

Three Generations in the Classroom

Today's skin care classes contain students from three generations. Do you know their different characteristics and learning styles?

Baby Boomers (born 1943–1960)

Members of this generation enjoy working in teams. They like to complete one task before moving to the next one, and prefer plenty of time to practice new skills before being formally evaluated. They are sensitive to criticism and resent excessive feedback. They like structure, but resist educational games such as role-playing.

Generation X (born 1961–1980)

These students tend to be independent. They are adaptable and tolerant of alternative attitudes. Generation X is

technologically adept, but not overly tied to being connected. This group likes to work on several goals at one time. They need regular feedback and positive reinforcement. They resist rigidly structured tasks, and prefer to be given a suggested method with the freedom to do at least some of it their own way.

Generation Y, or Millennials (born 1981–2000)

Millennials were accustomed to protective parenting and may have difficulty when they are not the center



of attention. Being part of a group is very important to them. They depend on feeling connected through technology. They need multiple stimuli and regular feedback, and respond well to information delivered in small chunks. They work effectively in structured groups with well-defined roles, goals, and outcomes. ©

Make Time for Feedback

Constructive feedback is essential to learning a hands-on skill like skin care. Teach students how to give, receive, and ask for appropriate feedback when they practice techniques.

Feedback should be given as soon as you notice a behavior that needs modification or improvement. Be specific—vague, general feedback is not helpful. Saying “That was great” is as useless as saying “That was terrible.”

Be considerate, but explain exactly what was good or bad. It is also important for students who are acting as clients to focus on giving feedback; don't allow them to zone out while they receive a treatment. If you are concerned that some students will not be able to give feedback in a considerate, constructive manner, make the process private instead. Have the class write down their feedback and turn it in to you, and you can then discuss the results privately with each student.

Set individual goals before hands-on training. Ask students to identify one thing they want to improve during each session, and have them seek feedback from classmates and instructors to focus on that goal. ©



Marketing on a Budget: Free/Affordable Photography

When it's time to update your school's brochures, website, advertising, and other marketing materials, where do you look for high quality stock images that you can legally use for free or for just a few dollars? Here are some good sources to consider.

ASCP Photo Library: Associated Skin Care Professionals (ASCP) has five pages of spa and esthetician images, with more to be added in 2012. Log in as a member at www.ascpskincare.com and look under “Marketing.” Images are free for ASCP member use.

iStockphoto.com: This huge stock photography website has photos and illustrations for almost every topic you can imagine, starting at around \$1.

Federal government: You might be surprised at how many free photographs the government has available online. Visit www.usa.gov/Topics/Graphics.shtml for links to many specialized photo libraries, including health and medical images. Visit www.census.gov/multimedia for excellent photo libraries of people and general lifestyle images.

State and city tourism offices: Tourism offices, visitor bureaus, and chambers of commerce provide information and photography aimed at promoting the region and its businesses. Outstanding professional photography is often available for free use by local businesses.

It's a great way to incorporate beautiful photos of local scenery and nearby attractions into your school's marketing. Do a Google search for the name of your town or state plus “tourism” and the relevant official website should be easy to find. If there isn't a photo gallery on the site giving permission to download images for your own use, contact the visitor bureau's PR department to ask if any are available. ©



Photo from ASCP photo library.



Don't miss these sessions at the AACCS Convention

The American Association of Cosmetology Schools (AACCS) annual convention will be held from November 4–8 at the Hyatt Regency and Phoenix Convention Center in Phoenix, Arizona. This year's theme is "Navigating the New Beauty Landscape: Looking to the Future."

On Friday, November 4, Associated Skin Care Professionals will host a free dinner and discussion at the convention, open to representatives of any school that has a skin care program. This will be a great chance to join other school owners, directors, and managers to discuss issues

that affect you, and share ideas on how to improve skin care education. If you are attending the convention and would like to join us at the dinner, please RSVP to Jesse Cormier at 800-789-0411 ext. 616 or jcormier@ascpskincare.com.

On Saturday, November 5, don't miss the panel session "Skin care job growth is projected at 38 percent—is your school ready?" moderated by Annette Hanson from 10:30 a.m.–noon. Panelists are school owners who have successfully added a skin care program at their cosmetology school. If you are thinking of doing the same, or want ideas to strengthen your existing skin care program, this session will provide a lot of useful information.

Another recommended session on Saturday is "Gainful employment: Is your skin care student ready for the job market?" moderated by Natalie Parkin from 4:45–6:15 p.m. Panelists are spa owners and directors, who will share what they look for in a job candidate. Make sure your graduates have the skill sets that today's employers want.

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face to face

ASCP News for the School Community

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