



May 28, 2020

To: Sunstate Academy Community

From: Jamie B. Murphy Brandon S. Dixon
Director of Operations Director of Education

Re: “It’s All About the Money at Sunstate”

No words could be more accurate. Once upon a time, we were students and the two of us took very seriously our personal development and training as it pertains to:

- Recruiting and retaining clients that leads to a robust book of business,
- Improving our salesmanship in an effort to maximize product upselling opportunities, and
- Organizing daily services in such a way to maximize earning potential.

Like so many of our Educators and even those licensed professionals within our administrative Staff, we required that our education and training programs were “All About the Money.”

As our students are learning first-hand, COVID-19 provided Sunstate Academy with the unique opportunity to reset its culture. Specifically, there was a percentage of our students who wanted to engage in self-determining their schedule, when they would arrive on campus, depart the campus and on what days they wished to attend. Those students have either decided to move on from Sunstate Academy by withdrawing or learning first-hand that those actions will not be tolerated.

Why? Because in the “world of work,” we must all:

- arrive on time,
- enter the workplace or schoolhouse with a positive attitude,
- remain professional even in trying times and
- meet the demands of our clientele and book of business.

Again, “it’s all about the money at Sunstate!” In simplest terms, we are a working salon and spa whereby its’ mission is to prepare its students for the “world of work.” By managing an environment that (1) maximizes the passing of third-party licensing examinations, (2) prepares its students for the professional reality of having to perform against more-experienced licensed professionals and (3) under the protection of the learning environment, you must demonstrate your ability to make money post-licensure.

Sunstate Academy finds itself evaluating and assessing its faculty to make certain that we are placing the most appropriate instructor in terms of experience, expertise and passion into our schedule of courses. Whether we are referring to Introduction/Intermediate classes in Cosmetology, Didactic courses in Massage Therapy, maximizing time spent in our hands-on Salon & Spa or preparing senior students for their third-party licensing examination, we are committed to scheduling our instructors where they can make the largest impact on you. Our professional salons and spas have an instrumental role to play in vocational hands-on training. Making certain that our client loads are sufficient enough to provide our students a head-start in their careers is paramount in our future planning.

Soon, we will be meeting with campus and academic leadership to discuss the “soft” reopening of our salons and spas. In the beginning, we believe the most prudent and responsible manner in which we reopen is to allow you to appoint your friends and family. In other words, you would have the opportunity to maximize your hands-on training by setting appointments with your own friends and family. This method supports you in building your long-term book of business while making certain that you are comfortable with the clients you work with and that they are comfortable with you. Before setting these policies in motion, we encourage you to reach out to your friends and family who would support you in your educational endeavors while also receiving a quality service at a reduced rate.

In closing, we ask that you reread this correspondence and ponder our messaging. It has been a pleasure to welcome you back on campus, reset our culture with you and plan for our future together. Only by working towards our common goals can we move you towards becoming a licensed professional and a proud alumnus of Sunstate Academy.

Ec: Patti Dennis, Campus Director
Carolyn Murchison, Campus Director
Brennan Evans, Dean
Dave Holden, Dean
Gregory Jones, President & CEO