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| **Modified DACUM Research Chart** **Cosmetologist****CIP 12.0401****DACUM Panel***Representing 188 years of experience in Cosmetology***Melissa Blair, Program Director**Laurel Technical Institute, Hermitage, PA**Kerry Conklin, Owner**Be Styled Salon, Edinboro, PA**Darlene Newell, Cosmetology Instructor**Erie County Technical School, Erie, PA**Diana Noé, Co-Owner, Noé-Noonan Cosmetology School,** Erie, PA**Kayla Noonan, Co-Owner, Noé-Noonan Cosmetology School,** Erie, PA**Julie Petrick, Cosmetology Educator/Program Supervisor**Erie High School, Erie, PA**Observers and Facilitator****Susan Bogert**, Supervisor of Vocational Education Corry Career & Technical Education Center, Corry, PA**Jan Kennerknecht**, DACUM FacilitatorKennerknecht Consulting, Edinboro, PA**Tiffany Lindsey, Cosmetology Instructor,** Corry Career & Technical Education Center, Corry, PA |  |  Corry Area School DistrictSponsored by Corry Area School DistrictCareer & Technical Education Center Produced byC:\Users\JanKennerknecht\AppData\Local\Microsoft\Windows\INetCacheContent.Word\KC_logo.jpg **November 14, 2022** |
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**General Knowledge**

All technical skills

Consumption, cost factors

Customer service

Ergonomics

Hair

How to conduct consultations

Industry standards

Knowing how to keep you and your customers safe

Knowing the laws and proper infection control (microbiology)

Nails

Positive affirmations with clients

Professional ethics

Proper protocols for disinfection

Safety for Cosmetology

Sanitation

Skin

State Board of Cosmetology laws

The salon business

**General Skills**

Ability to break down information to the client

Able to stand/long periods of time

Basic life skills (i.e., laundry, cleaning, etc.)

Can balance a checkbook

Collects money, balances drawer

Communication skills

Customer service skills

Finger dexterity

Leadership skills

Listening skills

Math skills (i.e., basic costing calculations, addition, subtraction, percentages, multiplication, measurement, reading a ruler, geometry angles, perpendicular, horizontal, parallel, etc.

Multi-tasking skills

Organizational skills

Problem Solving skills

Reading and writing skills (basic)

Soft skills – people, professionalism, and ethics

Student manager of clinic

Teachable

Teamwork

Time management skills

**Worker Behaviors**

Accepts constructive criticism

Active listener

Analyzes face shape

Assesses client needs

Calculates

Cleans as they go

Confident

Cooperative

Creative

Dedicated

Demonstrates or explains skills to clients

Dependable

Differentiates, shows depth of knowledge

Displays a great attitude

Displays professional appearance

Displays stamina

Empathetic

Enthusiastic

Examines

Flexible

Kind

Oversees or mentors newer employees or students

Passionate

Performs or executes

Plans out blueprint or draws work

Prepared

Prompt

Punctual

Reliable

Shows initiative

Team player

Willingness to continue to learn

Works well with others

**Current Trends**

Aromatherapy

Balayage

Blow outs- partial relaxing of curls, fuller hair

Box braids

Brow Tint and Lift, all aspects of Esthetics is growing at a very fast pace.

Cultural differences

Dip nail services

Disconnected layers

Exposure to med spa services

Eyelash Lift and Tint

Fashion hair color

Foilyage

Gel X nails (Soft gels)

Green salon or schools (healthy, natural, fewer chemicals)

Hair extensions

Inclusion and diversity, i.e., gender neutral (use 2022 edition of Milady)

Influencers on social media

Lashes

Makeup education

Nail art accents (designing, crystals)

Party colors, fun hair color treatments

Rocking their own curls

Shellac nails

Spa facials vs. treatments

Textured hair, ethnic

Threading for hair removal

Wolf haircut

Women’s short haircuts

**Future Directions**

Cosmetologists are more in demand than ever.

More independent self-employment, more niche area focal point salons.

Sola Salons is coming to Peach Street in Erie- booth or smaller space can be rented by small business. Salon license will be individual. Day spa experience, targeted services.

There will be more independent hair, nail and esthetician salons.

We will see more med spas (i.e., Glow Med Spa, Rejuve, Aqua Glow facial, Botox, treatment of varicose veins, collagen, hair transplants)

**Concerns**

Attitude- verbal skills are deficient (people being anti-social face-to-face)

Delayed adolescence gap (due to helicopter parents)- conflict resolution is affected.

Former age differences, mile markers, such as driving at 16 not seen as often.

Learning loss due to COVID-19 pandemic

Renovations/construction causing upset to classroom, disruptive to curriculum

Social media and photoshopping giving clients unrealistic hair goals

State Board lowering the standard and not holding people accountable, which drops the bar in all areas.

Student mindset- there is a setback from the pandemic (i.e., loss of family members, increased anxiety, fewer coping skills)

**Certifications Recommended**

State Board of Cosmetology license

Brand certifications

Hair extension certification

Nail certification, (i.e., CND)

S/P2 Cosmetology Safety

OSHA 10-Hour certification, Cosmetology field

Barbicide certifications (Barbicide and Barbicide COVID-19)

Nova Lash certification

Balayage

Any certifications pertaining to the products and services their potential salons could offer. This could be but not limited to, Lash/Brow tint and lift services, Color Certifications in color line, Brazilian blowout certification or a line similar.

**Recommendations for the Program**

Closed cabinetry would be better for storage.

Contact Julie Petrick for photos of career posters.

Ensure students are strong in fundamentals of hairdressing, so they can build soundly as they progress.

Full length mirrors with vertical LED lights would be better for stations.

Get nice carts for students to work from (i.e., rolling makeup train case).

Lockers in the hall are a good idea.

Order pedicure stools.

Take advantage of brand certifications, for example, Brazilian Blowouts, Sun Lights Balayage by Candy Shaw and other free certifications to build your students’ portfolios.

Use old, bald mannequins to have students draw anatomy/physiology with markers- muscles, nerves, etc. Can use mannequin hands for same purpose. Contact Melissa Blair to obtain mannequin heads.

Utilize Essential Companion as a teacher resource with Milady text (2022 version, 14th edition)

**Advice for Students from DACUM Panel Members**

Kerry Conklin, Owner, Be Styled Salon: “Always have a willingness to learn. Be patient with yourself as you build your clientele following.”

Darlene Newell, Cosmetology Instructor: “There is no guess work in Cosmetology. You either know it or you don’t. This goes for both theory as well as your skill set.”

Diane Noe, Owner/School Director and Kayla Noonan, Owner/School Supervisor: “You are never perfect, and you are never done learning in this industry, stay open minded so you can grow and progress.”

Julie Petrick: “Think out of the ‘now’. Where do you see yourself in 5 or 10 years? What do you want to have by then?”

Melissa Blair, Program Director: “Embrace everything. Learn everything we can teach you. You can pick and choose what you want to do later. (Specialize).”

Tiffany Lindsey, Cosmetology Instructor: “Time is money. There will be a paycheck at the end of the week when you are in the workforce.”

**Acronyms**

BA Beauty Advisor

COVID-19 Coronavirus Disease of 2019

DACUM Developing a Curriculum

LED Light Emitting Diodes

OSHA Occupational Safety and Health Administration

PHS Professional Hair Dresser

S/P2 Safety and Pollution Prevention

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## Program-Related Job Opportunities for Students

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##  *These are just some of the opportunities for graduates of the Cosmetology program!*

## *\*See attached Pennsylvania Cosmetology Task List for additional local tasks added by the DACUM panel. The Corry Area School District Career & Technical Education Center would like to thank this dedicated panel of professionals for providing their expertise. All input will be analyzed for program improvement.*