



AVEDA INSTITUTE  
DES MOINES

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

# STUDENT CATALOG



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Updated 6/29/23

The Aveda Institute Des Moines is licensed by the following two agencies:

Iowa Board of Cosmetology Arts and Sciences

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)

Iowa Board of Massage Therapy

Iowa HHS Bureau of Professional Licensure

321 E. 12th St.

Des Moines, IA 50319

Phone: (515) 281-0254

[www.hhs.iowa.gov/Licensure](http://www.hhs.iowa.gov/Licensure)

Accredited By

National Accrediting Commission of Career Arts and Sciences (NACCAS)

3015 Colvin Street

Alexandria, VA 22314

Phone # 703.600.7600 or [www.naccas.org](http://www.naccas.org)



Owner: Nurtur Des Moines, LLC Corporate Office Address

6281 Tri-Ridge Boulevard

Suite 140 Loveland, Ohio 45140

Aveda Institute Des Moines is owned by Nurtur Des Moines, LLC

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 authorized to operate in Iowa under an exemption from registration by 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

475 SW Fifth Street, Ste D

Des Moines, IA 50309-4608

Phone # 515.725.3400

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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**

The mission of the Aveda Institute Des Moines is to inspire and educate our students, our team and our guests about beauty, fashion, wellness and nature. This includes preparing our students for careers in the fields of cosmetology, esthiology and massage, including the development of practical skills necessary for success with business skills, customer service, retailing and communications. The Aveda Institute Des Moines is committed to fostering an environment of respect and trust in order to allow students to express their individuality and creativity.

The education and training objective at the Aveda Institute Des Moines is to provide our students with the training that they need to master entry-level skills, technical training, retail and guest service skills, and professionalism necessary for a successful cosmetology, esthiology, or massage career.

The distinctive learning environment at the Aveda Institute Des Moines encourages personal and professional growth, the continuous quest for knowledge and a commitment to teamwork.

## **HISTORY**

The Aveda Institute Des Moines is owned and operated by Nurtur Des Moines, LLC. 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 (NACCAS).

## **PROGRAMS AND SCHEDULES**

The Aveda Institute Des Moines offers programs and schedules as listed below. Business hours are Monday – Friday 8:00AM- 5:00PM. The Institute is not currently offering enrollment in Massage Therapy.

PROGRAM	HOURS	WEEKS	HOURS/WEEK	SCHEDULE	HOURS PER DAY
Cosmetology	2100	57	37	Mon/Tues/Thurs Wednesday Friday	9 AM – 5:30 PM 11:00 AM – 8:00 PM 9 AM – 4:30 PM
Esthiology	600	20	30	Tues/Wed Thursday Friday	9 AM – 5:30 PM 11:00 AM – 8:00 PM 9 AM – 5:30 PM
Massage Therapy	750	25	30	Mon/Wed/Fri	8 AM - 6:45 PM

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## **PROGRAMS**

### **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 Des Moines graduate will receive a diploma in Cosmetology and will be prepared to enter the industry with higher than average skill level.

#### **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:**

100-95 Excellent

90-85 Average

94-91 Above Average

84-80 Below Average

79 and Below Unsatisfactory

<b>Courses</b>	<b>Total Clock Hours</b>	<b>Theory</b>	<b>Lab</b>
COS Orientation	4		
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	36	12	24
COS 116 Personal and Business Development	28	28	
COS 117 Retailing, Sales and Management Development	100	100	

## **AVEDA INSTITUTE DES MOINES COSMETOLOGY 2100 HOUR PROGRAM**

### **Courses**

#### **COS Orientation**

Information regarding policy & procedure, student services, overview of school history, course description and educational objectives, optional tours of facility. Question and answer time with all support staff.

#### **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 of 20 weeks for a 4/day week schedule. 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 Orientation	4		
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	23	23	
EST 110 Aveda Rituals	13	10	3
EST 111 Aromaology	5	5	
EST 112 Hair Removal	15	10	5
EST 113 Clinic	295		295

## **AVEDA INSTITUTE DES MOINES ESTHIOLOGY 600 HOUR PROGRAM**

### **Courses**

#### **EST Orientation**

Information regarding policy & procedure, student services, overview of school history, course description and educational objectives, optional tours of facility. Question and answer time with all support staff.

#### **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. Hydra facial education and hands on practice.

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**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. Lash lift education and hands on practice.

**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.

## **AVEDA INSTITUTE DES MOINES MASSAGE THERAPY 750 HOUR PROGRAM**

**Program Description**

The 750 hour Massage Therapy course is a program of 25 weeks for a 3/day week schedule that has educator led classroom and clinical training as well as practical hands on application. Iowa Law requires a minimum of 500 hours of study in Massage Therapy. The additional 250 hours in our Massage Therapy program allows for a more in-depth learning in the areas of practical application, business and management knowledge, and additional learning time prior to taking the national exam. The focus of

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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 12Hours</b>	<b>Theory</b>	<b>Lab</b>
MAS Orientation	4		
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	23	13	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	25	25	
MAS 110 Spa & Medical Tours	10		10
MAS 111 Clinic	225		225

# **AVEDA INSTITUTE DES MOINES MASSAGE THERAPY 750 HOUR PROGRAM**

## **Courses**

### **MAS Orientation**

Information regarding policy & procedure, student services, overview of school history, course description and educational objectives, optional tours of facility. Question and answer time with all support staff.

### **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.

## **Instructor Training 1000 hour Program**

**Program Description**

The Aveda Institute Des Moines selects a very limited number of graduates to participate in its Instructor Training Program. The Instructor Training Program consist of both advanced training and hands-on experience. Trainees work with the Director and with experienced educators who hold a variety of advanced Aveda certifications. Training includes the study of adult learning styles and education techniques, presentation skills, and classroom management. Trainees also learn and practice lesson planning and test creation and security. The understanding and application of rules and laws governing the cosmetology arts and sciences in the state of Iowa are the foundation of both the theory and practice components of the program.

**Program Objectives**

Participants in the Instructor Training Program demonstrate a passion for education and a desire to contribute to the professional development of others. Through a comprehensive theory curriculum and extensive practical experience, trainees are well prepared to become licensed instructors in the state of Iowa.

**Program Content**

The instructor training course consists of a minimum of 1,000 hours of instruction in theory and practical application.

**Instructional Methods**

Methods of instruction include discussion, question and answer, demonstration, cooperative learning, problem solving, lecture, individualized instruction, and student presentations.

**Grading Procedures**

Your progress at the Aveda Institute Des Moines will be evaluated on the basis of classroom work, homework assignments, chapter tests, exams, mode assignments, daily clinic practical experiences, projects, and a

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final practical and written examination.

**Grading Scale:**

100-95 Excellent

90-85 Average

94-91 Above Average

84-80 Below Average

79 and Below Unsatisfactory

**Instructor Training Program**

Our instructor training program consists of 1,000 hours of classroom and hands-on training combined.

Students completing the instructor training program will receive the education necessary to become licensed as instructors.

**Schedule**

A 40-hour weekly schedule is assigned between the hours of 8:00 AM to 9:00 PM, Monday through Friday.

Students shall confirm their individual schedules with the Director.

**Hours Requirements**

26 weeks, 1,000 hours

UNIT		THEORY HOURS	PRACTICAL HOURS	TOTAL HOURS
1	<b>Laws &amp; Rules</b> - Iowa Law - License and Permit Policy & Procedures - Continuing Education Policies & Procedures - Inspection & Enforcement Policy & Procedures	83	82	165
2	<b>Curriculum Development</b> - Lesson Planning - Presentation Skills - Educational Aids - Use of Technology - Distance Learning - Grading - Assessment	134	201	335
3	<b>Learning Styles</b> - Learning Modalities - Special Learning Needs - Learner Accommodations	48	117	165
4	<b>Classroom Management</b> - Structuring the Learning Environment - Communication Skills - Professional Ethics - Conflict Management	150	185	335
	TOTAL	415	585	1000

## **ADMISSIONS**

Admission into Cosmetology, Esthiology and Massage Therapy is open to any applicant who possesses a high school education or equivalent and is at least 16 years of age. All proof of education may be verified. Aveda Institute Des Moines will review the validity of online diplomas. Aveda Institute Des Moines does not discriminate in any way including age, race, color, sex, creed, religion, disability, marital status, gender identity, or national or ethnic origin. The Aveda Institute Des Moines does not admit ability to benefit (ATB) students.

- Proof of Education Documentation:
  - High School Diploma
  - High School Transcript showing completion/graduation date
  - GED Certificate and/or GED Transcript showing passing
  - College Transcript showing completion of at least an associate's degree or higher.
  - Foreign diploma that has been both translated and authenticated by an outside agency (credential evaluator) that is qualified to translate documents to English and confirms the academic equivalence to a high school graduation diploma in the USA.
- Proof of Age Documentation – Drivers License or Government issued photo ID.
- Social Security Card

The institution admits a limited number (10% of its current enrollment) of high school students who are not enrolled under a training agreement if the applicant meets the state requirements for admission, obtains permission in writing from the high school in which they are enrolled and successfully completes a pre-enrollment evaluation as established by the institution.

## **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/CAREER PLANNING SESSION**

A personal interview, or career planning session, 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:

- **Student Catalog**
- **Pre-enrollment packet including financing options**



- **Course Outline**

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

1. Have a career planning session with an Admissions Representative
2. Complete an admissions application
3. Pay a non-refundable \$100.00 application fee.
4. Provide valid proof of high school education. This includes a copy of high school diploma, high school transcript, GED, GED equivalent, or otherwise, proof of which must be acceptable to the Institute and must contain a graduation date. The Aveda Institute Des Moines does not accept ATB (Ability to Benefit) students.
5. Meet with a financial aid counselor and submit an approved funding plan (if applicable)
6. Sign an enrollment agreement with an admissions representative

### **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 legally 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
3. State issued credentials of the home school, if applicable.

### **TRANSFER OF CREDITS**

At the Aveda Institute Des Moines, we treat all transfers as another prospective student. Applicants who wish to transfer hours must submit an official hour transcript from the previous school attended.

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

Applicants for transfer into a program are considered on an individual basis. Requests for transfer of hours must be made prior to the student signing an enrollment agreement. Aveda Institute Des Moines may, at its discretion refuse transfers if admission requirements, including tuition cannot be met. The determination of the hours accepted for transfer will be based on an examination of the individual's technical skill and knowledge of the program and subject matter. Aveda Institute Des Moines does not guarantee the ability to transfer hours to or from another school. If accepted, transfer students will be

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required to purchase additional kit items to meet the Aveda Institute Des Moines kit requirement. Tuition will be adjusted according to the hours needed to complete the course based on the cost of tuition per hour at the time of enrollment. Students will be notified of the hours that are transferrable and the total cost for the approved hours.

### **Re-entry**

Students who wish to return to school after withdrawing must wait a 6 month (180 day) period from their last date of attendance, meet all of the of the above admissions requirements, pay off previous balance, sign a new enrollment agreement, and pay the current rate of tuition for the hours remaining in the program.

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.

### **DESCRIPTION OF INSTITUTION**

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, make-up 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 Des Moines 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 Aveda Institute Des Moines has 104 Cosmetology stations, 6 manicure and 12 pedicure stations, a makeup bar, and 9 fully equipped spa rooms 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 Aveda Institute Des Moines.

**Resource Library and Administrative Offices:**

A resource library has books on styling, cosmetology, esthology, massage therapy, 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 Des Moines 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 Des Moines 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.

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## **Parking/Entrance:**

The Aveda Institute Des Moines offers student parking directly north of the Aveda Institute Des Moines (across the street). All spaces located on the west side of the Aveda Institute Des Moines 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**

### **Housing**

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

### **The Family Educational Rights and Privacy Act (FERPA)**

The Family Educational Rights and Privacy Act (FERPA) affords eligible students certain rights with respect to their education records. (An “eligible student” under FERPA is a student who is 18 years of age or older or who attends a postsecondary institution at any age.) These rights include:

1. The right to inspect and review the student's education records within 45 days after the day the Aveda Institute Des Moines (“School” or “Institution”) receives a request for access. A student should submit to the Student Service Coordinator a written request that identifies the record(s) the student wishes to inspect. The Student Service Coordinator will make arrangements for access and notify the student of the time and place where the records may be inspected.
2. The right to request the amendment of the student’s education records that the student believes is inaccurate, misleading, or otherwise in violation of the student’s privacy rights under FERPA.

A student who wishes to ask Aveda Institute Des Moines to amend a record should write the Student Service Coordinator, clearly identify the part of the record the student wants changed, and specify why it should be changed.

If the School decides not to amend the record as requested, the School will notify the student in writing of the decision and the student’s right to a hearing regarding the request for amendment. Additional information regarding the hearing procedures will be provided to the student when notified of the right to a hearing.

3. The right to provide written consent before the School discloses personally identifiable information (PII) from the student's education records, except to the extent that FERPA authorizes disclosure without consent.

The Aveda Institute Des Moines discloses education records without a student’s prior written consent under the FERPA exception for disclosure to school officials with legitimate educational interests. A school official typically includes a person employed by the School in an administrative, supervisory, academic, research, or support staff position; or a student serving on an official committee, such as a disciplinary or grievance committee. A school official also may include a

volunteer or contractor outside of the School who performs an institutional service or function for which the school would otherwise use its own employees and who is under the direct control of the school with respect to the use and maintenance of PII from education records, such as an attorney, auditor, or collection agent or a student volunteering to assist another school official in performing his or her tasks. A school official typically has a legitimate educational interest if the official needs to review an education record in order to fulfill his or her professional responsibilities for the School.

4. The right to file a complaint with the U.S. Department of Education concerning alleged failures by the School to comply with the requirements of FERPA. The name and address of the office that administers FERPA is:

Family Policy Compliance Office  
U.S. Department of Education  
400 Maryland Avenue, SW  
Washington, DC 20202

### **Directory Information**

FERPA requires that the School, with certain exceptions, obtain student written consent prior to the disclosure of personally identifiable information from education records. However, the School may disclose appropriately designated “directory information” without written or authorized electronic consent, unless you have advised the School to the contrary in accordance with School procedures. Aveda Institute Des Moines has designated the following information as directory information:

- student’s name
- address
- telephone number
- email address
- date and place of birth
- program of study
- honors and awards
- dates of attendance.
- enrollment status

Requests to have directory information about you withheld should be submitted in writing to the Student Service Coordinator.

See the list below of the disclosures that postsecondary institutions may make without consent.

FERPA permits the disclosure of PII from students’ education records, without consent of the student, if the disclosure meets certain conditions found in § 99.31 of the FERPA regulations. Except for disclosures to school officials, disclosures related to some judicial orders or lawfully issued subpoenas, disclosures of directory information, and disclosures to the student, § 99.32 of FERPA regulations requires the institution to record the disclosure. Eligible students have a right to inspect and review the record of disclosures. A postsecondary institution may disclose PII from the education records without obtaining prior written consent of the student —

- To other school officials, including teachers, within the School whom the School has determined to have legitimate educational interests. This includes contractors, consultants, volunteers, or other parties to whom the School has outsourced institutional services or functions, provided that the conditions listed in § 99.31(a)(1)(i)(B)(1) - (a)(1)(i)(B)(3) are met. (§ 99.31(a)(1))
- To officials of another school where the student seeks or intends to enroll, or where the student is already enrolled if the disclosure is for purposes related to the student’s enrollment or transfer, subject to the requirements of § 99.34. (§ 99.31(a)(2))
- To authorized representatives of the U.S. Comptroller General, the U.S. Attorney General, the U.S. Secretary of Education, or State and local educational authorities, such as a State postsecondary authority that is responsible for supervising the university’s State-supported education programs. Disclosures under this provision may be made, subject to the requirements of § 99.35, in connection with an audit or evaluation of Federal- or State-supported education programs, or for the enforcement of or compliance with Federal legal requirements that relate to those programs. These entities may make further disclosures of PII to outside entities that are designated by them as their authorized representatives to conduct any audit, evaluation, or enforcement or compliance activity on their behalf. (§§ 99.31(a)(3) and 99.35)
- In connection with financial aid for which the student has applied or which the student has received, if the information is necessary to determine eligibility for the aid, determine the amount of the aid, determine the conditions of the aid, or enforce the terms and conditions of the aid. (§ 99.31(a)(4))
- To organizations conducting studies for, or on behalf of, the school, in order to: (a) develop, validate, or administer predictive tests; (b) administer student aid programs; or (c) improve instruction. (§ 99.31(a)(6))
- To accrediting organizations to carry out their accrediting functions. (§ 99.31(a)(7))
- To parents of an eligible student if the student is a dependent for IRS tax purposes. (§ 99.31(a)(8))
- To comply with a judicial order or lawfully issued subpoena. (§ 99.31(a)(9))
- To appropriate officials in connection with a health or safety emergency, subject to § 99.36. (§ 99.31(a)(10))
- Information the School has designated as “directory information” under § 99.37. (§ 99.31(a)(11))
- To a victim of an alleged perpetrator of a crime of violence or a non-forcible sex offense, subject to the requirements of § 99.39. The disclosure may only include the final results of the disciplinary proceeding with respect to that alleged crime or offense, regardless of the finding. (§ 99.31(a)(13))
- To the general public, the final results of a disciplinary proceeding, subject to the requirements of § 99.39, if the school determines the student is an alleged perpetrator of a crime of violence or non-forcible sex offense and the student has committed a violation of the school’s rules or policies with respect to the allegation made against him or her. (§ 99.31(a)(14))
- To parents of a student regarding the student’s violation of any Federal, State, or local law, or of any rule or policy of the school, governing the use or possession of alcohol or a controlled

substance if the school determines the student committed a disciplinary violation and the student is under the age of 21. (§99.31(a)(15))

### **Transcripts**

The Aveda Institute Des Moines will release official transcripts to students who are current on all owed educational debt. Should a student no longer live within commuting distance of the school, a single copy of their transcript may be furnished to the student's address within 45 days of written request. Should a student have unpaid financial obligations, the Aveda Institute Des Moines 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 transcript, student must submit a written request including: Full legal name, social security number or student identification number, dates of attendance, program attended, current address of student where transcript is to be mailed, and current contact information (phone or email). Transcripts are considered permanent records and are maintained through our Freedom software. The Aveda Institute Des Moines has back-up servers to preserve this information in the event of a technology blackout.

### **Career Placement**

The Aveda Institute Des Moines 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 the Aveda Institute Des Moines, 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 Aveda Institute Des Moines. Alumni events are scheduled through the Office of Admissions.

## **ACADEMIC INFORMATION AND STANDARDS OF PROGRESS**

### **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 Monday-Friday for 37 hours per week. Massage Therapy students attend Monday, Wednesday, and Friday for 30 hours per week. Esthiology students will attend class Tuesday -Friday for 30 hours per week. Specific schedule outlined in student contract. Once the student has enrolled into the Aveda Institute Des Moines 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**

The Aveda Institute Des Moines is a clock hour institution, therefore clocking in and out is mandatory. Aveda Institute Des Moines can only issue credit for hours that are properly documented through the time clock. Any student in Cosmetology Intro who misses more than (3 days) 24 classroom hours will be required to re-take the Intro program before progressing on to the next phase. This means the student will have to terminate or take a Leave of Absence until the next Intro phase they are eligible to attend. If a student drops below 90% attendance in Cosmetology Alpha-Gamma II phases, it is per the discretion of the Educator and Student Services Coordinator to require the student to re-take the phase. Cosmetology students are not allowed to miss more than (7 days) 56 Wednesday hours during their course duration. Esthiology students are not allowed to miss more than (3 days) 24 Thursday hours during their course duration. Massage Therapy students are not allowed to miss more than (3 days) 30 Friday hours. Missing more than the respective allowed amount of Wednesdays, Thursdays or Fridays will lead to disciplinary action which may include additional charges or termination. Students missing scheduled hours may incur additional hour charges as a result of graduating after their contracted graduation date as outlined in the Additional Hour (Overtime) Charges Policy.

### **Contract Time and Additional Hour (Overtime) Charges**

Cosmetology students 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 Aveda Institute Des Moines may be closed and to allow students time off for scheduled events and/or sickness. If a student does not complete contracted clock hours prior to their contracted graduation date, the student will be charged an Additional Hours (Overtime) fee as specified in the enrollment agreement, for each hour of instruction left to complete after his/her contracted graduation date. The current fee per clock hour is \$15.00. The Additional Hour fee must be paid in full for a student to clock hours after their contracted graduation date. Payments collected for additional hour charges prior to the contracted graduation date are refunded if the student terminates their enrollment. Students must clock 100% of their contracted total hours to graduate. Students who clock less than 100% of total hours will continue attending classes until they have clocked the total contracted hours and completed the last phase of the program.

### **Make-up Hours**

The Aveda Institute Des Moines 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 additional hour charges, to make-up any lost hours once they have completed the Alpha phase (*Cosmetology only*) of the program. Esthiology and Massage Therapy students may apply for Make-up hours during the clinic portion of their program.

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

### **Make-up Work**

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

### **Tardiness**

Students who do not arrive to class at their scheduled start time will be marked as tardy. If a student is more than 15 minutes late, they must provide a Dr's note or court-ordered documentation in order to clock in for the day. Time missed will be counted against the student's total % of attendance. After three tardies (within six months for Cosmetology or within two months for Massage Therapy and Esthiology), 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 can provide a doctor's note, they will be allowed to clock back in for the day. If this falls on a Friday for Esthiology and Massage Therapy students or a Wednesday for Cosmetology students, and a

doctor's note is provided, only the actual hours missed are counted towards the student's pool of hours. If a student leaves during make-up hours, this will result in a write up. Please see Makeup Hours policy.

### **Notice of Expected Absence**

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 Policy**

This Policy applies to all students enrolled at the Aveda Institute Des Moines. Students must follow this policy in requesting a Leave of Absence (LOA). A leave of absence is a temporary interruption in a student's program of study. A student may be granted a LOA for the following reasons:

Medical; Financial; Death of immediate family member; Incarceration; Administrative

All students must request the LOA in advance unless unforeseen circumstances prevent the student from doing so. The request must be made in writing using the form provided by the school, include the reason for the LOA, and the student must sign and date the form. However, the institution may grant an LOA to a student who did not provide the request prior to the LOA due to unforeseen circumstances such as a car accident, emergency surgery, etc. In the case of an emergency LOA the institution must document the reason for the emergency LOA, collect the request from the student at a later date, and the start date for the approved LOA will be the first date that the student was unable to attend.

Students granted an LOA are not considered withdrawn and a refund calculation is not required. In addition, the student will not be assessed any additional charges as a result of the LOA.

The student's enrollment contract period and maximum time frame will be extended for the for the exact number of calendar days taken in the LOA. Changes to the enrollment agreement will be initialed by all parties or an addendum will be completed and signed by all parties.

LOAs may be approved for a minimum/maximum of 14-180 calendar days in any 12 month period. LOA requests must be approved by an Administrator of the Aveda Institute Des Moines. Students will be notified of approval or denial for the written request of a leave of absence. A student who takes an unapproved leave of absence or fails to return to the school at the end of an approved leave of absence,

is terminated. The student's withdrawal date for the purpose of calculating a refund will be the student's last date of attendance.

**Procedure:**

1. The student obtains a Request for Leave of Absence form through the Student Services Office.
  - (a) Requests for LOA must be submitted prior to the start date of LOA. The written request from student must include the reason for request, student signature and date.
  - (b) The Aveda Institute Des Moines reserves the right to require additional documentation from outside sources in order to substantiate a LOA request.
  - (c) Students with unavoidable circumstances should contact a School Administrator as soon as possible or ask a family member/friend to do so.
2. As a condition for approving a student's LOA request, there must be a reasonable expectation that the student will return from the LOA.
3. Students who do not follow procedure will not be granted a LOA and are expected to attend school as usual.
4. All LOA requests are subject to approval by a School Administrator in accordance to school policy. Students are notified in writing whether the LOA has been approved or denied.
5. Should a student receiving Direct Loans or other applicable private loans not return from LOA, the six-month grace period will begin on the student's last day in attendance, regardless of when the decision to terminate is made.
6. The student's need for purposes of financial aid packaging may not increase, and therefore, the student is not eligible for any additional Title IV aid.
7. All requests to make changes to dates of LOA must be submitted in writing and approved by a School Administrator prior to the expiration of the LOA. The student and Administrator will complete a new LOA form or each initial and date changes made to the LOA enrollment agreement addendum

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**Graduation**

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

- Complete the course of study including the requirements for attendance, theory and practical.
- Complete the program hours contracted for as per the enrollment agreement.
- Pay all debts owed the school.

**Licensing and Examining Requirements**

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

- Submit a license application and licensure fee to the State Board Office
- Aveda Institute Des Moines submits a diploma and the test registration fee directly to the test service. (The fee is paid for the first attempt only)
- Pass a national examination as prescribed by the board for the particular practice discipline with a score of 75 percent or greater.

## 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.

**Disclaimer:** Please refer to the Iowa Administrative Code Rule 645-65.2 - Grounds for discipline whereby the board may impose any disciplinary sanctions provided in rule 645-65.3 (157,272C) and therefore may preclude an individual from obtaining or maintaining licensure in their chosen field of Cosmetology, Esthiology, and Massage Therapy. Therefore, the Institute makes no guarantees of licensure to anyone enrolling in our programs.

## **SATISFACTORY ACADEMIC PROGRESS POLICY**

The Satisfactory Academic Progress Policy is consistently applied to all students enrolled at the school regardless of form of payment, cash pay, Veterans Educational Benefits, Title IV HEA Program funds, or schedule. It is printed in the catalog to ensure that all students receive a copy prior to enrollment. The policy complies with the guidelines established by the National Accrediting Commission of Career Arts and Sciences (NACCAS) and the federal regulations established by the United States Department of Education. Students receiving funds under any federal Title IV financial aid program must maintain satisfactory progress in order to continue eligibility for such funds.

### Evaluation Periods

Students are evaluated for Satisfactory Academic Progress ***based on actual clock hours*** as follows:

Program Name	Length in Clock Hours	Evaluation Points (Actual Hours) Academic Weeks (Scheduled Weeks)	Academic Year Length in Hours
Cosmetology	2100	525 hours/ 15weeks 1050 hours/ 29 weeks 1575 hours/ 43 weeks	1050
Esthiology	600	300 hours/ 10 weeks	900
Massage Therapy	750	375 hours/ 13 weeks	900

\* Transfer Students – Midpoint of the contracted hours or the established evaluation periods, whichever comes first. The institution shall evaluate students' (academic and attendance) Satisfactory Academic Progress at the conclusion of each evaluation period on a cumulative basis. All evaluations will be

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completed within seven (7) school business days following each established evaluation period. The frequency of evaluations ensures that students have ample opportunity to meet both the attendance and academic progress requirements of at least one evaluation by midpoint of the academic year or course and/or program whichever occurs sooner. All periods of enrollment are included in the SAP calculation for Title IV eligibility and otherwise.

#### Attendance Progress Evaluations

Students are required to attend a minimum of 67% of the hours possible based on the applicable attendance schedule in order to be considered maintaining satisfactory attendance progress. Evaluations are conducted at the end of each evaluation period to determine if the student has met the minimum requirements. The attendance percentage is determined by dividing the total hours accrued by the total number of hours scheduled. At the end of each evaluation period, the school will determine if the student has maintained at least 67% cumulative attendance since the beginning of the course which indicates that, given the same attendance rate, the student will graduate within the maximum time frame allowed.

#### Maximum Time Frame

The maximum time (which does not exceed 150% of the course length) allowed for students to complete each course at satisfactory academic progress is stated below:

COURSE	MAXIMUM TIME ALLOWED	
	WEEKS	SCHEDULED HOURS
Cosmetology (37 hours per week) - 2100 Hours	86 Weeks	3150
Esthiology (30 hours per week) – 600 Hours	30 Weeks	900
Massage Therapy (30 hours per week) – 750 hours	38 Weeks	1125

The maximum time allowed for transfer students who need less than the full course requirements will be determined based on 67% of the scheduled hours. Students who exceed the maximum time frame shall be terminated from the program and may re-enroll at the sole discretion of the institution on a cash-pay basis consistent with the re-enrollment provisions of the admissions policy.

All courses offered by the institution are clock hour programs and all students attend on a continuous basis. Therefore, we do not offer term or credit hour based programs. Enrollment is based on one period of continuous enrollment which counts towards satisfactory academic progress and maximum time-frame, including any time in that period where a student would not receive Title IV, HEA program funds. The period of enrollment includes, fall, winter, spring, and summer, as applicable to the student’s enrollment agreement.

#### Academic Progress Evaluations

The qualitative element used to determine academic progress is a reasonable system of grades as determined by assigned academic learning. Students are assigned academic learning and a minimum

number of practical experiences. At least two comprehensive practical skills evaluations will be conducted during the course of study. Students must pass a final written and practical exam for the applicable course prior to graduation. Practical skills are evaluated according to text procedures and set forth in practical skills evaluation criteria adopted by the school. Students must make up failed or missed tests and incomplete assignments.

Academic 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)

#### Determination of Progress Status

Students meeting the minimum requirements of a 80% for academics and 67% for attendance at the evaluation point are considered to be making satisfactory academic progress until the next scheduled evaluation. Students will receive a hard-copy of their Satisfactory Academic Progress Determination at the time of each of the evaluations. Students deemed not maintaining Satisfactory Academic Progress may have their Title IV, HEA Program funds interrupted, as applicable, unless the student is on warning. Students deemed not maintaining Satisfactory Academic Progress may have their VA Educational Benefits interrupted.

#### Warning

Students who fail to meet minimum requirements for attendance or academic progress are placed on a warning and will be eligible for Title IV HEA program funds for one SAP evaluation period. During the warning period students are considered to be making satisfactory academic progress. The student will be advised in writing on the actions required to attain satisfactory academic progress by the next evaluation period. If at the end of the warning period, the student has still not met both the attendance and academic requirements, he/she will be determined as NOT making satisfactory academic progress, will be deemed ineligible to receive Title IV, HEA Program funds, as applicable, and will be terminated from the program unless financial arrangements are made with the school.

#### Re-establishment of Satisfactory Academic Progress

Students may re-establish satisfactory academic progress and Title IV, HEA Program funds and/or VA Educational Benefits, as applicable, by meeting minimum attendance and academic requirements at the next scheduled evaluation. Students can make up hours during course times the student is not normally scheduled for attendance. Students may begin attending makeup hours as they are needed.

### 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 calendar 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. If a student is considering pursuit of a second program, they must graduate or withdraw from the current program. If a student decides to switch a program, the current SAP will start over with the new program. The old program SAP will no longer apply.

### Course Incompletes, Repetitions, Non-Credit Remedial Courses

Course Incompletes, Repetitions, and Noncredit and remedial courses do not apply to this institution. Therefore, these items have no effect upon the school's satisfactory academic progress standards.

### Transfer Hours

With regard to Satisfactory Academic Progress, a student's transfer hours from other institutions will be counted as both attempted and earned hours for the purpose of determining when the allowable maximum time frame has been exhausted. SAP evaluations periods are based on actual contracted hours at the institution.

Note: Withdrawal passing/withdrawal failing, probation, and appeals are not applicable to this institution.

## **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 and makeup are 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. Small headbands or accessories may be allowed, but hats are not in dress code. 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. Dress code may be altered for special events or by student level.

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 at the student's expense.

- The uniforms supplied are worn with solid black knee length or longer pants or skirt and a solid black shirt with sleeves. Solid black dresses with sleeves that are knee length or longer are also acceptable.  
**NOTE: Official Aveda shirts are allowed if they are black** – colored shirts may not be worn.
- Identification badges, supplied by the Aveda Institute Des Moines, 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 (other than black) with holes or tears, sweatpants, athletic wear, hoodies, cropped tops, hats, revealing or torn clothing (determined by staff).
- **Closed-toe** footwear must be professional in appearance and worn at all times.
- Aveda Institute Des Moines reserves the right to maintain an aesthetic standard for all students, including personal hygiene and grooming, makeup, and groomed facial hair.
- Dress code may vary for special events or student level (Spa or Salon Life +).

### **PROFESSIONAL STANDARDS**

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

- Disruption 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 Des Moines is a smoke-free facility, and smoking is not allowed in or around any part of the school.

Technology approved by an educator may be used in class.

To ensure that each student receives consistent and comprehensive instruction in the classroom or clinical 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:**

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: (a) the Student's non-compliance with Institute rules and



policies, including those stated in the Student Catalog and the Pre-enrollment Materials, such as attendance requirements; (b) conduct that reflects unfavorably upon the Institute or its students, including the failure to promptly pay any amount due under a student loan; (c) creating a safety hazard to other students; (d) unsatisfactory academic progress; (e) excessive absences or tardiness; (f) failure to pay tuition or fees when due; (g) cheating; (h) falsifying records; (i) breach of the Enrollment Agreement; (j) disobedient or disrespectful behavior to faculty or other students; (k) unprofessional conduct; (l) entering the Institute while under the influence or effects of alcohol, drugs, or narcotics of any kind; (m) carrying a concealed or potentially dangerous weapon; or (n) sexual harassment or harassment of any kind, including intimidation and discrimination. If the Student is absent fourteen (14) consecutive calendar days and has not been granted an approved leave of absence, the Student will be considered withdrawn, and his or her enrollment will be terminated (such termination to be referred to as a “Deemed Withdrawal”).

### **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 Des Moines’ grievance policy, to be submitted to Administrators for approval.

## **DRUG FREE INSTITUTION AND WORKPLACE**

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

Aveda Institute Des Moines 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 Des Moines 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 Aveda Institute Des Moines' policies concerning the use of alcohol and drugs are published on the Aveda Institute Des Moines 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 or vaping 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 Aveda Institute Des Moines' Section 504 Compliance Coordinator, Jessica Timmons. You may contact Mrs. Jessica Timmons at 6905 Mills Civic Pkwy., Suite 120, West Des Moines, IA 50266, phone 515.224.5244, email: [JessicaT@avedaiowa.com](mailto:JessicaT@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 Aveda Institute Des Moines 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 Aveda Institute Des Moines' resources as a whole.

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

- 1) Notify Mrs. Timmons, the Aveda Institute Des Moines' Section 504 Compliance Coordinator, of the type of accommodation needed, date needed, documentation of the nature and extent of the disability,

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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 Aveda Institute Des Moines would accept a verbal request. You may contact Mrs. Timmons at 6905 Mills Civic Pkwy., Suite 120, West Des Moines, IA 50266, phone 515.224.5244, email: JessicaT@avedaiowa.com.

2) Mrs. Timmons 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 Aveda Institute Des Moines is obtaining adequate information and understanding of your individual needs.

3) Mrs. Timmons 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 Aveda Institute Des Moines' Senior Director of Institutes by email at sgreider@avedafi.edu, or by mail to Ms. Sara Greider, Senior Director of Institutes, Aveda Institute Des Moines, In care of 6281 Tri-Ridge Blvd, Ste 140, Loveland, OH 45140.

## **DISCRIMINATION GRIEVANCE PROCEDURE**

The Aveda Institute Des Moines 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 Aveda Institute Des Moines is encouraged, but is not required, to discuss the matter informally with the Section 504 Coordinator, Mrs. Jessica Timmons, 6905 Mills Civic Pkwy., Suite 120, West Des Moines, IA 50266, phone 515.224.5244, email: JessicaT@avedaiowa.com. If the 504 Coordinator is the subject of the complaint, the grievant may, instead, contact the Aveda Institute Des Moines' Senior Director of Institutes, 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 Aveda Institute Des Moines' 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 Aveda Institute Des Moines' Senior Director of Institutes 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 Aveda Institute Des Moines 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 Aveda Institute Des Moines' Senior Director of Institutes within 10 business days after receipt of the written disposition. The Aveda Institute Des Moines Senior Director of Institutes or her 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 Aveda Institute Des Moines 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 Aveda Institute Des Moines' Section 504 Coordinator: Jessica Timmons, 6905 Mills Civic Pkwy., Suite 120, West Des Moines, IA 50266, phone 515.224.5244, email: JessicaT@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 Aveda Institute Des Moines 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.

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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  
3015 Colvin Street  
Alexandria, Virginia 22314  
Phone 703-600-7600  
www.naccas.org

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

Iowa College Student Aid Commission  
877-272-4456

<https://www.iowacollegeaid.gov/StudentComplaintForm>

#### **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, gender identity, 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.

#### **VETERANS BENEFITS AND TRANSITION ACT POLICY**

The Aveda Institute Des Moines will not impose any of the following penalties on students with eligibility to receive funding from the U.S. Department of Veterans Affairs: (1) late fees; (2) denial of access to classes; (3) denial of access to libraries or other institutional facilities; (4) require that a Chapter 31 or Chapter 33 recipient borrow additional funds to cover the individual's inability to meet his or her financial obligations to the institution due to the delayed disbursement of a payment by the U.S. Department of Veterans Affairs.

#### **SEXUAL HARASSMENT AND MISCONDUCT POLICIES & GRIEVANCE PROCEDURES**

It is the policy of Aveda Institute Des Moines to maintain an environment for students, faculty, administrators, staff, and visitors that is free of all forms of discrimination and harassment, including sexual harassment. The Aveda Institute Des Moines have enacted the Sexual Harassment Policies & Grievance Procedures (the “Policy”) to reflect and maintain its institutional values, to provide for fair and equitable procedures for determining when this Policy has been violated, and to provide recourse for individuals and the community in response to violations of this Policy.

The Policy can be found on the following website: [www.avedainstitutedesmoines.com](http://www.avedainstitutedesmoines.com) or obtained in person from the Title IX Coordinator (see below).

Aveda Institute Des Moines does not discriminate on the basis of sex in their educational, extracurricular, or other programs or in the context of employment. Sex discrimination is prohibited by Title IX of the Education Amendments of 1972, a federal law that provides:

*No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance.*

This Policy prohibits all forms of sex discrimination, harassment, and misconduct, including sexual assault, domestic violence, dating violence, and stalking. The requirement not to discriminate in the education programs or activities extends to admission. This Policy also prohibits retaliation against a person who has made a report or complaint, testified, assisted, or participated or refused to participate in any manner in an investigation, proceeding, or hearing under this Policy. Inquiries about the application of Title IX may be referred to the Institute's Title IX coordinator, the U.S. Department of Education Office for Civil Rights, or both.

The Aveda Institute Des Moines also prohibits other forms of discrimination and harassment, including discrimination and harassment on the basis of race, color, national origin, disability, or age in its programs and activities. The following persons have been designated to handle inquiries regarding the non-discrimination policies, including Title IX:

Ms. Abigail Kingery  
6905 Mills Civic Pkwy, Suite 120  
West Des Moines, IA 50266  
Phone: (515) 224-5244  
Email: [abigailk@avedaiowa.com](mailto:abigailk@avedaiowa.com)

Inquiries or complaints concerning the Aveda Institute Des Moines' compliance with Title IX or other federal civil rights laws may be referred to the U.S. Department of Education's Office for Civil Rights.

Office for Civil Rights, Chicago Office  
U.S. Department of Education  
John C. Kluczynski Federal Building  
230 S. Dearborn Street, 37th Floor  
Chicago, IL 60604  
Telephone: (312) 730-1560  
Facsimile: (312) 730-1576  
Email: [OCR.Chicago@ed.gov](mailto:OCR.Chicago@ed.gov)

Aveda Institute Des Moines desires to create and sustain an anti-discriminatory environment and will not tolerate discrimination of any kind. This will be achieved through education, orientation, and training for all students, staff, and faculty for the purpose of creating awareness of both the issues surrounding

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discrimination as well as accountability, sensitivity training, and anti-discrimination training in their classrooms, at least once while the student is enrolled.

## **II. Sexual Harassment Grievance Procedure**

Reports of sexual harassment should be made to the Title IX Coordinator or a designated Institute Official. As set forth in the Policy, the designated Institute Officials are the Senior Director of Institutes and Institute Directors. The Aveda Institute Des Moines will respond promptly when it has actual knowledge of sexual harassment in its education programs or activities. The Title IX Coordinator will promptly contact the complainant to discuss the availability of supportive measures, consider the complainant's wishes with respect to supportive measures, inform the complainant of the availability of supportive measures with or without the filing of a formal complaint, and explain to the complainant the process for filing a formal complaint.

The Aveda Institute Des Moines will investigate all formal complaints of sexual harassment. A formal complaint must be in writing, filed by a complainant or signed by the Title IX Coordinator alleging sexual harassment against a respondent, and request that the Institute investigate the allegation of sexual harassment. A formal complaint form may be obtained from the Title IX Coordinator, although no particular form is required to submit a formal complaint so long as the complaint is in writing, signed by a complainant, alleges sexual harassment against a respondent, and requests an investigation. The Title IX Coordinator oversees the investigation, response to, and resolution of all reports of prohibited sexual harassment, and of related retaliation, involving students, faculty, and staff.

If all parties voluntarily agree to participate in an informal resolution that does not involve a full investigation and adjudication after receiving notice of a formal complaint and if the Aveda Institute Des Moines determines that the particular formal complaint is appropriate for such a process, an informal resolution will be facilitated to assist the parties in reaching a voluntary resolution. The Aveda Institute Des Moines retains the discretion to determine which cases are appropriate for voluntary resolution.

The Aveda Institute Des Moines will convene a hearing panel following the end of an investigation. The hearing panel determines whether the respondent is responsible or not responsible for a violation of the Policy. If the respondent is determined to be responsible, the hearing panel's written determination will include any disciplinary sanctions the Institute imposes on the respondent. The Policy provides that the parties have the right to appeal the hearing panel's determination under certain circumstances.

Pursuant to Iowa Code Section 261.9(1)(h) any Aveda Institute Des Moines employee located in Iowa who in the scope of the person's employment responsibilities examines, attends, counsels or treats a child must report suspected physical or sexual abuse to the institution's administration and to law enforcement. Any report of suspected child physical or sexual abuse should be made as soon as possible, but within 48 hours, to the Title IX Coordinator and the employee shall immediately make a report to local law enforcement.

**CALENDAR OF CLASSES FOR 2023-2024**

	Start Dates	End Dates
<b>Cosmetology</b>	January 23, 2023	April 24, 2024
	March 20, 2023	June 19, 2024
	June 5, 2023	September 5, 2024
	August 7, 2023	November 5, 2024
	October 2, 2023	January 9, 2025
<b>Esthiology</b>	February 23, 2023	July 27, 2023
	April 18, 2023	September 19, 2023
	June 8, 2023	November 9, 2023
	August 2, 2023	January 4, 2024
	September 22, 2023	February 27, 2024
<b>Massage Therapy</b>	November 15, 2023	April 18, 2024
	To be Determined	To be Determined

**The Aveda Institute Des Moines closes for the below listed holidays.**

2023	2024
New Year's Day: 1/1	New Year's Day: 1/1
No Classes/Staff Development Day: 2/27	No Classes/Staff Development Day: 2/26
Memorial Day: 5/29	Memorial Day: 5/27
Independence Day: 7/4	Independence Day: 7/4
*Cosmetology Summer Break: 7/1-7/5	*Cosmetology Summer Break: 7/4-7/6
Labor Day: 9/4	Labor Day: 9/2
No Classes/Staff Development Day: 10/9	No Classes/Staff Development Day: 10/21
Thanksgiving: 11/23-11/24	Thanksgiving: 11/28-11/29
Christmas: 12/24-12/25	Christmas: 12/24-12/25
*Holiday Break: 12/22-12/26	*Holiday Break: 12/23-12/26

*\*Opportunities will be available to apply for make-up hours during break. June 2023 Cosmetology will not observe 2023 summer break. June 2024 Class will not observe the 2024 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 irritation.



## 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

### COSMETOLOGY

\$100.00	APPLICATION FEE
\$100.00	REGISTRATION FEE
\$50.00	CHANGE OF START FEE* (if applicable)
\$2,400.00	BOOKS AND SUPPLIES (KIT)
	Academic Year 1 Tuition: \$10,500 Academic Year 2 Tuition : \$10,500
\$21,000.00	TOTAL TUITION
\$23,650.00	<b>TOTAL PROGRAM FEES</b>

### ESTHIOLOGY

\$100.00	APPLICATION FEE
\$100.00	REGISTRATION FEE
\$50.00	CHANGE OF START FEE* (if applicable)
\$1,900.00	BOOKS AND SUPPLIES (KIT)
\$10,000.00	TUITION
\$12,150.00	<b>TOTAL PROGRAM FEES</b>

### MASSAGE THERAPY

\$100.00	APPLICATION FEE
\$100.00	REGISTRATION FEE
\$50.00	CHANGE OF START FEE* (if applicable)
\$1,500.00	BOOKS AND SUPPLIES (KIT)
\$10,000.00	TUITION
\$11,750.00	<b>TOTAL PROGRAM FEES</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 and \$50.00 change of start fee (if applicable) are due at the time the student signs his/her enrollment agreement. The registration fee and change of start fee are refundable should a student cancel his/her enrollment within three (3)

business days after signing the enrollment agreement. Tuition and respective fees charged are outlined on the enrollment agreement.

\*The \$50.00 change of start fee occurs infrequently when students are committed to a particular start date and later change their commitment and want to re-apply for an alternate start date.

Should a student complete the program earlier than the estimated timeframe stated in the contract, the student’s financial aid package may be recalculated which may result in liabilities owed by the student and/or institution, if applicable.

**TUITION PAYMENT PLANS**

The entire program is charged up front to enrolled students.

(Payment methods include Title IV Financial Aid, VA Educational Benefits, cash, credit card, or check)

<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 \$1,616.00 and one (1) interest-free payment in the amount of \$1,608.00.
Federal Student Aid	<a href="http://www.fafsa.ed.gov/">Available to those who qualify. Apply online at: www.fafsa.ed.gov/.</a> School code: 042033
Veteran’s Benefits	Veterans and family members of veterans may qualify for veteran’s benefits. Contact Veteran’s Administration for more information.

<b>ESTHIOLOGY</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 \$2,000.
Federal Student Aid	<a href="http://www.fafsa.ed.gov/">Available to those who qualify. Apply online at: www.fafsa.ed.gov/.</a> School code: 042033
Veteran’s Benefits	Veterans and family members of veterans may qualify for veteran’s benefits. Contact Veteran’s Administration for more information.

<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.
Federal Student Aid	<a href="http://www.fafsa.ed.gov/">Available to those who qualify. Apply online at: www.fafsa.ed.gov/.</a> School code: 042033
Veteran's Benefits	Veterans and family members of veterans may qualify for veteran's benefits. Contact Veteran's Administration for more information.

**\*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.**

An investment in your AVEDA Institute Des Moines education is an investment in your future. The AVEDA Institute Des Moines offers financing options 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.

## SCHOLARSHIPS

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 Aveda Institute Des Moines 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 Aveda Institute Des Moines 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 Aveda Institute Des Moines. 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 and applicable scholarship documents if the funds are applied towards tuition or if they are returned to the scholarship provider.

### **Student's Right to Cancel; Notice of Cancellation and Refund Policy.**

This policy applies to all terminations for any reason, by either party, including student decision, course or program cancellation, or school closure. For the purposes of calculating a refund, the school has a payment period of the entire program's tuition charged up front. 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 Aveda Institute Des Moines in writing.
- b. All monies will be refunded, if the applicant is not accepted by the Aveda Institute Des Moines 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 and \$50.00 change of start fee.
- d. Students who withdraw after beginning the first class but before the completion of two full calendar weeks of instruction will receive a refund of all tuition charges paid.
- e. In limited circumstances, kit items may qualify for refund if they have not been opened and can be restocked for future kit purposes. This will be determined on a case by case basis. To qualify for refund, kit contents must be reviewed within 20 days of withdrawal.
- f. For students who enroll in and begin classes, and later withdraw or are terminated after the completion of two calendar weeks of instruction, the Aveda Institute Des Moines shall make a refund in an amount that is equal to ninety-five percent (95%) of the amount of tuition

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charged to the student multiplied by the ratio of the number of clock hours remaining in the school period to the total number of clock hours in the school period. If a terminating student has completed sixty percent or more of the school period, the student shall not receive any refund

*\*See student enrollment agreement for respective academic year tuition amounts, if applicable*

- g. If a student terminates a program after the first two calendar weeks 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 that 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 number of scheduled clock hours of the school period.
- h. 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.
- i. 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.
- j. For purposes of calculating the date of withdrawal, attendance is monitored every 14 calendar days to determine unofficial withdrawal. If a Student is absent 14 consecutive calendar days and was not granted an approved leave of absence, the student will be considered to have withdrawn. The determination date will be the date that attendance was reviewed.
- k. 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 Aveda Institute Des Moines that the student will not be returning.
- l. If the Aveda Institute Des Moines is permanently closed and no longer offers instruction after a student has enrolled, the student is entitled to a pro-rata refund of the program.
- m. 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.
- n. **Return of Unearned Title IV Loans:** The Aveda Institute Des Moines 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. If the calculation results in a post-withdrawal disbursement, grants will be disbursed within 45 days. Any loans eligible for disbursement will be offered to the student within 30 days, allowing the student at least 14 days to respond. If the calculation results in a credit balance, it will be disbursed as soon as possible and no later than 14 days after the Return to Title IV calculation. 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: Unsubsidized, Subsidized, Parent Plus, Federal Pell Grants, and then the Student.

- o. **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 Aveda Institute Des Moines to pay any refund directly to the lender, up to the outstanding loan amount.

*\*See student enrollment agreement for respective academic year tuition amounts, if applicable*

*\*\*The Aveda Institute Des Moines will apply the most advantageous refund policy that a student qualifies to receive. For students terminating due to physical incapacity or spousal employment transfer, this will be section (g) of refund policy listed above.*

## **PHYSICAL, COGNITIVE & COMMUNICATION DEMANDS OF THE AVEDA INSTITUTE DES MOINES'S EDUCATIONAL PROGRAMS & INDUSTRY DEMANDS OF BEAUTY AND WELLNESS**

**PHYSICAL:** All students must have good dexterity and must be able to move around quickly and easily. Cosmetology students must be able to manipulate the scalp with both hands, stand while bending from the knees and/or waist, walk to and from the service area, and control the shampoo hose, water temperature and pressure during services that take place at the shampoo bowl. They must be able to manipulate comb and cutting implements simultaneously in both hands, hold the hair away from the head, walk around the head, and bend from the waist and/or knees during cutting services. Students must be able to manipulate blow dryer and brush in both hands and extend hands/arms above the client's head while using styling tools. They must be able to manipulate a comb, permanent wave rod and end papers simultaneously with both hands. A student must be able to apply product to client's hair/scalp. A Spa Therapy student must be able to apply and remove oils, creams, and lotions as well as manipulate the face and body with both hands while sitting and/or standing. These students must also be able to physically help a client on and off the treatment table. All students must be able to carry 25 lbs. and lift 50+ lbs.

**READING:** Must be able to read and understand text written at an eleventh-grade reading level. Textbooks are written in English only. Theory tests covering textbook information are written in English and include a variety of formats i.e., multiple choice, fill-in the blanks, true/false, and essay questions.

**WRITING:** Must be able to write procedures in English in complete sentences.

**MATHEMATICS:** Must be able to add and subtract whole numbers and fractions. This skill is critical when formulating colors, lighteners, and other chemical service formulas. Familiarity with angles and degrees will also be of benefit during design classes.

**SPEECH:** Must be able to communicate clearly and concisely in English. This skill is critical during consultations with clients. It is also important when interacting with staff and participating in classroom activities. Students must be able to converse with guests to determine their needs and build a rapport. They must also be able to describe product and procedural information in detail to build credibility. In

addition, they must stay attuned and alert to ensure the client’s safety and comfort with regards to water temperatures, chemical irritation, hot tool use, and other factors.

**2021 Outcome Rates** as per the NACCAS Annual Report

	Completion	Placement	Licensure
Institutional (All Programs)	83.21%	79.64%	100%
Cosmetology	72.97%	94.33%	100%
Esthiology	96.42%	64.81%	100%
Massage Therapy	85.71%	83.33%	100%

Disclaimer: The institution’s accrediting agency requires that any adjustments made to its student outcomes rates due to the COVID-19 Pandemic must be disclosed. As student achievement at this institution has not been significantly impacted by the Pandemic, the outcome rates reported do not reflect any such adjustments related to COVID-19.

**OCCUPATIONAL INFORMATION**

The U.S. Department of Labor provides current job information at <http://www.careerinfonet.org>

This website includes information by job position to include state & national wages, occupation profiles/descriptions, state & national trends, knowledge, skills, and abilities needed for each position. As reported by the US Dept. of Labor (www.bls.gov), state & national median wages for related positions are as follows: BUREAU OF LABOR STATISTICS:

<http://www.bls.gov/ooh/occupation-finder.htm?pay=&education=Postsecondary+non-degree+award&training=None&newjobs=&growth=&submit=GO>

**O\*NET RESOURCE CENTER**

The O\*NET program is the nation's primary source of occupational information. Central to the project is the O\*NET database, containing information on hundreds of standardized and occupation-specific descriptors. The database, which is available to the public at no cost, is continually updated by surveying a broad range of workers from each occupation.

O\*NET CODES - <http://www.onetonline.org>

**IPED Statistics**

The College Navigator website <http://nces.ed.gov/collegenavigator> provides current and prospective students information about student body diversity, including the percentage of enrolled, full-time students in the following categories: Male / Female; Self-identified members of a major racial or ethnic group; Federal Pell Grant recipients

The College Navigator website also gives information concerning student services, students with disabilities, career placement during and after enrollment and transfer of credit from other academies, retention, licensure, graduation, and placement rates.

## **FACULTY AND ADMINISTRATION**

**Patrick J. Thompson – Owner**

**Sara Greider – Senior Director of Institutes**

**Jessica Timmons– Institute Director, 504 Coordinator**

**Abigail Kingery – Student Services Coordinator, Title IX Coordinator**

**Adam McGinley – Financial Aid**

**Abbie Martin– Admissions Coordinator**

**Katie Amador, Kathy Andersen, Emily Bickel, Amy Hagerty, Amanda Hardenbrook, Jenni Harrison (educator in training), Jenna Knapp, Alyxx Peterson, Sarah Turner - Cosmetology Educators**

**Mindia Dennis, Jennifer Jensen, Rachel Spurgin, Sarah Turner– Esthiology Educators**

## **COSMETOLOGY HYBRID PROGRAM (Not currently enrolling students)**

Our Cosmetology Hybrid Program is presented as a combination of distance learning and attendance at our brick-and-mortar campus. The program is taught in the English language. One clock hour equals a period of 60 minutes with a minimum of 50 minutes of instruction in the presence of an instructor.

The institution follows an independent course numbering system to assign courses in accordance with program requirements. The system is designed to identify courses and differentiate the level of study. Courses are numbered sequentially and assigned a letter prefix depicting the program title.

### **Distance Education Disclaimer**

Please be advised that academic achievement hours earned via distance education may not be accepted for reciprocity or eligible for licensure in other states.

Students are provided with an iPad containing Learn Aveda and will be required to download the ZOOM app. Students are required to provide their own internet service while using the iPad and completing school work via distance education while not at the brick and mortar campus of the school.



## Policy on Distance Education

1. Distance Education will not be utilized as a method of delivery of clinical instruction in which the student is to perform practical applications on a live model and/or client.
2. Distance education, either *Synchronous* or *Asynchronous*, must be validated by substantive interaction on a regular interactive basis between students and instructors.
  - a. Substantive interaction for distance education learning activities is engaging students in teaching, learning, and assessment and must include two (2) of the following at a minimum:
    - i. Providing direct instruction
    - ii. Assessing or providing feedback on student's distance education coursework
    - iii. Providing information or responding to questions about the content of distance education coursework
    - iv. Facilitating a group discussion regarding the content of distance education coursework
  - b. Regular interaction for distance education learning activities between a student and an instructor must include the following:
    - i. Providing the opportunity for substantive interactions with the student on a scheduled basis
    - ii. Monitoring the student's academic engagement and ensuring the instructor is responsible for substantive interaction
  - c. Distance Education delivered asynchronously must be validated to measure actual student "seat time" for clock hour programs.
3. A *Distance Education Assessment* (refer to Glossary of Terms) of student performance must be conducted on-campus by a qualified instructor at least once monthly with respect to any distance education completed within the preceding month.
4. Upon completion of all curriculum requirements, the student must pass a comprehensive Academic and Practical final exam (which shall be administered on-campus) to include any applicable competencies required by the State licensure agency prior to graduation from the program.
5. All transcripts or other documents, (official or unofficial), listing academic attainment received must identify the distance education component;

6. Prior to enrollment, students are provided with a disclaimer that academic achievement earned via distance education may not be accepted for reciprocity or eligible for licensure in other states. A signed and dated copy of this disclosure must be found in the student file.

## **Cosmetology Hybrid 2100 Clock Hour Course Outline**

**(Up to 765 Theory Hours may be offered via distance education)**

### **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 Des Moines graduate will receive a diploma in Cosmetology and will be prepared to enter the industry with higher than average skill level.

### **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:**

100-95 Excellent

90-85 Average

94-91 Above Average

84-80 Below Average

79 and Below Unsatisfactory

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Updated 6/29/23

<b>Courses</b>	<b>Total Clock Hours</b>	<b>Theory</b>	<b>Lab</b>
COS Orientation	4		
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	36	12	24
COS 116 Personal and Business Development	28	28	
COS 117 Retailing, Sales and Management Development	100	100	

## **AVEDA INSTITUTE DES MOINES COSMETOLOGY 2100 HOUR PROGRAM**

### **Courses**

#### **COS Orientation**

Information regarding policy & procedure, student services, overview of school history, course description and educational objectives, optional tours of facility. Question and answer time with all support staff.

#### **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.