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Instructional Plan for work-based activities (Esthetics)

Dymond Designs Beauty School has created an instructional plan for work-based activities that provides students with real-life work experiences. Students will apply theory and practical skills that will enable them to develop the working knowledge necessary for employment. The skills, knowledge, and readiness from theory and practical instruction will correlate along with meaningful job tasks that will support entry and advancement into the field of beauty. This plan will encompass a wide array of learning experiences, while exposing students to careers through hands-on training and shadowing.

Goals and Objectives of work-based activities includes helping students:

- To become prepared for work and career opportunities
- Allow student to learn and enhance their education and training
- Train students to learn and improve their practical “hands on” application for job placement and career development
- Attain a sense of self- sufficiency, confidence, and adequacy
- Gain exposure to the real-world of work ethics
- Continue to develop the practical and academic learning competencies
- Increase knowledge of branding, name recognition, and marketing in the beauty industry
- Develop individual business skills to properly market themselves
- Learn and practice safety procedures which also includes proper sanitation
- Train to learn and learn product knowledge and proper consultations

Activities and Experiences required to accomplish goal and objectives:

- Building students resume/ portfolio/self-esteem/self-confidence
- Exposure to professionals by means of field trips or invitations to DDBS
- Employer Partners will come and into the school for mentorship training, workshops, and for the recruitment of students upon graduation
- Seniors are allowed to perform supervised and evaluated services on the general public which is considered practical training
- Students are trained to work with instructors to learn the school’s products that they service customers with and the proper use of these products. This allows the student the experience in product knowledge, portion control, maintaining school supplies/ laundry (sanitation practices in salons), cleanliness of clinical floor (salon), and ensuring organization.
- Maintaining a helpful, cooperative relationship with other students, instructors, and customers from the community
- Workshops will be conducted by industry professionals in marketing, beauty, customer relations and finance.

Coordination of Work-based activities

The Director of Operations is responsible for making sure this plan is implemented. The instructors are responsible for the facilitation of practical training for the students on the clinical floor and in the classroom. The instructors will also oversee and organize all demonstrations for the enhancement of student skills and professional development, coursework (intensive or collaborative), coaching, mentoring, and supervision of clinical floor services performed by students. All hands-on procedures rendered to the public by students are monitored and recorded by an instructor. The instructors are required to observe and assist students during the services offered to the public or student mannequin. Minimum Practical Application Sheets are used by instructors daily to track students' clock-hours in theory/practical applications of instruction. Students and instructors sign the MPA sheet daily before submitting the data sheets monthly to the Director of Operations to report to the State of Michigan Department of Licensing and Regulatory Affairs (LARA). The Director of operations will meet with the instructional staff weekly to assure all daily clinical services are operating efficiently and students are actively engaged for optimal experiences and student outcomes.

Responsibilities

The Director of Operations, Ms. Marlene Brooks, is responsible for making sure this plan is implemented. The instructors at DDBS are responsible for the facilitation of practical training for the students on the clinical floor and lab rooms. The instructors will also oversee organizing the demonstrations for enhancement of student skills and professional development, such as: coursework (intensive or collaborative), coaching, mentoring, overseeing the clinical floor services performed by the students, maintenance of accurate evaluations, record retention, and data retention of all services performed by the students on a client. Monthly Minimum Practical Application Sheets (MPA's) are used by instructors to track daily attendance services issued from the student to the public which include all hands-on procedures and correlated theory. All students and instructors are required to sign the (MPA) sheets for verification of the service or tasks rendered or completed daily so it can be reported to the State of Michigan Department of Licensing and Regulatory Affairs (LARA). The instructors will meet with the Director of operations on a weekly basis to make sure all of the daily tasks are running smoothly, and the students are actively engaged for optimal experiences and student outcomes.

Outcomes and Competencies

- Students will achieve knowledge and understanding from hands on training, mentorship, and counseling.
- Students will have knowledge in customer relations, and clinical floor operations that prepares them for the workforce
- Students will be able to comprehend, describe, understand and identify the tasks necessary for clinical lab procedures
- Students will be knowledgeable in "hands on" application, demonstrating, implementing, and performing services
- Students will gain the knowledge and competence necessary to be ready for the workforce and gainful employment opportunities
- The students will learn how to present in front of their peers and develop greater communication skills
- The student will learn the basic business skills for client creation, retention and marketing needed to become profitable and sought after in the beauty industry
- Students will be prepared for state exams with the knowledge gained from classroom theory, clinical floor services, and labs

Evaluations

The Director of Operations will measure student outcomes by both direct and indirect observations, evaluations done by the instructors, employer affiliate assessments, student peer on peer assessments on the clinical floor and successful completion of the respective program. Completion, Placement and Licensure rates are at the forefront of everything we do. We measure successful student outcomes by maintaining high placement and gainful employment rates. Evaluations include assessments of both qualitative and quantitative assessment as follows:

- Exit Interviews
- Practical Course Evaluations
- Student portfolios compiled over the course of study
- Tracking practical application data from instructors of student participants
- Student progress assessments
- Individual student performance on clinical floor
- Student attendance and SAP performance
- Student surveys of institution and educators

Career Experience

Students will gain specific hands-on training skills from instructors and beauty professionals within the institution's on-site clinical floor (salon) classrooms, and labs. Students are trained to properly utilize industry-related equipment, materials, and supplies. Students are trained as a part of instruction to work with educators and professionals that will allow them to become familiar with product knowledge/services, retail sales, writing customer tickets for services, customer relations, soft skills and job-readiness etiquette, proper consultation, and business development in this training. Dymond Designs can offer these trainings within the institute and has employee partners who assist in employment opportunities for our students. Our employer affiliates also guide/ oversee the students learning experience and participate in the students' written evaluations.

CAREER OPPORTUNITIES

- **Skin Care Specialist**
- **Medical/Paramedical Esthetician**
- **Medical Spa Manager**
- **Wax/Hair Removal Specialist**
- **Instructor**
- **Makeup Artist**
- **Salon/Spa Owner**
- **Manufacturer Rep/Sales Rep**
- **Cosmetic Buyer**
- **Manager or Salesperson**
- **Beauty Editor or Columnist**
- **State Licensing Inspector or Examiner**
- **Beauty Blogger**
- **Beauty Consultant**
- **Eyebrow specialist**
- **Eyelash specialist**
- **Bridal Consultant**
- **Brand Ambassador**

CLINICAL SERVICES OFFERED TO PUBLIC:

Full - face makeup
Makeup (light)
Individual lashes
Strip lashes
Eyebrow arch (wax)
Eyebrow arch (razor)
Eyebrow fill-in
Eyebrow tint
Eyebrow fill-in
Chin wax
Lip wax (upper)
Face wax (3 areas)
Half leg waxes
Full leg wax
Underarm wax
Bikini wax
MINI DYMOND FACIAL
Cleanse, tone exfoliate, mask & moisturize/SPF
DYMOND FACIAL
Cleanse, tone, exfoliate extractions, facial
massage, mask, eye cream, & moisturizer/SPF
MASK ADD ON
Paraffin
BACK TREATMENT
ADD ON: HOT STONES
Skin consultation, skin analysis, cleanse, scrub,
exfoliate, extractions, massage & moisturizer

Employers and Professionals that are employer partners with DDBS for Esthetics Program

- **The Living Room Hair Lounge**-Stephanie Anderson (owner) 22741 Woodward Avenue, Ferndale, Michigan 48220/248-268-1632/livingroomhairlounge@gmail.com
- **Blasian's Walk-In Salon**-Kim Sanders (owner) 8235 Eight Mile Rd. Detroit Michigan [48221/313-351-900](tel:48221313351)/kim@blasianswalkinsalon.com
- **Encisions Pro Hair Designs**- Ja'Net Turner/ 8845 E. Jefferson Ste. 2 Detroit Michigan 48214/313-742-2115/encisionpro@gmail.com
- **The Ten Nail Bar**-Olivia Rensel (manager) 6541 Woodward Ave, Detroit Michigan 48202/313-462-4517/olivia@thetennailbar.com
- **Spa A Peel Studio**- Wanda Bynum (owner)19025 Grand River Detroit Michigan 48223/313-520-7427/wanda.bynum60@gmail.com
- **The Nail Box**- Tonya Martin (owner) 15200 E. Jefferson Grosse Pointe Michigan 48230/ 313-623-6897/thenailboxdayspa@gmail.com
- **Glamour Hair Salon**- Victoria Johnson (owner) 28801 Southfield Rd. Lathrup Village, Michigan 48076/ 248-423-7776/ mrsvickylynn@yahoo.com
- **JC Penny Salon**-Robin Rosales (manager) 700 W. 14 Mile Rd Troy Michigan 48083/ 248-583-3400/rrosal22@jcp.com
- **The Experience Nail Bar**-Kiara Jackson (owner) 19420 Van Dyke Detroit Michigan 48234/ 313-333-7189/ theexperiencenailbar@gmail.com
- **The Lip Bar**- Antanika Robinson (manager) 1444 Woodward Ave. Detroit Michigan 48226/ 313-434-8537/ storemanager@thelipbar.com