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| **TEXAS CTE LESSON PLAN**[www.txcte.org](http://www.txcte.org) |
| **Lesson Identification and TEKS Addressed** |
| **Career Cluster** | Human Services |
| **Course Name** | Principles of Human Services |
| **Lesson/Unit Title** | Making a Difference: Personal Care Services |
| **TEKS Student Expectations** | **130.272. (c) Knowledge and Skills**(9) The student demonstrates the skills necessary to enhance personal and career effectiveness in personal care services. The student is expected to:(C) create records, including electronic records, of client services to retrieve personal care client information(D) examine different types of media to achieve maximum impact on targeted client populations |
| **Basic Direct Teach Lesson**(Includes Special Education Modifications/Accommodations and one English Language Proficiency Standards (ELPS) Strategy) |
| **Instructional Objectives** | **Students will:*** Analyze the importance of TDLR requirements for student permits
* Identify types of media to increase a clientele base
* Complete a form to retrieve personal care client information
* Role-play a client consultation
* Design and create a flyer for a salon
 |
| **Rationale** | Have you ever thought about a career in personal care services? What skills and training would you need to become a cosmetologist? Life skills needed for success in this field would include good communication skills and a professional image. What laws, rules and regulations are required in this field? What are the future trends in cosmetology? How can you make a difference in the area of personal care services? |
| **Duration of Lesson** | Three to four 45-minute class periods |
| **Word Wall/Key Vocabulary***(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Client consultation:** The verbal communication with a client that determines the client’s needs and how to achieve the desired results**Consultation card:** A record card to record the results of a client’s hair and scalp analysis as well as services performed and client information**Cosmetology:** The art and science of beautifying and improving the skin, nails and hair and the study of cosmetics and their application**Effective communication:** The act of successfully sharing information between two people (or groups of people) so that the information is understood**Marketing:** Developing products that meet customer needs and promoting those needs so that customers will buy the products**TDLR:** Texas Department of Licensing and Regulation |
| **Materials/Specialized Equipment Needed** | **Equipment:*** Computer with projector for PowerPoint presentation
* Computers with Internet access (be sure to follow district guidelines for Internet access)
* Presenter remote

**Materials:*** Texas Cosmetology Laws and Rules<http://www.license.state.tx.us>

**Supplies:*** Clipboards
* Draping fabric
* Index cards
* Styling books
* Swatch book or swatch ring of hair color options
* Copies of handouts

**PowerPoint:*** Making a Difference: Personal Care Services

**Technology:**Free iPad App: Hairstyles+ Amazing collection of the prettiest hairstyles from around the world[https://itunes.apple.com/us/app/hairstyles+/id423201739?mt=8](https://itunes.apple.com/us/app/hairstyles%2B/id423201739?mt=8)**Videos:*** Avalon Hair SalonA Paul Mitchell focus salon<http://www.avalonhairdesignandspa.com/>
* Five Tips for building better communication skills in the salonToday’s salon guests are very sophisticated and fashion aware. Here are five tips that can help build better communication in your salon behind the chair.<http://youtu.be/pzLIKoxwKnY>
* Marie ClaireVirtual Hairstyle and Makeover<http://www.marieclaire.com/hair-beauty/trends/virtual-hairstyle-makeovers>

Q & A with Sam Villa: Tips for client follow-upFollowing up with your clients is critical, especially when you are a new stylist trying to build up your clientele base.<http://youtu.be/JkwopwmimWk>**Graphic Organizers:*** Slide Presentation Notes

**Handouts:*** Client consultation card
* Connect the dots: careers in personal care services
* Nail salon workers guide
* Rubric for salon advertisement flyer
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| **Anticipatory Set**(May include pre-assessment for prior knowledge) | **Prior to class:*** Become familiar with PowerPoint, handouts, and activities.
* Become familiar with the following articles:
* How to Make a Flyer for a Beauty Salon
* A flyer can help attract potential customers.<http://www.ehow.com/how_6595829_make-flyer-beauty-salon.html>
 |
| **Direct Instruction \*** | Note to teacher: Prior to beginning this lesson, please review, preview, and select the appropriate multimedia for your classes.Introduce lesson objectives, terms, and definitions.Distribute handout Slide Presentation Notes. Students will be expected to take notes while viewing the slide presentation. Teacher will determine the notes to be recorded by students.Introduce PowerPoint Making a Difference: Personal Care Services.Using Slide Presentation Notes, students will have an opportunity to reflect, review and respond to the information pertaining to the PowerPoint. They will write a summary of questions, topics or statements which reflect the information from the lesson:* Discuss the topic
* Write down your thoughts
* Make a real-world connection to the lesson
* How is this going to help you in the future?

Allow for questions and answers to check for understanding.During the slide presentation, view the short videos:* Avalon Hair SalonA Paul Mitchell focus salon<http://www.avalonhairdesignandspa.com/>
* Five Tips for building better communication skills in the salonToday’s salon guests are very sophisticated and fashion aware. Here are five tips that can help build better communication in your salon behind the chair.<http://youtu.be/pzLIKoxwKnY>
* Marie ClaireVirtual Hairstyle and Makeover<http://www.marieclaire.com/hair-beauty/trends/virtual-hairstyle-makeovers>
* Q & A with Sam Villa: Tips for client follow-upFollowing up with your clients is critical, especially when you are a new stylist trying to build up your clientele base.<http://youtu.be/JkwopwmimWk>

*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:** allowing extra time for oral response
* providing frequent feedback
* providing positive feedback/praise
* checking for understanding
 |
| **Guided Practice \*** | Distribute Client Consultation Card and explain the first two sections.The first section of card is for the client to fill out (name, address, contact information).The second section is for the results of the hair and scalp analysis.The third section is to record services, dates and results and can be filled with fictitious information.Divide the class into groups of two.Students will drape each other (or a client, if one is available).Have the “client” complete section one of the card.Students will perform a faux analysis of the hair and scalp and complete section two.Based on their findings, students will discuss possible services the “client” would like.Distribute graphic organizer Connect the Dots: Careers in Personal Care Services and allow the students to choose one of the occupations they may be interested in as a career. Allow students time to answer. Students will view the Bureau of Labor Statistics website on personal care and services occupations at:<http://www.bls.gov/ooh/personal-care-and-service/home.htm>*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:** allowing extra time for oral response
* providing frequent feedback
* praising the students
* checking for understanding
* providing a student mentor
 |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide the class into groups of two. Students will design and create a salon advertisement flyer for a new salon in the area.Be sure to include:* Business name
* Location
* Hours of operation
* Prices (optional)
* Promotion(s)
* Services
* Social media use

Include graphics and any other information needed to attract clients.Distribute Rubric for Salon Advertisement Flyer and review with students so they may understand what is expected.Students will use Microsoft® Word Flyer templates to design and create a flyer for a new salon that will attract new clients and maintain current clients.To learn how to make a flyer using Microsoft® Word, click on link below:How to Make a Flyer in Microsoft® WordFlyers are useful, low-cost advertising tools, and you can use Microsoft® Word to create flyers to your liking.<http://www.ehow.com/how_4903668_flyer-microsoft-word.html>Encourage students to be creative and follow copyright rules for images.*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:** ensuring frequent teacher contact
* providing frequent feedback
* providing note-taking assistance
* offering presentation assistance if needed
 |
| **Lesson Closure** | Review lesson objectives, terms, and definitions.“Conversation Circle” Have students sit in a circle. This is a good strategy when repetition is helpful for learning. One student begins by sharing a skill necessary to enhance personal and career effectiveness in personal care services. Each student takes a turn repeating the first skill shared and adding additional information. The second time around the circle, each student adds a fact. Each turn, the previous information is repeated before the student adds more. As the information is repeated over and over, it is easier to remember. Students listen carefully so they will be able to repeat what has been said. |
| **Summative/End of Lesson Assessment \***  | Students will present their salon advertisement flyers.Students will be assessed with the appropriate rubric.Students will each write a one-page personal reflection on what they learned from this lesson and how they plan to use the information now and in the future.*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:** allowing extra time for responses
* prompting, if necessary
 |
| **References/Resources/****Teacher Preparation** | **Articles:**Advertising Ideas for Salon ServicesAn effective advertising strategy is vital to making your salon a success<http://www.ehow.com/list_6819694_advertising-ideas-salon-services.html>How to Make a Flyer for a Beauty SalonA flyer can help attract potential customers.<http://www.ehow.com/how_6595829_make-flyer-beauty-salon.html>How to Make a Flyer in Microsoft® WordFlyers are useful, low-cost advertising tools, and you can use Microsoft® Word to create flyers to your liking.<http://www.ehow.com/how_4903668_flyer-microsoft-word.html>**Images:*** Microsoft Clip Art: Used with permission from Microsoft.

**Textbooks:*** lpert, Arlene, and Milady Publishing Company. *Milady’s standard cosmetology* 2004. Milady Pub Corp, 2002.

**Websites:** * Bureau of Labor StatisticsPersonal Care and Service Occupations<http://www.bls.gov/ooh/personal-care-and-service/home.htm>
* TDLR Law and Rules <http://www.license.state.tx.us>

**YouTube:*** Avalon Hair SalonA Paul Mitchell focus salon<http://www.avalonhairdesignandspa.com/>
* Five Tips for building better communication skills in the salonToday’s salon guests are very sophisticated and fashion aware. Here are five tips that can help build better communication in your salon behind the chair.<http://youtu.be/pzLIKoxwKnY>
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* Q & A with Sam Villa: Tips for client follow-up Following up with your clients is critical, especially when you are a new stylist trying to build up your clientele base.<http://youtu.be/JkwopwmimWk>
 |
| **Additional Required Components** |
| **English Language Proficiency Standards (ELPS) Strategies** | * Make sure students understand the vocabulary (word wall) before moving forward with this lesson. Instruct them to make flash cards using an index card with the word on one side of the card and the definition on the other. It is important for all students, especially ELL’s, to have a firm foundation before moving forward. This is the key to them following the entire lesson.
* Ask students to repeat your instructions back to you to be sure they know what is expected of them before each new phase of the lesson.
* Discuss vocabulary in detail and make sure everyone has a firm grasp of it before moving forward with the lesson.
* Use graphic organizers and visuals to explain the lesson in detail.
* Print fill-in-the-blank handouts of the PowerPoint notes for students to follow along with during the lesson.
 |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** |
| **Reading Strategies** | Current Events:Assign students to read about guidelines to personal care services.Information can be found in newspaper articles, magazines, journals, and online print.Suggestions:* Effective Communication in SalonsIf you have ever left the hair salon thinking “This is not what I asked for,” then you understand, to some degree, the importance of effective communication in the salon. <http://www.ehow.com/facts_7163660_effective-communication-salons.html>
* How to Perform a Client Consultation in Your Beauty SalonA client consultation helps you establish trust with your clients as you discuss the goals they have for their hair, skin or nails.<http://www.ehow.com/how_5322237_perform-client-consultation-beauty-salon.html>
* Health Hazards in Nail Salons<https://www.osha.gov/SLTC/nailsalons/chemicalhazards.html>
* Nail Salon Workers Guide (see All Lesson Attachments tab) or visit:<https://www.osha.gov/Publications/3542nail-salon-workers-guide.pdf>

Encourage students to connect reading to their life experiences or prior knowledge. |
| **Quotes** | The hair is the richest ornament of women.**-Martin Luther**Hair brings one’s self-image into focus; it is vanity’s proving ground. Hair is terribly personal, a tangle of mysterious prejudices. **-Shana Alexander**Life is an endless struggle full of frustrations and challenges, but eventually you find a hair stylist you like. **-Author Unknown**The great ages of prose are the ages in which men shave. The great ages of poetry are those in which they allow their beards to grow. **-Robert Lynd** |
| **Writing Strategies****Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:*** The three benefits of providing good customer care are \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Two specific state requirements for licensure in personal care services are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* People skills and good communication skills are essential in the personal care services industry because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* One of the most important roles of a salon manager is to keep a strong client base and ensure customer satisfaction because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Writing Strategy:*** RAFT (Role/Audience/Format/Topic) writing strategy:
	+ Role: Salon owner
	+ Audience: Cosmetologist
	+ Format: Memo
	+ Topic: The importance of effective personal care services
 |
| **Communication****90 Second Speech Topics** | * Customer and personal services include \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* According to the Bureau of Labor Statistics, the overall job opportunities for barbers, hairdressers and cosmetologists are expected to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Time management skills are important in the personal care services industry because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
 |
| **Other Essential Lesson Components** |
| **Enrichment Activity**(e.g., homework assignment) | * Students may record themselves completing a client consultation and allow class critique upon completion.
* Students may videotape a willing hairdresser during client consultation time, with the client’s permission as well. Video may be shown to class for observation and question/answer period with instructor.
 |
| **Family/Community Connection** | * Invite local salon personnel or advisory committee members to come in for client consultation demonstrations. Ask speakers if they offer different consultations based on requested services.
* Instruct students to interview one or more stylists in the community and ask three to five questions about their chosen careers.
 |
| **CTSO connection(s)** | SkillsUSA<http://www.skillsusa.org/Contest>**SkillsUSA Championship Contest – Prepared Speech**Requires students to deliver a speech five to seven minutes in length on a common theme established by National SkillsUSA early in the school year. Contestants are evaluated on their ability to present thoughts relating to a central theme clearly and effectively, and on voice, mechanics, and platform deportment. |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to the lesson. For additional information on service learning see<http://www.ysa.org/>Students may offer free client consultations during community service projects such as visits to the nursing homes, retirement communities or to invalid/shut-in patients. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)