

Keon Academy Ltd

2022 Action Plan Implementation Report
(January-December)

The report presents the results of the work in the period of January-December 2022 in relation to the Academy's 2020-2026 strategic goals and the 2022 action plan.

Tbilisi

2022

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Vision, mission, values of Keoni Academy Ltd

Academy's mission to provide hair and beauty services locally and
Competent, competitive, qualified and responsible specialists of the international labor
market
Preparation.

The vision of the academy is to be a leader in the local market, focused on quality
A training institution in the field of hair and beauty services, which
Innovative approaches and best international practices are developed
based on implementation. as well as the promotion of lifelong learning, which
A variety of teaching is expressed for the interested public
By offering opportunities.

The values of the academy are:

- Professionalism;
- focus on quality and development;
- teamwork;
- Social responsibility;

SWOT analysis of Keoni Academy

strong sides

- Strong international partner;
- Teaching of modern standards
environment;
- Sharing of international experience
and implementation;
- practical teaching component
passing Modernly equipped
through salons;
- qualified personnel;
- Effective PR campaign;
- Development oriented
The learning process;
- promotion of graduates; of employment

Weaknesses

- In the Georgian language, hair and beauty
In the direction of service, professional
training
lack of literature;
- Foreign language by teachers
Low use of literature
level, language barrier;
- No teaching experience
to have

abilities

- International to local and
active involvement in projects;
- Short-term professional
training/retraining programs
implementation;
- professional of education
promotion;
- Proven teaching in Europe
introduction of innovative methods;
- Informal professional
recognition of education;

dangers

- Unstable economic,
political and social
condition
- Students of secondary education
Low level;
- Rule of state financing
private professional
educational
in relation to the institution;

2020-2026 strategic goals of Keoni Academy LLC

Strategic goal 1: development of quality-oriented educational activities;

Strategic goal 2 promotion of institutional development;

Strategic goal 3: raising awareness of Keoni Academy and developing the public relations system;

Strategic goal 4 development of human resources management system;

Strategic goal 5 development of student services;

Strategic goal 1 Development of quality-oriented educational activities

To achieve this goal, the following tasks were planned in 2022: development of educational programs, study/teaching quality
Providing and promoting lifelong learning.

1. Development of educational programs. This task included
The following activities: evaluation of training programs and professional
To make changes in training programs if necessary. In the period of January-
February, necessary for the research was carried out
Questionnaires were administered and conducted this year for all three programs
trainees, vocational education teachers received within the framework
Survey, as well as graduates of the mentioned programs
Interviewing employers. As a result of the survey, it was revealed that
The listeners, as well as the people implementing the program, are satisfied
with the content of the program and the specifics of teaching, as well as educational
resource. Both graduates and employers are satisfied
with educational topics, teaching methods. A small number of employers
He notes that only a small number of graduates of training programs
Some of them needed additional trainings before starting work. mentioned
As a result of the research, certain recommendations were revealed, some of the
recommendations are aimed at increasing the employment rate
in terms of, and in relation to training programs, the following is issued
Recommendation - increase study time. It should be noted that Keon Academy
The right to implement the mentioned professional training programs
He obtained it in 2020 and therefore has to repeat it in 2023
Obtaining the right to implement professional training programs will be taken into
account during the development of the new program
Listeners' recommendations.

Evidence:

Report card of the quality assurance manager 15.11.2022 N 10988

Report card of the quality assurance manager 17.10.2022 N 9632

Report card of the quality assurance manager 01.06.2022 N 4234

Report card of the quality assurance manager 30.05.2022 N 4149

Report card of the quality assurance manager 11.03.2022 N 1608

Report card of the quality assurance manager 14.03.2022 N 1642

Order of the director of Keoni Academy of February 2, 2022 N 1-06

2. Learning/teaching quality assurance. The mentioned task in 2022 included the following activities: implementation of verification professional Within the framework of all three educational programs of preparation. verification It was carried out in February and May 2022 by all three professionals on the training program. As a result of verification of any type No error/inconsistency was detected. It should be noted that in February 2022 The recommendations made by the established verification group have already been made Done, which was confirmed by the verification conducted in May 2022.

Evidence: Order No. 1-07 of February 11, 2022 of the director of Keoni Academy

Order No. 1-17 of May 23, 2022 of the director of Keoni Academy

Report card of the quality assurance manager N 984 16.02.2022

Report card of the quality assurance manager N 4132 30.05.202

3. In order to promote lifelong learning, it is planned to develop certificate programs. A labor market survey was conducted in December 2021 at Keoni Academy. of said study

As a result, it was revealed that it is named as the requested destinations Knowledge of painting techniques. (lightening, ombre and AIRTOUCH). Accordingly, in 2022, the internal certification courses "Hair highlighting" and "Nail extension" were approved. Hair highlighting course includes AIRTOUCH to study techniques.

Evidence:

Report card of the quality assurance manager 02.12.2021 N 7565

Order No. 1-37 of the Director of Keoni Academy of October 26, 2022

Strategic objective 2 Promotion of institutional development

To achieve this goal, the following tasks were planned in 2022:

Restoring financial sustainability, material resources

Development, development of information resources, development of organizational culture.

1. In order to ensure financial sustainability, the academy plans to recruit at least 9 groups of trainees for professional training programs and recruit at least two groups within the framework of new certification programs. The mentioned task could not be fulfilled, since 6 groups were recruited in the academy in 2022, of which three groups completed their studies in 2022, and three groups will complete their studies in 2023. The recruitment of the mentioned groups was carried out in cooperation with the state agency for the promotion of employment under the state control of the Ministry of Labor, Health and Social Protection of IDPs from the occupied territories of Georgia and their financing. As for the implementation of the internal certification programs, the programs were developed in October of this year, but their acceptance was not announced, since the study of professional educational programs started on November 8, and also in November, an agreement was signed with the state employment promotion agency, and therefore the academy could no longer ensure the capacity of two more groups. Therefore, it is desirable to transfer the mentioned activity to the action plan of 2023.

Evidence:

Agreement on purchase of services (professional training-retraining course) No. 0514 dated 21.04.2021

Order of Keoni Academy Director of April 14, 2022 N 2-04

Order No. 2-07 of the director of Keoni Academy of June 1, 2022

Agreement on the purchase of services (professional training-retraining course) N 0501-28 09.11.2022

Order No. 2-11 of the Director of Keoni Academy of December 13, 2022

2. In order to develop material resources, in the period of January-June, the academy planned to develop a book fund with at least 10 textbooks, which has been completed. In addition, 17 textbooks were delivered by the Vocational Education Department of the Ministry of Education and Science of Georgia. In total, for the mentioned period, the book fund of the Academy was increased by 27 textbooks.

evidence:

www.keuneacademy.ge.

Professional of the Ministry of Education and Science of Georgia
Acts of acceptance and transfer sent by the Department of Education.

In terms of material and technical base development in the academy
An inventory was taken. As for the maintenance of computers
The work is presented by an information technology specialist
The report card, from which it is established that the academy has a computer
The technique is correct.

evidence:

Information technology specialist report card N2927 15.04.2022

Protocol reflecting the work of the commission created for the purpose of conducting
inventory and evaluating material resources N 10 05.10.2022

Information technology specialist report card N 6259 31.08.2022

Order No. 1-31 of September 6, 2022 of the Director of Keoni Academy

3. It was planned to develop information resources in the academy

Unified e-mail for trainees/professional students

Implementation of groups that have been performed and protection of personal data

A review of the mechanism. The mentioned mechanism was reviewed, the existing one was identified

The need to make changes in the mechanism, as a result of which he was enrolled in the academy

A new mechanism for personal data protection.

evidence:

Order No. 1-14 of the Director of Keoni Academy of April 18, 2022

4. It was planned for the development of organizational culture

Organization of team building, implementation of charity action and

Professional education program implementers

Strengthening collaboration. Team building is planned for 2022 in the academy

in June. It was given to the employees of the Academy within the framework of team building

A way to get to know each other and get closer in an informal environment

each other, as well as in December 2022 for the employees of the Academy

A corporate evening was held, which also helped employees

approach. As for the charity event on February 23, 2022

Nino Kusmiashvili, the founder of the day center "Akhali Shaki" and the beneficiaries of the day center were guests at the academy. Within the framework of the charity action, Keoni Academy's "Hair Services" professional educational program and professional training

The graduates of the programs: "Haircutting" and "Hair dyeing" mentioned Various salon services were provided to the beneficiaries of the center. also Academy administrative staff, professional students

Together with the founder of the academy, BEAUTY LIFE, they implemented it Charity action, in the pre-New Year period as far as the professional one is concerned Collaboration of education program implementers

Strengthening, the work in this regard will start from the new school year.

Evidence: www.keuneacademy.ge

Strategic goal 3: raising awareness of Keoni Academy and developing the public relations system;

To achieve this goal, the following tasks were planned in 2022:

Promoting the promotion of Keoni Academy, the orientation system development and development of public relations system.

1. Keoni was planned and held in order to promote the Academy

Three seminars in beauty salons throughout Georgia. seminars

It was held in Gori, Kutaisi and Kakheti. A total of 20 beauty salon representatives attended these seminars. to the public attending the seminar

Information about Keoni Academy was provided. One video was also prepared

A link about the Academy, which was placed on the Academy's website, and Facebook page.

Evidence: www.keoneacademy.ge

2. In order to implement orientation, meetings were held in Tbilisi

In 50 public schools. 9-12th grade students within the meetings

And the school administration had the opportunity to get information Keon

About the programs implemented by the Academy. These schools are: N 124 public schools; N 106 public schools; N 131 public school; N 82 public schools; N 83 public schools; N 85 public school; N 94 public schools; N 163 public schools;

N 103 public school; N 172 public schools; N 90 public schools; N 92 public

school N 99 public school; N 127 public schools; N 153 public school; N 218 public

schools; N 70 public schools; N 107 public schools; N 168 public schools; N 144

public schools; N 65 public schools; N 72 public schools; N 157 public schools;

N 81 public schools; N 89 public schools; N 105 public schools; N 108 public

school N 145 public schools; N 146 public schools; N 179 public schools; N 180 public schools; N 117 public schools; N 152 public schools; N 215 public schools; N 216 public schools; N 219 public schools; N 217 public schools; N 5 public school N 8 public schools; N 9 public school; N 12 public schools; N 112 public school N 113 public schools; N 14 public schools; N 143 public schools; No. 48 Public school; N 138 public schools; N 79 public school; N 191 public school; N 39 public schools; The effectiveness of the mentioned meetings will be measured in September, when the registration process for professional educational programs will be completed.

Professional orientation planning and counseling was also developed Rule of rendering. Two videos were recorded to promote the professions reel, one video reel was produced by the Vocational Skills Agency, while The second video clip was prepared at the Academy. An open day was planned at the academy, but only a small number of interested people came.

Evidence:

www.keoneacademy.ge

Order No. 1-05 of the director of Keoni Academy of February 7, 2022

3. To develop the public relations system in 2022

It was planned to develop the website of the Academy in Georgian and English in the language. This task is performed permanently.

evidence:

www.keoneacademy.ge

Strategic goal 4: Development of a staff performance evaluation system

In order to achieve this goal, the following tasks were planned in 2022: development of the personnel performance evaluation system and human Promotion of resource development.

1. It was reviewed in terms of the development of the staff performance evaluation system The rule of the personnel management policy in the academy and because The need to make changes in the rule was identified and prepared A new personnel management policy was approved.

Evidence:

Order No. 1-09 of the director of Keoni Academy of February 22, 2022

Order No. 1-21 of the director of Keoni Academy of June 8, 2022

2. It is planned to promote the development of human resources
Training of administrative personnel, professional programs
Training of implementing persons and stimulation of assistants
Implementation of mechanisms. In February 2022, training was held for vocational education teachers on the updated hair dyeing technology.
and hair spa procedures attended by three vocational education teacher. Also in June 2022, the professional program
Executives flew to Holland to attend
master classes. One person implementing the program successfully
Overcame Keon to obtain the status of an international trainer of the Academy first step.

In the Academy, since 2022, the mechanisms for stimulating assistants have been implemented, in particular, the vocational education participating in the charity action
To the teacher and those involved in the preparation of the student conference in 2022
Vocational education teacher was given a certificate of appreciation. as for
Training of administrative personnel from a limited budget
Therefore, the mentioned activity could not be carried out this year.

Evidence:

a completed sheet for registration of attendance at the seminar;

personal affairs of vocational education teachers;

www.keuneacademy.ge

Strategic Goal 5 Development of professional student services

To achieve this goal, the following tasks are planned in 2022: Mechanisms for
protecting the rights of professional students/trainees
development, development of extracurricular activities and professional
Development of counseling and support services for students.

1. In terms of the development of mechanisms for the protection of the rights of professional students/trainees, it was planned to hold two informational meetings.
One meeting was held on November 8, 2022, and the other on December 22, 2022. At the meetings, the students were provided with the information they needed regarding issues.

Evidence:

2022-2023 admission information held with professional students

Minutes of the meeting N 13 08.11.22

2022-2023 admission information held with professional students

Minutes of the meeting N 14 22.12.22

2. Planned in 2022 for the development of extracurricular activities was Professional for students / for listeners Conducting webinars/seminars. Professional students/ trainees They had the opportunity to attend a seminar on hair spa procedures and hair Updated coloring technology. A student one was also planned The conference was held in December 2022.

Evidence:

info@keuneacademy.ge

www.Keuneacademy.ge

3. In terms of the development of counseling and support services for professional students, it was planned to Development of student employment promotion mechanisms and professional Identify services offered to students.

Development of a mechanism for promoting the employment of professional students For this purpose, it was planned to update the base of employers and employ Increasing the number of graduates. In 2022, there were bases The update added 3 employers as it was written in the plan, and as for the employment of graduates (trainees and professional student) employment rate increased by 10.

evidence:

Employer base

Graduate employment statistics

4. Additional services offered to professional students The identification survey was carried out in December 2022. research As a result, it was revealed that professional students are satisfied with student services available at the Academy.

evidence:

Report card of the quality manager 22.12.2022 N 12383

2020-2022 performance results in relation to the Academy's SWOT analysis

Among the strengths, it should be noted that international is effectively used Partner and with his help, programs are permanently implemented Training of implementing persons (trainings and master classes Conducting). High quality of teaching is facilitated by modern standards appropriate learning environment. International experience has begun Sharing and implementation, professional students of practical training The component is passed in modernly equipped salons. has started and Promotion of employment of graduates is carried out effectively. which Regarding an effective PR campaign to raise the awareness of the Academy It is necessary to activate the PR campaign.

Opportunities Vocational training programs have been launched, a mechanism for the recognition of non-formal education has been developed, however The right has not yet been obtained. Professional care is initiated on the promotion of education. The Academy is not international and Actively involved in local projects, on which attention is desired to be emphasized in the 2023 action plan. The ones in Europe have started The stage of introducing and introducing innovative teaching methods.

Weaknesses: it has been started due to the lack of Georgian language literature Work on textbooks is still low by foreign language teachers Level of use of literature.

Threats: It is worth noting that the rule of state funding has been changed In relation to the private professional educational institution and from 2020, the state already co-finances the programs. as for Unstable economic, political and social situation and the low level of secondary education of students in this regard has changed.