

Graduate Placement

7 tips to carry your school's message into the workplace

Successful graduates are a school's best testimony to how well you have educated the next wave of skin care professionals. If one student has a positive training experience and goes on to a thriving career, you can be sure others will hear how it all started with your school. You are already aware you have a vested interest in helping your graduates find jobs. Following are some ideas that may help.

1. Local Research. Tracking hiring trends in your area is not only helpful to your students but a crucial part of your school's success. Approach organizations that may hire interns and/or graduates, such as spas, salons, and hotels. Ask them to fill out a short questionnaire and ask about the possibility of a partnership. Keep questions short and use a multiple-choice format to encourage positive responses. Consider

offering gift certificates at your student clinic if a reply is received by a certain date.

2. Job Board. When local or regional businesses call you with job openings, have a central posting place so students will know where to look for new opportunities.

3. Career Fair. Invite businesses to your campus or to an off-site facility, in the case of space constraints. To ensure success, it's important to make it attractive for potential employers as well as students. In your invitation to businesses, stress that your job fair is an opportunity to tap into new talent looking to start careers.

4. Guest Speakers. Community business people—including spa, salon, and hotel managers—can speak on trends in their



How to Research Your Local Market

It pays to ask questions of potential employers for your graduates.

Do you employ skin care professionals? If yes, how many? If no, would you be interested in developing these positions in your company?

Would you be interested in developing an ongoing partnership with our school's internship program?

Would you be interested in participating in our job board, where we match positions with interns or recent graduates?

story continued on back >



Digital Debut

Associated Skin Care Professionals (ASCP) is pleased to introduce the first digital edition of *ASCP Skin Deep* magazine, making its debut with the January/February 2010 issue. This digital replica is a complement to the print version of the magazine that should have arrived in your mailbox in December.

In this issue, you'll find articles on acne, hyperpigmentation, marketing to women over 50, and ethnic skin care as an exciting new market for estheticians. The trade show calendar and a feature on how nutrition affects the skin also are included.

For these articles and more, visit www.ascpskinicare.com. You may also notice the fresh, new look we've given *ASCP Skin Deep* in both formats. We hope you'll enjoy the inaugural issue of our digital edition and more of the useful information you've come to expect from *ASCP Skin Deep*. ©

January Virtual Meeting Help raise the profile of skin care education

In the last issue of *Face to Face*, Associated Skin Care Professionals (ASCP) introduced the new ASCP Skin Care Schools Council and urged you to get involved. You are invited to learn more at a virtual meeting this month, devoted to updating skin care school owners and educators like you. We'll be emailing details to you soon, but mark your calendars now for the afternoon of Wednesday, January 27. Many key decisions about how the council will operate will be made.

The council voted in July to develop a joint effort with the American Association of Cosmetology Schools (AACS) and met a second time, including new participants, at the AACS annual conference in November. The main session was attended by about 35 skin care school owners and educators, and that presence, combined with skin care exhibitors on the trade show floor, brought new prominence to skin care education within AACS, just as intended.



Esthetic School for the Teacher

The National Coalition of Estheticians, Manufacturers/Distributors & Associations (NCEA) is holding its National Esthetic Teacher Training (NETT) Conference May 15–17 at the Hampton Inn Tropicana Conference Center in Las Vegas, Nevada.

Class options include effective learning habits and the learning spectrum, first aid and emergency response, NCEA certification preparation, lasers and light therapy, and spa and medical skin care.

For more information, visit www.ncea.tv. ©

The mission of the council is:
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.

By joining this effort, you can expand your ability to network, share ideas, gain a voice in state and federal legislation, and work

with others dedicated to elevating the skin care profession.

ASCP also has developed a webinar you can view at your convenience to familiarize yourself with the benefits of participation. Visit www.ascpskinicare.com and click on "Resources for Skin Care Educators," then "ASCP Skin Care Schools Council."

To stay up to date and find out how to get involved, attend the virtual meeting. It's free and will take just an hour, including time for questions and answers. Please make sure we have your correct email address and keep an eye on your in box for details. Send inquiries and new email addresses to getconnected@ascpskinicare.com. ©



Issue #1, 2010

virtual meeting

digital debut

graduate placement

inside:

ASCP News for the School Community

face to face



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areas of expertise, perhaps on panel discussions, giving students insight into the business world and building relationships between your students and potential employers. These special events can be held in the evenings or on weekends when most students can attend.

5. Employer Networking: Offer potential employers a free clinic visit to give them a taste of what your students have to offer. Provide a day of free treatments to a company's

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Outreach Opportunities for Your School and Students

- The following are ideas on events, activities, and segments of the community that can raise the visibility of your school and students. Remind students to wear your school identification on hats, pins, and T-shirts.
- Association events
 - Care for caregivers
 - Career days at high schools, colleges, and universities
 - Community organizations
 - Corporate gift certificates for Employee Appreciation Day, etc.
 - Educators
 - Fitness, health, and sporting events
 - Fundraisers, including silent auctions, raffles, and walks
 - High school proms
 - Newspaper, radio station, and television staff
 - Retirees and nursing home staff and patients
 - Student-generated ideas

7. Community Outreach. Get the word out through community activities. As a school, you may want to make this part of your curriculum. For example, you could require students to contribute to five community events as part of their business coursework. Include this information on their transcripts so students can use it to promote themselves later. Some schools donate proceeds from their student clinics to charity. ©

6. Student Preparation. Make sure students are prepared to present and market themselves for employment. Job-search materials like sample resumes and cover letters (free to members of Associated Skin Care Professionals) need to be in place. You will be rewarded with referrals and a strong reputation.