

2014 -  
2015

DAYTONA COLLEGE  
STUDENT DISCLOSURES

Updated July 1, 2014



# STUDENT DISCLOSURES

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Daytona College publishes Gainful Employment data that includes: the median loan debt, program cost, financial options, normal time for completion, placement rates and types of employment by program on our web site ([www.daytonacollege.edu](http://www.daytonacollege.edu)). This information is located by program under student consumer information on each program page.

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## **On-Time Graduation Rates**

Graduates during the period 7/1/2012 – 6/30/2012.

Program	Total Graduates	On-Time Graduates	Rate
Aesthetics Skincare *	10	10	100%
Business Administration *	3	2	66%
Cosmetology *	14	10	71%
Full Specialist with Spa Services *	0	No enrollments during this time period.	
Home Health Aide	2	2	100%
Medical Assisting, AS Degree *	24	16	66%
Medical Assisting & X-Ray, Diploma *	49	40	82%
Medical Billing and Coding, Diploma *	37	34	92%
Medical Billing and Coding, AS Degree *	27	22	81%
Natural Health *	1	1	100%
Nail Specialist	0	No enrollments during this time period.	
Nursing Assistant	26	24	92%
Skincare and Electrolysis *	0	No enrollments during this time period.	
Therapeutic Massage *	23	20	87%
Therapeutic Massage and Skincare, AS *	1	1	100%

## **On Time Graduation Rate Calculation**

The rates are calculated based on students who graduated within 100% of the length of their program as defined by Daytona College. The calculation is as follows: number of students that completed the program in normal time, divided by the total number of students that graduated, then multiplied by 100%. \* Indicates Gainful Employment programs.

## Graduation and Employment Rates

The graduation and job placement rates are calculated using the Accrediting Commission for Career Schools and Colleges' requirements for reporting annually via the Graduation and Employment Chart in the 2013 ACCSC Annual Report. The graduation and job placement rate information provided in this document reflects the performance for a specific segment for the time period specified in the summary of the calculation methodology. These disclosed rates reflect historical outcomes and should not be relied on by anyone as an implicit or explicit representation or promise of future outcomes or employability for any student following completion of a program of study. Numerous individual and market factors contribute to the likelihood of securing a job after graduation and the college has little or no control over many of these factors and, thus, cannot and does not guarantee or estimate the likelihood of employment to any student.

Program	Credential	Length of Program in Months	Students Enrolled in Program / Graduated and Employed			2013 ACCSC Annual Report Graduation and Employment Rates ^	
			Enrolled Students	Graduated within 150%	Graduates Employed in Field	Graduation Rate ^	Employment Rate ^
Aesthetics Skincare	Diploma	7	9	7	5	78%	83%
Business Administration	AS Degree	17	13	6	4 (plus 1 continuing their education)	46%	80%
Cosmetology	Diploma	10	29	20	14 (plus 1 continuing their education)	69%	74%
Full Specialist with Spa Services	Diploma	5	0	0	*	*	*
Home Health Aide	Certificate	1	0	0	*	*	*
Medical Assisting – Distance Education	AS Degree	17	92	40	23 (plus 5 continuing their education)	43%	66%
Medical	Diploma	10	26	18	12 (plus 2	69%	75%

Assisting & X-Ray On-Campus					continuing their education)		
Medical Assisting & X-Ray Distance Education	Diploma	10	3	2	2	67%	100%
Medical Billing and Coding – On Campus	AS Degree	17	3	2	2	67%	100%
Medical Billing and Coding – Distance Education	AS Degree	17	28	12	6 (plus 3 continuing their education)	43%	67%
Medical Billing and Coding – On Campus	Diploma	10	16	13	10 (plus 1 continuing their education)	81%	83%
Medical Billing and Coding – Distance Education	Diploma	10	2	2	1 (plus 1 continuing their education)	100%	100%
Natural Health	AS Degree	14	7	5	4 (plus 1 continuing their education)	71%	100%
Nail Specialist	Certificate	3	0	0	*	*	*
Nursing Assistant	Certificate	2	23	22	15	96%	68%
Therapeutic Massage	Diploma	10	21	18	10 (plus 3 continuing their education)	86%	67%
Therapeutic Massage and Skincare	AS Degree	19	8	6	5	75%	83%

\* This program has not been operational long enough to be reportable via the Graduation and Employment Chart formula required by ACCSC for the 2013 ACCSC Annual Report.

^ Rate Calculation Methodology (as per ACCSC – 2013 Annual Report)

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**1 Month Program:** The number of graduates that started their program between March 2012 and February 2013 that are/were working in an industry related position divided by the total number of graduates in this time frame.

**2 Month Programs:** The number of graduates that started their program between January 2012 and December 2012 that are/were working in an industry related position divided by the total number of graduates in this time frame.

**5 Month Program:** The number of graduates that started their program between September 2011 and August 2012 that are/were working in an industry related position divided by the total number of graduates in this time frame.

**7 Month Programs:** The number of graduates that started their program between June 2011 and May 2012 that are/were working in an industry related position divided by the total number of graduates in this time frame.

**10 Month Programs:** The number of graduates that started their program between January 2011 and December 2011 that are/were working in an industry related position divided by the total number of graduates in this time frame.

**17 Month Programs:** The number of graduates that started their program between March 2010 and February 2011 that are/were working in an industry related position divided by the total number of graduates in this time frame.

**19 Month Program:** The number of graduates that started their program between December 2009 and November 2010 that are/were working in an industry related position divided by the total number of graduates in this time frame.

**DAYTONA COLLEGE 425 S. Nova Road Ormond Beach, Florida**  
**Student Right-To-Know Graduation Rate, Retention Rate, Diversity**  
**Published July 1, 2014**

Pursuant to the federal Student Right-to-Know Act, on an annual basis Daytona College determines and makes available an overall graduation rate of certificate or degree seeking, first-time, full-time, undergraduate students. In addition, the college provides the Student-Right-to-Know graduation rate disaggregated by various sub-categories, as determined and defined by the U.S. Department of Education.

The Student Right-to-Know graduation rate is based on a “cohort study”, meaning that a group of (“cohort”) students is identified and then monitored over a period of time. The current rates set out below are based on the group of students who enrolled for the first time, as full-time students, between September 2010 and August 31, 2011. The rate represents the number of those students who earned their degree or certificate within 150% of the normal time required to complete their program. It is important to note that the Student Right-to-Know graduate rate is calculated on one rate for the entire college, not a rate for each specific program. The Student Right-to-Know graduation rate is based on data reported by the college in connection with the National Center for Educational Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS) 2013-2014 Graduation Rate Survey.

**Graduation rates**

	Revised Cohort	Total Exclusions	Total Completers within 150%	Total Transfer-out students (non-completers)	Graduation rate	Transfer-out rate
<b>Men</b>						
<b>Nonresident alien</b>	0	0	0	0		
<b><u>Hispanic/Latino</u></b>	0	0	0	0		
<b><u>American Indian or Alaska Native</u></b>	0	0	0	0		
<b><u>Asian</u></b>	0	0	0	0		
<b><u>Black or African American</u></b>	3	0	2	0	67	0
<b><u>Native Hawaiian or Other Pacific Islander</u></b>	0	0	0	0		
<b><u>White</u></b>	15	0	12	0	80	0
<b><u>Two or more races</u></b>	0	0	0	0		
<b><u>Race and ethnicity unknown</u></b>	0	0	0	0		
<b>Total Men</b>	18	0	14	0	78	0

<b>Women</b>						
<u>Nonresident alien</u>	4	0	4	0	100	0
<u>Hispanic/Latino</u>	14	0	9	0	64	0
<u>American Indian or Alaska Native</u>	3	0	1	0	33	0
<u>Asian</u>	2	0	1	0	50	0
<u>Black or African American</u>	36	0	14	0	39	0
<u>Native Hawaiian or Other Pacific Islander</u>	0	0	0	0		
<u>White</u>	83	0	44	0	53	0
<u>Two or more races</u>	1	0	1	0	100	0
<u>Race and ethnicity unknown</u>	8	0	6	0	75	0
<b>Total women</b>	<b>151</b>	<b>0</b>	<b>80</b>	<b>0</b>	<b>53</b>	<b>0</b>
<b>Total Men and Women</b>						
<u>Nonresident alien</u>	4	0	4	0	100	0
<u>Hispanic/Latino</u>	14	0	9	0	64	0
<u>American Indian or Alaska Native</u>	3	0	1	0	33	0
<u>Asian</u>	2	0	1	0	50	0
<u>Black or African American</u>	39	0	16	0	41	0
<u>Native Hawaiian or Other Pacific Islander</u>	0	0	0	0		
<u>White</u>	98	0	56	0	57	0
<u>Two or more races</u>	1	0	1	0	100	0
<u>Race and ethnicity unknown</u>	8	0	6	0	75	0
<b>Total Men and Women</b>	<b>169</b>	<b>0</b>	<b>94</b>	<b>0</b>	<b>56</b>	<b>0</b>

<b>Overall Graduation Rate</b>	
<b>Graduation Rate</b>	<b>56%</b>
<b>Total Number of students in the Adjusted Cohort</b>	<b>169</b>
<b>Total number of completers within 150% of normal time</b>	<b>94</b>

Daytona College reports Graduation and Placement rates to The Accrediting Commission for Career Schools and Colleges (“ACCSC”) on an annual basis. These rates are disclosed per program.

The below retention rate is based on data reported by the college in connection with the NCES, IPEDS 2013-2014 Fall Enrollment Survey. Please note that this rate is a correction to the original data.

<b>FULL=TIME, FIRST-TIME COHORT RETENTION</b>	
<b>Full-time, first-time Fall 2012 cohort</b>	<b>93</b>
<b>Exclusions from the Fall 2012 cohort</b>	<b>0</b>
<b>Adjusted Fall 2012 cohort</b>	<b>93</b>
<b>Students from Fall 2012 cohort who are still enrolled = students from Fall 2012 cohort who completed their program as of Fall 2013</b>	<b>70</b>
<b>Full-time, first-time Fall 2012 cohort retention rate</b>	<b>75%</b>

## Program Offering and Occupational Profiles (SOC Code)

Some programs may have multiple occupational profiles (SOC Codes). Additional information can be found on <http://www.onetonline.org> (O’Net Online).

<b>Program</b>	<b>SOC Code</b>	<b>SOC Code Description</b>	
Aesthetics Skincare	39-5094.00	<u>Skincare Specialists</u>	<a href="http://www.onetonline.org/link/summary/39-5094.00">http://www.onetonline.org/link/summary/39-5094.00</a>
Barber Styling	39-5011.00	<u>Barbers</u>	<a href="http://www.onetonline.org/link/summary/39-5011.00">http://www.onetonline.org/link/summary/39-5011.00</a>
Barber Styling/Cosmetology Combination	39-5011.00	<u>Barbers</u>	<a href="http://www.onetonline.org/link/summary/39-5011.00">http://www.onetonline.org/link/summary/39-5011.00</a>
	39-5012.00	<u>Hairdressers, Hairstylists and Cosmetologists</u>	<a href="http://www.onetonline.org/link/summary/39-5012.00">http://www.onetonline.org/link/summary/39-5012.00</a>
Business Administration	43.9061.00	<u>Office Clerks, General</u>	<a href="http://www.onetonline.org/link/summary/43-9061.00">http://www.onetonline.org/link/summary/43-9061.00</a>
	43-1011.00	<u>First-Line Supervisors/Managers or Office Administration</u>	<a href="http://www.onetonline.org/link/summary/43-1011.00">http://www.onetonline.org/link/summary/43-1011.00</a>
	11-3011.00	<u>Administrative Services Manager</u>	<a href="http://www.onetonline.org/link/summary/11-3011.00">http://www.onetonline.org/link/summary/11-3011.00</a>
Cosmetology	39-5012.00	<u>Hairdressers, Hairstylists and Cosmetologists</u>	<a href="http://www.onetonline.org/link/summary/39-5012.00">http://www.onetonline.org/link/summary/39-5012.00</a>
Full Specialist with Spa Services	39-5094.00	<u>Skin Care Specialists</u>	<a href="http://www.onetonline.org/link/summary/39-5094.00">http://www.onetonline.org/link/summary/39-5094.00</a>
	39-5092.00	<u>Manicurists and Pedicurists</u>	<a href="http://www.bls.gov/soc/2010/soc395092.htm">http://www.bls.gov/soc/2010/soc395092.htm</a>
Home Health Aide	31-1011.00	Home Health Aide	<a href="http://www.onetonline.org/link/summary/31-1011.00">http://www.onetonline.org/link/summary/31-1011.00</a>
Medical Assisting	31-9092.00	<u>Medical Assistants</u>	<a href="http://www.onetonline.org/link/summary/31-9092.00">http://www.onetonline.org/link/summary/31-9092.00</a>

			<a href="http://www.onetonline.org/link/summary/31-9092.00">1-9092.00</a>
Medical Assisting & X-Ray	31-9092.00	<a href="http://www.onetonline.org/link/summary/31-9092.00">Medical Assistants</a>	<a href="http://www.onetonline.org/link/summary/31-9092.00">http://www.onetonline.org/link/summary/31-9092.00</a>
Medical Billing and Coding (diploma)	29-2071.00 43-6013.00	<a href="http://www.onetonline.org/link/summary/29-2071.00">Medical Records and Health Information Technicians</a> <a href="http://www.onetonline.org/link/summary/43-6013.00">Medical Secretaries</a>	<a href="http://www.onetonline.org/link/summary/29-2071.00">http://www.onetonline.org/link/summary/29-2071.00</a> <a href="http://www.onetonline.org/link/summary/43-6013.00">http://www.onetonline.org/link/summary/43-6013.00</a>
Medical Billing and Coding (Associate of Science Degree)	29-2071.00 43-6013.00	<a href="http://www.onetonline.org/link/summary/29-2071.00">Medical Records and Health Information Technicians</a> <a href="http://www.onetonline.org/link/summary/43-6013.00">Medical Secretaries</a>	<a href="http://www.onetonline.org/link/summary/29-2071.00">http://www.onetonline.org/link/summary/29-2071.00</a> <a href="http://www.onetonline.org/link/summary/43-6013.00">http://www.onetonline.org/link/summary/43-6013.00</a>
Natural Health	31-9011.00	<a href="http://www.onetonline.org/link/summary/31-9011.00">Massage Therapists</a>	<a href="http://www.onetonline.org/link/summary/31-9011.00">http://www.onetonline.org/link/summary/31-9011.00</a>
Nail Specialist	39-5092.00	Manicurists & Pedicurists	<a href="http://www.onetonline.org/link/summary/39-5092.00">http://www.onetonline.org/link/summary/39-5092.00</a>
Nursing Assistant	31-1014.00	Nursing Assistants	<a href="http://www.onetonline.org/link/summary/31-1014.00">http://www.onetonline.org/link/summary/31-1014.00</a>
Skincare and Electrolysis	39-5094.00	<a href="http://www.onetonline.org/link/summary/39-5094.00">Skincare Specialists</a>	<a href="http://www.onetonline.org/link/summary/39-5094.00">http://www.onetonline.org/link/summary/39-5094.00</a>
Therapeutic Massage	31-9011.00	<a href="http://www.onetonline.org/link/summary/31-9011.00">Massage Therapists</a>	<a href="http://www.onetonline.org/link/summary/31-9011.00">http://www.onetonline.org/link/summary/31-9011.00</a>
Therapeutic Massage and Skincare	31-9011.00 39-5094.00	<a href="http://www.onetonline.org/link/summary/31-9011.00">Massage Therapists</a> <a href="http://www.onetonline.org/link/summary/39-5094.00">Skin Care Specialists</a>	<a href="http://www.onetonline.org/link/summary/31-9011.00">http://www.onetonline.org/link/summary/31-9011.00</a> <a href="http://www.onetonline.org/link/summary/39-5094.00">http://www.onetonline.org/link/summary/39-5094.00</a>

## 2014 Tuition and Fees as of July 1, 2014

<b>Program</b>	<b>Qtr. Credits</b>	<b>Application Fee</b>	<b>Tuition</b>	<b>Book/Supply/ LMS Usage Fees</b>	<b>Total Program Cost</b>
Aesthetics Skincare (Diploma)	51	50.00	9,995.00	2000.00	12,045.00
Barber Styling (Diploma)	1200 Clock Hours	50.00	10,800.00	1,339.00	12,189.00
Barber / Cosmetology Completion	1500 Clock Hours	50.00	11,870.00	3,679.00	15,549.00
Business Administration (AS)	95	100.00	27,000.00	2895.00	29,995.00
Cosmetology (Diploma)	1200 Hours	50.00	13,950.00	3200.00	17,200.00
Full Specialist w/ Spa Services (Diploma)	600 Hours	50.00	6,975.00	900.00	7,925.00
Home Health Aide (Certificate)	75 Hours	25.00	180.00	95.00	300.00
Medical Billing and Coding (AS)	100	100.00	27,600.00	2295.00	29,995.00
Medical Billing and Coding (Diploma)	54.5	50.00	13,437.00	1258.00	14,745.00
Medical Assisting (AS)	90.5	100.00	27,000.00	1775.00	28,875.00
Medical Assisting & X-Ray (Diploma)	48	50.00	13,331.00	1024.00	14,405.00
Nail Specialist (Diploma)	240 Hours	50.00	1,300.00	345.00	1,695.00
Natural Health (AS)	94.5	50.00	17,220.00	2500.00	19,770.00
Nursing Assistant (Certificate)	120 Hours	25.00	330.00	245.00	600.00
Therapeutic Massage & Skin Care (AS)	124.5	50.00	19,995.00	3700.00	23,745.00
Therapeutic Massage (Diploma)	51	50.00	9,800.00	1350.00	11,200.00

**Please note: Revised program credit length effective February 20, 2013.**

## 12 Month Unduplicated Count by Race/Ethnicity and Gender

**July 1, 2012 – June 30, 2013**

<b>Students Enrolled for Credit</b>	<b>Undergraduate Students</b>
<b>Men</b>	
Nonresident Alien	<b>0</b>
Hispanic/Latino	<b>5</b>
American Indian or Alaska Native	<b>0</b>
Asian	<b>1</b>
Black or African American	<b>4</b>
Native Hawaiian or Other Pacific Islander	<b>1</b>
White	<b>21</b>
Two or more races	<b>2</b>
Race and ethnicity unknown	<b>2</b>
	<b>36</b>
<b>Women</b>	
Nonresident Alien	<b>0</b>
Hispanic/Latino	<b>31</b>
American Indian or Alaska Native	<b>3</b>
Asian	<b>7</b>
Black or African American	<b>173</b>
Native Hawaiian or Other Pacific Islander	<b>0</b>
White	<b>303</b>
Two or more races	<b>10</b>
Race and ethnicity unknown	<b>28</b>
	<b>555</b>
<b>Grand Total</b>	<b>591</b>