



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



Become an **ABMP** School Member



ABMP works for you

Working with you to increase

Become an ABMP School Member.

ABMP has spent 16 years supporting the largest network of massage and bodywork schools in the country. What's included in an ABMP School membership? A wealth of resources designed to increase instructor effectiveness, student performance, and your school's success. Join ABMP and benefit from the unsurpassed service of our dedicated eight-member education team. **expect**more.

Start applying these resources today!



"The value of our membership has been immeasurable. Our retention rates are up and so are our test scores. We believe this is due to the fact that our staff is trained to use ABMP resources. ABMP is integral to the success of our school and our students."

Heather, ATI Career Training Center, Texas

your school's success.

Student Retention Support

Student success teaching modules

Massage schools are recognizing that some students lack the basic skills they need to reach their academic and professional goals. To graduate, these students need help identifying their learning styles and gaining goal setting, time management, test taking, and study skills. ABMP School members have access to teaching kits and online student resources that bring 12 of these topics alive in the classroom.

ABMP membership for students

Student retention is essential for school success. ABMP provides student members with tools for increasing active learning habits, accountability, communication skills, and professionalism. With support like this, students are more likely to complete their education. Talk to an ABMP school liaison to learn more about how ABMP Student memberships help build persistence and resilience in your students.

ABMP Student members receive:

- *Student Success Guide*
- *Massage Year Planner*
- Online study tools
- *Massage & Bodywork* magazine
- *Knead to Know* student newsletter
- Resources to build a student business portfolio
- Liability insurance
- *Different Strokes* member newsletter

Classroom & Instructor Support

Webinars for instructors

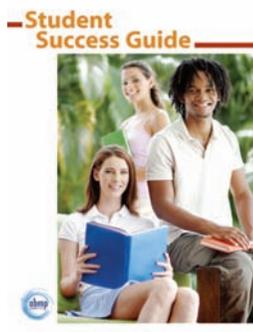
Archived webinars, developed specially for instructors, can augment in-service training sessions or faculty meetings. Topics provide teachers with practical information and methods they can use immediately to improve students' classroom experiences. Some examples include "Technology in the Classroom with Susan Salvo and Whitney Lowe," "Tips for Teaching Pathology with Ruth Werner," and "Teaching Palpation Effectively with Dr. Joseph Muscolino." Utilize the **Instructor 101** series to support new teachers as they build a strong foundation in education principles.

Online student success resources for the classroom

A variety of downloadable forms and handouts are available for classroom use, including time management tools, graphic organizers to assist studying, reading and note-taking forms, activities to build emotional intelligence, and more.

Website builder

Having a web presence is an important part of any massage endeavor. Many schools use the website included with their School membership for business classes, as a site dedicated to instructors, or for their student clinic.



Business tools

Member schools can utilize the abundant ABMP professional resources to enhance the way they teach business topics. For example, an instructor can integrate an archived business webinar into a lesson when discussing marketing or career development.

Flash cards for anatomy & physiology / kinesiology

These online flash cards are fun, effective tools for classroom reviews or use in study groups.



Digital edition of *Massage & Bodywork* magazine

This dynamic digital magazine—which includes video presentations with prominent massage educators—can enrich student awareness of the diversity of the massage profession.

Discount on membership for instructors

Instructors receive a discounted rate on ABMP Practitioner, Professional, or Certified membership—which includes liability insurance to protect them in the classroom. Talk to an ABMP school liaison to learn more.

Admissions Support Prospective student education

Your Massage & Bodywork Career is an informative guide—discounted for ABMP School members—that educates prospective students about the benefits of massage, the variety of careers and modalities within the profession, and the uniqueness of a massage education environment.

Webinars for your admissions team

Admissions representatives can view archived webinars that discuss effective admissions practices and offer new ideas for attracting and enrolling students.

Newsletter & brochure generator

Through ABMP.com, you can create customized newsletters and brochures to keep prospective students excited about attending your program and pursuing a career in massage.



Career Services Support

ABMP BizFit Practice Management Series

Prepare soon-to-be graduates for their careers with webinars and tool kits on business topics that include “Building a Successful Practice” and “Massage Marketing 101.”

Sample resumes & cover letters

Creating a resume and writing cover letters during a job search can feel daunting to students who are about to graduate. ABMP has created a variety of sample resumes and cover letters specific to working in locations like chiropractic offices or spas.

Business plan outline

ABMP business planning resources help students develop a business plan that outlines the concrete steps they will take to ensure their own success.

Campus Support

ABMP School Issues Forum

The ABMP School Issues Forum is an annual event designed specifically for massage school owners, administrators, and instructors that provides an opportunity to network, educate, learn, inspire, and talk shop with peers about current massage issues. ABMP School members receive a significant discount on registration fees for this gathering of educators and industry experts.

Webinars for school leaders

Archived webinars on topics related to school management, operations, and leadership provide new insights and fresh ideas for campus leaders. Topics include “The Latest in Reducing Attrition: Research and Resources,” “Key Issues in Massage School Accreditation,” and “Best Practices for Great Leadership in Massage Schools Panel Discussion.”

Online Continuing Education Calendar

Continuing education programs often provide schools with an additional income stream and keep graduates coming back to campus for advanced training. ABMP School members are able to advertise their CE courses on an online calendar that reaches more than 80,000 ABMP members.

Online Support at ABMP.com

ABMP School members have access to a wealth of additional online educational resources, including support with designing curricula and lesson plans, teaching key massage topics and building students’ emotional intelligence, accreditation and strategic planning, plus valuable survey results and more.

“Information on the ABMP website is so accessible. I’ve been able to participate in webinars, download presentations, and attend forums to expand my knowledge of students and the massage therapy profession.”

Tracy, Stautzenberger College, Ohio

Associated Bodywork & Massage Professionals (ABMP) has served the massage and bodywork profession since 1987. Our motto—**expect**more—is our pledge to you.

We appreciate and share your commitment to the continued development of the massage therapy profession. We believe that successful schools are a critical part of developing a healthy profession.

ABMP is proud to have a long history providing services and benefits to schools. Whether through resources and complimentary regional workshops for instructors, helping schools market to prospective students, offering liability insurance, or hosting our annual School Issues Forum, ABMP is committed to providing valuable resources to massage and bodywork schools.

the ABMP education team





“ABMP’s resources, manuals, and classroom management strategies have been invaluable to our faculty.”

Susan, The Rolf Institute, Colorado

Membership Options for Schools

ABMP School Membership

Annual rate \$250

Comprehensive School Membership

Includes school liability insurance..... \$1,000

The Comprehensive Membership Program includes

- Liability insurance for the school;
- Eligibility to purchase school business personal property insurance;
- Comprehensive risk management resources for the school, including an annual report about the risk environment for schools, a risk management webinar, and an institutional self-audit.

Business Personal Property Insurance

Provides coverage for equipment, supplies and content used in their business.

\$10,000 coverage \$225

\$25,000 coverage \$425

For additional information regarding the insurance resources available to schools, contact the ABMP Education Department at 800-458-2267, or email education@abmp.com

*We look forward to
partnering with you.*



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