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*Tuesday, November 10, 2020 at 9:00am | Meeting called to order by Leslie Ciaccio*

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## In Attendance

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### Members Present:

Cassandra Stratton – Director of Massage – Mario Tricoci, Illinois  
Gary Burge – Chair - Owner – Elements Massage, Geneva Illinois  
Denise Kallas – Massage Envy, Rockford Illinois  
Chelsey Jimenez – Regional Director - Hand and Stone, Wheaton, Naperville, Geneva, Illinois  
Howard Morris – Owner – WM Day Spa, Rockford Illinois and Beloit Wisconsin  
Stephen Cichy – Executive Director – Oakcrest, Dekalb Illinois

### KC Members Present:

Chase Budziak – Dean of Instruction  
Leslie Ciaccio – Coordinator – Allied Health  
Lesley Kerns-Wilson – Adjunct Faculty – Therapeutic Massage  
Anne Oestrich – Faculty – Biology  
Julie Kipman-Freeman – Adjunct Faculty – Therapeutic Massage  
Kimberly Morgan – Adjunct Faculty – Therapeutic Massage  
Katie Macias – Administrative Assistant – Minutes

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## Review of Last Semester Minutes

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Minutes from fall 2020 minutes were reviewed by the committee and approved.

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## Program Updates

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- One cohort was interrupted in March of 2020 with pandemic. These students are graduating in December of 2020
- Started two new cohorts in fall 2020. One is an Esthetics cohort and other is massage students who started in August 2020
- Curriculum sequence was rearranged due to Covid limitation for hands-on component
- The Esthetics resequence is anatomy, pathology, business and medical terminology online for FA20
- Hands on portion will be available in January 2021 limited to working on students and closed to public

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## Curriculum Updates

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- The college is removing BIO 112 from the curriculum, effective after ICCB approval

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## Enrollment Data

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- Chase Budziak stated the following enrollment data;
  1. Enrollment is down 14% from last year
  2. Pandemic affected this semester and our plan to offer Esthetics.
  3. Therapeutic Massage credit hours generated went from 133 credit hours in FA19 to 214 credit hours in FA20
  4. Esthetics did not run last year. It is scheduled to run every other year.
- Enrollment and graduation information;
  1. Esthetics program has 13 students enrolled compared to 8 in 2018
  2. Therapeutic Massage has 8 students set to graduate in December 2020 and 8 to graduate in August of 2021
  3. Kishwaukee Education Consortium dual credit program currently has 13 students enrolled compared to 15 students enrolled last year

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### Recruiting Efforts

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- Due to COVID-19 the College has been doing one on one virtual information sessions for recruitment.
- Denise Kallas stated with so many restaurants and bars having trouble staying open is there a way to connect with the Illinois Department of Employment Security to advertise your programs to change careers? There are many similarities in both these service professions.

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### Stakeholder Hiring Needs

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- Business leaders were asked if they feel there is a continued need for our program and about their upcoming hiring needs. All committee members stated yes they have employee needs and will continue to reach out to Leslie Ciaccio to advertise positions to current and previous students.
  - Denise Kallas states she will be hiring two part time right now. Cassanda Stratton will be hiring three for Mario Tricoci by the end of this year, with more hires into year 2021. Chelsey Jimenez states they will be hiring three in their five locations. The business needs our program. Gary Burge states the need is for people that can-do nights and weekend shifts, and when recruiting telling students it's a flexible industry and to be open minded about locations. Julie Kimpan-Freeman shared that she was contacted by a hospice who is looking for three part time employees, working towards full time massage therapists. She is speaking with two graduates about filling those positions currently
- To develop employment opportunities for Kishwaukee College students, Leslie Ciaccio discussed possibility of members to do a virtual employer panel to discuss hiring. Committee prefers the individual format, which allows more communication between the employer and the student

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### Discussion

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- Employers on the committee discussed how their businesses have changed since the start of the pandemic.
  - Some have changed their cleaning procedures to encourage clients.
  - More focus on mental health, with priority on de-stress and relaxation services.
  - Not seeing as many first-time clients, with some employers identifying that they are down 25%.
- Employers discussed the importance of soft skills.
  - Therapists that are more comfortable are more successful.

- Leslie Ciaccio stated these are being implemented into the second clinical class. Students have to be comfortable with their knowledge coming out of the program. To reinforce that in clinical, a part of the grade is to get a client to rebook with them
- Students will work to educate their clients, not just on up-selling services.
- Discussion about adding hot stone massage and whether this is better taught on the job. Cassandra Stratton and Denise Kallas stated students should learn the skill in school. Chelsey Jimenez that the students need a basic knowledge and then customize it once they get to each individual spa.
- Business owners need to be concerned with the safety of their clients. Make sure the clients see the cleaning measures being taken by each business, making it a priority.
- Discussion regarding facials during COVID-19. Some stated they are down 20% in facials but do have more concerns with acne from wearing masks have increased.

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#### Next Meeting

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Wednesday March 10, 2021 at 3:30pm – 4:30pm