

**Tennessee Higher Education Commission - Division of Postsecondary State Authorization**  
**Annual Performance Report, Reporting Year 2023-2024**  
**Douglas J Aveda Institute, Knoxville, TN (1840)**

	Overall	Cosmetology, Diploma	Esthiology, Diploma	Master Barber, Diploma
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Program Enrollment	158	56	91	11
Number Still Enrolled	43	22	16	5
Percent Still Enrolled	27.2%	39.3%	17.6%	45.5%

**WITHDRAWAL SUMMARY**

Special Circumstance Withdrawals	8	4	3	1
Number of Withdrawals	25	14	10	1
Withdrawal Rate	10.8%	17.9%	7.7%	0.0%

**COMPLETION SUMMARY**

Number Not Currently Enrolled	115	34	75	6
Number of Completions	90	20	65	5
Completion Rate	84.1%	66.7%	90.3%	100.0%

**PLACEMENT SUMMARY**

Special Circumstance Non-Placements	30	5	23	2
Placed In-Field Withdrawals	0	0	0	0
Number Placeable	60	15	42	3
Total Placed In-Field	27	13	13	1
In-Field Placement Rate	45.0%	86.7%	31.0%	33.3%
Number Placed	27	13	13	1
Placement Rate	45.0%	86.7%	31.0%	33.3%

**STUDENT DEMOGRAPHICS**

**Race**

Caucasian	127	48	72	7
Percent Caucasian	80.4%	85.7%	79.1%	63.6%
African-American	18	2	14	2
Percent African-American	11.4%	3.6%	15.4%	18.2%
Hispanic	7	3	3	1
Percent Hispanic	4.4%	5.4%	3.3%	9.1%
Other/Unknown	6	3	2	1
Percent Other/Unknown	3.8%	5.4%	2.2%	9.1%
Subtotal Race	158	56	91	11

**Gender**

Male	11	4	1	6
Percent Male	7.0%	7.1%	1.1%	54.5%
Female	147	52	90	5
Percent Female	93.0%	92.9%	98.9%	45.5%
Subtotal Gender	158	56	91	11

**Age**

Under 25	106	43	57	6
Percent Under 25	67.1%	76.8%	62.6%	54.5%
25 and Over	52	13	34	5
Percent 25 and Over	32.9%	23.2%	37.4%	45.5%
Subtotal Age	158	56	91	11

NOTE: Reporting year spans July 1, 2023 thru June 30, 2024. N/A: Not applicable for less than 10 students enrolled in program.

Report Date: 12/3/2024