

**Spring 2025 Complementary Health Programs
Advisory Committee Meeting Agenda**

Meeting Date: March 5, 2025
Time: 9:00am

External Participants:

Chrystal Ciodyk – Owner – Chrystal Clinic
Crystal Ceja – Operations Manager – Elements Massage
Denise Kallas – Massage Envy Rockford
Delinda Johnson – Manager – Lifestyle Family Chiropractic
Mitzi Pearson - Director Massage Operations – KAAM Spas-Had and Stone
Cassandra Stratton - Director Corporate Massage – Mario Tricoci
Colleen Morris - Director – VM Day Spa

Internal participants:

Dr. Jessica Berek – Dean of Instruction
Angela Delmont – Associate Dean, Director of Nursing
Leslie Ciaccio – Coordinator Complementary Health Programs
Julie Kimpan – Freeman – Instructor
Kimberly Morgan – Instructor
Terry Lynn Funston – Director of Curriculum & Program Development
Cindy Karasewski – Administrative Specialist

- I. College Updates
 - A. Costs to Kish Students
 - i. Reviewed changes that were implemented in the 2024-2025 academic year and discussed proposed changes for 2025-2026 academic year
 - 1. In 2024-25, College completed the elimination of student fees and provided clarity to students in billing; easier for families to prepare for the costs of college.
 - 2. Textbook costs and affordability have been a high priority for the college. In 2025-26, College has proposed tuition increase. The increase would cover the costs for textbooks and digital materials for students. This would simplify the process of acquiring books – all would be available from the Kish store – and save students money during their time at the College.
 - ii. The College also provides support for students in health sciences programs. Health sciences students have other costs involved with enrollment such as vaccinations, background checks, scrubs, and other

items. Supports include reimbursement for mileage, internet access, and licensure exam preparation materials.

II. Program Updates – Leslie Ciaccio

A. Cohort updates

- i. Esthetics program enrollment is up; 11 students enrolled in the program, and all are on track to graduate on May 17, 2025. This is up from 2021 when we had 9 graduates. The therapeutic massage program has 5 students currently enrolled and on track to graduate in July 2025. We had 8 graduates last summer.
- ii. 2025 MBLEx pass rate was 100%.

B. Curriculum Update

- i. The catalog currently lists HIT 216 as a prerequisite for EST 110 and EST 111.
- ii. Department will complete update to reflect it as part of the program (not a prerequisite).

C. Clinic Update

- i. The esthetics clinic is being held on Wednesdays and therapeutic massage clinic is open on Saturdays.
- ii. Both clinics have been quite busy and have waitlists.

D. Continuing Education Classes

- i. 2024 was a renewal year for Massage Therapists.
- ii. Adjunct Professor, Julie Kimpan-Freeman offered continuing education courses for licensed massage therapists on a variety of topics.

III. Employment Outlook/Labor Market Data

- A. The U.S Bureau of Labor Statistics states that employment of massage therapists is projected to grow anywhere from 18 to 23 percent between 2023 and 2033, which is much faster than the average for all occupations.
- B. Employment of skincare specialists is projected to grow 10 percent between 2023 and 2033, much faster than the average for all occupations.

IV. Additional Discussion and Feedback

A. Discussion on Medical vs. Recreational Massage Therapy

- i. Johnson proposed the terminology used in massage therapy education could be improved to attract more students interested in medical massage.
- ii. Ciaccio mentioned the pending legislation regarding educational requirements for licensure which could impact the ability to expand programs.
- iii. Kimpan-Freeman highlighted the need for better understanding of the different settings in which massage therapy can be practiced.

- C. Discussion on Licensing Compact Agreement and Legislative Support
 - i. Kimpan-Freeman highlighted the compact agreement that enables massage therapists to practice in multiple states with one license which is currently being advanced in legislation.
 - ii. Ciaccio pointed out the necessity for the program to align with Illinois' licensing requirements.
 - iii. Social media advocacy could be beneficial to legislation.
- D. High School Engagement and Career Readiness Initiatives
 - i. Pearson suggested that Kish should have representatives at high school career fairs to promote health programs, highlighting the importance of early exposure for students.
 - ii. Berek confirmed the admissions team does visit some high schools but are limited by district boundaries. She emphasized that the health sciences programs are well represented and noted the state's framework for college and career readiness, which encourages high schools to connect students with career opportunities.
- E. Employment Trends and Student Opportunities in Massage Therapy
 - i. Johnson suggested creating opportunities for students to visit workplaces to better understand the massage therapy environment.
 - ii. Morris highlighted the benefits of reaching out to high school students to encourage interest in the field.
 - iii. Kimpan-Freeman added that many new massage therapists are transitioning from other professions, particularly healthcare.
 - iv. Stratton outlined strategies to improve client rebooking rates, including a commission incentive for team members who achieve a 30% same-day rebooking rate. She noted that many newer team members struggle with confidently recommending treatment plans, which impacts rebooking.