

Keon Academy Ltd

2020-2026 strategic plan implementation interim report

Tbilisi

2023

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Vision, mission, values of Keoni Academy Ltd

Academy's mission to provide hair and beauty services locally and Training of competitive, qualified and civically responsible specialists in accordance with the requirements of the international labor market.

The vision of the Academy by 2031 is to be the leader in the local market, based on quality A focused training institution in the field of hair and beauty services that develops innovative approaches and best international practices 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 funding private professional educational in relation to the institution;

2020-2026 strategic plan

Strategic goal 1: development of quality-oriented educational activities								
task	20	21	22	23	24	25	26	performance indicator
educational programs development								Acting educator programs for their development Changes have been made in order to; A new one has been introduced Educational programs.
study/teaching quality Provision								A verification mechanism has been implemented; Distance learning has been introduced evaluation methods; And the best is shared international practice.
throughout life Facilitating learning								implemented Professional training/retraining programs; Informal is introduced Mechanisms of recognition of blindness; implemented various certificate courses;
Strategic objective 2: Promotion of institutional development								
Financial sustainability Provision								budget permanently growing; of income Sources are diversified;
material resources development								Library resources grows permanently; developed/developed material resources regulatory documentation; Work is arranged/developed and

								leisure space Professional for students;
information resources development								Samok Medo plans for evaluation and for monitoring introduced a special platform; developed informative Technology management procedures; has been activated A single email group For professional students, staff and others interested for the parties; is developed the website of the institution; Raised by the Academy used social number of networks;
organizational culture development								implemented team building events; social responsibility conducted within events; is based on principles of teamwork; encouraged by the staff self-development initiatives.
Strategic objective 3: To raise awareness and public relations of Keoni Academy System development								
Keon Academy promotion promotion								Raised Keon Academy social networks number of users; Conducted awareness related to ascension measures; has been conducted charity action/events; Arranged professionally Students' craft demonstration presentations; It is prepared every year

								professional students a collage of works;
orientation system development								has been conducted Professional orientation events at least 3 schools each year;

								It has been canceled in the academy with professional orientation Related consulting service;
of public relations System development								with society for relationship The social network has been launched; Designed/developed by Public Relations Min. 3 the rule with society for relationship -line communication system has been launched; Targeting is implemented groups in social networks; The Academy's website has been developed Gewurd as well as Georgian in English.
Strategic goal 4: development of the human resources management system								
Evaluation of staff performance System development								developed/developed personnel activities assessment regulator documentation;

<p>of human resources Promotion of development</p>							<p>developed and implemented</p>	<p>professional needs of staff research system; staff related to self-development Initiatives are supported; conducted by human resources related to development Events (various trainings, conferences, webinars, etc.)</p>
<p>Strategic objective 5: Development of student services</p>								
<p>Professional of students/trainees rights protection mechanisms development</p>							<p>Developed and implemented by professional</p>	<p>rights of students/students protection mechanisms; Informal education is introduced recognition mechanisms; has been activated</p>
								<p>Flexible payment of tuition fees mechanism;</p>
<p>Extracurricular activities development</p>							<p>Extracurricular activities are conducted</p>	<p>activities (excursions/conferences/master classes/ Competitions/and others) have been launched with extracurricular activities satisfaction of professional students Investigating mechanisms</p>
<p>professional students consultation and support System development</p>							<p>Launched for professional students</p>	<p>The consultation system has been developed employment promotion mechanisms; organized or participated in in employment forums; At least 2 areas have been identified in which professional Students need help and Implemented appropriate support systems;</p>

Strategic goal 1. Evaluation of professional educational programs

Task 1. Development of educational programs

Keoni Academy LLC has scheduled the completion of the mentioned task from 2020 to 2026.

year inclusive. In 2021 and 2023, 1Keon Academy was implemented professionally

Educational programs "hair service" and "nail application"

Rate. According to the implemented evaluations, it was outlined in the curriculum

The need to make changes, the variety of topics and some modules

Increasing the implementation time, on which the Academy provided information to AIP

Vocational skills agency, which is precisely that standards review

It is working and according to the plan of the AAP Professional Skills Agency, it should be completed in 2023

To implement the approval of the standard of hair and beauty services.

The Academy will continue to work on the current task in the coming years.

Task 2 Ensuring the quality of learning/teaching

Keoni Academy is scheduled to fulfill this task from 2020 to 2026

including Since 2021, the verification mechanism has been implemented in Keoni LLC Academy as

Professional educational and professional training programs as well.

During the verification, such important issues are highlighted, which prevent

contributes to raising the quality of the educational process. Verifications are conducted in the academy

within each acceptance. Regarding distance learning and assessment

methods, research was conducted in the academy in the mentioned direction

Difficulties in distance learning", to vocational education teachers

A different handout for use during distance learning was provided

¹ In 2022, there were no active professional students in the academy, according to the programs
The assessment was not carried out

Regarding the methods. Professional education was given to teachers in the mentioned direction of trainings. Remote teaching in the academy It took place in 2020 and 2021 and professional students and teachers The process mentioned by the research was carried out positively. As for professional The remote method of student evaluation was not implemented in the academy. With the development of digital technologies, it is possible The Academy should work on introducing the distance assessment method until 2025, since In 2024, the Academy does not have professional students. of international practice In order to share, the Academy invites the help of the founder "beauty life". International trainers who share vocational education with teachers international practice. This activity has a permanent character.

Task 3 Promoting lifelong learning

Keoni Academy is scheduled to fulfill this task from 2020 to 2026 including Starting from 2020, three professional training programs operating in the academy " Haircut", "Hair dyeing" and "Nail care and grooming". In 2023, the Academy Re-acquired the right to implement the mentioned programs and also mentioned Information gathered as a result of survey of program listeners As a result of the analysis, in 2023, the right to implement three more was obtained Professional training program. As for internal certificate programs In preparation, the Academy conducted a labor market survey in 2021. of said study Based on the resulting information, an internal certificate was developed programs, although they could not be launched from the small number of applicants based on The Academy has developed a mechanism for recognizing non-formal education, However, the request was not submitted to the National Center for Quality Development Regarding obtaining the right to recognition of non-formal education, since There is no demand in the mentioned direction. There is no demand It is due to the fact that the employer does not demand from the employed person State-recognized diploma/certificate proving competence

And accordingly, the recruitment of the potential job seeker is carried out in the service
On the basis of interview/ practical knowledge check. accordingly mentioned
The relevance of the activity is not clear at this stage. Despite this activity
It is not removed from the strategic plan of the Academy, but it is possible
Completion is possible by 2026. As for the certificate
Its implementation of the courses should be actively implemented from 2024.

Strategic goal 2 . Promotion of institutional development

Task 1. Ensuring financial sustainability

The Academy is scheduled to complete the task in 2020-2026. However, this Wednesday
This task was not completed during the year. Since there are two receptions
Within the Academy, there were no professional students at all, and three admissions
Their number in the list was meager. In 2020-2023, there was an increase in income
Diversification of sources. The Academy started cooperation with AIP Professional
with the Skills Agency and the Social Services Agency.

Task 2. Development of material resources to fulfill the mentioned task

2020-2026 is written. From 2021, the library will be held every year
Increase resources. The first two years with 10-10 educational resources, the next two
Year 15-15 with educational resources. The material was developed in the academy
The rule of resource estimation and disposal, according to which every year
An inventory of the material resources available in the academy is carried out
Rate. From 2021, a space has been allocated in the academy for professional students
where they can relax and do group/individual work,
Engaging in sports activities.

Task 3. Development of information resources and fulfillment of the mentioned task 2020-2026 is written in the academy. In 2021, an informative was developed at the Academy Technology management procedures. Changes have been made to the mentioned document. Within the framework of the 2020-2021 admission, a unified group of e-mails was launched For professional students, although practice has shown you that it is professional It is more convenient for students to share information on FACEBOOK than email In a closed group, because there is more from them on the said platform Availability. The website of the institution 2020-2023 is being developed permanently, The English page is being launched. Increased social networking Number of users. At the end of 2020, the number of subscribers was 3466 and 2023 6.6 thousand at the end of the year. Evaluation of action plans was not carried out Implementation of a special platform for monitoring financial resources due to scarcity.

Task 5. Development of organizational culture and fulfillment of the mentioned task 2020-2026 is written in the academy. It is ongoing in the academy Team building, within the framework of social responsibility, a difference is made Social/charitable activities. Encouraging the principle of teamwork In order to implement Disagreement of regulatory documents in the academy Development/revision/modification is done by working groups. which Regarding the promotion of personnel initiatives, only one was implemented in 2023 Fixing the initiative on the part of the professional education teacher Supported by administrative staff.

Strategic goal 3. Raising awareness of Keoni Academy and the public Development of relationship system

Task 1. Promotion of Keoni Academy

The completion of the mentioned task in the academy is scheduled for 2020-2026. four years old The number of users of social networks has increased. 2021-2023 It was planned to increase the awareness of the Academy on a permanent basis

Various activities, such as charity events. The Academy in 2021

He took part in the international education exhibition, meetings were held

Public school grades 9-12. It was used on the website and social networks

Academy graduate works. However, there is still work in this direction

there are many

Task 2. Development of the orientation system, execution of the mentioned activity

Written for 2020-2026 For this purpose, meetings of public schools have been started since 2022

with the administration and students of grades 9-12. Students during meetings

Information about the academy, vocational education was provided

About the programs and professional training programs that the Academy has

carried out. The mentioned meetings are evaluated positively because they were held

As a result of the meetings, a professional was enrolled in the academy in the academic year 2022-2023

students. In the academy, those related to professional orientation have been abolished

Consulting service. The procedure for providing professional orientation has been developed and

During the year, interested persons have the opportunity to receive information about the Academy

Complete information, as well as view the learning environment. at the end of the year

The manager of professional orientation and career planning does during the year

Employing accumulated information. It is clear from the mentioned protocols that 2022 and 2023

As a result of the years of professionalization, those persons who received the above mentioned

Services or vocational training or vocational education programs

enrolled.

Task 3. Development of the public relations system of the mentioned activity

Performance in the academy is scheduled for 2020-2026. It was developed in 2021

The rule of relations with the public. Academy for Public Relations

He uses Facebook, Instagram and Linkidn. However, Facebook and Instagram are the most frequently used

is more popular. Academy is also used for public relations

A website where any interested person can write to the Academy and

Requests to get the information he wants. Academy's website is in progress

Development of Gewurdi in both Georgian and English languages. in social networks

Targeted closed groups are created where you are permanently placed in the group
Information required for members.

Strategic goal 4 human resources development

Task 1. Development of the personnel performance evaluation system for the mentioned task

Performance in the academy is scheduled for 2020-2026. It was developed in the Academy in 2021
Human resource management policy document in which it is described
Personnel performance evaluation process. This activity has already been completed.

Task 2. Promotion of the development of human resources of the mentioned activity

Performance in the academy is scheduled for 2020-2026. It was developed in the Academy in 2021
Human resources management policy document according to which it is conducted
Personnel needs survey once a year and from said survey
Based on the received information, it is planned to develop personnel
trainings. Since 2023, it has been launched related to the self-development of personnel
Support system for initiatives. Different events are held permanently in the academy
Various trainings, seminars, conferences for personnel development.

Strategic goal 5. Development of student services

Task 1. Mechanisms for protecting the rights of professional students/trainees

The development of the mentioned task in the Academy is scheduled for 2020-2026. 2021

A professional student supporter has been developed and implemented since

Mechanisms. The academy has developed a mechanism for recognizing non-formal education,
However, the Academy does not have the right to recognize non-formal education.

A flexible tuition payment system has been launched. for professional students

A schedule is drawn up regarding the payment of tuition fees.

Task 2. Development of extracurricular activities of the mentioned task

Implementation in the strategic plan of the Academy for 2020-2026. from 2020

Various activities, seminars for professional students are held in the academy and for listeners. Student conferences were held in 2021 and 2022 .

A professional student satisfaction survey has been introduced and implemented mechanism. The mentioned research is being conducted in the academy from 2021.

Task 3. Development of professional student counseling and support system

Performance of the mentioned activity in the academy in 2020-2026.

A comprehensive student counseling system has been developed and implemented.

In order to promote employment, the employee databases are updated every year.

Information about vacancies is posted in the group of graduates, a meeting was held with the employer. A survey of professional student services was conducted in 2021

For the purpose of development and according to the need identified as a result of the research

Appropriate actions were taken to eliminate it.

² In 2023, due to the absence of an active professional student, the annual conference could not be held was conducted.

2020-2024 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 Retraining of implementing persons (trainings and master classes Conducting). High quality of teaching is facilitated by modern standards appropriate learning environment. Sharing of international experience has begun and the introduction of professional students to the practical teaching component They go to modernly equipped salons. started and effectively Promotion of employment of graduates is carried out. As for effective PR campaign The academy needs PR to raise awareness Campaign activation.

Possibilities Vocational training programs have been launched (6 programs in total), a mechanism for recognizing non-formal education has been developed, although the right has not yet been obtained. Professional care is initiated on the promotion of education. The Academy is not actively involved in international and local projects. The teaching in Europe has started The stage of introduction and introduction of innovative 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. As for the lack of teaching-learning experience The Academy has been functioning for 4 years and has been successfully implemented Professional educational programs and professional training programs and the passing of these four years of teaching experience It is said that the teachers of vocational education were collected.

Threats: It is worth noting that the rule of state funding has been changed to private in relation to the 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.

