

Modified DACUM Research Chart

Cosmetologist

CIP 12.0401

DACUM Panel

Representing 166 years of experience in Cosmetology

Debbie Bird, Retired Cosmetology Teacher
Corry, PA

Melissa Blair, Cosmetology Instructor, Esthetics/Nail
Technician, Laurel Technical Institute, Saegertown, PA

Kristen Deets, Cosmetology Instructor, Crawford County
Career and Technical Center, Meadville, PA

Kayce Harrington, Co-Owner/Stylist, Alternatives Salon &
Spa, Corry, PA

Kayla Noonan, Cosmetology Instructor, Erie County
Technical School, Erie, PA

Tami Pike, Stylist, Hair Dimensions by Joni
Corry, PA

Lynette Prusia, Salon Manager, Regis Corporation/Smart
Styles, Edinboro, PA

Observers and Facilitator

Susan Barra, Supervisor of Vocational Education
Corry Career & Technical Education Center, Corry, PA

Jan Kennerknecht, DACUM Facilitator
Kennerknecht Consulting, Edinboro, PA

Tiffany Lindsey, Cosmetology Instructor, Corry Career &
Technical Education Center, Corry, PA



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General Knowledge

Safety and sanitation

Correct cosmetology vocabulary (e.g., “You dye an Easter egg, but you *color* hair” and “You pluck a chicken, but you *tweeze* an eyebrow.”)

General cosmetology knowledge

General Skills

Consultation skills

People skills

Networking skills

Math skills (especially formulas)

Communication skills

Reflective listening skills

Reception desk skills (phone, customer focused)

Basic reading skills

Multi-tasking skills

Problem solving skills

Business building skills

Comprehension skills

General cosmetology skills

Worker Behaviors

Accountable

Responsible

Personable

Energetic

Teachable

Patient

Willing to learn

Respectful

Team player

Dependable

Displays good work ethic

Listens to supervisor

Good personal hygiene

Professional appearance

Drug and alcohol free

Goes above and beyond expectations

Attentive to detail

Open-minded

Accepts constructive criticism

Pride-free/ego-free

Trustworthy

Self-motivated

Punctual (15 minutes early)

Positive attitude

Creative

Good stamina

Good posture

Current Trends

White and gray hair is in demand.
Texture services (perms) are coming back.
The mullet hair style is coming back.
Instagram is huge for building business; posting pictures of your work (make sure you have consent).
Hashtag use helps with networking and marketing.
Eyelash extensions are big (temporary and semi-permanent lashes).
Balayage (free-form painting lightener on hair)
Intense shampoos have color in them.
Fashion colors- vivid, bright blues, pinks, greens, pastels
Direct dyes
Direct dye lifters
Modern shag hair style
80's styles are coming back
Clients are getting more services now, adding on services like manicures, pedicures, makeup.
Younger clients are paying for services.
Parents are including children in salon experiences, sharing the experience.
There are specialty salons for children.
Nose and ear waxing is being done in some salons.
On-line appointments, reminders sent by email or texts to clients
A-la-carte pricing

Future Directions

Less foils will be done (being replaced by Balayage).
Specialization of services and niche markets (e.g., lashes, white hair)
Cost of products will continue to rise.
More of a focus on skin care, with more products available.
More back bar and add-on services (e.g., smoothing treatments, pre-color treatments)
Opportunities for employment in this field are growing.
Chain salons are growing.

Concerns

Contraindications (medical issues, services performed, products used)
Stylists not having adequate skills in haircutting, men's services, cutting beards.
Stylists need apprenticeship time.
Lack of good client communications skills.
Increasing cost of products.

Certifications Recommended

Product line certifications (generally inexpensive, short term, e.g., Brazilian Blow-Out)
Extensions certification
Microdermabrasion
SP/2 Safety Certification
First Aid/CPR
Balayage

Recommendations for the Program

1. Increase the Cosmetology supplies budget. It is currently too low for operating an effective program. Research estimated costs for teaching each part of the curriculum on the state task list. Consider the number of times each skill should be practiced. This will produce an accurate overall cost for operating the program.
2. A salon software program is essential. It would help with pulling reports on student progress, monitor goals, track sales, budget reports, etc. Research software that would work for a school setting, a complex one isn't necessary.
3. Network with other cosmetologists for shared information and materials on pivot points. Teach blueprinting using a head sheet. Draw head sheet on mirrors for assisting students with cutting angles.
4. Obtain 2-3 mannequin heads per student per year. Recommending 2 female and 1 male with their kits. Provide fresh mannequin head for NOCTI exam. Provide some long hair mannequins that belong to the department (to be used for up-dos).
5. Students need their own kits. Consider salon sponsors. Consider grants. If budget is an issue, utilize members on Occupational Advisory Committee to spearhead fund raising approaches to provide more supplies.
6. Work directly with product companies to get the best prices. (Cut out the "middle man").
7. Take students to their state board exams. Walk them through completing the application.
8. Aesthetics of the lab could be improved. Consider painting the classroom. Modernize the look. Decorate the lab like a salon. Reach out to local salons for donations of posters.
9. You don't need all those hair dryer chairs. Eliminate some of them, auction them off to raise funds and purchase Climazon hair dryers. This will also provide more room in the lab.
10. Use water-resistant smocks. No pockets are best.
11. Consider skin care, makeup lines, back bar treatments that can be offered.
12. Enlist students in networking to build the clinic traffic. Consider assigning them a specific number of required clinic clients each year.
13. Build the culture in the classroom to increase student buy-in.
14. Consider spa days or evenings.
15. Consider a beverage cart for teaching customer service. (Coffee, water or tea)
16. Expand product retailing activities.

Advice for Students from DACUM Panel Members

Susan Barra, Supervisor of Vocational Education, Corry Career & Technical Education Center: “You need to put your time in. Work hard and always be a professional.”

Debbie Bird, retired Cosmetology teacher: “Get your foundation here. Never stop learning. Take as many workshops and attend as many hair shows as you can.”

Melissa Blair, Cosmetology Instructor, Esthetics/Nail Technician, Laurel Technical Institute: “Find a mentor. Work with local salons, even if it is just to be an assistant.”

Kristen Deets, Cosmetology Instructor, Crawford County Career and Technical School: “Get your cosmetology license. This can always be a back-up career.”

Tiffany Lindsey, Instructor, Corry Career & Technical Education Center: “Save your work in your portfolio. Include lots of photos.”

Kayce Harrington, Co-Owner/Stylist, Alternatives Salon & Spa: “Work in a variety of chain salons to gain experience. You will receive a guaranteed pay check while you learn. Learn time management.”

Kayla Noonan, Cosmetology Instructor, Erie County Technical School: “Never stop learning. There is a place for everybody in our industry- just find your place. Don’t give up. Show passion. It’s out there if you want it.”

Tami Pike, Stylist, Hair Dimensions by Joni: “Learn hair cutting really well.”

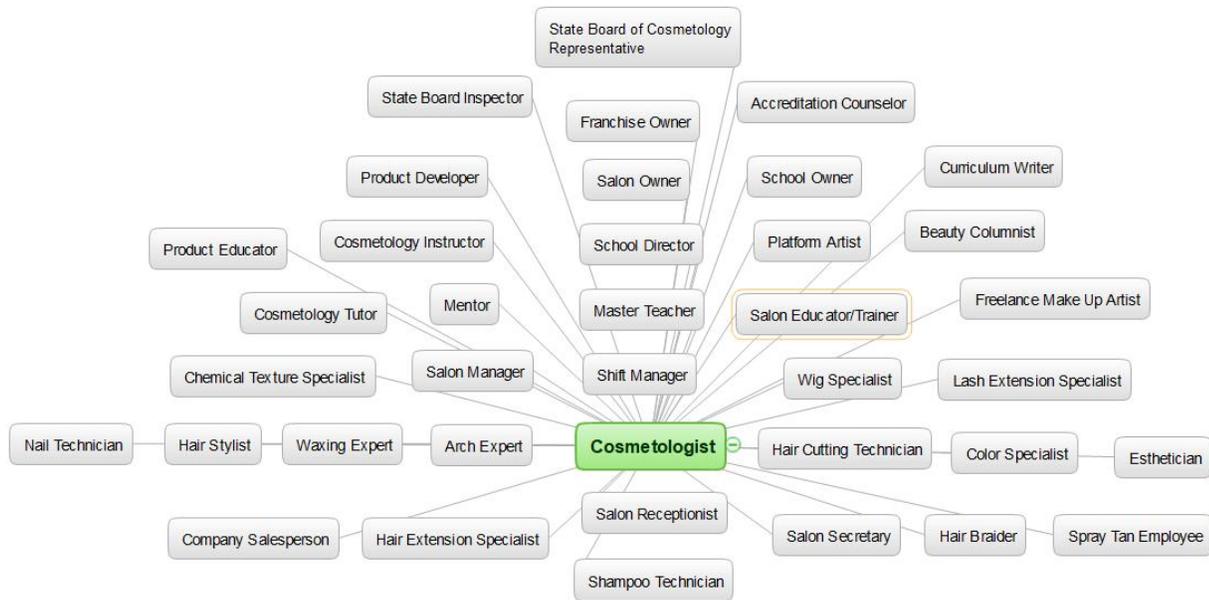
Lynette Prusia, Salon Manager, Regis Corporation/Smart Styles: “Stay passionate about the career choice made. Show good work ethics and have a can-do attitude. There are many stepping stones on one’s path. Make the best of it! Be assertive rather than aggressive. Speak good English words. Lesser language is just that. Stay only with what is creative and good. What do you want out of this career?”

Acronyms

AACS	American Association of Cosmetology Schools
CPR	Cardiopulmonary Resuscitation
NACCAS	National Accrediting Commission of Cosmetology Arts and Sciences
pH	Potential of Hydrogen (scale of acidity)
SDS	Safety Data Sheets
S/P2	Safety and Pollution Prevention Certification for Cosmetology



Organizational Chart



Job titles will vary among companies, depending on type and size of company

**See attached Pennsylvania Cosmetology Task List for additional local tasks and most important tasks starred in each section. 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.*