

DATE: April 12, 2022
TO: Dr. Laurie Borowicz
FROM: Barbara Leach

ADVISORY COMMITTEE NOTES

Kishwaukee College
Complementary Health Programs
Spring 2022 Advisory Committee

Meeting Date: March 16, 2022
Time: 9:00am-10:00am

External Participants: 4

Cassandra Stratton – Mario Tricoci – Director
Gary Burge – Elements Massage – Owner
Stephen Cichy – Oak Crest – Executive Director
Mitzi Pearson – Hand & Stone Massage and Facial Spa – Assistant Director

Internal Participants: 7

Jessica Berek – Associate Dean, BTE
Chase Budziak – Dean, BTE
Leslie Ciaccio – Coordinator of Allied Health Programs
Susan Lanning - Adjunct Therapeutic Massage Instructor
Barbara Leach - Interim Vice-President of Instruction
Katie Macias – Minutes
Kimberly Morgan - Adjunct Therapeutic Massage Instructor

Meeting Summary

I. Program Update

- Committee reviewed spring 2021 meeting minutes and approved them. Dean shared spring 2022 enrollment data. Massage had six graduates in August 2021 and currently there are four on track to graduate in August 2022. Esthetics program is running after a two year pause and there are nine students on track to graduate in May 2022. Five of the esthetics students are massage graduates and two students are KEC graduates. Both massage and esthetics programs take one year each to complete. The college recently hired a new esthetics instructor.

- Curriculum: Massage is undergoing a scheduled Program Review that takes place every five years. The program is considering removing the TPM 100 intro course from the curriculum, as it can be a barrier to new student enrollment and the topics covered are repeated in other massage classes. Instead, committee members suggested offering a 1 or 2 day massage workshop to prospective students and community members to promote the massage therapy career pathway and program.
- Due to lower enrollment in recent years, Dean proposes the idea of running the massage program every other year. Employers understand the need to have a minimum number of students for classes to run but hope that the program can continue every year as a way to prepare potential employees. Employers express a willingness to help with recruitment and retention. Committee discussed possibility of internships and two employers are willing to participate if the Illinois Department of Professional Regulation would allow for students to earn training minutes this way.

II. Industry & Employer Discussion

- Industry is down across the state. This is also consistent with many other health career programs at the college. Despite this, the US Bureau of Statistic of Employment Projections indicates that employment of Massage Therapists is projected to grow 32% between 2020-2030.
- Industry members state there is a high demand in hiring and is curious how the college is promoting these careers. It is observed that the industry needs promotion as a whole and is a team effort between industry and the College. Members explored ideas such as employer panels, facility tours, and networking.

III. Industry Trends

- Gary Burge noticing clients are feeling more comfortable coming back after the pandemic and more enhancements are being offered.
- Cassandra Stratton was concerned about having to raise prices of their services but clients are paying the increase, tipping, and spending money.
- Members shared the following trends in the field: LED facials for pain management and inflammation, contrast therapy, and Theragun for deep tissue massage.

IV. Next Meeting: Tuesday, October 18, 2022 from 9am-10am