

## MINUTES

### Complimentary Health Programs

#### Advisory Committee Meeting

Wednesday April 28<sup>th</sup>, 2021 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 Face and Body, Mario Tricoci Salon and Spa

Mitzi Pearson – Assistant Director of Massage Operations, Hand & Stone Massage and Facial Spa

Becky Billenstein – Lead Massage Therapist, Hand & Stone Massage and Facial Spa

Gary Burge – Chair, Owner of Elements Massage

##### KC Members Present:

Chase Budziak – Dean of Instruction

Joanne Kantner – Vice President of Instruction

Leslie Ciaccio – Coordinator Complimentary Health Programs

Kimberly Morgan – Therapeutic Massage Adjunct

Anne Oestreich – Biology Instructor

Julie Kimpan-Freeman – Therapeutic Massage Adjunct

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#### Review of Last Semester Minutes

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- FA20 Minutes Approved

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#### Program Updates

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- All Therapeutic Massage and Esthetics students' courses were rearranged due to COVID-19.
- Therapeutic Massage Program had 8 students graduate a semester late in December 2020, 6 of these students have passed the MBLEx.
- Began a Therapeutic Massage cohort in fall 2020, currently 6 students are enrolled.
- Massage therapy students took lecture only classes in fall 2020 including medical terminology, anatomy, physiology, pathology, business and ethics. Students will graduate summer 2021.
- Esthetics program currently has 10 students enrolled, 5 of the students will be dually licensed upon graduation as these are returning massage therapy certificate program graduates. 2 students are participants in the Kishwaukee Education Consortium dual credit program.
- Esthetics students took lecture only classes last fall that included medical terminology, anatomy, physiology, pathology, business and ethics.
- Kishwaukee Education Consortium is in its 4<sup>th</sup> year running the esthetics dual credit program Enrollment is at 13, 15 in 2020, and 16 is capacity for the program.

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#### Curriculum Updates

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##### Curriculum updates for the complimentary health programs:

- OS 216 Medical Terminology I course had a prefix change to Health Information Technology (HIT).
- Departmental project plans to review each therapeutic massage course's content and is ongoing and make changes as needed.

- Working on goal of implementing an electronic records system.

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## Enrollment Data

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- SP20 to SP21 enrollment 14.4% decline
- Dramatic redistribution of credits from F2F to Online format
- Student Head count declined by 10.1%, less of a decline in continuing students compared to new
- Therapeutic Massage program credits maintained stable from spring 2020 to spring 2021

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## Stakeholder Hiring Needs

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- A. The US Bureau of Labor Statistics states that the employment needs of massage therapists is projected to grow 21% from 2019-2029. What is the employment outlook and hiring needs for your organizations?
- Pearson: looking to hire 10-15 employees at every location now, looking to employ 20 therapeutic massage therapists.
  - Burge: all looking for new graduates. They are also willing to help with enrollment efforts. Suggests maintaining Therapeutic Massage alumni group.
  - Stratton: have 13 full-time positions open right now, and can work with part-time hours if needed. Demand is extremely high and they are turning away clients due to lack of therapists.
  - Committee discussed promoting the growing beauty industry as esthetics is in high demand.

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## Industry Service Trends

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- A. Are there any new, popular services, or trends that are in high demand in the field today?
- High demand for customized deep tissue, with specific ailment treatment also with the addition of tool add-ons such as Theragun, cupping. Sticks and Stones have grown 62% in the last 4 months
  - Theragun is a huge add-on since fall of 2020, they did a roll out for Kinesio taping for their specific clients' needs.
  - The trend in the industry is add-ons, enhancements, to give clients a better experience. Teaching about these type of services helps students increase earning potential and skill development.
- B. What are the current COVID-19 guidelines currently in your salons?
- Service providers have the option to add additional sanitation time at their discretion.
  - Ionizers were purchased to put on all the HVAC units at their locations to help minimize the spread of any virus's
  - Will the Kishwaukee College clinic open soon? Guidelines have lifted which allows spas to be open. Because industry requirements are different than higher education, we are hoping to open in the fall of 2021. We have to follow higher education requirements at this time.

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## Announcements

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- A. Instructor Kimpan-Freeman is developing courses with the National Certification Board that can be used as continuing education for licensed massage therapists or can be taken by currently enrolled students as an elective.
- B. Ciaccio: College will be holding employer panels in August of 2021 via Zoom and will let the committee know the dates/times to participate

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Next Meeting

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Fall | Location: TBD