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## In Attendance

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### Members Present:

Chair, Gary Burge, Owner, Elements Massage, Geneva  
Stephen Cichy, Executive Director, DeKalb Area Retirement Center  
Lena DeLeon, Recruiter, Massage Envy, North Aurora  
Laura Erickson, Director of Recruitment, Massage Envy, 47 Chicagoland Locations  
Mike Hendershott, Owner, Hand and Stone, Geneva  
Jane Levinsky, Owner, Studio One Salon and Spa, DeKalb  
Cassandra Stratton, Massage Director, Mario Tricoci, 12 Chicagoland locations

### KC Members Present:

Bette Chilton, Executive Dean, KC  
Leslie Ciaccio, Complementary Health Programs Coordinator, KC  
Julie Gavin-Freeman, Adjunct Instructor, Massage Therapy  
Whitney Sprague, Student Worker, Recorder

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## Welcome and Introductions

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Leslie thanks the members for their participation. Their knowledge is crucial to making sure that Kishwaukee College's programs are current and meeting community needs. She mentioned that the Advisory Committee model will be more employer driven with an employer chair person. Gary Burge has agreed to be the Chair and he will be the main contact for the committee.

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## Program Updates

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At the February Board meeting, the Board voted to suspend the Esthetics program for academic year 2019-2020 and then offer the program on alternating years. This has been done to maximize enrollments in each cohort. The next cohort will be scheduled for the Fall of 2020 and will continue to be scheduled each even numbered year. Interested students will be encouraged to take the prerequisite courses in Fall of 2019 and Spring 2020. The target is to have 16 students, the max capacity, enroll.

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## Curriculum Changes

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This spring, the course student learning outcomes in both programs were revised so that they are more in line with the institutional assessment plan.

Curriculum changes from Fall 2018 have been approved by the ICCB.

1. Added of TPM 145, Massage Licensure Seminar, a 1 credit class.
2. Raised the overall credit hours for the TPM certificate from 30-31.
3. Changed the order that the classes are taken.

The current total hours of the Massage Therapy program is 648. The current total hours of the Esthetics program is 760.

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## Enrollment DATA

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The 10<sup>th</sup> day report was reviewed. The overall numbers include both the KEC and the intro classes. Enrollment is up in both programs even though the overall enrollment for the college is down.

The EST program currently has 7 enrolled in the program compared to zero starts in the previous year. The TPM program currently has 10 students enrolled in the program compared to 9 starts in the previous year. The Kishwaukee College/KEC a dual credit program enrollment for local high school students where they learn Introduction to Massage, Introduction to Esthetics and First Aid and Emergency Response is almost full (16 is capacity) and has held steady for a 2<sup>nd</sup> year. We currently have 14 enrolled and there were 14 starts last year.

Continuing Education courses were quite successful last fall with it being a renewal year.

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## Department Challenges

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The biggest challenge for both programs is attracting more students. Secondly, it is difficult to find instructors for EST.

Ideas to help boost enrollment:

- Continue adding online and hybrid classes for anything that is not hands-on.
- Continue the KEC program to create a feeder to the programs.
- Get feedback as to why KEC students aren't enrolling after program completion.
- Get the parents more involved by inviting them to see our outstanding facility and offering them services in the clinic, and having a 'spa day' with their student.
- Show parents and students the different opportunities, and pathways there are with this career by showing testimonials, or having them talk to licensed massage therapists and estheticians who can vouch for the programs.
- Show marketing videos from businesses.
- Explain, and show how massage is a growing industry, and this program is only about one year.
- Develop a mobile application process.
- Reach out to high schools for mailing, or give them social media details.
- Utilize more social media to draw attention to the program. Developed a Kishwaukee College Massage and Esthetics page where we post contests and fun, interesting content to draw attention to the programs.
- Have current students promote the program, refer others and show what program is like.
- Businesses offer front desk or spa attendant positions to current students.
- Have guidance counselors help promote KEC program by establishing relationships with them, keeping them engaged, showing them around the establishment.

- Have brochures and curriculum fliers everywhere, including high schools.
- Employers go to high schools is possible, and go to job fairs.
- Go to community events, and do volunteer work.
- Befriend local businesses.
- See how other community colleges are boosting enrollment.
- Make it easier to get information.

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## Budget

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Budgets of the programs were handed out to the members. The programs have a sufficient budget to accommodate the needs of the programs. The variable tuition and clinics help fund the programs.

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## Stakeholder hiring needs: What skills are you looking for when hiring?

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The skills that are wanted from employees are basic, communication and people skills, employees who are motivated, goal setters and are not afraid to move out of their comfort zone and educate clients the value of regular massage while give their expertise with confidence. Employees with good work ethics, teamwork, budgeting skills, professionalism who understand the business and employers side of the industry. Overall, employers are looking for massage therapist with the basic, core skills so everything else can be trained on different modalities and improved over time.

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## Industry service trends

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Although there are not many new trends we still see therapeutic full body, aromatherapy, prenatal and deep tissue being the most popular services requested.

The committee then discussed how cupping is an acupuncturist protected word, SB1841, which amends exemption for Asian body work, and HB3537, which creates the massage therapist mandatory to report signs of domestic abuse.

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## Next Meeting

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Date | time, Location

Tuesday, November 5, 2019

9am-10:30am

Kishwaukee College, room TBA