

There is a Crisis in the Beauty and Wellness Industry

Beauty & Wellness
School Owners

**WE NEED
YOUR HELP
Today!**

AACS

REPRESENTING BEAUTY & WELLNESS EDUCATION

— SINCE 1924 —

The beauty and wellness education sector is under attack from the Department of Education. According to the Associated Press, more than two-thirds of the private cosmetology programs would lose the availability to participate in the student federal loan program. This would essentially close most of our schools, exacerbating a shortage of beauty and wellness professionals.

With any newly proposed rules, the Department of Education allows public comments. We are asking that you take a few minutes to share your concerns with the proposed gainful employment rules which will have a devastating impact on our prospective students, our employees and our schools.

Additional information is available on our website at: www.beautyschools.org under Advocacy

It's as easy as 1, 2, 3

Deadline for Submission is June 20

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Please draft a short response and include the following:

June __, 2023

Secretary Cardona
U.S. Department of Education
400 Maryland Avenue SW
Washington, D.C. 20202

Re: Comment – School Owner
Docket ID ED-2023-OPE-0089

Dear Secretary Cardona:

Paragraph 1 (Introduction):

- Introduce and provide the following information about your school:
 - Name and location
 - Please indicate that the school is a member or active with the American Association of Cosmetology Schools
- Provide reason for submitting comment.
- Provide a short summary statement on impact of Gainful Employment Rule on the school: the Rule will result in loss of Title IV eligibility, which will lead to school closure.

Paragraph 2 (Please utilize one or more suggested comments):

- Provide additional information about your school:
 - Small business (if applicable), number of students, number of employees, program offerings, years in business
 - Provide internal data on relevant statistics, such as:
 - Default rates, graduation rates, licensure rates, and other relevant statistics
- Describe impact that Gainful Employment Rule will have on the students
 - Diversity of student population (including information on ethnicity, low-income students, and gender);
 - Emphasize the skills and value that the school offers its graduates
 - Emphasize that school provides higher education opportunities to non-traditional students.
- Describe impact that Gainful Employment Rule will have on employees.
 - Provide relevant workforce statistics
- Describe impact that Gainful Employment Rule will have on Beauty and Wellness industry.
 - Provide statistics on industry growth, and cite the need for workers;
 - Provide information on local Community Colleges and their cosmetology offerings;
 - Provide analysis on next steps of industry if the schools are forced into closure.

Paragraph 3: (Conclusion)

- Provide strong statement on impact of Gainful Employment Rule: The Gainful Employment Rule will result in loss of Title IV eligibility, which will eventually lead to school closures.
- Emphasize impact on students, employees and industry as a whole
- Thank the Department for consideration of the comment.

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Open your browser and CLICK HERE (rebrand.ly/GEResponse)

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Click on the blue "Comment" box and either upload your comments in Word or PDF format to the "Attach Files" section or cut and past in the "Comment" section and complete the form.

You're Done! Thank you for taking time to support the beauty and wellness education sector