



## APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2020.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

### PROGRAM INFORMATION

**County:** County of Henrico

**Program Title:** Cosmetology Advisory Council Leads Way to Mentorship Program

**Program Category:** Customer Service

### CONTACT INFORMATION

**Name:** Victoria Davis

**Title:** Public Relations Specialist

**Department:** Public Relations

**Telephone:** 804-501-4933      **Website:** www.henrico.us

**Email:** dav127@henrico.us

### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

**Name:** Brandon Hinton

**Title:** Deputy County Manager for Administration

**Signature:** 

## **Program Overview**

The ACE Center at Highland Springs High School in Henrico County, Va. hosted a cosmetology mentor/mentee program, which assists cosmetology students in building moral character and professional ethics, while developing their business and cosmetology skills in the salon. This program was developed by our ACE Center instructors, working closely with advisory board members to create a sustainable program designed to support the “whole student.”

Students who complete the mentorship program are generally more well-rounded citizens and are comfortable in a salon setting. Their salon mentors often hire mentees who successfully complete the mentorship.

## **Problem/Challenge/Situation Faced by Locality**

Throughout years of teaching, we saw the need for more support from our community for our program and students. Students needed more guidance from professional stylists about how to work in a salon. This includes customer service skills and a good work ethic. They also needed character mentors to reinforce good character and ethical behavior. Instructors felt confident in teaching students the technical skills, but this did not necessarily make them successful employees. The students needed moral guidance as much as they need practical skills.

Students at the ACE Center at Highland Springs are primarily from eastern Henrico County, which struggles to find resources to support our students. Some of our students are from low-income and single-parent homes. They are often helping to support their families and trying to juggle school and work. This is why it is essential that they learn a skill that will enable them to have a profession that pays well and allows them to support themselves. However, skills are only part of the solution. Instructors focus on instilling good technical practices and methods in their students.

However, it involves more than just technical ability. Our mentors are a fresh voice to these students, and the one-on-one nature of the relationship makes it more effective. The students realize their mentors genuinely care about them and are invested in their success. It is a mutually beneficial relationship since salon professionals often need to hire stylists. Thus, in a way, these women are providing themselves with proficient workers for the future.

### **How Program Fulfilled Awards Criteria**

This program is an innovative (and replicable) program for developing cosmetology students into successful stylists and salon owners. The program fosters positive relationships with salon mentors who have guided them toward ethical and successful careers in cosmetology.

### **How Program Was Carried Out**

Julie Childress and Cynthia Williams started the mentoring program in 2017, when they recognized their students' lack of knowledge regarding ethics, morals, and salon business experience. They decided the students were in need of career and character mentors to further educate them and help them advance in their career paths with the ethical standards pertinent to their industries. As this program has developed over the years, we have grown to the point of having a one-to-one mentor-to-mentee ratio.

We have two sets of mentors: professional mentors and character mentors. Professional mentors are licensed stylists, salon owners and former students who have done well in the cosmetology industry. These are stylists known through contacts in the industry to be interested in supporting our students and working with them individually. Some of the mentors are recommend from our advisory council. The professional mentors have to be in the cosmetology field for at least five

years and represent themselves and their salons in a professional manner. All undergo a background check through Henrico County Public Schools' volunteer form and screening system. Character mentors are a new feature of the program this year. They are recommended by advisory committee members, and are mostly professional women affiliated with Mt. Gilead Full Gospel International Church. They have different backgrounds and expertise to share with students. They include cosmetologists and former students. The character mentors offer life lessons and professional tips. The mentors held a group workshop with the students on topics such as setting goals, finances, and branding themselves in the cosmetology industry.

During our mentorship meetings, students have the opportunity to learn from their mentors on character-building and cosmetology skills. Activities include shadowing at salons, internships, hands-on experiences, and projects. For the 2019-20 school year, curriculum topics for the meetings include:

**Expectations**

- Mentors and mentees will talk (not text) each Monday.
- Mentors and mentees will meet at least every other week, a set day of mentees' choice.
- Mentees should call mentors on Monday.
- Mentors follow up on Tuesday if they do not hear from their mentees.

**Professional attire for mentees:**

- Lab coat, black pants, closed-toed, low-heeled black shoes.

**Communication:**

- Professional attitude at all times.
- Answer phones professionally.
- Greet clients professionally at the salon.

- Make appointment-reminder phone calls.
- Handling conflicts professionally.

**Basic Skills:**

- Shampoo and drape properly.
- Blow-dry styling.
- Roller set — 20 minutes.
- Thermal curling and straightening.
- Color services.
- Relaxers.

**Work Ethic:**

- Time management.
- Being on time – always.
- Dependability.
- Motivation and drive — beyond the comfort zone.
- Retailing.
- Branding.
- Continuing education.

**Financing and Staffing**

Our cosmetology department holds open-house fundraisers to provide refreshments and necessary items for mentor/mentee meetings. The mentors assist in the fundraisers to guide students in all services provided during the fundraisers. The mentors provide the majority of the items for activities during meetings with their mentees.

The costs of the meetings are related to activities such as creating vision boards, journals, daily planners, posters, and art supplies, as well as refreshments and luncheons. The advisory council members absorb most of these costs. The school provides food for the working lunch sessions, but otherwise, there is no cost involved for the school. We sometimes purchase lunch or snacks for a meeting and use the funds from our cosmetology class account. The character mentors also provide food for the students at their meetings.

### **Program Results**

As a result of this mentorship program, students are more aware of career-related ethics. They are better prepared to be successful in a salon environment. Students who have completed this program have become successful stylists, salon owners, and college graduates. Many of the mentors come back to serve on this council year after year, because of the opportunity to find suitable candidates for salon positions. This has been mutually beneficial.

### **Brief Summary**

The ACE Center at Highland Springs High School in Henrico County, Va. hosted a cosmetology mentor/mentee program, which assists cosmetology students in building moral character and professional ethics, while developing their business and cosmetology skills in the salon. This program was developed by our ACE Center instructors, working closely with advisory board members to create a sustainable program designed to support the “whole student.”

Students who complete the mentorship program are generally more well-rounded citizens and are comfortable in a salon setting. Their salon mentors often hire mentees who successfully complete the mentorship.

# Cosmetology Advisory Council Leads Way to Mentorship Program

## Supplemental Material

Sample Video from a Mentorship Activity:



Cosmetology  
Movie.MOV



