In Attendance

Members Present:
Gary Burge – Chair, Owner of Elements Massage, Batavia
Sharon Cox – Director of Nursing, Oak Crest
Loredana Tonasello – Director of Training and Recruitment, Hand & Stone
Denise Kallas – Owner, Massage Envy, Rockford
Helena DeLeon – Recruiter, Massage Envy

KC Members Present:
Chase Budziak – Dean, Office of Instruction
Leslie Ciaccio – Coordinator, Complementary Health Program
Susan Lanning – TPM Adjunct, Co-Owner, Escape Spa
Kimberly Morgan – TPM Adjunct, Co-Owner, Escape Spa
Terri Wheeler – Student Worker, Recorder

Introductions

Leslie welcomes and thanks everyone for attending the Fall 2019 Complementary Health Program Advisory Committee meeting. She explained how the insight from the committee helps to shape the program. Everyone present at the meeting goes around the table and introduces themselves. Gary is thanked for being the committee’s Chair.

Program Updates

There are currently 12 students enrolled in Massage Therapy. The Esthetics program was suspended for the Fall 2019 and Spring 2020 semester. The program will be up and running for Fall 2020. From there on, it will be offered only on alternating years. Leslie believes that there will be a good number of students enrolled next fall.

Curriculum Updates

There has been no curriculum updates since the previous meeting. TPM 124 was offered as an online course last year, but has since changed to a hybrid. Students have seemed to prefer this approach to the online. It was discussed that communication is an enormous part of ethics and massage therapy. The online approach has not been proven as an effective way for students to retain the highly needed information for future employment. The hybrid approach allows for students to be engaged and have more interaction in the classroom.

The college is in the process of working on a new website. Once implemented, this will change the way applications are submitted. There is a chance that electronic records will be set in place as well. This will allow students to be familiar with the technology base approach before using it in the workforce.

Enrollment Data
Leslie has the committee take a look at the Kishwaukee College 10th day report. It shows that enrollment is down 72.7%. Therapeutic Massage is down 20.4%. The TPM program currently has 12 students enrolled compared to 12 starts in 2018, so the enrollment for the program has not changed. Leslie believes that the TPM numbers are affected by the fact that the EST program did not run because EST students are required to take several TPM classes as part of the certificate. The overall numbers include both the EST, KEC and the intro classes.

The Dual-Credit program is steady. The capacity is 16 students. There are currently 15 enrolled. Leslie would love to have 24 students next year. A few high school students transfer to the program once they graduate. Kimberly explained that the KEC students seem to be more interested in Esthetics than Therapeutic Massage.

**Pass Rates**

In 2018, there was an 88% first-time pass rate for Therapeutic Massage. Out of the eight individuals who took the test, seven passed on the first try. The National Average was 74% and the State average was 78%. Students should be encouraged to take the test right away. Leslie states that she believes 100% of the 2019 graduates passed the MBLEx on the 1st try. Kimberly states that she thinks one student had to retake the exam.

**Recruiting Efforts**

The program needs more students. There is going to be a marketing campaign started to promote the introductory classes for spring. This will specifically target an Intro class. Usually press releases are done. The formatting of this one will be a news article. The question is how we target non-traditional returning students. Chase thinks that this is a great idea to think about. It can be intimidating to these students. Information sessions was a possibility that was mentioned. Although she is not sure if this is possible, Leslie said that she would like to hold an Intro class for free to try and attract students. Kimberly said that she could hold a one or two day event to give an intro. Chase said that he is thinking about talking to each discipline to find one course that would be a hook. Marketing towards CNAs was another idea. It was explained that a lot of transfers to this program are from the health care field such as CNA. Nursing and Radiological Technology are so tightly compacted that no electives are offered because it would increase credit hours. The Medical Assistant program is still in the process of being designed.

**Stakeholder Hiring Needs**

Leslie asks the stakeholders if they believe there is a need for the programs. The stakeholders unanimously say they need our graduates. It was discussed that Therapists are hard to find and that Estheticians have to be good at selling. Employers are looking to hire a lot. Getting more individuals into the program is a need. In this industry, employees work when those in other careers are done working. A lot of nights and weekends are required in this specialty. It is not a 9-5 job. There is more supply than demand. The employee to client ratio is off. You can essentially guarantee employment after completing the program. This career path is physically demanding and can cause injuries. Teaching the right body mechanics can help to prevent.

**Industry Service Trends**

Estheticians are becoming more popular. More enhancements are being offered than before. This is another opportunity for students to learn how to better serve clients. Prefer the term helping rather than selling.

Cannabis. Programs need to be upfront with students regarding the policies at the college. Individuals need to be educated. Focus on educating the subject rather than the product.
Chase discussed the Marijuana Policy Draft. This draft states that “This program follows the Federal law related to marijuana use. There is a zero tolerance for marijuana use whether it is recreational or medicinal. Students who have a positive marijuana drug test will be dismissed from the program. The program and clinical affiliates reserve the right for randomized drug testing.” After more discussion, the committee decided that the policy should state that you will be drug tested prior to clinical and the right for randomized drug testing is reserved. One drug test is required for the program. When it will be is communicated with the program. The right for randomized drug testing has to come with impairment of observation rather than singling anyone out.

Next Meeting

Wednesday, March 11, 2020
3:30pm-5:30pm

Meeting adjourned at 10:30am