



 Dept - (PE) Massage Therapy > Department > Program Review

 Department Chairs/Program Leads: Please press the edit symbol in the right-hand corner to update. Below, the text in bold corresponds both to the name of the box when editing this page and also to the first-column on the APRU worksheet. If you have questions, please contact: papemary@fhda.edu. 

▼  **Dept - (PE) Massage Therapy** 

Program Mission Statement: The Mission of the Massage Therapy program is to offer students:

- * An affordable vocational opportunity in a multicultural ethnically diverse environment.
- * A fundamental and advanced massage program preparing them with the knowledge skills and attitudes to achieve gainful employment.
- * An updated and academically challenging curriculum in an equitable learning environment.
- * Academic challenges that enhance the development of their communication, expression, critical thinking skills, and information/research literacy.
- * An opportunity to apply their skills within the De Anza sponsored community massage clinic and adaptive physical education program.
- * Professional ethics and business development training.
- * Continuing education opportunities.

I.A.1 What is the Primary Focus of Your Program?:

Career/Technical

I.A.2 Choose a Secondary Focus of Your Program?: Transfer

I.B.1 Number Certificates of Achievement Awarded: 4

I.B.2 Number Certif of Achievement-Advanced Awarded: 4

I.B.3 #ADTs (Associate Degrees for Transfer) Awarded: 0

I.B.4 # AA and/or AS Degrees Awarded: 2

I.C.1. CTE Programs: Impact of External Trends: The De Anza Massage Therapy Program has received approval from the CAMTC, California Association of Massage Therapists. The graduates from this program will now be automatically eligible to take Certification examinations and receive CAMTC certification and in turn recognition by the State of California as a "therapist". These professionals are no longer merely "body rub specialists"

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and will receive the benefit of obtaining one business license from the State. We are already experiencing an increase in enrollment.

An employment study created for the Strong Work Force Initiative has qualified this CTE program. The report shows that there is an 18% gap between the number of graduates and the number of jobs available. However, this statistic does not include sole proprietorships where individuals are earning from \$50 to \$120 per hour (anecdotal evidence based on a survey of graduates).

According to the State of California Employment Development Department: The Occupational Projections of Employment for San Jose-Sunnyvale-Santa Clara during the time period of 2010-2022 Projected 33.1% growth since 2012 compared to 31% in the nation. Other industries employing Massage Therapists include Personal Care Services, Offices of Other Health Care Practitioners and Other Recreation Industries employing 18,800 Massage Therapists in the State of California. The economy in the Santa Clara Valley has improved significantly. The job fair held in March of 2017 was quite well attended, approximately 30 students listened to seven local vendors present. The message was De Anza graduates are very well educated and they could become coveted employees.

Title V and Title IX laws regarding Harassment, Sexual Abuse and Violence have been brought to the forefront recently. Live Scan fingerprinting is now a requirement for the students who have committed to participate in the program. They are required to have the background check process done between the 9th week of the introduction to massage course and the second class of the sequence. There is a new contract they have to sign acknowledging ethical practices and behaviors and awareness of the student discipline system. The addition of the counselor, Louise Madrigal has been a great addition to the program in terms of program guidance individual progress as well as "Ed Plan" design. Since the majority of the students are part-time her service has been invaluable.

Lastly, we have implemented a one-year certificate of achievement sequence this April. This opportunity compresses the program and strong encouragement for continuous enrollment may increase retention and Certificate attainment.

I.C.2 CTE Programs: Advisory Board Input: The past two years the program has undergone a complete faculty change due to retirements. As one answer the the Advisory Board's recommendation to a solution for our "part-time" students' dilemma of not being able access to enrollment in Bio 40A; the faculty have been working diligently to improve continuity and

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improve focus on anatomy and physiology concepts within the program itself. The emphasis students need for functional anatomy is a focus that the general anatomy and physiology courses do not have.

Fall 2016, in response to the Advisory Board's request to move the Sports Massage course from the Spring Quarter to the Fall was incorporated. There were a few concerns raised by the Clinic instructor after this experiment took place. However, this sequence would best serve the pilot program.

Externships have been a part of this program in the past. If a full-time instructor were to be hired SWF funding could support extending the program's reach to the community. There definitely has been an interest shown by community members. Our next advisory board meeting is scheduled for May 2017.

I.D.1 Academic Services & Learning Resources: #Faculty served:

I.D.2 Academic Services & Learning Resources: #Students served: 0

I.D.3 Academic Services & Learning Resources: #Staff Served: 0

I.E.1 Full time faculty (FTEF): 0

I.E.2 #Student Employees: 0

I.E.3 % Full-time : -100%

I.E.4 #Staff Employees: 1

I.E.5 Changes in Employees/Resources: The resource picture has greatly improved. We were able to implement a tutorial program with SWF funding. We are also able to tap into that funding for administrative support. The transition period from Dr. Forman's leadership to that of the new faculty is over. The students are enthusiastic and supportive. 7 students donated their time and participated in a fund raiser for a Women's Conference. They earned \$500 for the program. This money will be used to supplement additional educational programming at no cost to all of our students and graduates.

II.A Enrollment Trends: Enrollment was on a downward trend. A three year study of seats filled in the Core 500 hour program (created by the Dean-no IR support for this specific data), Fall, 2014-now shows the following increases in percentages of seats filled at census. 14-15 (83%); 15-16 (80%); 16-17 (88%).

II.B.1 Overall Success Rate: Overall success has increased by about 13% when comparing 2012 -2013 to 2015-16. Non-success rates have decreased 5% and withdrawals have decreased 8%.

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Our new faculty and Massage Therapy Assistant have played a great part in supporting our students and improving our students' success and interest in the vocation. With the addition of a Counselor in our area, meeting the students request for more counseling support, we fully continue to expect further increases in student enrollment, retention and success.

II.B.2 Plan if Success Rate of Program is Below 60%:

II.C Changes Imposed by Internal/External Regulations:

Perkins Funding for the program assistant was revoked as we had surpassed the 3 year limit for the "stimulating a new program limitation" rule. However, we were able to use this funding for an "allied health specialist" and now have a paid tutor to assist students.

The change in priority registration rules magnified a difficult situation for Massage students especially since the majority of our students are part-time. But, the new Academic Senate resolution to assist part-time students will greatly assist our students.

Repeatability rules in Physical Education and CTE programs continues to imposes a negative effect on the Internship program that we have had in place for our students. Students interested in attaining Certificate Achievement - Advanced and AA Degrees in Massage will have issues attaining their educational goals due to these laws. However, counseling at the beginning of the program and encouraging students to set their "educational goals early" has helped to ameliorate this problem.

The approval by the CAMTC, students will be required to accumulate supervised 500 hours of education. This translates to only 16 hours of absences for the entire certificate, our students' our counseling and advising regarding this topic already has translated into increased retention and commitment to their educational goals (anecdotal data).








III.A Growth and Decline of Targeted Student Populations:

We have not done any active recruitment of targeted populations. Our focus has been to strengthen the curriculum and increase retention. We have also worked with the communications office and and the Workforce office to improve overall recruitment.

2012-13 to 2015-16, African American and Filipino groups have decreased 2 percent and 5% respectively; Latino/Latina groups have increased 2% since 2012. Comparatively, Asian and White groups have changed too +10% and -6% respectively.

Overall, targeted populations have decreased 6% while asian and white groups have increased 4%.

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III.B Closing the Student Equity Gap: Success rates of both targeted and non-targeted groups has increased 6% and 16%. The gap between both groups is 10%.

Our Equity plan continues:

Implement peer tutoring

Recruit top students for TA internships

Produce videos of instructor demonstrations.

Fund a supervisory position for student practice sessions in PE 12L.

III.C Plan if Success Rate of Targeted Group(s) is Below 60%:

III.D Departmental Equity Planning and Progress: Implement peer tutoring in class sessions still work the best. Our students have not gravitated towards office hours and the tutoring hours given by the allied health specialist.

Recruit top students for TA internships -- we have increased our number of peer tutors for each class through our Teacher's Assistant program from 1 or 2 to 6 or 7 per section.

Produce videos of instructor demonstrations still a work in progress.

Fund a supervisory position for student practice sessions in PE 12L - the allied health specialist was hired to do this. This Spring will be the first real test to see if we can get the students to attend these sessions. Instructors are actively advertising this service. The Anatomy and Physiology portion of the course is very difficulty for ESL students.











IV.A Cycle 2 PLOAC Summary (since June 30, 2014): In progress

IV.B Cycle 2 SLOAC Summary (since June 30, 2014): 0, In progress

V.A Budget Trends: Internal funding deficit has developed due to the elimination of Perkins funding. Compounding the issue is the fact that clinic enrollment increased to 17 students and the revenue was \$6500 a welcomed increase from last year's clinic of \$5295 SWF money will assist with the administrative cost of the program assistant so that the loss of Perkins funding will not impact the Division Budget as strongly.

V.B Funding Impact on Enrollment Trends: SWF funding support has already increased our seat counts for the Spring session 2017. Although we were not able to fill two sections (64 seats) we have 50 students which represents and increase of 18 students for the spring program. Considering the fact that we didn't have strong advertisement support from the Communications office until April 2, we believe that next year the Spring class could have the potential to increase the number of

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committed students to the program. Enrollments have not been noticeably affected by the healthier State budget. But, job trends and wages that individual contractors can command are increasing. This is anecdotal information collected verbally from massage therapists who are obtaining these wages per one hour massage session.

V.C.1 Faculty Position(s) Needed: Replace due to vacancy

V.C.2 Justification for Faculty Position(s): Massage Therapy Program Coordinator retirement took place in June 2014. This needs to be considered for replacement immediately. This program has successfully completed the viability process and had received a strong recommendation to replace the full time instructor/coordinator. Retention has increased since the complete replacement of the faculty in the program has taken place. But, these faculty are all adjuncts who do not have the time to coordinate the program. This entails increasing recruitment efforts with a focus on under-served student populations, implementing equity plans (as detailed in the equity plan), leading the SLOAC and PLOAC processes, ensuring program certification by the CAMTC and maintain certification status if it is granted, completing Perkins reports, purchasing and maintaining equipment, implementing the background check process, working with the new Division Counselor in retention and ed planning. And lastly, with SWF funding explore and implement either an externship program or a community service program for our students to volunteer their time to serve.

This program is growing and with the permanent funding support of SWP it has the potential to continue to strive to recruit targeted populations, increase student success and provide an affordable opportunity to start a career in Massage as a therapist.

V.D.1 Staff Position(s) Needed: None needed unless vacancy

V.D.2 Justification for Staff Position(s):

V.E.1 Equipment Requests: Over \$1,000

V.E.2 Equipment Title, Description, and Quantity: Massage Tables/chairs & stools Use Retail

- Earthlite Spirit Table Classroom \$539.00
- Earthlite Luna Table Clinic & Classroom \$489.00
- Earthlite Harmony Table Classroom \$309.00
- Earthlite Pneumatic Massage Stool Clinic & Classroom \$80.00
- Stronglite Versalite Pro Table Classroom \$429.00
- Stronglite Standard Plus Table (discontinued) Classroom
- Stronglite Ergo Pro II Chair Classroom \$409.00
- Stronglite Ergo Pro Chair (discontinued) Classroom
- Custom Craftworks Solutions Melody Massage Chair Classroom



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\$220.00

Oakworks Wellspring Table Clinic & Classroom \$495.00

Oakworks Portal Pro Chair Classroom \$485.00

step stools Clinic & Classroom \$45.00

Massage Linens & accessories sheets, towels, pillow cases, blankets Clinic bolsters, pillows Clinic & Classroom privacy screens clinic

Massage Tools Thumper classroom \$230.00 manual tools classroom

Items with lifespans decreasing:

PC clinic office Updated or new scheduling software (currently Salon Iris) Mac laptop instructor (Coleen has) Printers program office & clinic office copier/scan/fax program office shredder program office external hard drives (2) program office video/dvd player program office & classroom video camera

Anatomy Models Skeletons classroom Arm classroom Pelvis classroom Cervical spine classroom Leg classroom

Books/DVDs/Videos/Flashcards - for students to check out Reference books program office extra text books program office massage technique dvds & videos program office anatomy dvds & videos program office

Hardware & tools wrenches, screwdrivers, drills, etc. all replacement massage equipment parts all

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V.E.3 Equipment Justification: Our student panel has revealed to us that they are visual and tactile learners. Thus a variety of media is important to supplement their learning styles. Tactile media in the form of skeletons, more time in a cadaver lab to student movement, models that include synthetic muscles etc. Supplying video media of class demonstrations and through sources supplied by leaders in the vocation were also requested by our students.

V.F.1 Facility Request: Floors in PE 12L were replaced, summer of 2016.

In the proposed new physical education complex, provide a classroom that could comfortably hold 20 massage tables simultaneously for labs and the clinic as well as service physical education classes. 2 to 4 TV screens placed strategically around the room such that students would watch an instructor demonstrating a technique while they practice simultaneously. A larger areas for a sink, warming heat packs, storage and a all in-one media control station that is on wheels.

V.F.2 Facility Justification: A state of the art classroom would increase students' opportunities to utilize all forms of learning especially visual and tactile under the guidance of an instructor.

Currently, our students have to gather around one table to see the instructor. They spend most of their time trying to video the demonstrations individually instead of absorb the information. They are also placed in groups of 3 because there isn't enough table space for 35-36 students to practice simultaneously because there isn't enough room.

V.G Equity Planning and Support: Funding for a supervisor for a practice area for students outside of normal class hours is being was obtained through Perkins grant. However, long term funding would be requested from the SWF after three years if the pilot program is successful.

V.H.1 Other Needed Resources: Assessment efforts have been limited by our ability to actually design complex assessment proposals. Help from institutional research could be beneficial in this area. A long term study of the benefits of the counselor in the Physical Education and Athletics Division area would be a helpful assessment.

V.H.2 Other Needed Resources Justification: The assessment results would help us in directing our efforts to improve student learning and support.

V.J. "B" Budget Augmentation: We have reduced our "B" budget augmentation to \$5,000 for the next two years. There is a good chance that this amount would not be spent in its entirety as the



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clinic enrollment will provide a greater source of revenue.

V.K.1 Staff Development Needs: SLOAC and PLOAC assessment training for the new faculty is necessary.

V.K.2 Staff Development Needs Justification: New faculty are adjuncts they need to learn about the process and its value.

V.L Closing the Loop: The recent student panel provided PLOAC and equity plan information regarding resources that students feel they need to succeed in the classroom.

Submitted by: Coleen Lee-Wheat, Interim Coordinator, Dean Physical Education and Athletics Division

Last Updated: 04/12/2016

APRU Complete for 2016-17: Yes

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