

Aveda South Admissions

Assignment No:

BA No:

Store No:

Evaluation Date: (MM/DD/YYYY)

Evaluation Start Time: (HH:MM AM/PM)

: AM PM

BLACKOUT DATES: DO NOT SHOP ON THURS MAY 5 & FRI MAY 6, 2016

(More dates will be added throughout the year.)

GENERAL ASSIGNMENT INFORMATION:

To successfully complete this evaluation, it is necessary to read the **GUIDELINES / TRAINING MATERIALS** carefully. Each section of the questionnaire has specific instructions on how to approach and complete this evaluation properly.

A printable version of the questionnaire, scenario library, schedule documents, and other relevant information needed to complete the assignment can be found in the **BA GALLERY** in your **CYBER BRIEFCASE** under **GUIDELINES / TRAINING MATERIALS**.

COMPUTER REQUIREMENTS:

Our website works best with **Google Chrome**.

Use a desktop or laptop to submit your results. Using an iPad, Tablet or Phone can produce unpredictable outcomes and/or result in lost data.

PURPOSE:

The purpose of this engagement is to provide you with a one-on-one career planning session and to determine if the Aveda Institutes and the field of Cosmetology is a right fit.

SUCCESSFULLY COMPLETING THE EVALUATION:

When you accept the evaluation, you must call for the appointment within a day or so, using the SEC recording system, see instructions below. Once the appointment is made, email feedback@serviceevaluation.com if the date is outside of the "when to shop" dates listed on the assignment.

Complete the evaluation anytime convenient for you and the Admissions staff and during the "When to Shop" dates listed.

Many times, "When to Shop" dates are flexible. Contact feedback@serviceevaluation.com to ask if a date change is available. Date changes are not guaranteed.

Refer to the **SEC Standard Requirement Document** located in your **CYBER BRIEFCASE** for general evaluation instructions.

A SUCCESSFULLY COMPLETED EVALUATION INCLUDES THE FOLLOWING:

~Making a pre-visit **recorded phone call** to schedule an appointment with the Aveda Admissions Office to meet with an Admissions Representative. The phone call must be made before 1pm but you can schedule the appointment for any day or time.

Think about how to fictitiously answer these questions before the call:

- What are you currently doing?
- What is your current schedule like?
- What are your days off?
- If are ready to make a change?
- What job you did before?
- What were some of your frustrations in your previous job?
- If you want a career and to not settle for just a job?
- Ask about your educational background? Ask how far went with your education?
- The number one reason you want a career?
- Where you see yourself in three to five years?
- How you feel an education will help you achieve your goals?
- How long have you been thinking about getting into this field?
- What is the main reason you want to be in this industry?
- After completing our program, where would you like to work?
- They asked about your goals?
- Where you see yourself in a few years?

~THE CALL MUST BE MADE AS SOON AS THE SHOP IS ACCEPTED

~ When you schedule your appointment, **if it is outside of the shop dates** you must email feedback@serviceevaluation.com; or contact SEC through the Contact Project Manager link on the Evaluation Details Page of your evaluation to request an extension.

~ All **CALLS ARE REQUIRED** to be recorded for validation purposes. This includes all unsuccessful attempts as well as successful ones.

~There is no assigned specific Admissions Representative to evaluate.

~Employees at Aveda are known as Admissions Representatives.

SCENARIOS:

You must role-play one of the following scenarios:

~ Stay-at-home Mom, college age student looking for this particular career, or someone that just wants a career change,

You must say you have a car and an open schedule to accomodate theirs.

You may also say you or they have a husband/wife or family to support. You may say you are a student. You may use your current conditions to be believable if you wish; and, use your real name and information.

~ You must **DECLINE financial aid and DECLINE to pay** stating you need time to think about it.

SUBMISSION INSTRUCTIONS

After completing your assignment, go to **ASSIGNMENTS IN PROGRESS** to submit your results online.

Upload all required collateral (business card, digital photos, flyers, receipts, etc.) directly to the online questionnaire for verification purposes.

If you arrive at the salon and there has been any type of mix-up in regards to the date and time of your appointment and the salon cannot fit you in, contact SEC prior to re-scheduling. Be sure to note this circumstance when you turn in your final report.

Appointment Phone Call

- You will be required to make a RECORDED call to the Aveda Admissions office to schedule an appointment to meet with an Admissions Representative from the Aveda Institute.
- The phone call must be made before 1pm but you can schedule the appointment for any day or time.

Follow the instructions:

- **Dial 1-877-358-6950**
- At the next prompt, on your keypad enter your BA number.
- Next, you will be prompted for your evaluation number. Enter the evaluation number omitting the 'AD0000' and enter just the last 6 digits.
- Next, you will be prompted to dial the Aveda Salon's phone number area code first - DO NOT dial "1" before the area code.
- The call will begin recording and you will be connected.
- The recording will end once you have hung up your phone.
- DO NOT disclose that the call is being recorded.
- The phone number you are calling from and the phone number you are dialing to will be recorded in our QA Validation database as well as the recorded call.

Representative's Name:

Time of Phone Call. Please use HH:MM format.

List the time of the recorded call that has the scheduling of the appointment information.

Date of Phone Call. Please use mm/dd/yyyy format.

List the date of the recorded call that has the scheduling of the appointment information.

1. Were you able to speak to an Admissions Representative when you made your initial phone call?

Yes No

2. How long was it before you were contacted?

1 Day
 2 Days
 3 Days
 Was not contacted after 3 days, had to make another attempt

3. Did the Admissions Representative ask questions or obtain information during the conversation about your work history?

Please keep in mind these questions can be PARAPHRASED.



Yes

Please check all that apply.



What are you currently doing?



What is your current schedule like?



What are your days off?



Are you ready to make a change?



What job did you do before?



What were some of your frustrations in your previous job?



If you want a career and to not settle for just a job?



Ask about your educational background? Ask how far you went with your education?



The number one reason you want a career?



Where do you see yourself in three to five years?



How do you feel an education will help you achieve your goals?



How long have you been thinking about getting into this field?



What is the main reason you want to be in this industry?



After completing our program, where would you like to work?



Were they asked about your goals?



Where do you see yourself in a few years?



No

Why not? What was not asked?



What are you currently doing?



What is your current schedule like?



What are your days off?



Are you ready to make a change?



What job did you do before?



What were some of your frustrations in your previous job?



If you want a career and to not settle for just a job?



Ask about your educational background? Ask how far you went with your

	<p>education?</p> <p><input type="checkbox"/> The number one reason you want a career?</p> <p><input type="checkbox"/> Where you see yourself in three to five years?</p> <p><input type="checkbox"/> How you feel an education will help you achieve your goals?</p> <p><input type="checkbox"/> How long have you been thinking about getting into this field?</p> <p><input type="checkbox"/> What is the main reason you want to be in this industry?</p> <p><input type="checkbox"/> After completing our program, where would you like to work?</p> <p><input type="checkbox"/> They asked about your goals?</p> <p><input type="checkbox"/> Where you see yourself in a few years?</p>
<p>4. Did the Admissions Representative ask you if there was anyone else you may know that would benefit from a career planning session? In other words, did they ask for a referral?</p>	<p><input type="radio"/> Yes <input type="radio"/> No</p>
<p>5. At the end of the conversation, did the Admissions Representative offer to book you a tour that day? <i>Brand Agent must check off yes or no, N/A is for internal use only.</i></p>	<p><input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A</p>
<p>6. Was the Admissions Representative friendly and conversational?</p>	<p><input type="radio"/> Yes Please check all that apply.</p> <p><input type="checkbox"/> Engaging</p> <p><input type="checkbox"/> Friendly</p> <p><input type="checkbox"/> Sincere</p> <p><input type="checkbox"/> Informative/Fluent</p> <p><input type="radio"/> No Please check all that apply.</p> <p><input type="checkbox"/> Robotic</p> <p><input type="checkbox"/> Rude/Abrupt</p> <p><input type="checkbox"/> Insincere</p> <p><input type="checkbox"/> Uninformed</p>
<p>1F. Please list the phone number you called FROM to reach the Aveda Salon for your first call recording. From: ###-###-####</p>	<input type="text"/>
<p>1T. Please list the phone number you called TO, in order to reach the Aveda Salon for your first call recording. To: ###-###-####</p>	<input type="text"/>

1D. Please list the date and time of the call. Date: (mm/dd/yyyy) Time: (hh:mm AM/PM)	<input type="text"/>
2F. Please list the phone number you called FROM to reach the Aveda Salon for your second call recording. From: ###-###-####	<input type="text"/>
2T. Please list the phone number you called TO, in order to reach the Aveda Salon for your second call recording. To: ###-###-####	<input type="text"/>
2D. Please list the date and time of the call. Date: (mm/dd/yyyy) Time: (hh:mm AM/PM)	<input type="text"/>
3F. Please list the phone number you called FROM to reach the Aveda Salon for your third call recording. From: ###-###-####	<input type="text"/>
3T. Please list the phone number you called TO, in order to reach the Aveda Salon for your third call recording. To: ###-###-####	<input type="text"/>
3D. Please list the date and time of the call. Date: (mm/dd/yyyy) Time: (hh:mm AM/PM)	<input type="text"/>

Reception

Please provide the name and description of the Advisor who greeted you and assisted. Appropriate description format is: Race, gender, approximate age, hair color, and height. Description can include other distinctive characteristics, such as tattoos, earrings, glasses, facial hair. Non-Offensive terms only, please.

N/A

Advisor Name:

Advisor Description:

7. Were you greeted with "Welcome to Aveda"?

Yes

No

What occurred?

Advisor did not say, "Welcome to Aveda"

Never greeted, had to approach the register

N/A

8. Was the Advisor neatly groomed and wearing a nametag?

Yes No

Why?

Chewing gum

Clothing not pressed (wrinkled)

No make-up

	<input type="checkbox"/> Hair messy <input type="checkbox"/> Nails were not well groomed <input type="checkbox"/> Not wearing a nametag <input type="checkbox"/> Not wearing all black attire
9. Did the Aveda Advisor offer you a cup of Aveda Tea or water?	<input type="radio"/> Yes What were you offered? <input type="checkbox"/> Aveda Comforting Tea <input type="checkbox"/> Water <input type="radio"/> No
10. Did the Aveda Advisor provide you with an Admissions General Interest Form to fill out and provide you with an explanation?	<input type="radio"/> Yes <input type="radio"/> No, I was not provided with an Admissions General Interest Form to fill out <input type="radio"/> No, I was not provided an explanation
11. While waiting, were you offered an Aveda Ritual or Moment of Wellness from an Aveda Advisor or Aveda student?	<input type="radio"/> Yes What were you offered? <input type="checkbox"/> Stress relieving hand ritual <input type="checkbox"/> Stress relieving neck and shoulder massage <input type="checkbox"/> Other <input type="text"/> <input type="radio"/> No

Greeting/Admissions Representative	
<input type="checkbox"/> N/A	
Admissions Representative Name: <input type="text"/>	
Admissions Representative Description: <input type="text"/>	
12. Did the Admissions Representative provide you with a warm welcome and introduction?	<input type="radio"/> Yes <input type="radio"/> No Why? <input type="checkbox"/> Disinterested <input type="checkbox"/> Rude/Abrupt <input type="checkbox"/> Mechanical/lacked enthusiasm <input type="checkbox"/> Unpleasant demeanor

13. Was the Admissions Representative neatly groomed and wearing a nametag?

- No
- Why?**
- Chewing gum
- Clothing not pressed (wrinkled)
- No make-up
- Hair messy
- Nails were not well groomed
- Not wearing a nametag
- Not wearing all black attire
- Yes

- Yes
- Where?**
- The Career Planning session occurred in the retail store.
- The Career Planning session occurred on the salon floor with guests present.
- Other
- No

15. During the Career Planning Session did the Admissions Representative ask you a series of questions to find out more about you?

- Yes
- What was asked?**
- Work history
- Education
- Commitment & Interest
- Obstacles to Enrolling
- Family/friend Support System
- Future Goals
- Where you see yourself in two years
- No

16. At the end of the career planning session, did the Admissions Representative summarize what they learned about you?

- Yes No

17. During the Career Planning Session and after the Admissions Representative summarized what they learned about you, were you provided a tour of the Institute?

- Yes No
- Why not?**
- No tour was offered.
- The tour was offered before

	the interview.
<p>18. If you were taken on a tour, please describe the tour:</p>	<input type="checkbox"/> Too Short <input type="checkbox"/> Too Long <input type="checkbox"/> Engaging <input type="checkbox"/> Non-Engaging <input type="checkbox"/> Fun <input type="checkbox"/> Boring <input type="checkbox"/> Informative <input type="checkbox"/> Lacked Information <input type="checkbox"/> N/A
<p>19. Either during the career planning session or Institute tour were you provided with the following information? <i>Please check all that apply:</i></p>	<input type="checkbox"/> Why Aveda is different <input type="checkbox"/> Benefits of an education <input type="checkbox"/> Career services <input type="checkbox"/> Employers who hire graduates <input type="checkbox"/> Types of positions available in the industry <input type="checkbox"/> Class schedules <input type="checkbox"/> Industry benefits
<p>20. Following the tour and additional questioning, did the Admissions Representative ask you about your financial plan to help you pay for school?</p>	<input type="radio"/> Yes <input type="radio"/> No
<p>21. Did the Admissions Representative make any promises or guarantees about future income after graduating the program?</p>	<input type="radio"/> Yes <input type="radio"/> No
<p>22. Did the Admissions Representative make any guarantees on job placement after graduating the program?</p>	<input type="radio"/> Yes <input type="radio"/> No
<p>23. Did the Admissions Representative make any guarantees or discuss any of the following in detail:</p>	<input type="checkbox"/> Pell Grants <input type="checkbox"/> Stafford Loans <input type="checkbox"/> Parent Plus Loans <input type="checkbox"/> Any other Federal Funding <input type="checkbox"/> No Guarantees were made
<p>24. Following the financial portion were you introduced to the Financial Aid Representative? <i>Brand Agent must check off yes or no, N/A is for internal use only.</i></p>	<input type="radio"/> Yes <input type="radio"/> No Why not? <input type="checkbox"/> Not in office

	<input type="checkbox"/> Not offered <input type="checkbox"/> Other <input type="text"/> <input type="radio"/> N/A
<p>25. After the financial briefing (tuition, questions asked about finances), were you asked by the Admissions Representative the following questions: "Based on everything we have discussed today, is this the school for you?"</p>	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A
<p>26. After completing the entire process with the Admissions Representative, did you feel well informed enough and inspired to want to enroll as a student at the Aveda Institute?</p>	<input type="radio"/> Yes <input type="radio"/> No
<p>27. Were you offered a meeting with a Financial Aid Representative within: <i>This tour contains a meet and greet with the Financial Aid Representative only; therefore, Brand Agent must check off yes or no. N/A is for internal use only.</i></p>	<input type="radio"/> 48 hours of your appt <input type="radio"/> 72 hours of your appt. <input type="radio"/> More than 72 hours of your appt. <input type="radio"/> N/A
<p>28. Were you provided with an informational folder including a student catalogue? <i>Click onto the plus sign below. Please include a business card and another item received from the Admissions Representative.</i></p> <p><i>SEC will not be able to verify your report until we have received this collateral.</i></p> <p><i>The preferred format for your collateral is jpg; however, we can accept other formats. If you are able to format your collateral as jpg please use this format.</i></p> <p><input type="checkbox"/> The media content.</p> <p>Click on browse button to locate your collateral and business card and then click on upload button: <i>Click on browse button to locate your collateral and business card and then click on upload button:</i></p> <div style="display: flex; flex-direction: column; gap: 5px;"> <div style="border: 1px solid gray; padding: 2px 10px; width: 60px; text-align: center;">Upload</div> <div style="border: 1px solid gray; padding: 2px 10px; width: 60px; text-align: center;">Upload</div> <div style="border: 1px solid gray; padding: 2px 10px; width: 60px; text-align: center;">Upload</div> <div style="border: 1px solid gray; padding: 2px 10px; width: 60px; text-align: center;">Upload</div> </div>	<input type="radio"/> Yes <input type="radio"/> No Why? <input type="checkbox"/> I was not provided with an informational folder. <input type="checkbox"/> The folder did not include a student catalogue.
<p>29. To close the tour and interview, did the Admissions Representative provide you with an appropriate closing, as well as escort you to exit?</p>	<input type="radio"/> Yes <input type="radio"/> No What did not occur? <input type="checkbox"/> Admissions representative did not provide an appropriate closing. <input type="checkbox"/> Admissions representative did not escort me to the exit.

30. Was a career action plan completed?

Specifically the goal setting check list and the steps to achieve your goals.

Yes No

31. Did the Admissions Representative ask you if there was anyone else you may know that would benefit from a career planning session? In other words, did they ask for a referral?

Yes No N/A

Overall Perception

On a scale of 1 to 10 (10 is above expectations), please rate the following observations.

N/A

32. Ease of making an appointment?

1 2 3 4 5 6 7 8 9 10

33. Efficiency of making an appointment?

1 2 3 4 5 6 7 8 9 10

34. Attentiveness of Admissions Representative?

1 2 3 4 5 6 7 8 9 10

35. Knowledge of the Admissions Representative?

1 2 3 4 5 6 7 8 9 10

36. Appearance of Admissions Representative?

1 2 3 4 5 6 7 8 9 10

37. Atmosphere - aesthetically pleasing?

1 2 3 4 5 6 7 8 9 10

Provide DETAILED Comments.

Please DO NOT use any names in your narrative. Refer as Admissions Representative.



QA Rating (SEC USE ONLY!)

1. Did the Brand Agent follow the scenario?

- Brand Agent followed all aspects of the scenario without deviation or coaching from staff.
- Brand Agent followed all aspects of the scenario without deviation but required assistance from staff.
- Brand Agent made a few mistakes with the scenario, first time with this assignment.
- Brand Agent made a few mistakes with the scenario, this is not the first time.
- N/A**

2. Did the Brand Agent write in complete sentences, use proper grammar and provide sufficient/concise commentary?

- Brand Agent wrote in complete sentences, used proper grammar and provided sufficient/concise commentary.
- Brand Agent had minimal grammatical and commentary issues.
- Brand Agent did not provide sufficient/concise commentary, was able to obtain from the BA easily, if necessary.
- Brand Agent did not provide sufficient/concise commentary, had to ask for clarity/additional commentary repeatedly.
- N/A**

3. Did the Brand Agent meet the deadline for the assignment?

- Brand Agent filled out report within 24 hours of shop date/time.
- Brand Agent filled out report within the "When to Shop" dates but not within 24 hours of the shop date/time.
- Brand Agent asked for an extension in order to enter their report.
- Brand Agent allowed the report to go into rejection.
- N/A**

4. Did the Brand Agent follow the Guidelines and Instructions (other than scenario, collateral, comments)?

- Brand Agent followed all aspects of the Guidelines and Instructions without deviation or coaching from staff.
- Brand Agent followed all aspects of the Guidelines and Instructions without deviation but required assistance from staff.

	<input type="radio"/> Brand Agent made a few mistakes with the Guidelines and Instructions, first time with this assignment. <input type="radio"/> Brand Agent made a few mistakes with the Guidelines and Instructions, this is not the first time. <input type="radio"/> N/A
<p>5. Did the Brand Agent upload all required collateral properly?</p>	<input type="radio"/> Brand Agent uploaded all required collateral properly. <input type="radio"/> Brand Agent faxed the proper collateral within the proper timeframes to SEC. <input type="radio"/> Brand Agent did not provide all required collateral or did not provide properly, was able to obtain easily, if necessary. <input type="radio"/> Brand Agent did not provide required collateral, had to request it repeatedly. <input type="radio"/> N/A

Provide DETAILED Comments.

Please DO NOT use any names in your narrative. Refer as Admissions Representative.