

2270

43

1.89%

38

88.37%

11/11/2024



1. NEW PORT RICHEY

## 2. BROOKSVILLE

### 3. SPRING HILL

☐ UNSPECIFIED

## Lead Types

## 1. New Leads

## 2. Left Message

☐ 3a Mailed Catalog -follo...

#### 4. Appointment Schedu...

#### 4a. Missed Appointment

## Program of Interest

BARBER

☐ BARBER STYLIST

COSMETOLOGY

COSMETOLOGY AND ..

☐ FULL SPECIALTY

Month	Number of Leads
Jan 2020	260
Feb 2020	130
Mar 2020	0
Apr 2020	0
May 2020	0
Jun 2020	5
Jul 2020	2
Aug 2020	2
Sep 2020	2
Oct 2020	5
Nov 2020	5
Dec 2020	5
Jan 2021	5
Feb 2021	5
Mar 2021	5
Apr 2021	5
May 2021	5
Jun 2021	5
Jul 2021	10
Aug 2021	15
Sep 2021	18
Oct 2021	15
Nov 2021	5
Dec 2021	10
Jan 2022	5
Feb 2022	5
Mar 2022	5
Apr 2022	10
May 2022	5
Jun 2022	5
Jul 2022	5
Aug 2022	5
Sep 2022	5
Oct 2022	5
Nov 2022	5
Dec 2022	10
Jan 2023	5
Feb 2023	5
Mar 2023	5
Apr 2023	5
May 2023	5
Jun 2023	5
Jul 2023	5
Aug 2023	5
Sep 2023	5
Oct 2023	5
Nov 2023	40
Dec 2023	50
Jan 2024	55
Feb 2024	60
Mar 2024	85
Apr 2024	75
May 2024	110
Jun 2024	130
Jul 2024	170
Aug 2024	195
Sep 2024	240
Oct 2024	215
Nov 2024	200
Dec 2024	150
Jan 2025	55

Program	Enrolled (%)	Lead (%)
UNSPECIFIED	~2	~98
COSMETOLOGY	~3	~97
NAILS	~6	~94
SKIN CARE	~5	~95
FULL SPECIALTY	~2	~98
MASSAGE	~1	~99
BARBER STYLIST	~1	~99
RESTRICTED BARBER	~2	~98
BARBER	~7	~93
INSTRUCTOR TRAINING	0	100
SKIN CARE AND NAILS COMBINED	0	100

**Lead Source**

- Call in
- Direct Mail
- EnrollmentResource...
- Walk-in

Lead Source	Percentage
Direct Mail	71.59%
EnrollmentResource...	10.4%
Call in	7.97%
Walk-in	0.04%

Campus	Percentage
1. NEW PORT RICHMOND	33.88%
2. BROOKSVILLE	55.77%
3. SPRING HILL	9.38%
UNSPECIFIED	1.0%

Stage	AVG	MAX
1. Lead	0	0
2. Communication	141	973
3. Appointment	37	1012
4. In Progress	42	271
5. Enrolled	71	1363
6. Started	104	1371

Program of Interest	2020	2021	2022	2023	2024	2021 YOY%	2022 YOY%	2023 YOY%	2024 YOY%
BARBER	2	2	5	28	23	0.00%	150.00%	460.00%	-17.86%
BARBER STYLIST				1	130			0.00%	12900.00%
COSMETOLOGY	2	9	5	31	347	350.00%	-44.44%	520.00%	1019.35%
COSMETOLOGY AND BARBER	2			2	2	-100.00%		0.00%	0.00%
FULL SPECIALTY	1	3	7	21	168	200.00%	133.33%	200.00%	700.00%
INSTRUCTOR TRAINING					11				0.00%
MASSAGE		8		10	146	0.00%	-100.00%	0.00%	1360.00%
NAILS	2	7	3	37	291	250.00%	-57.14%	1133.33%	686.49%
RESTRICTED BARBER					89				0.00%
SKIN CARE		9	3	21	233	0.00%	-66.67%	600.00%	1009.52%
SKIN CARE AND NAILS COMBINED		2		4	4	0.00%	-100.00%	0.00%	0.00%
UNSPECIFIED	400	7	19	12	161	-98.25%	171.43%	-36.84%	1241.67%
Total	409	47	42	167	1605	-88.51%	-10.64%	297.62%	861.08%

Program of Interest	2020	2021	2022	2023	2024	2021 YOY%	2022 YOY%	2023 YOY%	2024 YOY%
BARBER	1		2			-100.00%	0.00%	-100.00%	
BARBER STYLIST					1				0.00%
COSMETOLOGY			1	1	5		0.00%	0.00%	400.00%
FULL SPECIALTY					2				0.00%
RESTRICTED BARBER					1				0.00%
SKIN CARE					10				0.00%
MASSAGE		1				0.00%	-100.00%		
UNSPECIFIED		1	1	1	1	0.00%	0.00%	0.00%	0.00%
NAILS		2		1	11	0.00%	-100.00%	0.00%	1000.00%
<b>Total</b>	<b>1</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>31</b>	<b>300.00%</b>	<b>0.00%</b>	<b>-25.00%</b>	<b>933.33%</b>

Program of Interest	2020	2021	2022	2023	2024	2021 YOY%	2022 YOY%	2023 YOY%	2024 YOY%
BARBER	1		2			-100.00%	0.00%	-100.00%	
COSMETOLOGY				1	4			0.00%	300.00%
FULL SPECIALTY					2				0.00%
MASSAGE		1				0.00%	-100.00%		
NAILS		2		1	10	0.00%	-100.00%	0.00%	900.00%
RESTRICTED BARBER					1				0.00%
SKIN CARE					10				0.00%
UNSPECIFIED		1	1	1		0.00%	0.00%	0.00%	-100.00%
Total	1	4	3	3	27	300.00%	-25.00%	0.00%	800.00%

Total Students

1740

Total Started

1403

Enrolled from ISIR & Application

1290

ISIR & Application %

74.14%

Started from ISIR & Application

973

ISIR & Application Start %

75.43%

Timeline

1/2/2020

11/12/2024

Year

2020

2021

2022

Campus

1. NEW PORT RICHEY

2. BROOKSVILLE

3. SPRING HILL

UNSPECIFIED

Program

BARBER STYLING

COSMETOLOGY

FACIAL SKIN CARE

FULL SPECIALTY

INSTRUCTOR TRAINING

MANICURING NAIL CARE

Student Status

Active

Application in Progress

Cancel

Career Pathways

Graduated/Completed

Program Status

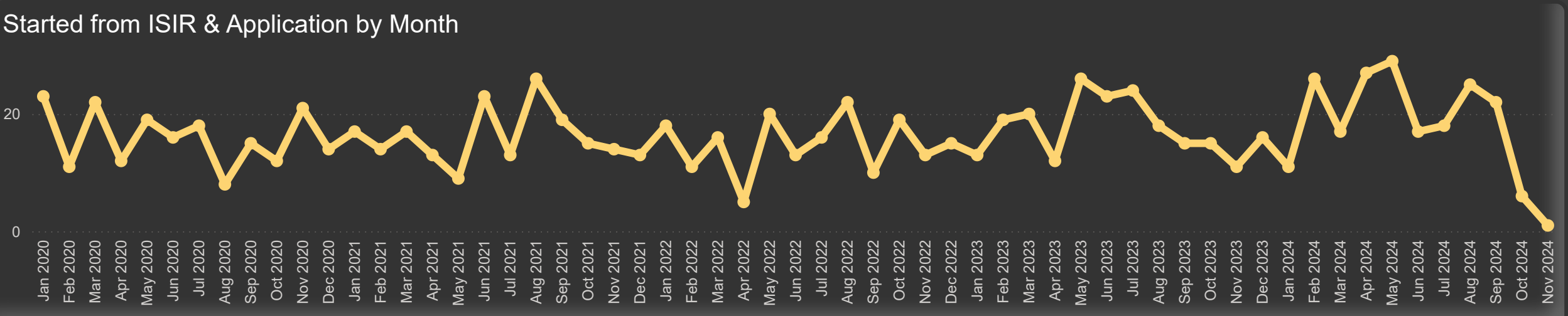
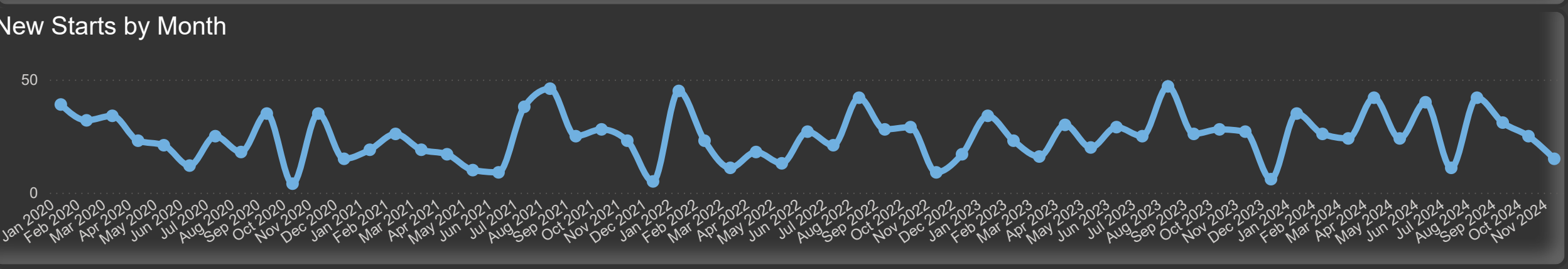
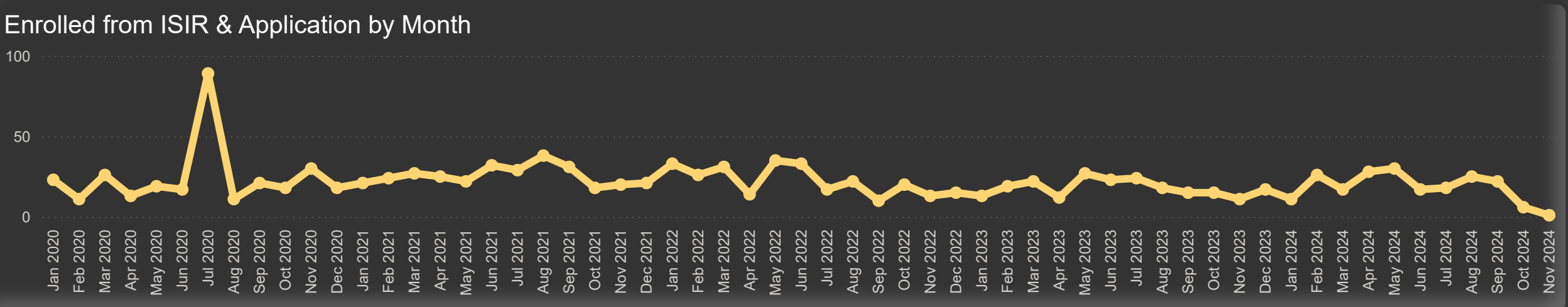
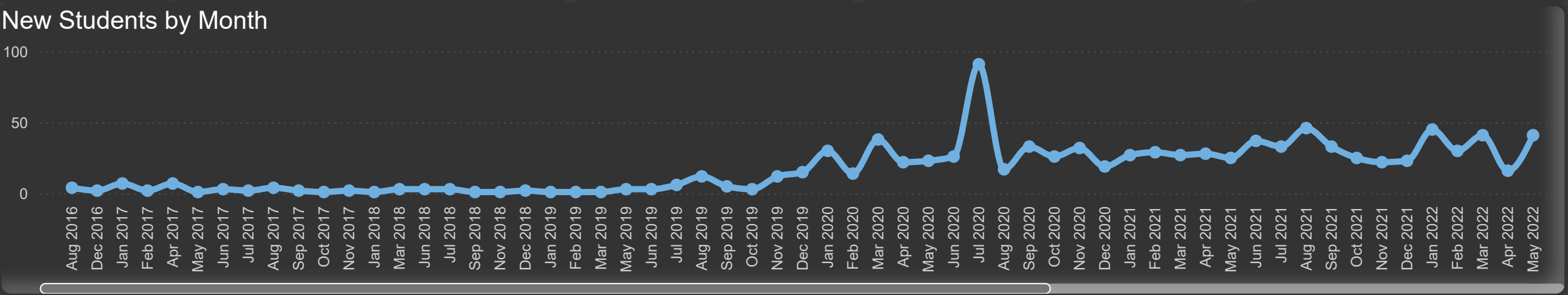
Active

Application in Progress

Cancel

Career Pathways

Graduated/Completed



Enrollment YOY%

Month	Total Students	Enrolled from ISIR & Application	2020	2021	2022	2023	2024	2021 YOY%	2022 YOY%	2023 YOY%	2024 YOY%
January	156	101	23	21	33	13	11	-8.70%	57.14%	-60.61%	-15.38%
February	135	106	11	24	26	19	26	118.18%	8.33%	-26.92%	36.84%
March	161	123	26	27	31	22	17	3.85%	14.81%	-29.03%	-22.73%
April	120	92	13	25	14	12	28	92.31%	-44.00%	-14.29%	133.33%
May	159	133	19	22	35	27	30	15.79%	59.09%	-22.86%	11.11%
June	158	122	17	32	33	23	17	88.24%	3.13%	-30.30%	-26.09%
July	207	177	89	29	17	24	18	-67.42%	-41.38%	41.18%	-25.00%
August	173	114	11	38	22	18	25	245.45%	-42.11%	-18.18%	38.89%
September	137	99	21	31	10	15	22	47.62%	-67.74%	50.00%	46.67%
October	108	77	18	18	20	15	6	0.00%	11.11%	-25.00%	-60.00%
November	120	75	30	20	13	11	1	-33.33%	-35.00%	-15.38%	-90.91%
December	106	71	18	21	15	17		16.67%	-28.57%	13.33%	-100.00%
Total	1740	1290	296	308	269	216	201	4.05%	-12.66%	-19.70%	-6.94%

Starts YOY%

Month	Total Students	Enrolled from ISIR & Application	Started from ISIR & Application	2020	2021	2022	2023	2024	2021 YOY%	2022 YOY%	2023 YOY%	2024 YOY%
January	156	101	82	23	17	18	13	11	-26.09%	5.88%	-27.78%	-15.38%
February	135	106	81	11	14	11	19	26	27.27%	-21.43%	72.73%	36.84%
March	161	123	92	22	17	16	20	17	-22.73%	-5.88%	25.00%	-15.00%
April	120	92	69	12	13	5	12	27	8.33%	-61.54%	140.00%	125.00%
May	159	133	103	19	9	20	26	29	-52.63%	122.22%	30.00%	11.54%
June	158	122	92	16	23	13	23	17	43.75%	-43.48%	76.92%	-26.09%
July	207	177	89	18	13	16	24	18	-27.78%	23.08%	50.00%	-25.00%
August	173	114	99	8	26	22	18	25	225.00%	-15.38%	-18.18%	38.89%
September	137	99	81	15	19	10	15	22	26.67%	-47.37%	50.00%	46.67%
October	108	77	67	12	15	19	15	6	25.00%	26.67%	-21.05%	-60.00%
November	120	75	60	21	14	13	11	1	-33.33%	-7.14%	-15.38%	-90.91%
December	106	71	58	14	13	15	16		-7.14%	15.38%	6.67%	-100.00%
Total	1740	1290	973	191	193	178	212	199	1.05%	-7.77%	19.10%	-6.13%

Graduations YOY%

Month	Total Students	Enrolled from ISIR & Application	Started from ISIR & Application	Graduations	2020	2021	2022	2023	2024	2021 YOY%	2022 YOY%	2023 YOY%	2024 YOY%
December	106	71	58	34	8	8	12	6		0.00%	50.00%	-50.00%	-100.00%
November	120	75	60	39	14	8	11	6		-42.86%	37.50%	-45.45%	-100.00%
October	108	77	67	44	6	14	16	8		133.33%	14.29%	-50.00%	-100.00%
September	137	99	81	32	6	11	7	8		83.33%	-36.36%	14.29%	-100.00%
August	173	114	99	54	5	18	18	13		260.00%	0.00%	-27.78%	-100.00%
July	207	177	89	43	10	8	12	13		-20.00%	50.00%	8.33%	-100.00%
June	158	122	92	52	11	13	12	16		18.18%	-7.69%	33.33%	-100.00%
May	159	133	103	47	11	8	13	15		-27.27%	62.50%	15.38%	-100.00%
April	120	92	69	35	5	11	5	10	4	120.00%	-54.55%	100.00%	-60.00%
March	161	123	92	64	16	14	14	15	5	-12.50%	0.00%	7.14%	-66.67%
February	135	106	81	40	5	8	8	12	7	60.00%	0.00%	50.00%	-41.67%
January	156	101	82	47	12	13	11	7	4	8.33%	-15.38%	-36.36%	-42.86%
Total	1740	1290	973	531	109	134	139	129	20	22.94%	3.73%	-7.19%	-84.50%

Withdrawals YOY%

Month	Total Students	Enrolled from ISIR & Application	Started from ISIR & Application	Withdrawals	2020	2021	2022	2023	2024	2021 YOY%	2022 YOY%	2023 YOY%	2024 YOY%
January	156	101	82	27	12	4	7	2	2	-66.67%	75.00%	-71.43%	0.00%
February	135	106	81	24	6	5	3	8	2	-16.67%	-40.00%	166.67%	-75.00%
March	161	123	92	20	6	4	2	4	4	-33.33%	-50.00%	100.00%	0.00%
April	120	92	69	16	7	2		2	5	-71.43%	-100.00%	0.00%	150.00%
May	159	133	103	26	8	1	7	7	3	-87.50%	600.00%	0.00%	-57.14%
June	158	122	92	24	5	11	1	5	2	120.00%	-90.91%	400.00%	-60.00%
July	207	177	89	22	6	5	4	5	2	-16.67%	-20.00%	25.00%	-60.00%
August	173	114	99	19	3	9	4	2	1	200.00%	-55.56%	-50.00%	-50.00%
September	137	99	81	21	9	8	2	2		-11.11%	-75.00%	0.00%	-100.00%
October	108	77	67	12	6	1	2	3		-83.33%	100.00%	50.00%	-100.00%
November	120	75	60	15	7	5	2	1		-28.57%	-60.00%	-50.00%	-100.00%
December	106	71	58	15	6	5	2	2		-16.67%	-60.00%	0.00%	-100.00%
Total	1740	1290	973	241	81	60	36	43	21	-25.93%	-40.00%	19.44%	-51.16%

Total Students  
1740

Total Started  
1403

Enrolled from ISIR & Application  
1290

ISIR & Application %  
74.14%

Started from ISIR & Application  
973

ISIR & Application Start %  
75.43%

Timeline

1/2/2020

11/12/2024

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2022

Campus

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UNSPECIFIED

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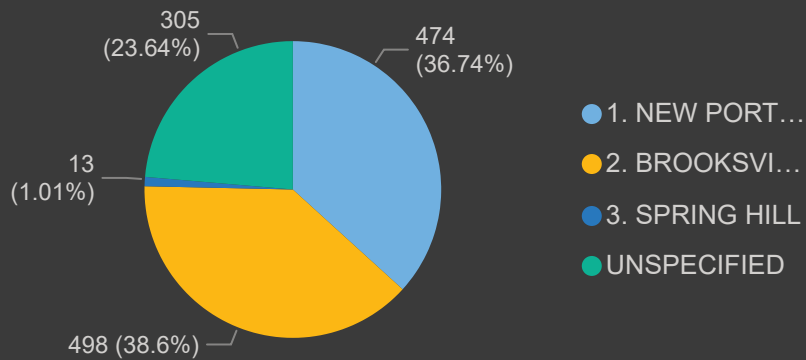
Application in Progress

Cancel

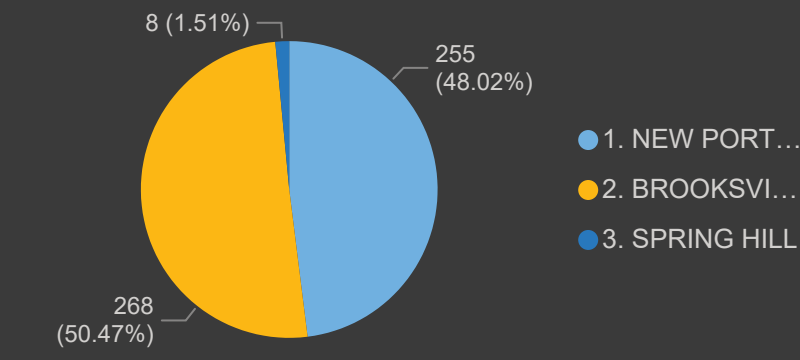
Career Pathways

Graduated/Completed

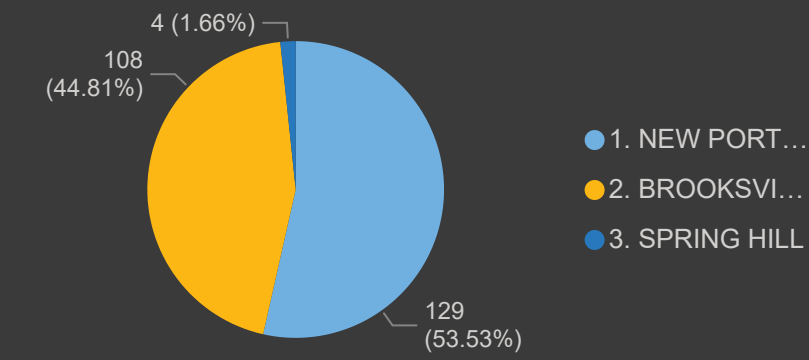
ISIR & Application Enrollment by Campus



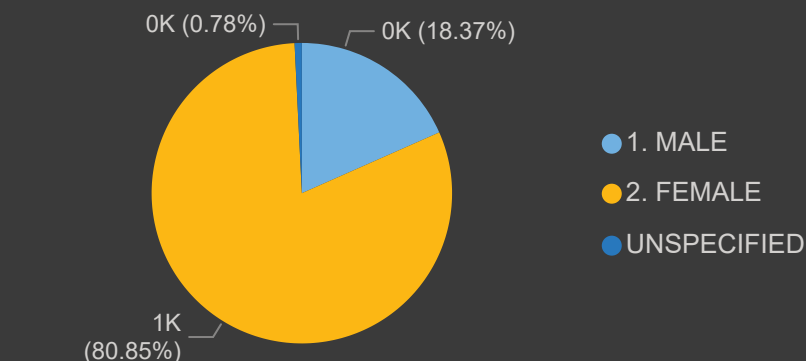
ISIR & Application Graduations by Campus



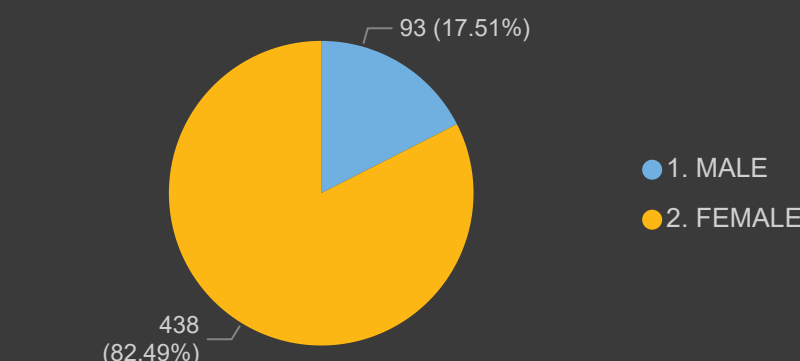
ISIR & Application Withdrawals by Campus



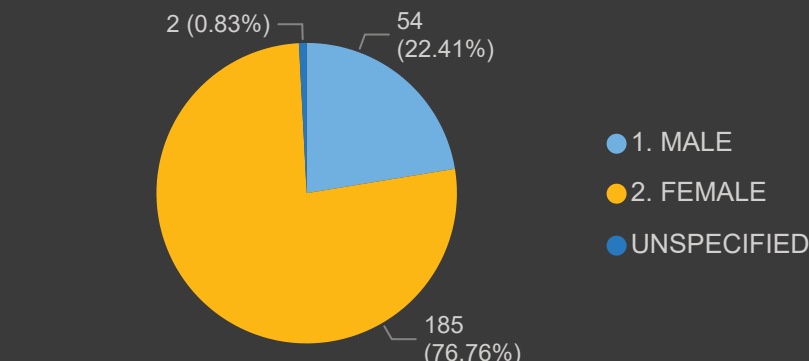
ISIR & Application Enrollment by Gender



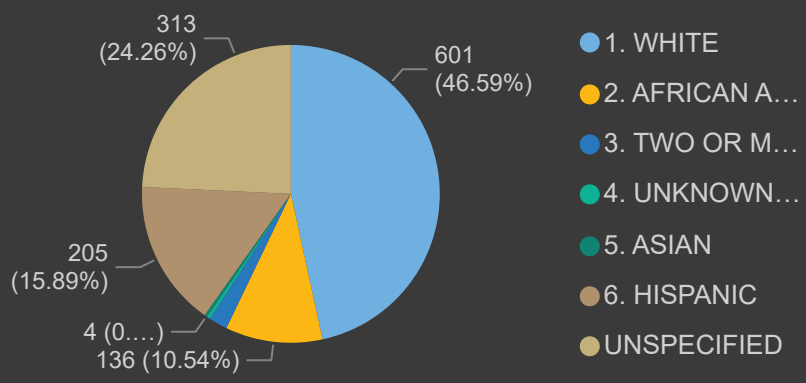
ISIR & Application Graduations by Gender



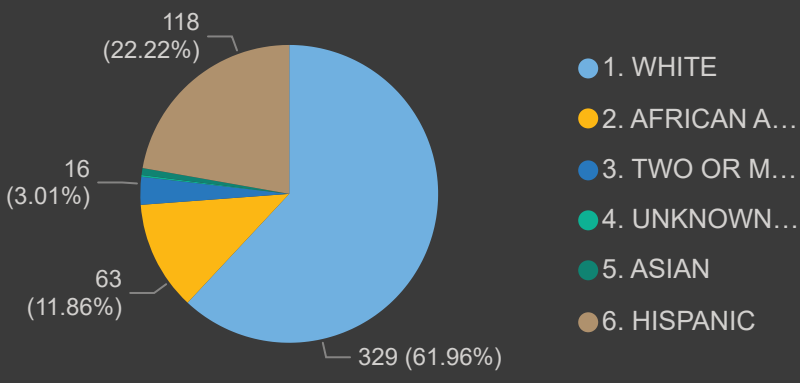
ISIR & Application Withdrawals by Gender



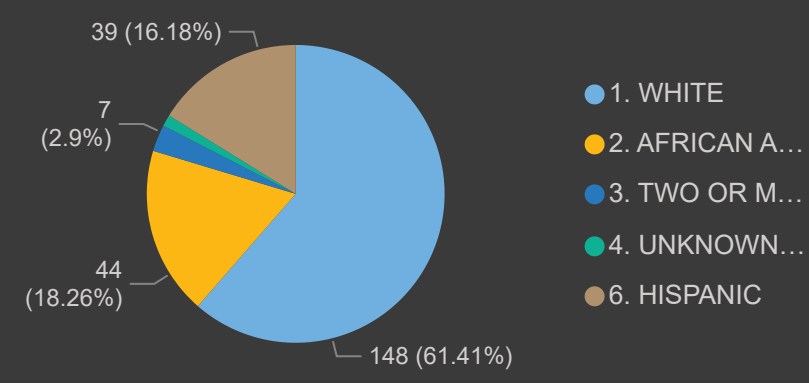
ISIR & Application Enrollment by Ethnicity



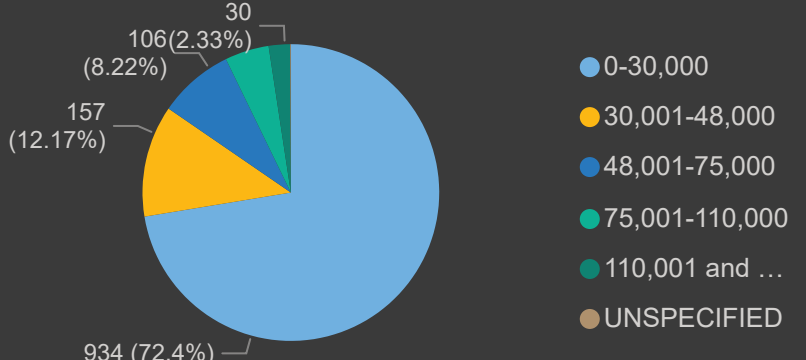
ISIR & Application Graduations by Ethnicity



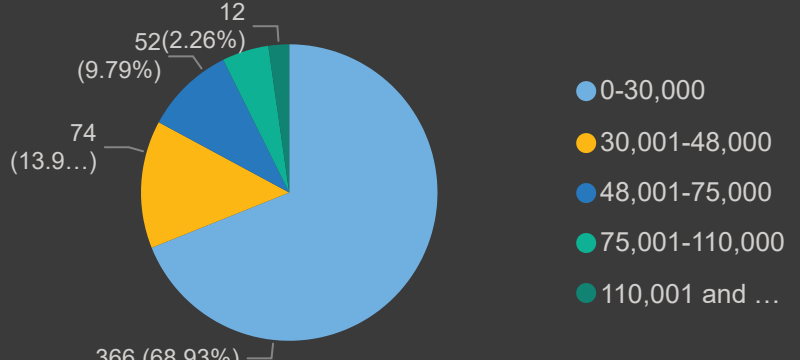
ISIR & Application Withdrawals by Ethnicity



ISIR & Application Enrollment by Income Level



ISIR & Application Graduations by Income Level



ISIR & Application Withdrawals by Income Level

