Des Moines, IA 50319  
515-281-4416

### **NON-DISCRIMINATION POLICY**

No qualified person may be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity at the Aveda Institute Des Moines based on age, race, sex, color, creed, religion, disability, marital status, or national or ethnic origin. Title IX of the Education Amendments of 1972 ("Title IX"), 20 U.S.C. § 1681 *et. seq.*, and its implementing regulations, 34 C.F.R. Part 106, prohibit discrimination on the basis of sex in education programs or activities operated by recipients of Federal financial assistance. Sex discrimination covers sexual harassment, including sexual violence.

### **SEXUAL MISCONDUCT POLICIES & PROCEDURES**

The Aveda Institute Des Moines is committed to providing a working and educational environment for all students, faculty and staff that is free from sex discrimination, including sexual misconduct. Every member of the school community should be aware that the Institute is strongly opposed to sexual misconduct, and that such behavior is prohibited by state and federal laws.

Sexual misconduct comprises a broad range of behaviors focused on sex that may or may not be sexual in nature. Any intercourse or other intentional sexual touching or activity without the other

person’s consent is sexual assault, which is a form of sexual misconduct under the Institute’s policy. Sexual harassment and sexual exploitation, stalking, domestic violence, and dating violence are also forms of sexual misconduct. Intimidation for one of these purposes is sexual misconduct, as is retaliation following an incident of alleged sexual misconduct or attempted sexual misconduct.

Misconduct can occur between strangers or acquaintances, or people who know each other well, including between people involved in an intimate or sexual relationship, can be committed by anyone regardless of gender identity, and can occur between people of the same or different sex or gender. **The Aveda Institute Des Moines prohibits all forms of sexual misconduct.**

The Institute’s Sexual Misconduct Policy describes the Institute’s programs to prevent sexual misconduct, and the procedures that the Institute will follow once an incident of sexual misconduct has been reported. This Policy is disseminated widely to the Institute community through publications, the Institute website, new employee orientations, student orientations, and other appropriate channels of communication. Copies of the Policy can be obtained from the Director in person or by calling 515.224.5244, or downloading from the Institute’s website at [www.avedainstitutedesmoines.com](http://www.avedainstitutedesmoines.com). The Institute provides training to key staff members to enable the Institute to handle any allegations of sexual misconduct promptly and effectively. The Institute will respond quickly to all reports of sexual harassment, and will take appropriate action to prevent, to correct, and if necessary, to discipline behavior that violates this policy.

The Institute’s Sexual Misconduct Policy governs sexual misconduct involving students that occurs on any Institute property or in connection with any Institute-sponsored program or event. This Policy applies to all students, employees, and third parties conducting business with the Institute, regardless of the person’s gender, gender identity, sexual orientation, age, race, nationality, class status, ability, religion or other protected status. The Institute encourages victims of sexual violence to talk to somebody about what happened – so victims can get the support they need, and so the Institute can respond appropriately. As further described in the Policy, the Institute will seek to respect a victim’s request for confidentiality to the extent possible, while remaining ever mindful of the victim’s well-being.

The Aveda Institute Des Moines, in accordance with the College Student Aid Commission 261.9(1)“h” are mandatory reporters of suspected physical or sexual abuse to children. Any concerns will filter through the Title IX Coordinators office and follow procedures to inform law enforcement.

**CALENDAR OF CLASSES FOR 2018-2019 15**

	Start Dates	End Dates
<b>Cosmetology</b>	January 30, 2018	April 27, 2019
	March 27, 2018	June 22, 2019
	June 5, 2018	August 31, 2019
	August 7, 2018	August 31, 2019
	October 2, 2018	January 8, 2020
	January 29, 2019	April 24, 2020

	March 26, 2019	June 19, 2020
	June 4, 2019	August 29, 2020
	August 6, 2019	October 30, 2020
	October 1, 2019	January 2, 2021
<b>Esthiology</b>	January 4, 2018	June 5, 2018
	June 7, 2018	November 6, 2018
	November 8, 2018	April 16, 2019
<b>Massage Therapy</b>	January 8, 2018	July 23, 2018
	July 30, 2018	February 12, 2019

The Institute closes for the below listed holidays.

<u>2017</u>	<u>2018</u>	<u>2019</u>
Cosmetology Spring Break: 3/21-3/25	New Year's Day: 1/1	New Year's Day: 1/1
Memorial Day: 5/29	Memorial Day: 5/28	Memorial Day: 5/27
Independence Day: 7/4	Independence Day: 7/4	Independence Day: 7/4
*Cosmetology Summer Break: 7/1-7/5	*Cosmetology Summer Break: 7/3-7/6	*Cosmetology Summer Break: 7/5-7/8
Labor Day: 9/4	Labor Day: 9/3	Labor Day: 9/2
Thanksgiving: 11/23-11/24	Thanksgiving: 11/22-11/23	Thanksgiving: 11/28-11/29
Christmas: 12/24-12/25	Christmas: 12/24-12/25	Christmas: 12/24-12/25
Holiday Break*: 12/26-12/30	Holiday Break: 12/26-12/29	Holiday Break: 12/26-12/29

*\*Open only for make-up hours. June 2019 Cosmetology will not observe 2019 summer break. June 2018 Cosmetology will not observe 2018 summer break.*

## **SAFETY REQUIREMENTS**

The beauty industry has several safety requirements that include blood waste procedures if a client is accidentally cut, OSHA knowledge about the harmful ingredients in different beauty products, and electrical appliances like the use of blow drying and thermal curling. Prolonged exposure to some hair and nail chemicals may be hazardous and cause irritations. Special care must be taken when working with these chemicals. Cosmetologist must wear latex gloves when applying hair color and permanent waving lotions to avoid skin irritations.

## **VACCINATIONS**

Although the Aveda Institute Des Moines does not require vaccinations, we do encourage each student to receive vaccinations for health benefits. For additional information on vaccinations, please refer to The National Vaccine Information Center <http://www.nvic.org/Vaccine-Laws/state-vaccine-requirements/iowa.aspx>.

**TUITION AND PAYMENT 26**

COSMETOLOGY	
\$21,000.00	TUITION
\$2,400.00	KIT FEE
\$100.00	REGISTRATION FEE
\$100.00	APPLICATION FEE
\$23,600.00	<b>TOTAL INVESTMENT</b>

ESTHIOLOGY	
\$9,000.00	TUITION
\$1,900.00	KIT FEE
\$100.00	REGISTRATION FEE
\$100.00	APPLICATION FEE
\$11,100.00	<b>TOTAL INVESTMENT</b>

MASSAGE THERAPY	
\$10,000.00	TUITION
\$1,500.00	KIT FEE
\$100.00	REGISTRATION FEE
\$100.00	APPLICATION FEE
\$11,700.00	<b>TOTAL INVESTMENT</b>

The application fee is due at the time the student submits his/her admissions documents. **Note:** The application fee of \$100.00 is non-refundable. The \$100.00 registration fee is due at the time the student signs his/her enrollment agreement. The registration fee is refundable should a student cancel his/her enrollment within three (3) business days after signing the enrollment agreement.

The student's kit fee is due at the time a student signs his/her enrollment agreement and must be paid in full by one of the following options: cash, debit card, credit card, personal check, cashier's check, personal loan, Sallie Mae loan\*, or alternative loan program.

Contact Financial Aid Administrator at 515.309.8807 to discuss a suitable financial plan.

**TUITION PAYMENT PLANS**

<b>COSMETOLOGY</b>	
Full Tuition Payment	Student makes one (1) tuition payment in the amount of \$21,000.00.
Quarterly Payment Plan	Student makes four (4) interest-free tuition payments in the amount of \$5,250.00.
Monthly Payment Plan	Student makes twelve (12) interest-free tuition payments in the amount of \$1616.00 and one (1) interest-free payment in the amount of \$1,608.00.
Sallie Mae Smart Option Loan*	See loan conditions. Available to those who qualify.
Federal Student Aid	Available to those who qualify. Apply online at: <a href="http://www.fafsa.ed.gov/">www.fafsa.ed.gov/</a> . School code: 042033.

<b>ESTHIOLOGY</b>	
Full Tuition Payment	Student makes one (1) tuition payment in the amount of \$9,000.00.
Monthly Payment Plan	Student makes five (5) interest-free tuition payments in the amount of \$1,800.
Sallie Mae Smart Option Loan*	See loan conditions.
Federal Student Aid	Available to those who qualify. Apply online at: <a href="http://www.fafsa.ed.gov/">www.fafsa.ed.gov/</a> . School code: 042033.

<b>MASSAGE THERAPY</b>	
Full Tuition Payment	Student makes one (1) tuition payment in the amount of \$10,000.00.
Monthly Payment Plan	Student makes five (5) interest-free tuition payments in the amount of \$1,667.00 and one (1) interest-free payment in the amount of \$1,665.00.
Sallie Mae Smart Option Loan*	See loan conditions.
Federal Student Aid	Available to those who qualify. Apply online at: <a href="http://www.fafsa.ed.gov/">www.fafsa.ed.gov/</a> . School code: 042033.

An investment in your AVEDA Institute Des Moines education is an investment in your future. The AVEDA Institute Des Moines offers financing option to all those who qualify.

**Federal Student Aid**

Title IV Federal Financial Aid is Available to those who qualify. Apply online at: [www.fafsa.ed.gov/](http://www.fafsa.ed.gov/). School code: 042033.

## Sallie Mae Career Training Smart Option Student Loan\*

The online application process can be completed by visiting [www.salliemae.com](http://www.salliemae.com), or by scheduling an appointment with the AVEDA Institute Des Moines' Office of Financial Aid. Contact Financial Aid Representative, Angie Long, at 515.309.8807.

### SALLIE MAE\*

<b>AVAILABLE FINANCING</b>	Student may finance his/her program tuition and kit fee.
<b>LIVING EXPENSES</b>	Student may finance up to the Cost of Attendance to help cover cost of living.
<b>INTEREST RATES</b>	Competitive variable interest rates.
<b>IN-SCHOOL PAYMENTS</b>	Flexible repayment options during the in-school & separation period; 1. Interest-only repayment OR 2. \$25.00 fixed monthly payments
<b>REPAYMENT TERMS</b>	Repayment terms from 5-14 years.
<b>COSIGNING</b>	Majority of applications require creditworthy cosigner. → Cosigner release program available.

**\*Please note that the Aveda Institute Des Moines does not participate in a Preferred Lender Arrangement and a student may use any lender of their choice who will approve a personal loan.**

## SCHOLARSHIPS<sup>20</sup>

The AVEDA Institute Des Moines does accept scholarship programs on an individual student basis. Scholarships and/or awards may be provided by private, civic, high school, church and other foundations, both inside and outside of the beauty & wellness industry. The Institute accepts scholarships based upon academic merit or talent, and not solely on financial need. Whether a scholarship program is accepted is at the discretion of the Institute Director.

Furthermore, the AVEDA Institute Des Moines may offer scholarships to incoming and current students who have been accepted into a specific program of study. Funds are awarded in recognition of a student's accomplishments, and potential for future growth and development, based upon criteria set by the Institute. When a scholarship is provided by the Aveda Institute Des Moines, any eligible candidate meeting the set criteria may apply for the scholarship.

\*If a student's enrollment status changes after they receive a scholarship, it is per the discretion of the Aveda Institute Des Moines if the funds are applied towards tuition or if they are returned to the scholarship provider.

## Refund Policy

If a student's enrollment is terminated or canceled for any reason, all refunds will be made according to the following refund schedule:

- a. Cancellation must be made in writing. In order for a student (or in the case of a student under legal age, his/her parent or guardian) to cancel his/her enrollment and withdraw from school, the student must notify the Institute in writing.
- b. All monies will be refunded, if the applicant is not accepted by the Institute or if the student cancels within three (3) business days (as determined by the postmark on written notification) after signing the enrollment agreement and making an initial deposit except for the \$100 application fee. The postmark will determine the cancellation date on written notification, or the date written notification is delivered to the school administrator/owner in person. This policy applies regardless of whether or not the student has actually started training. \*
- c. Cancellation after the third (3<sup>rd</sup>) business day, but before beginning the first class, will result in a refund of all monies paid, with the exception of the \$100.00 registration fee.
- d. Student's kit is non-refundable after the student has possession of their kit.
- e. For students who enroll in and begin classes, and later withdraw or are terminated, the Institute shall make a refund through the following calculations:

$$(90\% \times \text{Tuition}^*) \times \frac{(\text{60\% point of academic year} - \text{scheduled hours as of last day attended})}{60\% \text{ point of academic year}}$$

*\*See student award letter or payment schedule for respective academic year tuition amounts.*

The Institute shall charge at least 10% of the tuition of the terminating student. After 60% of the scheduled hours, no refund is due to the student and 100% of the tuition is owed by the student. If a student terminates a program due to the student's physical incapacity, or due to the transfer of the student's spouse's employment to another city, the terminating student shall receive a refund of tuition in an amount which equals the amount of tuition charged, multiplied by the ratio of the remaining number of scheduled clock hours in the school period to the total scheduled clock hours of the school period.

- f. Enrollment time is defined as the time elapsed between the actual starting date and the date of the student's last day of attendance in school.
- g. The termination date, for refunds computation purposes, will be determined by the postmark on written notification, or the date said information is delivered to the school administrator/owner in person. The refund must be calculated within 30 days of the withdrawal date, and all refunds will be made within 45 days of termination or receipt of written cancellation.
- h. For purposes of calculating the date of withdrawal, attendance is monitored on weekly basis to determine unofficial withdrawal. The school will consider the student withdrawn if the student does not attend class for 14 consecutive days or notify the school of his/her

intention to withdraw. The official withdrawal date is determined by the last day attended, as evidenced by attendance records. All miscellaneous costs which have not yet become due will be void.

- i. A student on an approved leave of absence notifies the school that he or she will not be returning. The date of withdrawal shall be the earlier of the date of expiration of the leave of absence or the date the student notifies the Institute that the student will not be returning.
- j. If the Institute is permanently closed and no longer offers instruction after a student has enrolled, the student is entitled to a pro-rata refund of tuition based on the tuition adjustment schedule.
- k. If a program is cancelled subsequent to a student's enrollment, but prior to beginning instruction, the school shall, at its option: 1) provide a full refund of all monies paid; or 2) provide for completion of the program.
- l. **Return of unearned Title IV Loans:** The Institute will determine the amount of any Title IV aid to be returned in accordance with the Department of Education Guidelines. An eligible Title IV aid recipient who fails to complete over 60% of a payment period is considered to have not earned all the federal aid that may have been previously awarded. A required calculation will be performed to determine the portion of the unearned federal student aid that must be returned to the U.S. Department of Education. In many cases, this policy may also result in the student owing a refund to the Department of Education. The following is the distribution of unearned aid that must be returned: Federal Family Education Loan Programs, Federal Pell Grants, FSEOG, and then the Student.
- m. **Return of Unearned Funds from Non-Title IV Loans:** If any portion of the Total Fee is funded through a loan other than a Title IV loan, then Student and any Responsible Guardian hereby authorizes the Institute to pay any refund directly to the lender, up to the outstanding loan amount.

**\*\*\* MILITARY REFUND POLICY:** For students who are members of the Iowa National Guard or reserve forces of the United States (and the spouses of such members if the members have dependent children when ordered into active duty); The school shall provide a full refund of tuition and fees to a student who withdraws and requests that benefit for the payment period in which the student withdrew.

If arrangements cannot be made for the student to complete the program at a later time, the student shall be considered dropped and all tuition refunded.

#### **EXCEPTION TO THE REFUND POLICY**

If a student terminates within 30 calendar days of their start (Cosmetology) or 15 calendar days of their start (Massage Therapy, Esthiology), the Institute shall make a refund through the following calculation:

$$\text{Tuition} * X \frac{(\text{60\% point of academic year} - \text{scheduled hours as of last day attended})}{\text{60\% point of academic year}}$$

*\*See student award letter or payment schedule for respective academic year tuition amounts.*



## **RETURN OF UNEARNED TITLE IV FUNDS**

The school will determine the amount of Title IV Aid to be returned in accordance with the Department of Education Guidelines. Eligible Title IV Aid recipients who fail to complete over **60%** of a payment period is considered to have not earned all the Federal Aid that may have been previously awarded. A required calculation will be performed to determine the portion of the unearned Federal Student Aid that must be returned to the U.S. Department of Education. In many cases, the Return of Unearned Title IV Funds calculation will result in the student owing tuition and fees to the Institute that would otherwise have been paid with Federal Aid funds. This policy may also result in the student owing a refund to the Department of Education.

## **FACULTY AND ADMINISTRATION <sup>25</sup>**

**Doug & Jana Van Polen – Owners**

**April King – Institute Director**

**Madelyn Cunningham – Director of Education**

**Lilly Jacobsen – Student Services Coordinator & Title IX Coordinator**

**Sheila Townsend – Business Manager**

**Angie Long & Jenna Van Polen – Financial Aid**

**Miranda Goeders – Director of Admissions**

**Jessica Timmons – Admissions Coordinator**

**Esmeralda Fisher – Experience Center Manager**

**Dianna Morden - Career Placement Coordinator**