

Advisory Committee Fall 2021 Minutes  
Massage Therapy  
8:30am – November 10, 2021 – Microsoft TEAMS

**Members present:**

David Washburn, LMT and Trinity Therapeutic Massage  
Margie Reis, LMT, Self-Employed  
Stephanie Barton, LMT, Self-Employed  
Kaylee Biles, LMT, Massage Envy, and Certified Instructor  
Dawn Thompson, LMT, Owner of Spa Bella

**Vernon College Faculty/Staff:**

Justin Sanders  
Nina Feldman  
Holly Scheller  
Lisa Crandall  
Shana Drury  
Harli Adams

**Members not present:**

Joan Horwitz  
Dawn Rabideau  
Lynn Cook

*Shana Drury thanked everyone, reminded the committee that Vernon College appreciates their time, and input into this program. Shana reviewed the purpose of the advisory committee with them. Shana continued the meeting by asking for volunteers or nominations for the role of vice-chair and recorder.*

Chair: David Washburn  
Vice-Chair: Margie Reis  
Recorder: Stephanie Barton

*Shana Drury turned the meeting over to David Washburn.*

Old Business/Continuing Business..... *None*

New Business .....*David Washburn*

❖ **Review program outcomes, assessment methods/results, and workplace competency**

*David Washburn asked the faculty member, Justin Sanders and Nina Feldman, to review the program outcomes with the committee.*

*Justin Sanders reviewed the following program outcomes.*

**Program outcomes**

1. Communicate clearly and effectively in a professional manner with clients, members of the healthcare team, and others.
2. Demonstrate and document various assessment processes, recognizing health and non-health within the body.
3. Identify and describe components of the body systems, how homeostasis is maintained, effects of massage on the differing systems and demonstrate safe movement through range of motion.
4. Demonstrate ability to research pathologies and utilize clinical judgement using knowledge and problem-solving skills when creating and implementing a treatment plan.
5. Provide care for diverse populations of clientele and demonstrate a personal commitment to service and the profession.

6. Demonstrate ethical/legal behaviors and boundaries, identify and apply components of a business plan and the ability to bill insurance cases.
7. Utilize universal precautions and maintain a high level of sanitization of equipment and facility.
8. Utilize a variety of soft tissue modalities to aid in the health and healing of one's body and recognize how those modalities and massage skills combine to create different effects to meet the goals of the clientele.
9. Utilize safe, efficient and effective body mechanics for injury prevention of the therapist and client as well as utilize, demonstrate and instruct the client in self-care techniques.
10. Perform skills necessary for successful interview processes, resume writing, and communication skills to self market for employment.

*Justin Sanders stated that there are changes in the program outcomes. Justin reviewed and suggested the following 6 program outcomes. These were compiled from the TDLR website and taking from massage therapy schools. Listed below are the suggested 6 program outcomes:*

1. Perform therapeutic modalities of massage, including but not limited to Swedish, deep tissue, and sports.
2. Demonstrate knowledge and understanding of the legal, ethical, and business practices related to massage therapy.
3. Follow appropriate health and hygiene standards as required by TDLR regulations.
4. Performs procedures of business management pertaining to specifics of massage therapy.
5. Demonstrates knowledge of (OSHA) Occupational Safety and Health Administration requirements and all effective workplace safety programs and regulations.
6. Perform skills necessary for successful interview processes, resume writing, and communication skills to self market for employment.

#### ❖ **Approve program outcomes**

*After review and discussion of the program outcomes, David Washburn asked the committee for a motion to approve the program outcomes as updated to the new six.*

*Stephanie Barton made a motion to approve the program outcomes as updated to the new six.*

*Margie Reis seconded the motion.*

*The motion passed and the committee approved the program outcomes as updated to the new six.*

#### ❖ **Approve assessment methods and results**

*David Washburn asked the faculty member, Justin Sanders and Nina Feldman, to explain in more detail the assessment methods and results. Justin Sanders asked Kaylee Biles to review the information listed below.*

#### **Massage Therapy Basic Curriculum Outline 500 Hour Course**

##### **Instructor Approach**

1. Lecture, discussion, use of charts, graphs, board work, overhead film illustrations, video tapes, DVDs, and/or other media will be used to enhance the learning process.
2. Use of visual aids is essential.
3. Give any pertinent handout material.
4. Review and summarize information outlined in class.

5. Assign homework and reading material for next class.
6. Instructor will answer student questions and provide clarification as needed.
7. Instructor will demonstrate on a living model the entire sequence of massage, the specific movements of massage, and the range of motion movements used in Swedish massage.
8. Instructor will assist each student in developing the ability to perform each massage movement.
9. Instructor will assist each student in a practical experience of the class material

*David Washburn asked about the virtual teaching of massage therapy, how much and what portions of massage would be online versus in person. He included that the last TDLR advisory meeting was virtual and they talked for quite a while about the online virtual teaching of massage therapy.*

*Justin Sanders let David know that with programs such as massage therapy the state has strict guidelines of which courses can be online and which courses can not, so if need be, Vernon College would follow those guidelines.*

*David Washburn asked the committee for a motion to approve the assessment methods as presented with the addition of the revenue cycle*

*Stephanie Barton made a motion to approve the assessment methods as presented.*

*Dawn Thompson seconded the motion.*

*The motion passed and the committee will approve the assessment methods as presented.*

❖ **Approval of workplace competency (course or exam)**

*David Washburn asked the faculty member, Justin Sanders, to tell the committee about the workplace competency and how the students have performed on the competency.*

*Justin Sanders reviewed the information with the committee.*

TDLR Exam

SFMTB will administer the state test.

*David Washburn asked for a motion to approve the workplace competency as presented.*

*Stephanie Barton made a motion to approve the workplace competency as presented.*

*Margie Reis seconded the motion.*

*The motion passed and the committee approved the workplace competency as presented.*

❖ **Program Specific Accreditation Information and Requirements (if applicable)**

Not Applicable

❖ **Review program curriculum/courses/degree plans**

*David Washburn asked the faculty member, Justin Sanders and Nina Feldman, to discuss with the committee the program's curriculum and degree plans for 2022-2023*

## Massage Therapy, Certificate of Achievement

Continuing Education

CIP 51.3501

Instructional Location – Century City Center

Probable Completion Time - 9 months

### First Semester

LEAD 1000	Workforce Development with Critical Thinking	32 Class Hours
MSSG 1009	Massage Health and Hygiene	20 Class Hours
MSSG 1011	Massage Therapy Fundamentals I	100 Class Hours
MSSG 1013	Anatomy and Physiology for Massage	100 Class Hours
MSSG 2014	Pathology for Massage	40 Class Hours

### Second Semester

MSSG 2011	Massage Therapy Fundamentals II	100 Class Hours
MSSG 2013	Kinesiology for Massage	60 Class Hours
MSSG 1005	Hydrotherapy/Therapeutic Modalities	20 Class Hours
MSSG 1007	Business Practices and Professional Ethics	50 Class Hours
MSSG 2086	Internship-Massage Therapy/Therapeutic Massage	50 Class Hours

**Total Credit Hours: 572 Hours**

Course descriptions and learning outcomes provided as a separate document

### ❖ Approve program revisions (if applicable)

*David Washburn asked the committee for a motion to approve the program revisions as presented.*

*Stephanie Barton made a motion to approve the program revisions as presented.*

*Dawn Thompson seconded the motion.*

*The motion passed and the committee approved the program revisions as presented.*

### ❖ Approve 2021-2022 SCANS, General Education, Program Outcomes, and Institutional Outcome Matrices.

**SCANS Matrix:** The SCANS (Secretary's Commission on Achieving Necessary Skills) Matrix represents the 8 Federal requirements that must be taught. The matrix shows how we are mapping them back to each of the courses in the program.

Program: Massage Therapy									Credential: Certificate of Achievement	
Award: Massage Therapy Certificate of Achievement										
Cip: 51.3501										
LIST OF ALL COURSES REQUIRED AND IDENTIFIED CORE OBJECTIVES										
SCANS COMPETENCIES									Course Number	Course Title
1	2	3	4	5	6	7	8			
X	X	X	X	X	X	X	X	MSSG 1011	Massage Therapy Fundamentals I	
X	X		X	X	X			MSSG 1013	Anatomy and Physiology for Massage	
X	X	X	X	X	X	X	X	MSSG 1007	Business Practices and Professional Ethics	
X	X			X				MSSG 2014	Pathology for Massage	
X	X		X	X	X	X		LEAD 1000	Workforce Development with Critical Thinking	
X	X	X	X	X	X	X	X	MSSG 2011	Massage Therapy Fundamentals II	
X	X			X				MSSG 2013	Kinesiology for Massage	
X	X	X	X	X	X	X	X	MSSG 1005	Hydrotherapy/Therapeutic Modalities	
X	X		X	X	X	X		MSSG 1009	Health and Hygiene	
X	X	X	X	X	X	X	X	MSSG 2086	Internship-Massage Therapy/Therapeutic Massage	
								8. BASIC USE OF COMPUTERS		
								7. WORKPLACE COMPETENCIES		
								6. PERSONAL QUALITIES		
								5. THINKING SKILLS		
								4. SPEAKING AND LISTENING		
								3. ARITHMETIC OR MATHEMATICS		
2. WRITING										
1. READING										

**General Education Matrix: The General Education Matrix is state mandated. You will see the 6 requirements that the college is tasked with teaching and how they map back to the courses.**

<b>Program: Massage Therapy</b>							<b>Credential: Certificate of Achievement</b>
<b>Award: Massage Therapy Certificate of Achievement</b>							
<b>Cip: 51.3501</b>							
<b>LIST OF ALL COURSES REQUIRED AND IDENTIFIED CORE OBJECTIVES</b>							
<b>GENERAL EDUCATION CORE OBJECTIVES</b>						<b>Course Number</b>	<b>Course Title</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>		
X	X	X	X	X	X	MSSG 1011	Massage Therapy Fundamentals I
X	X	X				MSSG 1013	Anatomy and Physiology for Massage
X	X	X	X	X	X	MSSG 1007	Business Practices and Professional Ethics
X	X	X				MSSG 2014	Pathology for Massage
X	X		X	X	X	LEAD 1000	Workforce Development With Critical Thinking
X	X	X	X	X	X	MSSG 2011	Massage Therapy Fundamentals II
X	X	X			X	MSSG 2013	Kinesiology for Massage
X	X	X			X	MSSG 1005	Hydrotherapy/Therapeutic Modalities
X	X	X			X	MSSG 1009	Health and Hygiene
X	X	X	X	X	X	MSSG 2086	Internship-Massage Therapy/Therapeutic Massage
				6. Personal Responsibility			
				5. Social Responsibility			
				4. Teamwork			
				3. Empirical and Quantitative Skills			
				2. Communication Skills			
1. Critical Thinking Skills							

**Program Outcomes Matrix: The Outcomes Matrix represents the Vernon College mandated requirements. They are the Program outcomes just approved and how they map back to the courses.**

<b>Program: Massage Therapy</b>						<b>Credential: Certificate of Achievement</b>	
Award: Massage Therapy Certificate of Achievement							
Cip: 51.3501							
<b>LIST OF ALL COURSES REQUIRED AND IDENTIFIED CORE OBJECTIVES</b>							
<b>Program Outcomes</b>						<b>Course Number</b>	<b>Course Title</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>		
X	X	X		X		MSSG 1011	Massage Therapy Fundamentals I
X	X	X		X		MSSG 1013	Anatomy and Physiology for Massage
	X		X		X	MSSG 1007	Business Practices and Professional Ethics
X	X	X		X		MSSG 2014	Pathology for Massage
		X		X		LEAD 1000	Workforce Development with Critical Thinking
X	X	X		X		MSSG 2011	Massage Therapy Fundamentals II
X	X	X		X		MSSG 2013	Kinesiology for Massage
X	X	X		X		MSSG 1005	Hydrotherapy/Therapeutic Modalities
X	X	X		X	X	MSSG 1009	Health and Hygiene
X	X	X	X	X	X	MSSG 2086	Internship-Massage Therapy/Therapeutic Massage
						6. Perform skills necessary for successful interview processes, resume writing, and communication skills to self market for employment.	
						5. Demonstrates knowledge of (OSHA) Occupational Safety and Health Administration requirements and all effective workplace safety programs and regulations.	
						4. Performs procedures of business management pertaining to specifics of massage therapy.	
						3. Follow appropriate health and hygiene standards as required by state regulations.	
						2. Demonstrate knowledge and understanding of the legal, ethical, and business practices related to massage therapy	
1. Perform therapeutic modalities of massage, including but not limited to Swedish, deep tissue, and sports							

Above outcomes reflect revised program outcomes approved earlier in the meeting.

**Institutional Outcomes Matrix:** The Institutional Outcomes Matrix represents the Vernon College mandated requirements. This matrix represents how the program outcomes map back to the institutional outcomes/general education outcomes.

<b>Program: Massage Therapy</b>						<b>Credential: Certificate of Achievement</b>
<b>Award: Massage Therapy Certificate of Achievement</b>						
<b>Cip: 51.3501</b>						
<b>LIST OF ALL COURSES REQUIRED AND IDENTIFIED CORE OBJECTIVES</b>						
<b>Program Outcomes</b>						<b>General Education Outcomes</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	
X	X	X	X	X	X	Critical Thinking Skills
X	X	X	X	X	X	Communication Skills
X	X	X	X	X	X	Empirical and Quantitative Skills
X	X	X	X	X		Teamwork
X	X	X	X	X	X	Social Responsibility
X	X	X	X	X	X	Personal Responsibility
						6. Perform skills necessary for successful interview processes, resume writing, and communication skills to self market for employment.
						5. Demonstrates knowledge of (OSHA) Occupational Safety and Health Administration requirements and all effective workplace safety programs and regulations.
						4. Performs procedures of business management pertaining to specifics of massage therapy.
						3. Follow appropriate health and hygiene standards as required by state regulations.
						2. Demonstrate knowledge and understanding of the legal, ethical, and business practices related to massage therapy
1. Perform therapeutic modalities of massage, including but not limited to Swedish, deep tissue, and sports						

*David Washburn opened the floor for discussion and recommendations. Hearing none, David asked for a motion to approve matrices as presented.*

*Stephanie Barton made a motion to approve the matrices as presented.*

*Margie Reis seconded the motion.*

*The motion passed and the committee approved the matrices as presented.*

❖ **Program statistics: Graduates (from previous year/semester), current majors, current enrollment**

*Shana Drury wanted to share with the committee that the program was supposed to start in September. Since we have had 0 applications for September, she is worried about not having positions filled for January. Shana asked for feedback on how to reach potential students for Massage Therapy classes.*

- Program Statistics:
  - Graduates 2020-2021: N/A



- Enrollment Summer 2021: N/A
- Majors Fall 2021-2022: N/A
- Enrollment Fall 2021: 0

*Dawn Thompson has asked how the program has been marketed or advertised.*

*Shana stated that Vernon College has Massage Therapy listed on the marquee, fliers have been made and are hung around the campus, all of the social media pages are presented with Massage Therapy messages, view books for the college, and the recruiters have all talked about Massage Therapy.*

*Justin Sanders let the committee know there have been an abundance of phone calls and picked up applications, but the only problem is, those applications aren't coming back to the school.*

*Dawn gave input that she knows of one person that works for her that is enrolled but from her personal feedback. They are calling and not getting an answer on whether the program will make or not and not sure about when it will begin. Also, the hours of possibly 9am-1pm are not plausible in keeping a full-time job. Dawn is willing to post on her website and put fliers up around Spa Bella.*

*Justin stated that the reason they have the hours they do, 9am-1pm, is because it fits around schedules with students possibly having kids, the parent can go to school while their child goes to school and not miss any time or having to have daycare provided. This also, would allow the student to have an evening or night job.*

*Shana also commented that these hours will help with internship when the program gets to that point. It will allow the program to have that clientele with partnering businesses to come in for massages.*

*The committee agreed to distribute a flier to spas, chiropractors, and social media platforms to encourage enrollment.*

#### ❖ **Local Demand**

*Dawn Thompson, owner of Spa Bella, said she has 2 full time available positions and possibly a third.*

*David Washburn said he sees a need, as he is getting fliers monthly even sometimes weekly from Massage Envy for openings.*

#### ❖ **Evaluation of facilities, equipment, and technology. Recommendation for acquisition of new equipment and technology.**

*Justin Sanders reviewed the following information with the committee.*

New equipment purchased for program:

- Massage Tables (6)
- Washer/dryer
- Room Dividers
- Computer for Office
- Hydrocollator

All rooms have been updated, painted and ready for the new program to start. Supplies still need to be ordered.

*David Washburn asked the committee for discussion or recommendations for new equipment.*

❖ **External learning experiences, employment, and placement opportunities**

**Faculty:** “Vernon College offers a job board on the website. Businesses can contact Chelsey Henry, Coordinator of Career Services, [chenry@vernoncollege.edu](mailto:chenry@vernoncollege.edu), to add jobs or you can post yourself. VC also subscribes to a service called GradCast. Within this program, over 600,000 business and industry contacts are available to the graduates to send up to 100 free resumes within a set zip code. If you would like to have your business as part of that database, please contact Judy Ditmore, [jditmore@vernoncollege.edu](mailto:jditmore@vernoncollege.edu).”

Placement Rate of Program Completers by Reporting Year [1]												
Program	2021-2022			2022-2023			2023-2024			3-Year Average		
	Plc	Cmp	%	Plc	Cmp	%	Plc	Cmp	%	Plc	Cmp	%

All statistics will begin after 2022.

*David Washburn asked if there was any further discussion hearing none she moved forward.*

❖ **Professional development of faculty and recommendations**

*David Washburn asked the committee to review the professional development opportunities that the faculty has taken advantage of during the year.*

All current professional development that the college has offered.

*David Washburn asked if there was any further discussion or recommendations for professional development for the staff, hearing none he moved forward.*

❖ **Promotion and publicity (recruiting) about the program to the community and to business and industry**

*David Washburn asked the committee to please take time to review the promotion and publicity.*

- Facebook
- Website
- KFDX

- Channel 6
- Fliers
- CTE brochures
- Virtual events through Region 9 and TWC
- Marque at CCC
- CTE Navigator
- Word of Mouth
- Tours
- Career Fairs

*David Washburn asked the committee if there was any further discussion or recommendations. Dawn stated she would hang fliers at Spa Bella and her salon to promote. David would also be willing to post fliers at different billboards he knows of and at his business as well.*

❖ **Serving students from special populations:**

*David Washburn asked the committee to please note the federal definition of special populations below.*

Vernon College is an open enrollment college. The Proactive Assistance for Student Services (PASS) department offers many services for documented disabilities such as but not limited to quiet testing, longer testing times, interpreters, and special equipment.

Vernon College has a program titled “New Beginnings” for students who qualify to receive transportation, childcare, and/or textbook loans. Perkins funding is also offering assistance to break down barriers such as uniform, supply, equipment costs.

Peer to Peer mentoring, tutoring (online and in person), resume building, student success series, and counseling are just a few of the other options/services available to students.

1. Special populations new definitions:

- a. Individuals with disabilities;
- b. Individuals from economically disadvantaged families, including low-income youth and adults;
- c. Individuals preparing for non-traditional fields; 0 male /23 female
- d. Single parents, including single pregnant women;
- e. Out-of-workforce individuals;
- f. English learners;
- g. Homeless individuals described in section 725 of the McKinney-Vento Homeless Assistance Act (42 U.S.C. 11434a);
- h. Youth who are in, or have aged out of, the foster care system; and
- i. Youth with a parent who—

- i. is a member of the armed forces (as such term is defined in section 101(a)(4) of title 10, United States Code);
- ii. is on active duty (as such term is defined in section 101(d)(1) of such title).

❖ - **Comprehensive Local Needs Assessment (Discussion led by Shana Drury):**

-Labor Market Outlook

Occupation	TWC Target Occupation	Share of local jobs (%)	Quality Index (-5 to 5)	Demand Index (-5 to 5)	Quality and demand quadrant	National Median Wage (\$)	Local Median Wage (\$)	Projected national growth 2019-2029 (%)	Projected state-level growth 2018-2028 (%)
Occupational Therapists	Yes	0.0848 46364	2.059009448	0.24691 0216	High quality - High demand	40.84	38.2	14.2643764	18.66666667

\*Occupational and Massage therapy are different but there are benefiting factors from both that go hand in hand

-Living Wage


Occupational Code	Occupation	Prevailing Hourly Wage	Prevailing Annual Wage
29-1122	Occupational Therapists	\$ 31.70	\$ 6 5,932.00
31-9011	Massage Therapists	\$ 14.08	\$ 2 9,292.00

*Shana Drury went through a list of questions regarding the CLNA and access to Vernon College for all participants, not just Massage Therapy students. Discussion ensued about access, marketing, and new occupations/training needs.*

*David Washburn asked the committee if there was any further discussion.*

*Shana Drury thanked the committee for their attendance via Microsoft TEAMS.*

*David Washburn adjourned the meeting 9:52 am.*

Recorder Signature 	Date 3/3/22	Next Meeting: Fall 2022
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*Proxy for Stephanie Barton*