

Career Services 2.0

Enhance Your Website to Increase Job Placement

The foundation of a successful career services program is building relationships with employers so they hire your graduates first. After that relationship-building phase comes the nitty-gritty work of collecting job postings, communicating the openings to your alumni, and giving your grads the tools they need to become successful practitioners. This is where technology really makes a difference in how well your career services program functions and, ultimately, your placement rate. Here are some creative ways to enhance your website and improve your job placement success.

Make it Easy

When it comes to job placement, your career services website is command central. It should be an easy-to-navigate, multipage site full of resources for employers, students, and graduates. Consider gating your job listings so only your graduates can access them by logging in. (Side note: include a place for alumni to easily send you information regarding a change of address; if they have to figure out how to get in touch with you themselves, it might not happen.) A successful career services website is

much more than just a list of job openings. You may need to enhance your software to take advantage of some of these opportunities, but it's worth it.

Engage Employers

Before employers can get excited about hiring your graduates, they need to know *why* they should hire your graduates. Provide a page with information on your program, your syllabus, and the unique skills and techniques your alumni learn in your program. Include a link for employers to post their openings so they can do it all online without having to call. A relationship-building tip: contact the employers after they make the post to thank them, see if they have any additional questions, offer a complimentary session in the student clinic, etc. →



Ignite It!

Add some spark to your next faculty and staff meeting with fast-paced Ignite presentations. Speakers present 20 slides that auto-advance every 15 seconds. They allow you and your faculty to get creative and have fun while conveying information to the group. We had a blast with them at this year's ABMP School Issues Forum. Learn more at www.igniteshow.com and embrace their slogan, "enlighten us, but make it quick." Watch the ABMP School Issues Forum Ignite presentations at www.abmp.com/forum.



Create a Virtual Career Fair

Getting employers into your space to conduct verbal and hands-on interviews with your students and grads is ideal, but not every employer will want to, or be able to, make the trip. The solution? Create a virtual career fair. Have employers post their job openings and offer alumni the opportunity to post their resumes to your website in reply to these specific job postings. The employer can review the resumes online and contact the candidates they're interested in. Why does this work? Employers can go to one place to look through resumes of alumni that are interested in that particular opportunity, rather than receiving scattered resumes here and there through email and mail. This creates greater opportunities for employers to choose one or more of your grads to interview.

Host a Resume Bank

In addition to allowing grads to post their resume in response to specific job openings during a virtual job fair, host a general online resume bank for your graduates that any employer can access at any time. Organize it for employers by allowing them to search according to specialty, location, years of experience, etc., to streamline the number of resumes they're reading.

Get the Word Out

Let grads know when new opportunities are added to the online job postings. Incorporate software that allows you to send text messages to alumni who opt in for that service. Take advantage of social media tools like Twitter and Facebook to give followers a quick update regarding any new postings, and include a link to your job listing website.

Resources, Resources, Resources

Create an online library of resources to help your students and grads through the different phases of the job search. To start, include videos, podcasts, and print documents covering the top tips for each of these vital aspects of a job search: resumes, cover letters, and interviews. Even though you may have covered these topics in a career development course, alumni need one place to go to access resources when they're ready to sit down to create their own materials and prepare for an interview. If you aren't able to create your own "Top Tips" videos, include links to outside resources. There's a wealth of high quality videos and articles out there. Take the time to locate those that are the best fit for your students and grads. ABMP members have access to sample resumes and cover letters at www.abmp.com.

Offer Helpful Links

Even though your site might contain one of the most comprehensive job listings around, there are a lot of other sites your grads can use to find great opportunities and resources. Include a list of helpful links to popular job search websites and employer websites in your area.

Share Alumni Insights

Don't forget to tap into one of your most valuable resources—your alumni. Current students and new grads would benefit from hearing about what it's like to work out there in the "real world." Who better to tell them about what it's really like to work in a spa or chiropractor's office than people who are out there doing it? In addition to having alumni come in and talk to your students during a career class, have a section of your career services website contain links to video or short written pieces from alumni that share information and advice about their career paths, what they learned along the way, what the day-to-day of working in specific setting is really like, and so on. Alumni have a wealth of information to share, and students and new grads will relate to these stories and gain valuable insights as they create their own paths.

Enlist Virtual Mentors

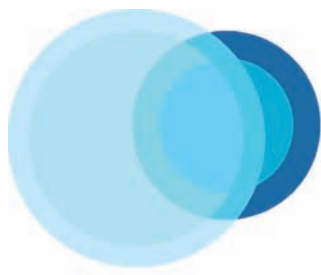
Recruit successful alumni to become "virtual" email mentors. Post a contact list of alumni who work in different fields or have their own practice and give students and new grads the opportunity to email them directly with questions about what it's like to work in that environment.

Don't Forget Private Practice Owners

We often forget that graduates who are opening their own private practice need just as much (or more) career services support as the job-seekers. Dedicating a page of your website to resources and links for them—from chamber of commerce to marketing resources—will support them as they create and build their practice. ABMP has a wealth of resources to help members start, market, and grow a private practice; feel free to link to our website so they can take advantage of them.

Investing a little time in bulking up your online resources will pay off with an increase in both the success of your graduates and your job placement rate. ☒





ELAP

entry-level analysis project

Give Feedback on the Blueprint for Entry-Level Massage Education

The Entry-Level Analysis Project (ELAP) is a cooperative venture of the Alliance for Massage Therapy Education, American Massage Therapy Association, Associated Bodywork & Massage Professionals, Commission on Massage Therapy Accreditation, Federation of State Massage Therapy Boards, Massage Therapy Foundation, and National Certification Board for Therapeutic Massage & Bodywork. The goal of the ELAP project is to provide research-informed recommendations on essential elements of entry-level education.

The ELAP workgroup has completed its research and invites all in the profession to provide feedback on its first draft blueprint of what potentially might be included in entry-level massage education.

The ELAP work group has reviewed more than 14 different massage therapy surveys, projects, and documents from a wide variety of organizations, as well as state regulatory boards. This process has led to ideas for how entry-level massage therapy education might change and evolve, as well as the development of an initial draft of an entry-level curriculum map. The final map will define the essential elements of an entry-level curriculum necessary for safe and competent practice in a massage career.

The ELAP group requests the input of everyone in the massage therapy profession to narrow down this first draft compendium of possible curriculum content and help define the core knowledge/

skills essential to successfully practice massage. All are invited to go online, learn more about the project, the workgroup, view the short videos that describe this project, and share their feedback on the topics of their choice at www.elapmassage.org.

This process begins now and extends through August 19, 2013.

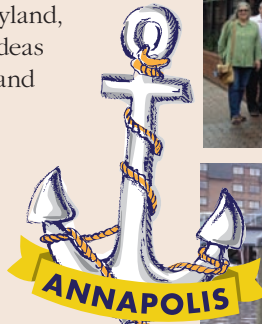
Your feedback will inform the workgroup members as they revise the blueprint to better reflect the profession's perspectives. The final project report will be published as a resource for our profession.

The group reminds everyone that its recommendations do not change any current massage therapy regulations. However, it is intended that the final product will be considered and utilized by the Federation of State Massage Therapy Boards to develop its model practice act. ☺

ABMP School Issues Forum

Thank you to the more than 100 school owners, administrators, instructors, exhibitors, sponsors, and massage profession experts who made the 17th Annual ABMP School Issues Forum in Annapolis, Maryland, this past April so special and fun! As always, ideas and inspiration flowed in the meeting rooms, and laughter abounded on breaks and during the inaugural city-wide scavenger hunt. Review the agenda, session resources, and Ignite presentations at www.abmp.com/forum.

We look forward to sharing the experience with you again next year! ☺



Save the Date!

April 24-26, 2014, in Boulder, Colorado



PO Box 1869
evergreen, colorado 80437

PRSRT STD
U.S. POSTAGE
PAID
EVERGREEN, CO
PERMIT NO. 181

ABMP's School Membership Program

Are you aware of all the benefits that are available to you as a massage and bodywork program? Become an ABMP School Member and unlock your access to a wealth of support materials and resources.

Membership benefits include:

- Discount on your 2014 ABMP School Issues Forum registration
 - Complimentary advertising of CE courses in the online calendar that reaches more than 80,000 ABMP members
 - Free access to on-demand webinars on topics for administrators, instructors, and professionals
 - Student Success Curriculum Teaching Kits on 12 topics, including study skills and time management to increase student retention
 - Study forms, digital flash cards, and other resources to enhance student success
 - Website with unlimited pages at no additional charge
 - Newsletter and brochure generators to create customized resources for prospective students and student clinic clients
 - Resources for your admissions and placement teams
 - Subscription to *Massage & Bodywork* magazine
 - Discounts on products and services: on-line scheduling program, cell phones, etc.
- Contact ABMP School Liaison Kathy Laskey for more information: 800-458-2267, ext. 649, or kathy@abmp.com. Information is also available in the "Educators" section at www.abmp.com.

Your school deserves the most comprehensive resources available to massage and bodywork schools.

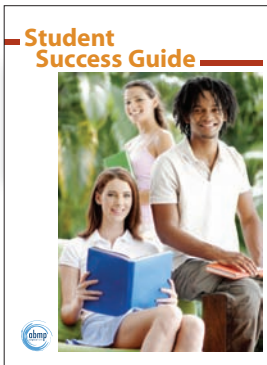
Become an ABMP School Member

ABMP works for you



Student Membership

Through student membership, ABMP partners with your students to increase their opportunities for success in your classroom and beyond. Give your students the tools they need by introducing them to the benefits of being an ABMP student member! Here's what they get with their ABMP student membership:



Student Success Guide

This valuable resource gives students tools to build 12 different skill sets including note-taking, memorization, and time management.

Message Year Planner

Students are able to organize and plan their academic and personal lives with this handy planner.

Knead to Know Newsletter

Quarterly newsletter for students with tips and insights on succeeding in their program.



Online Study Resources

Tools include digital flashcards, study forms, graphic organizers, and dozens more resources to help students learn, recall, and use information.

BizFit Resources

Help your students get a head start on their career with their own free website, email account, business cards, client forms, customizable newsletters and brochures, and more!



Massage & Bodywork Magazine

Connects students to the massage profession and introduces them to new ideas, techniques, and career options.

ABMP's Liability Insurance

Our comprehensive occurrence-form coverage is the best value in the profession and provides the highest aggregate coverages available.

Discounts

Valuable discounts on a variety of goods and services, including wireless plans, business resources, and more!

Bonus: Student members receive a significant discount on their first year as a professional member and schools may receive a referral credit for student members who become professional members.



Contact your ABMP School Liaison at 800-458-2267, ext. 649, or email us at education@abmp.com to learn more about introducing your students to this amazing membership opportunity.



instructors on the front lines

Workshop Series



NEW TOPIC #5: "Building Communication Skills in Massage Students"

Associated Bodywork & Massage Professionals (ABMP) is excited to introduce a new topic in our live Instructors on the Front Lines (IFL) workshop series!

Communication skills affect every aspect of a therapist's ability to initiate, manage, and maintain a healthy therapeutic relationship with clients, yet many massage students struggle with the basic interpersonal communication required to work effectively with peers and instructors.

"Building Communication Skills in Massage Students" gives instructors the tools they need to effectively address this important area.

In this free, 5-CE hour workshop, learn how to teach students:

- Core concepts in communication.
- Communication goal setting.
- How to recognize habits that block communication.
- How to eliminate communication blockers from interactions with others.
- How to communicate actively with friends, family, peers, and instructors.
- How to transfer these key skills into a massage practice to communicate effectively with clients.

Upcoming Workshops

Register at http://www.abmp.com/instructors_on_the_front_lines/

JULY 26, 2013:
Denver, CO

AUGUST 9, 2013:
Kansas City, MO

AUGUST 16, 2013:
Columbus, OH (at the Ohio Council of Massage Therapy Schools)

AUGUST 23, 2013:
Boston, MA

SEPTEMBER 13, 2013:
San Diego, CA (at the American Massage Conference)

SEPTEMBER 20, 2013:
Virginia Beach, VA

OCTOBER 11, 2013:
Indianapolis, IN

OCTOBER 25, 2013:
Sacramento, CA

NOVEMBER 8, 2013:
Baltimore, MD

DECEMBER 6, 2013:
Las Vegas, NV

COMING SOON!
2014 Dates and Locations