

PROGRAM REVIEW 2008-2011

Division: Physical Education
Department or Program: Massage Therapy
Name and Title of Preparer(s): Jeffrey Forman, Massage Therapy Program Coordinator

In providing responses in the following areas, **please utilize the quantitative data available in the Program Review Enrollment Data Document and the Budget Document.** For the purposes of the Program Review, both departments and programs will be referred to as "program."

I. Description and Mission of the Program

Which area(s) does this program considerably address (check all that apply):

Basic Skills Transfer Career/Technical Other (describe)

A. Provide a brief description of the program including any services provided and the program's mission.

The Massage Therapy program is an open entry program designed to prepare students for careers as professional massage therapists. It also offers continuing education opportunities for practicing therapists and for nurses. Some students enroll in our classes for self-enrichment so that they have more skill performing massage for their friends and family members. We also assist our graduates in securing gainful employment in this growing field that has become an accepted part of an integrative approach to health care.

The massage program is in line with the mission of the college in that we encourage lifelong learning and help underserved populations complete the program and secure jobs. We have advanced students help beginning students with their academic and hands on skills. We offer free tutoring and extra help to retain students and to help them succeed in the program.

We offer students:

- An affordable vocational opportunity in a multi-cultural and ethnically diverse environment.
- A fundamental and advanced massage program preparing them for employment.
- A community massage clinic
- An up-to-date and academically challenging curriculum that offers an international perspective.
- Continuing education opportunities.
- Professional ethics and business development training.
- Employment Assistance.

B. Provide a summary of the program's main strengths.

The massage therapy program is an academically rigorous program that provides students with highest quality massage therapy training available. The instructors are dedicated professionals with outstanding knowledge and expertise in the field. We have outstanding facilities, library and AV resources and equipment. Some of our classes transfer to state colleges and universities so that students can continue their education whereas classes taken at private massage therapy schools, do not transfer to institutions of higher education. Our curriculum is current and has evolved with the industry. Students commute long distances to enroll because of the quality of our classes.

C. Provide a summary of the program's main areas for improvement.

Areas that need improvement are to recruit more students so that our advanced classes are larger and to improve the retention and success rate of students. We have instituted the following measures. We are about to release two brochures, one for new students, and one for nurses and practicing professionals. We have updated our advertising with marketing and we have advertised in the local massage therapy organization newsletter. We will soon institute a student mentoring program to have beginning students work with advanced students to help learn academic information and hands on skills. We also offer students free tutoring.

D. What are your expected outcomes (such as learning outcomes, transfer, career goals, certificate and degrees) for students in your program?

After completing the program we expect our students to take and pass a national massage therapy exam such as the National Certification Exam in Therapeutic Massage and Bodywork or the MBLEx Massage Board Licensing Exam. Since 1996 only one graduate of the DeAnza program has failed the NCTMB. The MBLEx is new and no students have taken this exam yet. We also want our graduates to apply for and receive the title of Certified Massage Therapist with the California Massage Therapy Council. This state of California registration will offer the portability to practice all over California. Then we hope students find jobs that allow them to work as many hours as they desire in the type of practice that they prefer. We expect students have been well prepared to maintain ethical relationships with their clients as well as to other health care professionals. We also encourage students to continue their education to become Physical Therapists, Chiropractors, Occupational Therapists or Doctors of Oriental Medicine.

II. Retention and Growth

A. How has the program responded to the institutional goal of increased access, growth and retention? (Include the number of students enrolled in the program and the retention rate over the last three years.)

We allow everyone into our classes. There is no screening or lottery process. If they show up the first week of class we let them enroll in our Introduction to Massage classes. However they must have previous training to enroll in our more advanced classes. Retention has been a problem. Many of the students coming out of high school are under prepared for the rigors of college level classes. We have modified

our classes to try to offer activities to help visual, tactile, and auditory learners to succeed. We have models they can touch, videos of the strokes and theoretical concepts in the library and offer free tutoring. Tutoring is provided by advanced students performing internships or by the program assistant or paid tutors who are hired with CTE funds.

Many of the students who do not succeed have poor study habits and are frequently absent. When some miss a class it is as if it didn't exist. They are not responsible enough of get the notes from fellow students. Its unfortunate but when we have provided free tutoring very few have attended. Perhaps we have to be more flexible in our tutoring schedule. When students are absent we have instituted a policy to call or email them to check up on them and to remind them to get the notes from a classmate.

As far as growth is concerned, with the downturn in the economy, there has been a reduction in massage therapy students at schools all over the country. Our statistics show that the number of students has declined. Some of that can be attributed to the fact that the PE54 Introduction to Massage instructor was on sabbatical for 3 springs. That results in 100 fewer students enrolled in the program. Our numbers should be improving now.

To increase the number of students in the program, we will mail our brochures to hospitals and massage schools and advertise in the local massage therapy association newsletter. We will also continue our outreach to high schools and develop links with the high school sports medicine / athletic training programs.

- B. How has the program responded to the institutional goal of increased access, growth and retention specifically for the identified targeted populations of African Ancestry, Latino /a, and Filipino /a students? (Include the number and percentage of the program's enrollment that was made up of the targeted populations and the retention rate of the targeted populations over the last three years.)

As previously mentioned we are an open entry program. We have no budget to advertise on Spanish Radio or TV or in Newspapers. The program director is at a loss as to how to recruit and retain African American's and Filipino's to enroll and succeed in the program. Many African American students have enrolled in the program have shown intelligence and aptitude. The reason they have not succeeded is that they have frequently missed classes. There is a high correlation between attendance and success. Trends in education are cyclical. In 2005-6 our success rate for targeted population was 77%, in 2006-7 the number was 76% and we had a tremendous drop-off to 54% in 2007-8. The program recognizes this slide and will do everything to reverse it. Advertising, phone calls, emails, tutoring and a student mentoring program should help reverse this trend and increase the growth success and retention of both targeted and non-targeted populations.

- C. The Statewide Basic Skills Initiative defines “basic skills” as English, mathematics, reading, writing and ESL skills. In what ways does your program address the basic skills needs of students? For programs that do not directly address basic skills, how does the lack of basic skills impact student success rates for your program?

The massage program believes in writing across the curriculum. Writing is required throughout the program. Students must document their treatments through a standardized system called Soap note charting. They must also conduct and write a research report. They write a sample advertisement for their business, a professional letter of introduction to prospective employers or sources of referral and prepare their resume. They must also write a paper on their philosophy of massage. Reading and writing skills are essential for success as a massage therapist.

III. **Student Equity**

- A. What progress or achievement has the program made towards decreasing the student equity gap? (Include student success rates for targeted populations compared with other students over the last three years.)

Student equity (see attached). Over the past three years the Massage Therapy program has seen a pretty stable overall retention rate of students, 89, 87 and 88 percent respectively. However there has been a significant decrease in the retention of targeted students, dropping from 90% to 88% and finally down to 79% in 2007-2008.

- B. In what ways will the program continue working toward achieving these goals?

Offering tutoring, calling or emailing students when they are absent and offering them tutoring should help. Also, reminding them that they are responsible for the materials presented during their absences. Perhaps Mentoring with an advanced student will also help.

- C. What challenges exist in the program in reaching such goals?

Encourage ESL students, that they must have a proficiency in Reading and Writing English before taking our classes. Possibly put a stronger advisory in the catalogue. We may also want to explore breaking classes into smaller modules so the amount of information presented is offered in smaller portions. This will require a major curriculum rewrite of the whole program. Hiring a full program assistant would also help. The assistant would be available for twice as many hours for tutoring and to help lower achieving students succeed.

IV. **Budget Limitations** (Please be specific in your responses.)

- A. Identify any limitations placed on the program based on limited funding. What increases in resources are critical to the program and what are the consequences of continued limited funding on the program?

Aside from FTE's for instructors, no hard money is placed into the massage program. The part time 18-19 hours a week Program Assistant has been paid through CTE (formerly VTEA) and Fund 15 money that we raise in the clinic. Hiring the massage program assistant full time would potentially reduce the student equity gap. The assistant would be available to assist students with their academic and hands on skills during posted hours every day. Of course this will help only those students who put out the effort.

- B. Describe the consequence to students and the college in general if the program were eliminated or significantly reduced. Please be specific.

It would prevent economically challenged students from the chance of pursuing this vocational career. It costs \$12,000 in the private sector to become a massage therapist. Also the extremely popular fall and winter massage therapy clinics for Staff, students and community members would not exist. There also would not be any more free treatments in the fall during Massage Therapy Awareness Week, no more free fall and spring sports massages and no free spring chair massages. Also the physical education division would not have any AA degree recipients. Only 3 community colleges in the state have chancellors office approved massage therapy certificate and degree programs. Other colleges have programs that have not been recognized by the chancellor's office.

- V. **Additional Comments (optional)**: What additional information is important to consider when reviewing the budget of your program for possible reductions? You may include any or all of the following, or other information

- **Strategic Planning Initiatives (Community Collaborations, Cultural Competency, Outreach, and Individualized Attention for Retention)**: Describe any other Strategic Planning Initiatives your program has addressed.

The Massage Therapy program has worked with workforce development to develop links to high schools athletic training programs in the region. We are soon to distribute two brochures to try to enroll new massage therapy major students and to encourage nurses and practicing massage therapist to sign up for our courses for continuing education units.

We participate in HS days and community outreach events for HS students and are a visible presence in the massage therapy community. The field of Massage Therapy is going through some major changes. It is rapidly becoming more of an integral part in a integrative approach to health care.

- **Relationships with Other Programs**: Describe any partnerships or collaborations that the program is actively engaged in, which reduce costs and/or improve service delivery. Our relationship with CTE gives us funds to run the program. This keeps the cost to the college down.

- **State and Federal Mandates:** Describe any State or Federal mandates that directly impact the program.

Many states have instituted state licensure. There is a movement to develop a national standard for the profession and to have reciprocity between states. California has recently enacted a voluntary State title act. This bill, SB731, is a foot in the door. Soon standards will raise and DeAnza College is in a good position to attract more students with it's low cost but high quality program. Completion of our program allows students to become certified massage therapists, while getting a AA degree, which gives them the freedom to practice all over the state. It is predicted that there will be a 20% growth in jobs for Massage Therapists by the year 2016?

- **Trends (such as enrollment, certificate and degrees conferred, transfer rates, job placement, etc.):** Describe any positive and/or negative trends in the program.

Our number of degrees and certificates in massage therapy have gone through a downward cycle but should increase dramatically this year. In 2005-6 we had 11 degrees, in 2006-7 we had 5 and in 2007 we had only 2. Our certificates decreased from 18 in 2005-6 to 14 in 2006-7 and finally to 5 in 2007-8. Many are prepared to graduate this spring so we have reached the bottom and are returning to more positive #'s. We now have 24 jobs posted on our job board waiting for our graduates.

- **Comparable Programs at other Institutions:** Provide any information that you have that would allow for a comparison of the program to similar programs at other institutions in the State.

No statistics available from other institutions.