

Raritan Valley Community College wishes to extend a special "thank you" to the following businesses for sponsoring a worker for the day in order to develop this DACUM profile for the Stylist/Barber, and to all of the expert workers who served on the DACUM panel. Our programs will be better because of your direction and guidance.



**SUPERCUTS**

Changes by Linda



**Gaetano's Hair Salon**

**Icon Hair Studios**



This occupational profile is a validation study based upon the DACUM Research Chart for Cosmetologist developed by Erie County Technical School, 2010. RVCC's Cosmetology Program has been funded under a United States Department of Labor Grant whose purpose is to facilitate greater employment by improving education. For more information visit <http://bit.ly/rvccdolgrant>.



## DACUM VALIDATION FOR: High-Performing Stylist/Barber

SPONSORED BY RARITAN VALLEY COMMUNITY COLLEGE • September 24, 2012

### EXPERT WORKER (DACUM) PANEL

**ALICIA MONTEMURRO**  
Stylist/Operations Manager  
Supercuts

**GAETANO IZZO**  
Stylist  
Gaetano's Hair Salon

**GINA CALLIENNI**  
Stylist  
Icon Hair Studio

**JENNA KATHCART**  
Stylist/Make-up Artist  
Hair Plus the Salon

**JESSICA ANN SWINDELL**  
Stylist  
Supercuts

**MELANIE KNAPP**  
Stylist  
Changes by Linda

**MISTY GRANSKI**  
Stylist  
Beyond the Fringe

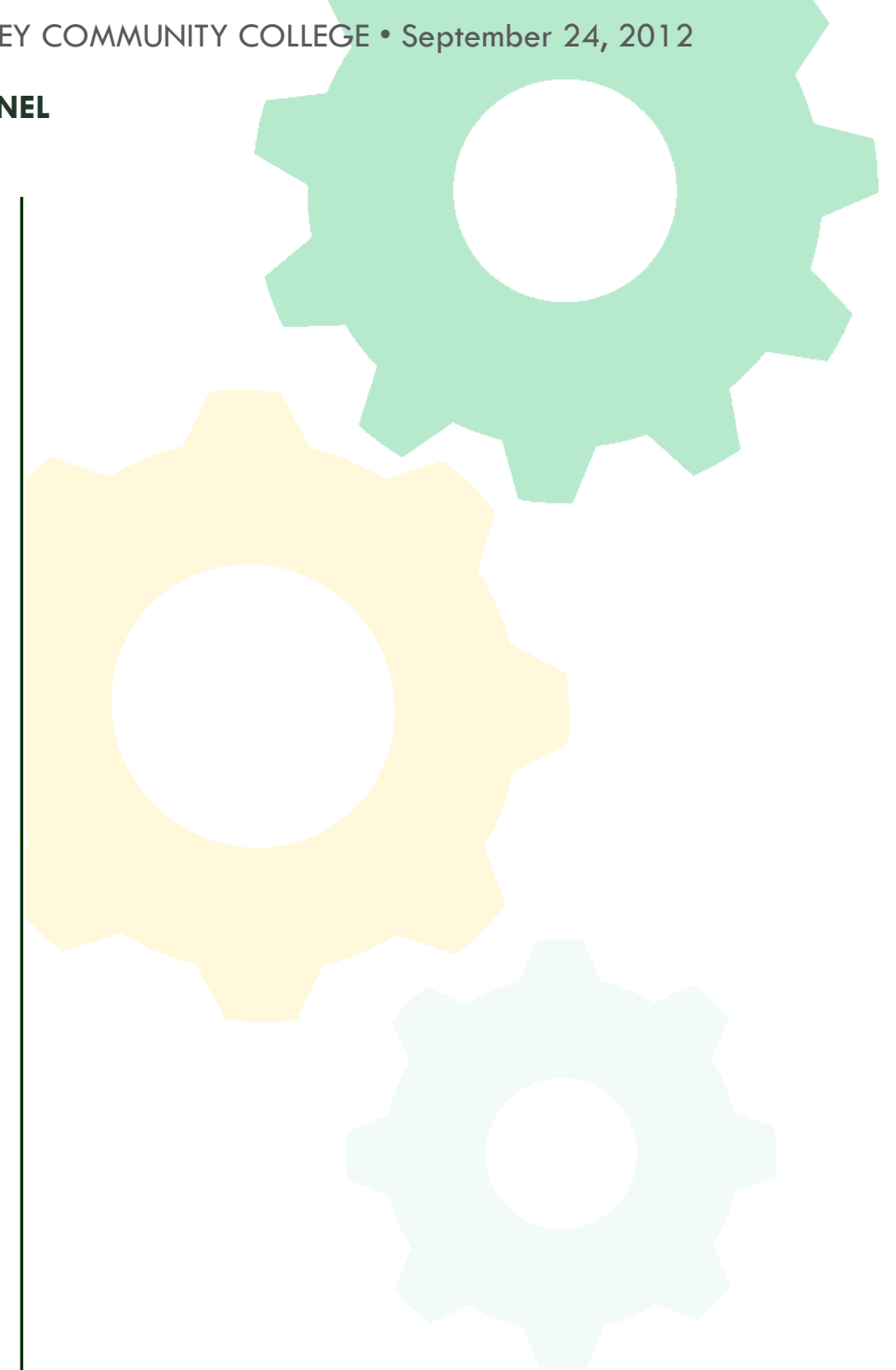
**NANCY CULBERTSON**  
Stylist  
Hair Plus the Salon

**NICOLE TOTORELLO**  
Stylist  
Beyond the Fringe

### FACILITATORS

**REBECCA FRACCHIA**  
Business Development Outreach Manger  
Raritan Valley Community College

**SHAUNNA JAGNEAUX**  
Director, Workforce Delivery Project  
Raritan Valley Community College



# DACUM Validation for Stylist/Barber

## Duties

<b>Build A Salon/Spa Clientele</b>	A1 Hand out referral cards 4 2	A2 Initiate social media campaigns	A3 Organize salon/spa events (e.g. community service) 4	A4	A5	A6
<b>Maintain B Clean Work Environment</b>	B1 Prepare station for day's service 7	B2 Sanitize tools and equipment 5 1	B3 Disinfect salon workspace 5 1 1	B4 Clean salon floor 1 1	B5 Wash dirty laundry 1 1	B6 Dust salon shelves 2 1
<b>Cut C Client Hair</b>	C1 Perform razor haircut	C2 Perform clipper haircut (fade, flat-top, buzz cut) 4	C3 Perform blunt haircut 2	C4 Perform graduated haircut 2	C5 Perform uniform-layered haircut	C6 Perform long-layered haircut
<b>Provide D Front Desk Services</b>	D1 Prepare salon refreshments	D2 Review daily schedule (look at the book) 4	D3 Check-in salon guests 2	D4 Answer salon phone 1	D5 Schedule client appointments 2	D6 Process client payments 1
<b>Perform E Chemical Services</b>	E1 Color/tint client eyebrows	E2 Apply balyage highlights/lowlights	E3 Perform foil highlight/lowlights 1 7 1	E4 Perform cap highlight service	E5 Perform single process hair coloring (glazing/toning, root touch-up, demi/semi permanent, grey cover) 1 2 4	E6 Perform double process hair coloring (hair decolorization, presolvent/prelightening, color correcting) 9
<b>Perform F Hair Services</b>	F1 Conduct hair service consultation 8 1 4	F2 Shampoo client hair 2	F3 Apply scalp conditioning treatment	F4 Roller set client hair 2	F5 Blow-dry client hair 1 1	F6 Design thermal style (all dry-uses irons) 1
<b>Perform G Retail Tasks</b>	G1 Order retail items (e.g. hair care products, salon products) 4	G2 Meet with distributor representatives (not always performed)	G3 Display retail items (e.g. hair care products, salon products)	G4 Straighten products	G5 Promote product/specials (e.g. new or sale retail items) 5	G6 Sell retail items 7 2
<b>Participate in H Continuing Education</b>	H1 Participate in salon/spa meetings 3 2	H2 Participate with guest speakers in workshops 2 1	H3 Mentor new employees 3	H4 Attend product trainings 1 2 2	H5 Attend hair/spa shows 1 3	H6 Participate in salon/spa competitions 3
<b>I Manage Own Business Records</b>	I1 Track service goals	I2 Track retail goals	I3 Document work time 1	I4 Record daily/weekly/monthly totals (including tips) 5	I5 Track business expenses	I6
<b>Provide J Hair Removal Services</b>	J1 Wax unwanted hair	J2 Thread unwanted hair	J3 Tweeze unwanted hair	J4 Shave unwanted hair 1	J5	J6
<b>Perform K Artificial Hair Services</b>	K1 Perform wig services 1	K2 Sew in hair extensions	K3 Bond in hair extensions 5 3	K4 Clip in hair extensions	K5 Glue in hair extensions	K6 Apply Halo extensions

### Hiring Requirements

- Must complete 1-2 hair cuts on mannequins or bring model
- Board Licensed
- Some require 40 hour certification completion (paid training by the company, not all salons require)
- Hair and makeup done
- Show up on time
- Own tools and equipment (including clippers, scissors, blow dryer, brushes, trimmers, razors, curling irons, flat irons, oil and lubricants to keep clippers and trimmers working properly)

### Hiring Barriers

- Bad fit
- Texting during interview/inappropriate VM/ringtones
- Bringing children to interview
- Job hopping
- Messy appearance

### Attendance

- Can't build a good business without being on time
- Attendance has a direct impact on the client and the bottom line of the salon
- Avoid abused excuses; alarm clock malfunction, food poisoning, etc.
- Be early for scheduled appointments
- Come to work ready to work (do not do hair/make-up at the salon)
- Prompt

### Appearance

- Black clothing is always safe choice
- Brushed teeth
- For interview, no flip flops, jeans, food/drink, or gum
- For work environment jeans okay (for some salons) but must be in good shape
- Nails manicured, no chipped polish
- Professional appearance means no 3 B's (boob, butt, belly showing)
- Adheres to dress code
- Dress appropriately
- Wear deodorant
- Avoid wearing perfumes (can be offensive/ overpowering to clients)
- Look presentable

### As new Stylists, the panelists felt unprepared for:

- Body stress - feet, neck, back
- Answering client questions (their terms rather than technical verbiage)
- Worries (staff) about new clients coming in and who gets them, and about other co-workers going on.
- Concept of hair color
- Hair cuts (needed better training)
- Figuring out perm curl size on processing time
- Missing hair color, hair cutting, foiling, up do work
- Different hair cut techniques
- Formulating color/choosing best option of color
- How to interact with clients
- Hours/time on feet/downtime
- Time management
- Multi-tasking
- Building a clientele
- Remembering consultation questions

### Mismatch in Employment Expectation

As new Stylists on the job, the panelists were disillusioned by the following:

- Hours worked compared to scheduled
- Felt like a manager without the pay
- Worries (staff) about new clients coming in and who gets them, and about other co-workers going on.
- Not enough organization (only in certain aspects of the job)
- Training and amount of time on the floor with clients
- Benefits
- Pay scale
- Building up a clientele
- Communication/direction from the employer
- Providing up to date products and services
- Education/classes (providing or help paying)

**Concerns & Future Trends**

- How to build a client base
- Introducing and applying computer technology in salons
- Mismatch in expectation for new grads with what they expect upon graduation (new grads need apprenticeship/mentorship and on-the-job training)
- More focus on men's styling
- Stylists must continue education
- Stylists must work way up ("you have to pay your dues")
- New employees need to have desire to get better, do what needs to be done including sweeping floors, etc.
- New employees not understanding why they are doing what they are doing (shampooing to finishing and everything in between)
- New hires lack ability to do a great basic hair cut (some)
- Lack of passion/interest from new employees - some seem not to understand or respect those giving training/demos
- Rebooking - retention is huge, knowing they are going to walk back in
- Retail - selling
- Social media impacting field
- Specialty techniques: hair cutting, coloring, perming
- Styling/cutting ethnic hair
- Work ethic is awful
- Jr. Stylist as a title is degrading/demeaning for some - if you are good enough to be on the floor, you should be given the same title ("Stylist")
- Versatile - not just standing behind chair
- Must get more male models
- Difference between expectation of barber vs. hairstylist
- Stylists are not doing pin curls and finger waves anymore
- Women have more hair, more room for error vs. men
- Personality sells so much!
- More green organic products, safer products
- 50%-80% drop-out rate in the industry
- Attitude of new cosmetologists (ethics) lack of customer service orientation
- Candidates don't understand what "professionalism" is
- Cheating - trying to do it fast for the money
- Computerized cross training emerging - email
- Don't realize this is a career/profession
- Employees, new and veteran have a sense of entitlement
- Ergonomically correct tools and utensils: protect against occupational hazards (trend)
- Hard time with perception of assisting other stylists after graduation

**Acronyms Used**

NCA: National Cosmetology Association  
 OSHA: Occupational Safety & Health Administration

**Differences Between Barbers/Stylists**

- Clipper work
- Sporting things "I wear Giants shirts on Sundays", reports one expert)
- Get the right conversation going (applies to all) Women don't want to hear what men say and different approach to conversation.
- Sometimes male hair is more intricate
- Lots of detail in a man's haircut
- Need to know even more how to approach the cut with men - comb hair and see how it reacts and lays
- Everybody's head is shaped different (applies to all)
- Men's hair - designs in the head, clipper cuts, straight razor, fades
- Knowledge of straight razor (neckshaves/face shaves)
- Conversations are different with male/female clients
- Knowledge of current events male/female
- Blow drying times different male/female
- Sometimes takes same time male/female
- Not being trained for men's haircut
- Men get hair cuts more frequently
- Some men prefer a barber shop, and some men won't go into salons
- Men don't want to talk about dates

**Certification**

- Mandatory:
- State Board Cosmetology License
- Helpful/Useful:
- N/A

**Physical Attributes Necessary to Perform Job**

- Able to stand for extended periods of at least 8-10 hours
- Must be able to lift up to 25 lbs
- Color blindness may be an issue

**Tasks** →

A7	A8	A9	A10	A11	A12	A13
B7	B8	B9	B10	B11	B12	B13
C7 Perform round layer haircut	C8 Perform square layer haircut	C9 Texturize client hair	C10	C11	C12	C13
D7 Generate gift certificates	D8 Apply coupons to services or retail services	D9	D10	D11	D12	D13
E7 Perform permanent wave	E8 Apply thermal relaxer	E9 Apply non-thermal relaxer	E10 Apply smoothing treatment	E11	E12	E13
F7 Braid client hair	F8 Create client's updo	F9	F10	F11	F12	F13
G7	G8	G9	G10	G11	G12	G13
H7 Research current trends (e.g. magazines, styling books)	H8 Participate in professional association	H9 Obtain professional certifications	H10 Maintain professional license	H11	H12	H13
I7	I8	I9	I10	I11	<p><b>Legend</b></p> <p># ..... Critical Duty</p> <p># ..... Most time spent on task</p> <p># ..... Training Most Needed by New Workers</p> <p># ..... Training Most Needed by Veteran Workers</p> <p>Note: Numbers represent total votes from panel of 8. Not all votes were expended in all categories.</p>	
J7	J8	J9	J10	J11		
K7 Braid in hair extensions	K8 Tape in hair extensions	K9 Bead in hair extensions	K10	K11		

## DACUM Validation: High-Performing Stylist/Barber

### General Knowledge & Skills

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| <p><b>Computer Skills</b></p> <ul style="list-style-type: none"> <li>• Database instead of cards (keep backup printed)</li> <li>• Email blasts</li> <li>• Social media linked in/foursquare/facebook/twitter/tumblr</li> <li>• Appointment software</li> <li>• Mailing lists</li> <li>• Salon Pro</li> </ul> <p><b>Math Skills</b></p> <ul style="list-style-type: none"> <li>• Make change and money handling</li> <li>• Formulate color</li> <li>• Add/subtract/multiply/divide</li> <li>• Fractions</li> <li>• Calculate time</li> <li>• Degrees of elevation</li> </ul> <p><b>Reading/Writing Skills</b></p> <ul style="list-style-type: none"> <li>• Spelling</li> <li>• Penmanship (color cards)</li> <li>• Product education/training manuals</li> <li>• Personal notes</li> </ul> <p><b>Communication Skills</b></p> <ul style="list-style-type: none"> <li>• Negotiate (without being defensive)</li> <li>• Understand what the client wants</li> <li>• Speaking - proper English, no cursing, no talking about other clients "never know who knows who"</li> </ul> <p><b>Customer Service Skills</b></p> <ul style="list-style-type: none"> <li>• Engage the client</li> <li>• Client etiquette - don't give too much of your personal stuff during conversations at work, "Keep it fluffy"</li> <li>• Good listening, speaking, and body language with the customer</li> <li>• Maintain customer satisfaction</li> </ul> <p><b>Hair Cutting/Styling Skills</b></p> <ul style="list-style-type: none"> <li>• Rinsing color</li> <li>• Sectioning</li> <li>• Chemical services</li> <li>• Physical services</li> <li>• Hair cut elevation</li> <li>• Men's hair cuts - fades</li> <li>• Perm techniques             <ul style="list-style-type: none"> <li>• Spiral</li> <li>• Piggy back</li> <li>• Body wave</li> <li>• Basic perm</li> </ul> </li> </ul> | <p><b>Legal</b></p> <ul style="list-style-type: none"> <li>• Cosmetology state law</li> <li>• Sanitation laws</li> <li>• Liability waiver when customer demands non-recommended service</li> </ul> <p><b>General Skills</b></p> <ul style="list-style-type: none"> <li>• Ability to identify nail and scalp diseases and allergies</li> <li>• Assessment skills (service clients)</li> <li>• Barbicide and container/disinfectant</li> <li>• Basic cosmetology equipment and repair</li> <li>• Child handling skills (helpful)</li> <li>• Color theory</li> <li>• People skills (reading people)</li> <li>• Culture of salon</li> <li>• Find right salon to work at (good fit)</li> <li>• Goal setting</li> <li>• Interview well</li> <li>• Organizational Skills             <ul style="list-style-type: none"> <li>• Work in organized manner</li> <li>• Organize client cards</li> <li>• Organize your station</li> <li>• Organize your tools</li> </ul> </li> <li>• Phone etiquette skills</li> <li>• Problem solving skills             <ul style="list-style-type: none"> <li>• Color correction</li> <li>• People showing up late</li> </ul> </li> <li>• Stress management skills</li> <li>• Sweeping floors</li> </ul> <p><b>Reading/Writing Skills</b></p> <ul style="list-style-type: none"> <li>• Spelling</li> <li>• Penmanship (color cards)</li> <li>• Product education/training manuals</li> <li>• Personal notes</li> </ul> <p><b>Sales Skills</b></p> <ul style="list-style-type: none"> <li>• "Educate" client about product rather than "sell" it to them</li> <li>• Upsell without being pushy</li> <li>• Be sincere and knowledgeable</li> <li>• Upsell services and products</li> <li>• Must self-promote</li> </ul> <p><b>Science</b></p> <ul style="list-style-type: none"> <li>• Chemistry of hair</li> <li>• Chemistry of hair color and permanent waving</li> <li>• Basic anatomy</li> </ul> |
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### Tools, Equipment & Materials

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| <p><b>Business Tools</b></p> <ul style="list-style-type: none"> <li>Appointment book</li> <li>Business records/filing supplies</li> <li>Cash register</li> <li>Computers</li> <li>Telephone</li> </ul> <p><b>Skin Care</b></p> <ul style="list-style-type: none"> <li>Waxing supplies and equipment</li> </ul> <p><b>Laundry Supplies and Equipment</b></p> <ul style="list-style-type: none"> <li>Towels</li> <li>Dustpan, mop, broom</li> <li>Washer/Dryer</li> </ul> <p><b>Sanitizing Supplies and Equipment</b></p> <ul style="list-style-type: none"> <li>Barbicide and container/disinfectant</li> </ul> | <p><b>Hair Care</b></p> <ul style="list-style-type: none"> <li>Blow dryers</li> <li>Bobby, hair pins</li> <li>Brushes and combs (various)</li> <li>Capes</li> <li>Chemical relaxers</li> <li>Clippers</li> <li>Color charts, books, and swatches</li> <li>Curling irons, holders, flat iron</li> <li>Hair coloring products (organic)</li> <li>Hair shampooing, conditioning, and styling products</li> <li>Hair texturizing products</li> <li>Hair extensions</li> <li>Razors</li> <li>Rollers</li> <li>Scissors</li> <li>Texturizing shears</li> <li>Wigs and wig stands</li> </ul> |
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### Worker Behaviors

- |  |   |
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| <ul style="list-style-type: none"> <li>• Accountable</li> <li>• Adheres to work schedule</li> <li>• Approachable</li> <li>• Cleans</li> <li>• Coachable</li> <li>• Come with a smile</li> <li>• Communicates professionally with others</li> <li>• Communicates with all audiences</li> <li>• Confident - customer needs to feel comfortable</li> <li>• Consistent procedures of services</li> <li>• Cooperative</li> <li>• Detail oriented</li> <li>• Doesn't stereotype</li> <li>• Easy to work with</li> <li>• Enthusiastic</li> <li>• Extrovert (cannot be extremely shy)</li> <li>• Follows company guidelines</li> <li>• Friendly</li> <li>• Good manners</li> <li>• Humble</li> </ul> | <ul style="list-style-type: none"> <li>• Interested in earning incentives</li> <li>• Love hair</li> <li>• Love people</li> <li>• Maintains professional appearance</li> <li>• Meets state regulations for cleanliness</li> <li>• Motivated (need to know where they are going personally and professionally)</li> <li>• Not a problem maker</li> <li>• Passionate (about hair)</li> <li>• Positive attitude</li> <li>• Problem solver</li> <li>• Provide service without tip in mind</li> <li>• Respectful</li> <li>• Take care of equipment/tools</li> <li>• Takes pride in work</li> <li>• Team player with owner</li> <li>• Trustworthy</li> <li>• Work as team</li> </ul> |
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