

Retaining Gen Y Students and Instructors 6 Key Retention Factors

By Kristin Coverly, ABMP Education Facilitator

Just like Generation X is different from the baby boomer generation, Generation Y (born between 1981–2000) has its own unique set of characteristics and factors that motivate and inspire them.

As the percentage of Gen Y students (also known as Millennials) and instructors increases, it's important for school owners and directors to understand how to give these students and employees what they need to thrive and commit to the program.

Let's look at six key factors that apply to both groups:

01 Training Students

Preparing students to succeed in your program before the first day of class is integral to them staying in your program.

- **Orientation**—Offer a comprehensive orientation covering academic and personal skills and transitions (ABMP school and instructor members have access to orientation resources on www.abmp.com).
- **Study Skills**—Teach note taking, memorization, and time-management skills.
- **Academic Advisors**—Check in with students to review how they're doing academically and personally at regularly scheduled intervals.
- **Mentor Program**—Create a student-to-student mentor program
- **Tutoring**—Offer tutoring from upper classmen or graduates.

Instructors

Increase instructors' ability and confidence by providing solid training on how to teach, not just what to teach before they step into the classroom.

- **Teacher Training**—Offer resources on *how* to specifically teach massage topics (for example, the Teaching Massage: Fundamental Principles in Adult Education for Massage Program Instructors textbook from ABMP and Lippincott Williams & Wilkins).
- **Training Program**—Require classroom observation of several seasoned

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We've created one for you: the "I Helped Somebody" video! Find it at: www.abmp.com/IHelpedSomebody.



Share It ...

- On your website and social media outlets.
- With prospective students at a program information night and in admissions meetings.
- With current students to remind them of the ways they'll be able to help others with this incredible work.
- With alumni so they may post it on their website and social media accounts.



instructors that teach different aspects of the curriculum before they teach on their own.

- **Instructor Mentors**—Pair a new instructor with a seasoned faculty member to provide support and advice.
- **Faculty Training**—Provide regular all-faculty training to cover classroom management, lesson planning, etc.

02 Personal Value

Students

Gen Y students are motivated to complete the program, even when it's tough, if they are reminded of what's in it for them. Regularly tell students what they'll be able to do with their skills and knowledge after graduation, and don't just focus on the career benefits, but on their personal growth as well.

- **Alumni Success Stories**—Share stories of other Gen Y graduates.
- **Internship/Community Outreach**—Provide opportunities for them to experience giving message to different populations in different settings.
- **Career Counseling**—Begin career counseling early in the program to get them excited about what their options are after graduation so they can envision their future.

Instructors

Teachers are able to stay inspired through the challenging aspects of teaching and spending hours doing prep work and grading papers when they remember the bigger picture.

- **Students**—Remind them often of the difference they make in their students' lives and careers and share alumni success stories.
- **Faculty**—Be sure they know they are a valued part of the faculty team even if they only teach a few hours each week.

03 Community

Students

Social relationships are very important to Gen Y students. Create opportunities for them to bond with other students from day one. Attrition rates increase when students feel isolated.

- **Orientation**—Dedicate time during orientation for team-building and socialization.
- **Classroom**—Incorporate small group activities in the classroom.
- **Faculty**—Give students opportunities to interact one-on-one with faculty and staff.

Instructors

Working with peers toward common goals develops a sense of community and belonging, which are vital to instructor retention.

- **Instructor Mentors**—Pair a new instructor with a seasoned faculty member to give support and guidance or create groups that support each other in lesson planning, etc.
- **Team Meetings**—Encourage regular departmental team meetings.
- **Faculty Meetings**—Hold all-faculty meetings at least quarterly to create a sense of community and allow collaboration.

04 Feedback

Students

Teach students how to give and receive constructive feedback as its own skill set. Students need and want feedback to feel supported and recognized as an individual, but they're not used



ELAP Update

The Entry-Level Analysis Project (ELAP) is a research project initiated by the Coalition of National Massage Therapy Organizations. The primary objectives of this project are to define the knowledge and skill components of entry-level education and recommend the minimum number of hours schools should teach to prepare graduates for safe and competent practice in the massage profession. The final report and blueprint will be published soon!

Visit the ELAP website, www.elapmassage.org, to learn more about this innovative project. ☺

to receiving constructive feedback focused on things they need to work on and will respond more positively when it's structured.

- **Instructor Feedback**—Create structure around feedback with rubrics that students receive in advance so they know what is expected of them.
- **Peer Feedback**—Encourage detailed peer feedback on a regular basis.
- **Clinic Feedback**—Create a rubric for clinic client feedback that gives specific descriptions of the quality of hands-on work and levels of professionalism that a client must select.

Instructors

New instructors respond to feedback that helps them develop their teaching skills and improve their experience in the classroom. Offer regular and specific feedback to build instructor confidence and teaching skills.

- **Classroom Visitation**—Observe instructors frequently and give immediate feedback.
- **Peer Groups**—Create groups of instructors from different generations with different levels of teaching experience to offer cross-generational collaboration and support.
- **Student Feedback**—Review student evaluations with each instructor to identify applicable feedback and discuss potential change.

6 Key Retention Factors



05 Recognition

Students

This group is used to regular recognition and reward, often just for showing up. Create opportunities to reward academic achievements throughout the program, not just at graduation. Lack of recognition may cause them to leave the school when the going gets tough instead of trying harder.

Instructors

Gen Y instructors value being recognized for high-quality work, whether it's individual acknowledgement or group recognition. Don't assume they're aware of what they're doing well, or that they don't need and want praise for a job well done to feel job satisfaction.

06 Technology

Students

These students grew up with access to the latest technology and expect that same access in their massage program. Offer opportunities to communicate digitally with faculty and staff, download books and resources, and turn in assignments electronically.

Instructors

Providing instructors access to technology in the classroom—projectors, Internet access, laptops, and SMART boards—allows them to teach to their best ability to a group of students who respond to technology. This reflects positively on your program and its willingness to support instructors.

School owners that are aware of what motivates students and instructors in this age group will reduce attrition in both groups by increasing individual success and creating loyalty to their program. ☺

Additional ABMP Resources

Handout: "Guidelines for Giving and Receiving Feedback in Massage Therapy Classrooms" – instructor resources section of www.abmp.com. <http://www.abmp.com/members/instructors/resources.php>

Webinar: "Teaching the Generations," IFL 2010, Topic 2 in the Instructors on the Front Lines Workshops resources section on www.abmp.com. http://www.abmp.com/instructors_on_the_front_lines/IFL_2010.php

ABMP's School Membership Program



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



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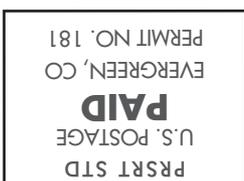
Are you aware of all the benefits that are available to you as a massage and bodywork program? Become an ABMP School Member and unlock your access to a wealth of support materials and resources.

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 Teacher Guides 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 Laskye for more information: 800-458-2267, ext. 649, or kathy@abmp.com. Information is also available in the "Educators" section at www.abmp.com.

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School Issues Forum 2014

Celebrating 18 years of Fellowship and Education



April 24–26, 2014

The St. Julien Hotel and Spa in Boulder, Colorado

ABMP is thrilled to invite you to the 18th annual
ABMP School Issues Forum in Boulder, Colorado!

Nestled against the breathtaking Flatirons mountains, Boulder is a unique blend of a relaxed, outdoor lifestyle and distinctive culture. Visitors can hike or bike on the hundreds of miles of trails, stroll along the historic Pearl Street Mall, or enjoy an amazing meal in one of the award-winning and innovative restaurants or breweries. Join us at the St. Julien Hotel and Spa (www.stjulien.com) in the heart of downtown to be pampered in luxury accommodations throughout your stay.



Explore this link for a schedule of events, session descriptions, registration information, and more!

<http://www.abmp.com/forum/>

Questions? Contact Kathy Laskye at 800-458-2267, ext. 649, or kathy@abmp.com.



Instructor Training Program

In addition to sessions for school owners and administrators, we're offering a concurrent program for instructors on Friday, April 25.

ABMP Director of Education Anne Williams will lead participants through "You! The Curriculum Expert," a comprehensive day of education focused on designing learning experiences for the way students learn today. This unique, three-part workshop empowers instructors with the skills they need to excel at curriculum design.

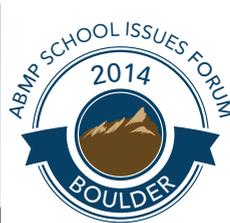
Note: A special certificate is provided to participants who attend the entire three-part workshop and complete a take-home exam. You must register for the Instructor Program to attend. Space is limited to 30 participants, so sign up early to reserve your place.

"Ignite the ABMP School Issues Forum" Presentations

Watch for Ignite presentations through the conference based on the presentation format of the global Ignite events (www.igniteshow.com). Presenters ignite the audience by generating awareness of issues, stimulating original thought, and promoting dialogue on a variety of education topics. Each speaker has 5 minutes to present their topic, while 20 slides advance automatically every 15 seconds.

All ABMP School Issues Forum participants earn NCBTMB-approved continuing education credit for their involvement (11 hours possible).

Contact Kathy Laskye at ABMP for information and to register for the event.
Email her at kathy@abmp.com, or call 800-458-2267, ext. 649.



School Owners and Administrators Program

During school owner and administrator sessions, attendee participation is encouraged to create an interactive and dynamic discussion of today's relevant topics.

Scheduled workshops include:

- Meeting Teacher Challenges Today and Tomorrow
- Your Alumni – Your Best Marketing Team Ever
- Preventing Sexual Harassment in Massage School
- Manager, Mentor, Coach, Human—Balancing Your Roles and Responsibilities
- Rekindle Student Enrollment Numbers—The Lifestyle Pitch
- Change-Ready Massage Schools—Preparing to Thrive in the Next Radical Decade