



Date: November 6, 2023
To: Dr. Laurie Borowicz
From: Barbara Leach
Re: Advisory Committee Minutes

Complementary Health Department

Meeting Date: Wednesday, October 18, 2023
Time: 9:00am-10:00am

External Participants: 3

Cassandra Stratton – Director of Corporate Massage, Mario Tricoci
Mitzi Pearson – Hand and Stone
Beth Pertl – Owner, Elements Massage

Internal Participants: 6

Dr. Jessica Berek – Dean of Instruction
Leslie Ciaccio – Coordinator of Complementary Health Programs
Julie Kimpan Freeman – Instructor, Massage
Susan Lanning – Instructor, Massage
Kimberly Morgan – Instructor, Massage
Cindy Karasewski – Administrative Specialist I

I. College Updates

- Overall enrollment
 - College enrollment is up 9.4%, Health Sciences Division enrollment is up 10.7%
- College Priorities
 - The college has put a priority on textbook affordability and student affordability in general. We are encouraging faculty input and participation, supporting use and development of free materials (OER) and grant support. Grants, such as the PATH grant, are used to help offset costs of qualifying healthcare programs. The College's fee structure also is being evaluated to help make sure students are receiving an affordable education and can understand their costs.
- Health Sciences Open House will be held on Tuesday, October 24, 5pm-7pm. The Massage program has 9 students participating in open house, demonstrating hand, foot, and neck massages.
- Campus Conversations – the impact of AI
 - Just like all industries, higher education is navigating the impact of AI

- Faculty are exploring how to incorporate it in their teaching and how to help students understand benefits and limitations
- College has hosted professional development with external speakers to consider new perspectives
- Robust discussion on how AI and technology in general has impacted the industry. Many seem to be going in new directions, including paperless for intake and charting

II. Program Updates

- Program enrollment
 - Massage program enrollment is up. There are 12 students currently enrolled and on track to graduate in August of 2024. We had 7 graduates last summer. The Esthetics program did not run this fall due to low enrollment. It will be offered again in fall of 2024 fall pending enrollment. The Kishwaukee College/KEC dual credit Esthetics program has 12 students enrolled
 - Curriculum – Course Objectives Review – In our monthly meetings, we are reviewing Massage program course objectives for each course in the curriculum. Needs analysis conducted during graduate exit interviews and with faculty indicate that there may be repetition of some topics among courses
- Program Goals
 - Currently investigating if esthetics and massage therapy programs can run concurrently
 - Explore expanding credit hours by .5 credit hour during the TPM summer semester so students may qualify for Financial Aid. Several students reached out to the program coordinator and financial aid office via email because they were not able to receive financial aid during the 2023 summer semester
 - Translate the EST clinic intake forms into Spanish. The complementary health clinic has served clients who have not been able to read the intake form and had to have it read to them. When the client's primary language is Spanish, using English forms impedes our ability to get accurate health information
 - MBLEx Exam Review - Considering using the MBLEx Check exam (an online readiness assessment tool) as a part of our TPM 145, Therapeutic Massage Licensure Seminar course. The exam costs \$25
 - Continuing Education Classes – Offering classes in the 2023-2024 school year for CE credit. Pregnancy massage, kinesiology taping, and forearm massage techniques will be offered. Committee members suggested body mechanics and self-care as potential CE topics in the future

III. Partner Updates

- Employment Outlook/Labor Market Data - The U.S Bureau of Labor Statistics states that employment of massage therapists is projected to grow 18 percent from 2022 to 2032, much faster than the average for all occupations

- Locally, employers agree demand is high for massage therapists. As one example, an employer stated that they have 78-84% utilization on their shifts of massage services
- Locally, demand for estheticians has not been as high. Most are not hiring currently. Esthetics field is also growing in more high-tech ways (such as i.e., Hydrofacials, Derasound, Oxygen Infusion treatments)
- Employer Feedback Survey – Leslie will soon be sending out the annual employer feedback survey