

MINUTES

Complementary Health Programs Advisory Committee Meeting

Date | time 3/8/2017 3:30 PM | Meeting called to order by Leslie Ciaccio

In Attendance

Leslie Ciaccio—Complementary Health Programs Coordinator, Kishwaukee College
Bette Chilton—Dean of Health and Education, Kishwaukee College
Joanne Kantner—Interim Executive Dean of Learning Services, Kishwaukee College
Bill Nicklas—Executive Director, Kishwaukee College Foundation
Brianna Hooker—Administrative Assistant to Instruction/Recorder, Kishwaukee College
Melissa Gallagher—Coordinator of Business Development, Kishwaukee College
Julie Gavin-Freeman—Adjunct Massage Instructor, Kishwaukee College
Jennifer McGee—Adjunct Massage Instructor, Kishwaukee College
Lisa Bogdonas—Adjunct Massage Instructor, Kishwaukee College
Susan Lanning—Adjunct Massage Instructor, Kishwaukee College

Committee Members Present:

Howard Morris—CEO, WM DaySpa Salon Rockford
Colleen Morris—Director, WM DaySpa Salon Beloit
Beth Bellott—Studio Operations Manager, Elements Massage Geneva
Lena DeLeon—Area Manager, Massage Envy
Stephen Cichy—Executive Director, Oak Crest

Approval of Minutes

Minutes from Fall 2016 were not reviewed.

Curriculum Changes—Leslie Ciaccio

Leslie reports addition of TB/Drug testing and background check requirement for admittance into Complementary Health Programs. Paragraph outlining this requirement is being added to the college catalog. Leslie also reports more off-site clinicals (our partnership with Oak Crest). Costs for tests/background check/off site clinicals are included in course fees.

Stakeholders report completing background checks on all employees in the industry but no one reports drug testing.

Leslie reports edition to the catalog clarifying the EST application date change from August to July to allow more time for the college to prepare.

Program Updates—Leslie Ciaccio

Leslie reports:

4 TPM students being involved with off-site clinical at Oak Crest this past semester.

Jane Iredale/Bioelements have sent in representatives to do product demonstrations for the EST students.

Area high school visits

Student clinicals fill up quickly. Leslie now releases dates on monthly basis to avoid filling entire semester right away. Entire month is usually booked on the first day the schedule opens.

The professional clinic is going well. Currently only available to/utilized for TPM graduates but may extend to EST graduates eventually.

Colleen from WM DaySpa Salon visited campus last week, special thanks to her.

CHP will be participating in KEC 8th Grade Career Day next week while the college is on Spring Break.

Bette/Leslie/Julie will be visiting MercyHealth in Rockford to explore CE and future opportunities.

Enrollment—Leslie Ciaccio

Leslie reported on reasons why students have left the TPM/EST programs this year; 1 for pregnancy, a couple students did not pass biology, 1 for a medical/health condition, 1 transfer to another school, 1 for financial reasons.

Howard inquires on the cost of programs. Leslie reports each program has a total cost of around \$9,000 each.

However, because of the overlap of classes, there is a strong financial incentive to both programs.

Steve inquires how our programs compare to other schools with regard to costs. Leslie explains we are very comparable to other community college and considerably more affordable than private programs, which generally costs \$15,000-\$20,000.

Feedback

Leslie seeks feedback from committee members on demand in the industry and everyone reports very strong demand.

Howard seeks to discuss possible reasons why demand seems to be increasing while enrollment in programs in the area seem to be decreasing. Julie explains that government standards are changing/increasing which puts some financial burden on schools. This has led many smaller, private schools to shut down. Lisa also reports regional differences; TPM/EST programs in the western part of the country are doing much better than in the Midwest. Faculty and members agree community awareness/education about the benefits of massage therapy is the best way to promote the industry.

Howard recommends focusing our recruiting efforts to individuals who are changing careers because he has noticed a trend of these people lasting longer in the industry. This leads to a discussion of WIOA funds. Joanne explains that WIOA funds are not available for TPM/EST because data from the Department of Labor determines full time positions and average pay in order for WIOA to be available and TPM/EST do not fit the requirements. Financial aid is available for eligible students though.

Committee members are curious if costs involved with testing/licensing are included with program costs or if students pay for that on their own after the program? Leslie explains that TPM testing/licensing costs are not included in the program but EST has a class for this and the costs are included in the course fees. Howard and Colleen suggest creating a class like this for TPM since so many graduates delay testing/licensing due to the costs associated.

ACTION ITEM: Leslie will research course development for TPM students.

WM DaySpa representatives recommend advertising dual-certification in EST and TPM; believe the cost savings will encourage more students and having the two different certifications will assist with decreasing the burnout rate, especially among massage therapists.

Howard inquires as to whether the college has to report income levels for EST and TPM according to state/national averages or if the college could report area statistics. For example, report income of therapists and estheticians from area businesses as those numbers may be significantly different than national or even state averages. Leslie asks if employers would be open to sharing that information with her so she can review the data and everyone expressed interest.

ACTION ITEM: Leslie will send out SurveyMonkey to collect data on income for EST/TPM to area employers.

Leslie seeks feedback from employers about areas that TPM/EST graduates need more training on. Howard reports lack of knowledge/confidence regarding pre-natal massage and more emphasis in deep tissue techniques since these are two highly requested services by clients. Sue Lanning reports that students touch on pre-natal but that is definitely a more specialized technique that needs more training than just what is provided in school alone. Beth and Lena agree with pre-natal massage and deep tissue techniques; highly requested services that graduates lack knowledge/experience in.

Lena from Massage Envy also says students cannot get enough experience waxing, not specifically towards Kish but in general. Brazilian waxes are probably the most common requested service and students often do not even know how to do a Brazilian wax when they finish school. Howard and Collen strongly agree. WM DaySpa Salon has changed their interview process and have potential employees do a Brazilian first, rather than getting to the end of the interview process before doing it because it is such a valuable service to be able to offer. Leslie reports that students are not trained in Brazilian waxes currently at Kish.

Lena also suggests a selling class, particularly for EST students because selling product is such a strong part of the esthetics industry.

Howard from WM DaySpa Salon compliments Leslie and the college for having one of the nicest student spas that he has seen. Leslie is grateful for the compliment.

Internships/Externships

Leslie reports that we have recently partnered with Oak Crest for off-site clinicals and the partnership is going well. Oak Crest has provided two fully-stocked treatment rooms. Steve reports that the residents are loving it. This is not an internship/externship program at this point; only a clinical but Leslie is interested in developing a program and seeks input from members.

WM DaySpa Salon reports currently working with internship students from other colleges and believe it is a great opportunity for students and employers alike. Rarely have they had a student that they did not wish to hire. Massage Envy also has worked with internship students from ECC; Lena says the experiences have been positive. Both companies report that the students only work on employees, not on the public, which provides them with great learning opportunities because they can get feedback from people already in the industry. Howard suggests exploring opportunities not just in a spa setting but also, medical and chiropractic. Beth reports that Elements just had an intern student start last week and this is the first time trying this experience.

Leslie reports she is investigating the creation of an Honors course within the TPM/EST programs that would include the internship opportunity and would include 130-150 hours. Students would be paying for the credit hours of this course.

Group seeks clarification on externship vs internship and it appears that externships tend to be shorter in duration while internships are longer in duration (usually a semester or full year). Howard would like to see more schools offering externship opportunities; they are of great value to everyone involved.

Bette reports common feedback from students/graduates is wanting more variety in clientele while in the program and externships would hopefully address that need.

Industry Standards

Leslie has had EST students approach her requesting a liability waiver on each client that visits the student clinic and think it would be beneficial to have someone fill it out every time they come in. Leslie seeks input from committee.

Howard and Colleen agree that a liability waiver is important to have on every client at every visit. Great consideration for tanning services and medications, these things can change quickly with clients so it is important to protect yourself before every service.

Lena reports that Massage Envy has clients sign a release for every visit for an esthetics service so she agrees the school should be doing the same thing.

Oak Crest and Elements do not provide feedback as esthetics services are not offered at either place.

ACTION ITEM: Business are willing to share forms they use with Leslie.

CEUs—Melissa Gallagher

Melissa reports having sent out a SurveyMonkey to businesses and graduates seeking feedback on future CEU opportunities and reviews the topics included on the survey. The feedbacks reported that graduates had the most interest in events being offered in the Fall and weekends were a commonly requested time. Howard and Lena would be more interested in courses being offered in the Summer since that is a slower season in the industry. Also, weekends are the busiest times in the businesses so they would prefer training opportunities to be offered during the week.

Melissa also thinks the college may host a conference style CEU event if enough interest is expressed however, it would be closer to the licensure renewal time (December 2018) as that would likely be the time with the most demand.

Melissa explores feedback on employer interest of having the college offer off-site courses as training opportunities for employees. A certified CEU instructor would come to the business and offer the training course there for employees. Howard and Colleen both express great interest in this opportunity. Howard suggests courses in Reiki as well as Orthobionomy as those are becoming more commonly requested services.

Foundation Report/Scholarships—Bill Nicklas

Bill reports that roughly 60 of the 75 foundation funds are dedicated to scholarships and about 1/3 of those are specifically dedicated to Health Careers (nursing, radiologic technology, esthetics, and massage). The Foundation disperses nearly \$250,000 annually to students, however, only about 15% of Kishwaukee College students receive scholarship support. Our numbers align with national averages in that 1 in 5 students still struggle to finance tuition even after receiving financial aid, scholarships, and assistance from parents due to the high costs of school.

Next Meeting

11/1/2017 9:00 AM, Kishwaukee College, Room TBA

Meeting Adjourned at 5:15pm.