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 field. 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.ascpskincare.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@ascpskincare.com.

### Graduate Placement

**7 tips to carry your school’s message into the workplace**

**Digital Debut**

Associated Skin Care Professionals (ASCP) is pleased to introduce the first digital edition of ASCP Skinfo 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 are also included.

For these articles and more, visit www.ascpskincare.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.

**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 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.

**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.

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

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**Graduate Placement**

7 tips to carry your school’s message into the workplace
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.

1. Association events
2. Care for caregivers
3. Career days at high schools, colleges, and universities
4. Community organizations
5. Corporate gift certificates for Employee Appreciation Day, etc.
6. Educators
7. Hospital, long-term care, skilled nursing facilities, assisted living centers
8. High school students
9. International trade shows
10. Job fairs and other career events
11. Local celebrations and holidays
12. Local media
13. Local newspapers and radio stations
14. Local television stations
15. Local business associations
16. Local government agencies
17. Local hospitals
18. Local schools
19. Local trade associations
20. Local tourism bureaus
21. National and international trade shows
22. National media
23. National newspapers and radio stations
24. National television stations
25. Newsletters and other publications
26. Other schools
27. Professional organizations
28. Retirees and nursing home staff and patients
29. Student-generated ideas
30. Student-generated ideas

Provide a day of free treatments to a company. Earn $50 per your interactions. Have $50 per your interactions. For example, a company can host an open house event or a free clinic day. Include this information on their website.

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.

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 classwork. 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.