

ASCP Skin Care Schools Council Unveiled

Associated Skin Care Professionals (ASCP) sponsored a summit in May with a group of leading skin care school owners to weigh in on issues facing the skin care profession and to test owners' receptivity to a formal organization that would address the needs of industry schools. The event was held in Denver and attended by 20 representatives from 18 schools. The group shared stories, concerns, successes, and challenges associated with running a school in today's challenging economy.

The group voted to form the ASCP Skin Care Schools Council, with the following mission statement.

We seek to elevate the skin care industry by strengthening its education sector and developing a respected, robust voice for the viewpoints of skin care educators. Wherever possible, we desire to advance those aims collaboratively with other industry professionals.

Initial discussions focused on how skin care schools can operate with more effectiveness, greater success, and a unified voice in advancing their cause and the

profession. While the subject of forming a completely new organization was discussed, the group voted to find an existing organization with which to raise the skin care education flag a little higher. Several members of the new council volunteered to approach these organizations to pursue the skin care education agenda. ASCP provided organizational and administrative assistance to keep the council moving forward in the subsequent months and to coordinate communication. The efforts paid off.

The American Association of Cosmetology Schools' (AACS) board of directors voted unanimously in July to support the initiative and to undertake action items that will enhance the visibility and effectiveness of skin care in the context of the larger organization. Greater representation for esthetics educators will be provided by AACS in the following ways.

- Representation on AACS committees for accreditation, the annual convention, the Cosmetology Educators of America (CEA) subgroup, government

relations (for federal issues like Title IV funding), membership, and state (board and legislative) relations. Volunteers are needed. From the skin care educator delegates to these committees, the council may elect to form a separate committee that represents skin care and includes an ASCP representative.

- Expansion of the July CEA Convention to include a track for skin care educators.
- Development of a Listserv for skin care to facilitate communication between schools.

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Two Initiatives Debut ASCP: Your Partner in Education

Associated Skin Care Professionals (ASCP) was founded in January 2007 by the folks at Associated Bodywork & Massage Professionals (ABMP), now in its 21st successful year of serving massage therapy educators, massage therapists, and spa professionals in their careers. With that track record and industry knowledge, the time was right to give estheticians who had become members under the ABMP banner the opportunity to be recognized with an association devoted just to their needs.

As an additional service to the profession, ASCP now introduces *Face to Face: ASCP News for Schools*, a quarterly newsletter dedicated to skin care school owners and their needs. In this inaugural issue, you'll read about another exciting ASCP initiative launched this year—the formation of the Skin Care Schools Council and a partnership between the council and the American Association of Cosmetology Schools. Just as the time was right to form ASCP more than two years ago, the time is here to better recognize and support the needs of educators, and ultimately, the students and graduates who represent the future of the profession. We welcome your feedback at 800-789-0411 or getconnected@ascpskincare.com. ©

Free Curriculum: Understanding Liability and Risk Reduction

As a successful business person, you are already aware that any business activity carries with it some element of risk. What better way to help prepare your students to be successful than teaching them about this reality of the working world?

Despite our hopes and ambitions for the students who are entrusting us with their education, the law of averages is bound to catch up with some of your future professionals. Mishaps will take place. Minimizing them and knowing how to handle them is an important skill for anyone who, in a sense, is representing your school once they enter the workforce.

To help address this important topic, Associated Skin Care Professionals (ASCP) has created a no-cost Liability and Risk Reduction: Course Curriculum for Estheticians for your use as an educator. This unit is chock-full of information every aspiring skin care professional should have, in the form of a lesson plan, a supporting PowerPoint slideshow, student handouts, and a quiz. The curriculum is free and ready to use; download the lesson plan, handouts, and the slideshow at



www.ascpskincare.com to use the materials in your classroom. The materials are available under Resources for Skin Care Educators on the home page.

While students are learning from you, it's a good idea to make sure students are covered on an individual basis; to this end, some schools incorporate ASCP Student Membership—available for \$59—into the cost of tuition. When students graduate and upgrade their ASCP membership, this \$59 is applied to the Skin Care Professional level of membership, effectively making Student Membership free for those students who go on to practice after graduating.

Along with liability insurance for all school-sanctioned activities, student members receive a subscription to *Skin Deep*, our bimonthly member magazine, and *Fine Lines*, the quarterly student newsletter, as well as access to the marketing materials and resources in the Members section of our website, all for a modest investment they get back when they upgrade. This helps set your students on the right road to smart careers and makes them more attractive to potential employers and clients.

ASCP is happy to provide your school with membership brochures for each of your students. ©



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FREE curriculum

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ASCP News for the School Community

face to face



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the convention. Tasks include identifying subject matter and presenters for a skin care educational track, identifying and contacting potential exhibitors, and coordinating a discussion forum for council attendees. AACS has a proven track record in strengthening school infrastructures, admissions departments, and instructor training. It collects and shares "best practices" from its membership. The government relations committee has a track record in advocacy and legislation, including with state boards. ☺

convention is November 13-17 in Phoenix. Skin care schools are strongly encouraged to join AACS, volunteer their time on committees, and attend the convention. There are plans for a skin care school hospitality event and a discussion forum specific to skin care. The committee volunteer commitment would include attending at least one AACS committee meeting (some are held at the annual convention), participating in conference calls, and sharing creative ideas and practical skills. Volunteers are always welcome, especially in advance of

• Representation in the AACS quarterly membership magazine, *Beauty Link*. The council will recommend authors and content providers. • Representation on the AACS board of directors when a position becomes available. As a welcoming gesture, AACS is extending a 40 percent discount to schools on annual membership dues for Title IV schools (\$510) and non-Title IV schools (\$330). Each includes a complimentary convention admission worth \$400. The AACS annual

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American Association of Cosmetology Schools Annual Convention & Expo
November 13-17
Phoenix Convention Center
Phoenix, AZ
800-831-1086
www.beautyschools.org
Free admission to ASCP Skin Care Schools Council members.