



3 seconds

to retrieve information,
down from 3 hours

10%

savings on office supplies

2 hours

to train and get up
and running



PAUL MITCHELL
the school.
C O L U M B U S

Case Study Summary:

Challenge:

Overflow of digital files stored and manually managed on hundreds of CDs loaded to an internal server

Solution:

ImageSilo®

Results:

Improved organization and accessibility of files on cloud storage, as well as easy compliance for national accreditation and government regulations

Digitech Systems Reseller:

Vital Records Control

An All-In-One Cloud Solution for Ohio's Paul Mitchell Schools of Cosmetology

Back in 1980, the Paul Mitchell brand began when John Paul DeJoria and Paul Mitchell launched with just \$700. Today, the organization networks over 100,000 salons worldwide. Paul Mitchell takes pride in maintaining one-size-fits-all schools that provide something for everyone in order to encourage, what Paul Mitchell calls, 'Future Professionals'. In addition, each Paul Mitchell school participates in a fundraising campaign across the United States every year to raise charitable funds and bring awareness to issues that resonate with their students.

The Paul Mitchell Schools of Cosmetology in Cleveland and Columbus, OH, are two of the 100 renowned schools worldwide. They provide a post-secondary private education that contributes to the 10,000+ graduates per year. Each Ohio school has about 125-140 students at any given time. Since they comply with accreditation standards, they manage and store all student records to meet the necessary regulations. To make this process easier, Tammy Marinis, Director of Compliance, digitizes the Paul Mitchell Ohio schools' records including: interview forms, evaluations, assignments, transcripts, ect., which adds up to 75-150 pages per student

file. With the help of Digitech Systems' reseller Vital Records Control Records Center, Marinis and her team were able to streamline their digital records system with ImageSilo and haven't look back—in fact, they're looking ahead to digitize more schools with ImageSilo.

The Situation

Marinis explained that the vast amount of digital student files they had to organize was problematic, including enrollment records that span from education information to financial aid information, so digitization was the clear solution. Marinis had been sending out files to be scanned annually, which were returned on CDs that could be loaded to an internal server. This inefficient digitization method continued for about 3-5 years.

"We were saving student information among 100 folders on an internal server, and there was no rhyme or reason to how they were indexed," said Marinis. This meant, while multitasking, Marinis would have to spend a couple hours retrieving student files up to five times per quarter as needed. Each time, she had to find the correct physically-stored CD,

pop the disc into the computer, and try to find the student information manually.

Although this was a digital solution, it did not provide efficiency, security, or compliance for their records. For example, the US Department of Education requires lifetime storage of all records after each student graduates or otherwise leaves. Other departments keeping tabs on the Paul Mitchell schools include the National Accrediting Commission of Career Arts & Sciences (NACCAS) and the Ohio State Beauty and Barber Board. If an accreditation agency audits their Paul Mitchell schools in Ohio, they would ask for an entire cohort folder, which Marinis would have to search for, print and compile for the audit. All schools have a legal responsibility for security of student information, involving due-diligence that Personally Identifiable Information (PII) is secure. Although the Ohio schools were compliant with guidelines, their old system wasn't efficient enough to meet their needs.

The Solution

As a 'one-size fits all' school, it was only right that Marinis was able to implement a one-size fits all information management solution: ImageSilo. Vital Records Control presented this cloud Enterprise Content Management software that streamlined all filing to effectively manage student information. Implementation in February 2018 turned into a data migration from CD files to an instant cloud solution.



"ImageSilo® and our relationship with Vital Records Control is one of those things that I feel so confident in—I've recommended them to Paul Mitchell corporate. I feel like we're on to something that could help many schools getting ready to go digital."

**-Tammy Marinis, Director of Compliance,
Paul Mitchell School of Cosmetology Cleveland**

"We were up and running with ImageSilo immediately," said Marinis. "Training happened so quickly—it only took two hours, because it was so simple!". Today, both Cleveland and Columbus Paul Mitchell Cosmetology schools' content are managed on ImageSilo. Initially, there was 15-20GB in backfile storage on ImageSilo, and now there is 25GB of documents in the system. ImageSilo allowed Marinis and her team to move from managing documents, to actually managing the information.

Recognized Benefits

"I feel that with ImageSilo and the support from Vital Records Control we are ahead not only of schools in our area, but all schools," explained Marinis. Applying ImageSilo helped their team improve efficiency across the Ohio schools. Rather than Marinis putting in a disk to search for student information, the schools easily and instantly find the information themselves.

Communication with government and national accreditation agencies has improved to the point where they can send an entire folder from ImageSilo to the requester. "I have not received a single complaint regarding ease of use," said Marinis. In fact, implementing this cloud ECM software has complimented their predominant millennial-base employees who expect information to

be instantly available. Now that files are consistently organized and accessible, compliance and file security has improved immensely with ImageSilo. "I feel confident that we can meet any requirement," said Marinis. It was clear that ImageSilo alleviated time-consuming file retrieval for Marinis, as she stated, "What will be awesome, once we're fully digital, is if an accreditation agency requests 150 records at once, I can find and send an entire file in seconds to comply."

Migrating their digital files from a CD system to ImageSilo has also saved Paul Mitchell Ohio schools money on records management. "Absolutely we are saving money," says Marinis, "Right from the beginning we have been saving on paper and filing because we printed everything before. Six months from now, we'll see office supplies drop 10%. Even though saving money and increasing efficiency is beneficial to say the least, Marinis' favorite thing about Vital Records Control and Digitech Systems is that "they are knowledgeable, accommodating, friendly, and never lack in response or fail to provide information on what's available, concludes Marinis. "Any organization in the post-secondary private school sector, from us in cosmetology, to culinary, to trucking, ect. are all linked with the US Department of Education when it comes to funding and enrollment agreements, so we can all benefit from ImageSilo's efficiency, accessibility, and profitability.

About Vital Records Control

Vital Records Control (VRC) is a national leader in records management solutions, offering physical and digital records storage, ECM solutions, and secure document shredding services. VRC was founded in Memphis, Tennessee and now operates 130 facilities and serves over 35,000 clients. To learn more, please call a representative from VRC at 1-877-898-7450, email them info@vitalrecordscontrol.com, or visit their website at vitalrecordscontrol.com.

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www.digitechsystems.com



866.374.3569



salesupport@digitechsystems.com