

LaZette's Cosmetology Skills Competition

Description	JAG invites you to participate to the 1 st Cosmetology Skills Competition.
Purpose	Develop positive branding for current/future company. Demonstrate & perform Cosmetology skills. Provide quality customer service/chair side manners.
Eligibility/Entries	<p>Up to 3 Students per program may enter this competition. Students will be judged individually. There will be one winner per area of competition (totaling 5).</p> <p>Areas of Competition 1 student for Barber Styling skills; or 1 student for Hair Styling skills; or 1 student for Individual Eyelash Application skills (Indi No Strips); or 1 student for Nail Design skills; or 1 student for Makeup Application skills;</p>
Competencies	C.14, C.17, C.18 C.19, D.21, D.24, E.26, E.27, E.28, E.29, F.35, F.36, G.49, G.50, G.52, G.55, H.64,H.65
Competition Rules	<ol style="list-style-type: none"> 1) The competitor must declare his/her intent to enter this event by registering on the competition registration form by Tuesday, January 24, 2023 2) Each team member will demonstrate one skill area: Barber Styling, Hair Styling, Individual Eyelash Application, Nail Design, or Makeup Application skills 3) Each team member must submit their recording and all branding items by March 10, 2023 4) Each of the rubrics below will explain details to attain perfect score. <p>Branding: 110 points</p> <ol style="list-style-type: none"> 1. Student must create a company name and logo. (20 pts) 2. Student must bring a typed itemized price list for the services they offered to their client on the day of the recording. Print your price list and drop off at central office on or before March 10, 2023. (20 pts) <ol style="list-style-type: none"> a) Price list must be typed and printed on 8 ½ X 11 sheet of paper (color& design optional). Must include your company name and business logo. 3. Students must create a business card or business flyer drop off at central office on or before March 10, 2023 (20 pts) 4. Students must create a Instagram Business Page (50 pts total) <ol style="list-style-type: none"> a) Must display business name (10 pts) b) Must display company logo (10 pts) c) Must display pictures of work (10 pts) d) Must display price list (10 pts) e) Must display company bio (10 pts) <p>Styling: 130 points</p> <p>The student(s) will be judged based on the following criteria: Ability to complete the desired style from start to finish in 60 minutes.</p> <ol style="list-style-type: none"> 1. Student must display the "before view" of client, 2. Student must present a photo on the video and print off the intended style and drop off at central office on or before March 10, 2023 3. Student must properly identify all tools and products used to create the style before beginning 4. Student must provide the judges with a step by step procedure list 4. Student must record the entire styling process 5. Student must display the "after view" 6. Student produced the final results within 60 mins and did not go over the time 6. Final Style will be judged by cosmetology professionals on the final product <p>Customer Service/ Chairside Manners: 112 points</p> <ol style="list-style-type: none"> 1. Student greets customer 2. Student actively listens to customer 3. Student effectively speaks to customer 4. Student explains procedure and Provides the judges with a typed copy of the procedures before beginning 5. Student thanks customer

LaZett's Cosmetology – Branding

Participant Name: _____

Program: _____

Judge Name: _____

Judging Criteria	Points	Score & Comments
Company Name and Logo: <ul style="list-style-type: none"> • Student must create a company name (10 pts) • Student must design a company logo (10 pts) 	20 Pts	
Social Media: Each Students must create a Instagram Business Page <ul style="list-style-type: none"> a) Must display business name (10 pts) b) Must display company logo (10 pts) c) Must display pictures of work (10 pts) d) Must display price list (10 pts) e) Must display company bio (10 pts) 	50 Pts	
Price List: <ul style="list-style-type: none"> • Student turned in an itemized price list for the services they offered to their client on the day of the recording. Print your price list and drop off at central office on or before March 10, 2023. (10 pts) • Price list must be typed and printed on 8 ½ X 11 sheet of paper (Color & design optional). Must include your company name and business logo. (10 pts) 	20 Pts	
Flyer or Business Card: <ul style="list-style-type: none"> • Students must create a business card or business flyer and drop off at central office on or before March 10, 2023 (20 pts) 	20 Pts	
Total Score:	110 Pts Total	

LaZett's Cosmetology: Customer Service/Chairside Manner

(This will be displayed through competitor's video)

Participant Name: _____

Program: _____

Judge Name: _____

PERFECT SCORE	4 POINTS	10 POINTS	15 POINTS	16 POINTS
<p>Greeting Customer 16 pts</p> <ul style="list-style-type: none"> Greeted customer with a warm and friendly demeanor. Very positive body language and eye-contact. Energetic and enthusiastic. Immediately sought to provide the customer with desired service. 	<p style="text-align: center;">4 POINTS</p> <p>Did not greet the customer. Negative body language and no eye contact. Did not seek to provide the customer with desired service.</p>	<p style="text-align: center;">8 POINTS</p> <p>Greeted customer. Body language was lacking confidence. Eye contact was made but not held adequately. Slow to provide the customer with desired service.</p>	<p style="text-align: center;">12 POINTS</p> <p>Greeted the customer in a friendly way. Good body language and eye-contact. Quickly sought to provide the customer with desired service.</p>	<p style="text-align: center;">16 POINTS</p> <p>Greeted customer with a warm and friendly demeanor. Very positive body language and eye-contact. Energetic and enthusiastic. Immediately sought to provide the customer with desired service.</p>
<p>Active Listening 16 pts</p> <ul style="list-style-type: none"> Made eye contact with the customer. Always faced and lent towards them when they were speaking. Gave reassuring gestures; nodding, "yes", "I see", "OK". Asked clarifying questions without interrupting. Showed undivided attention to customer. 	<p style="text-align: center;">4 POINTS</p> <p>Did not face the customer or make eye-contact. Seemed bored and disinterested in what the customer was saying.</p>	<p style="text-align: center;">8 POINTS</p> <p>Faced the customer and made some eye contact. Seemed distracted and not paying complete attention to the customer. Interrupted the customer. Failed to ask clarifying questions.</p>	<p style="text-align: center;">12 POINTS</p> <p>Faced the customer and showed interest in what they were saying. Asked clarifying questions without interrupting.</p>	<p style="text-align: center;">16 POINTS</p> <p>Made eye contact with the customer. Always faced and lent towards them when they were speaking. Gave reassuring gestures; nodding, "yes", "I see", "OK". Asked clarifying questions without interrupting. Showed undivided attention to customer.</p>
<p>Effective Speaking 16 pts</p> <ul style="list-style-type: none"> Consistently used warm, pleasant tone and smiles to add to an already welcoming demeanor. Consistently uses appropriate etiquette and positive word choices. Consistently uses a variety of empathetic responses accurately. Checks-in on customer throughout the interaction 	<p style="text-align: center;">4 POINTS</p> <p>Sounds, bored, cold, may match angry tone of customer. Consistently uses inappropriate etiquette or uses negative word choice. Ignores customer's feelings.</p>	<p style="text-align: center;">8 POINTS</p> <p>Uses indifferent, neutral tone--not friendly welcoming, or warm. Occasionally uses appropriate etiquette and positive word choices Simply restates customer's words-- moves to action too quickly</p>	<p style="text-align: center;">12 POINTS</p> <p>Frequently uses warm, pleasant tone. Frequently uses appropriate etiquette and positive word choices. Frequently uses empathetic responses accurately.</p>	<p style="text-align: center;">16 POINTS</p> <p>Consistently used warm, pleasant tone and smiles to add to an already welcoming demeanor. Consistently uses appropriate etiquette and positive word choices. Consistently uses a variety of empathetic responses accurately, and checks-in on customer throughout the interaction</p>

<p>Explaining Procedure 16 pts</p> <ul style="list-style-type: none"> • Provide the judges with a typed copy of the procedures before you begin. • 5 or less steps that explains the procedures and confirms that the customer understand. • Explains throughout what each step of the process is. 	<p>4 POINTS</p> <p>Does not explain the procedure to the customer. Did not provide judges with written procedure and policy</p>	<p>8 POINTS</p> <p>Explains the procedure in part but does not explain fully what the process is that is being followed.</p>	<p>12 POINTS</p> <p>Explains the procedure to the customer and confirms that they understand</p>	<p>16 POINTS</p> <p>Provide the judges with a typed copy of the procedures before you begin. 5 or less steps that explains the procedure and confirms that the customer understand. Explains throughout what each step of the process is.</p>
<p>Thank the Customer 16 pts</p> <ul style="list-style-type: none"> • Thanked the customer for choosing their business to provide service with a warm and friendly demeanor. • Be Energetic, enthusiastic, polite, and attentive • Very positive body language and eye-contact. • Provide excellent chairside manner 	<p>4 POINTS</p> <p>Does not thank the customer. Demeanor was not polite or attentive. No chairside manner.</p>	<p>8 POINTS</p> <p>Thank the customer. Body language was lacking confidence. Eye contact was made but not held adequately. Slow to thank the customer. Very little chairside manner.</p>	<p>12 POINTS</p> <p>Thanked the customer in a friendly way. Good body language and eye-contact. Good chairside manner.</p>	<p>16 POINTS</p> <p>Thanked the customer for choosing their business to provide service with a warm and friendly demeanor. Very positive body language and eye-contact. Excellent chairside manner</p>

Total Points: 112

LaZett's Cosmetology Rubric – Styling

Participant Name: _____ Program: _____ Judge: _____

	15 pts	12 pts	3 pts
Student must display the “before view” of client	Student displayed the “before view” in detail Hair: front, back and sides Nails: top, under, sides Lashes: top, bottom, side angle Makeup: front, top, bottom, sides	Student displayed the “before view” but did not show all requested views Hair: front, back only Nails: top only Lashes: top only Makeup: front only	Student did not display the “before view”
Student must present a photo of the intended style	Student includes a clear photo if the intended style in the video.	Student includes a photo if the intended style in the video, but it was not clear	Student did not present a photo of the intended style
Student must properly identify all tools and products used to create the style before beginning	Student properly identified all tools and products used to create the style before beginning	Student identified only the tools or only the products used to create the style before beginning	Student did not properly identify tools and products
Student must provide the judges with a step by step procedure list	Student provided the judges with a complete step by step procedure list and followed the procedure during the video	Student provided the judges with a complete step by step procedure list but did not followed the steps during the video	Student did not provided the judges with a procedure list
Student must display the “after view”	Student displayed the “after view” in detail Hair: front, back and sides Nails: top, under, sides Lashes: top, bottom, side angle Makeup: front, back, sides	Student displayed the “after view” but did not show all requested views Hair: front, back only Nails: top only Lashes: top only Makeup: front only	Student did not display the “after view”
Student produced the final results within the allotted 60 minutes	Student produced the final results within the allotted 60 minutes.	Student produced the final results but went over the allotted 60 minutes. (1 – 5 minutes over)	Student did not produce the final results within the allotted time, but went over the allotted 60 minutes. (more than 5 minutes over)
Final style	Student completely produced the intended style and it looks exactly like the intended photo	Student finished styling but it does not looks exactly like the intended photo	Student did not finish the final style
Total Points	105 pts		