The Esthetics program is not running this year as only four students applied and it would not be cost effective to run the program with the low enrollment. Last year there were seven students in the program.

Leslie reports that although enrollment is down, retention is good. The challenge is not keeping students in the program, it is getting them to apply and register.

Leslie is happy to announce a new Dual-Credit opportunity currently running. High school students are able to take the Intro to Massage, Intro to Esthetics, and First Aid to obtain both high school and college credit. Hopefully this will encourage students to pursue the programs after high school Current interest seems strong amongst these students.

Leila reports "multi-using" her employees meaning she likes to hire people who can wear many hats. For example, massage therapists who can also do reception/scheduling.

Leslie explains that our TPM/EST programs are set up to be dual programs, meaning, a significant portion of the curricula for each program overlap.

Leila suggests having a TPM/EST "employment-fair" type event where business owners could meet with prospective students to talk about the industry.

Gary asks about already established opportunities where business owners/current employees could get in front of prospective students. Gary recognizes that parents have a huge influence on what students pursue and thinks being able to talk to parents about the industry would be beneficial.

Leslie reports having attended the Illinois Regional College Fair that was hosted on campus last week and states she has an interest in branching out more to promote the programs.

Mike agrees with parents having a significant influence over students and we need to figure out how to convince parents that massage and esthetics are viable career options.

Jim asks committee of the intention of students and employees alike; are most students who enter the field pursuing a career or a part-time job for extra income? Leslie believes the majority of students are pursuing a career in the field.

Leila reports employer-sponsored scholarships is a marketing program technique that she has participated in before. It may help to attract students. Health fairs would be another great place to attract students.

Mike asks if program cost seems to be a potential bar

Julie asks employers if they offer reflexology as a separate service or as part of a regular massage? Jane and Mike both offer reflexology as separate services.

Gary is looking specifically for employees to do deep tissue/firm pressure and prenatal massage. Sports massage is also becoming more highly requested.

Jane acknowledges a decrease in enrollment college-wide but thinks we could really focus on increasing enrollment for this CEU session.

Leslie expresses interest in creating a medical massage externship and is looking for committee feedback.

Bridget believes training outside of a program is necessary however, HIPPA is a challenge for externships but she is interested and would like to explore the opportunity further.

Leila reports that her entire facility is trained in medical massage and her program was around 200 hours.

Bette asks if there is any known legislation dictating medical massage? Leila doesn't believe so. Bridget thinks it is dependent upon how the practice is advertised, as medical or as therapeutic.

Jim asks if the college has a PTA program? Bette reports that we do not as it is a very costly program to run and it must be run by a licensed physical therapist.

Julie thinks, since Oak Crest and Kishwaukee Hospital are where a medical massage externship would be necessary, maybe it would be beneficial to market this training to already licensed massage therapists.

Oncology is an area where many studios are turning away clients because they do not have therapists with appropriate training.

Chelsey asks if clinical hours are currently only done on campus? Leslie reports that we now have Oak Crest as a clinical site as of last year.

Mike recommends trying to establish mentorships between students and licensed therapists/estheticians.

Leila reports many schools doing "on site" tours or field trips to places of employment.

Gary suggests a type of on campus panel with not just employers but graduates/current therapists as well. Bette thinks this would be a great opportunity for the business course. The Nursing Program has an Alumni Luncheon each semester. Alumni and students alike love the event.

Julie asks Bridget about PT/OT shadowing…is this something our massage students could do? Kishwaukee Hospital does shadowing for PT/OT but not currently for massage. Bridget thinks attempting to schedule would be very difficult as the massage sessions are not regular or scheduled much in advance (often same day scheduling).

Leslie does a quick review of the curriculum with program planner handouts for committee members.

Mike asks how long the Esthetics program has been active. Leslie reports 2 years, the program has seen two graduating classes.

Mike asks how employers can really help promote the programs? How can we convince people that massage and esthetics is a viable career?

Leslie asks Bette if it is possible to market to current LMTs to give them credit toward the EST program? Bette confirms the possibility, may need to look at/modify the curriculum to accommodate.

Lesley asks if LMTs can use CEUs to apply toward EST requirements? Bette is not sure how that would work.

Denise thinks marketing EST as a "reduced hours" program to current LMTs is a great idea.

Melissa asks employers what is the reality of the job? Are these full-time benefitted positions or part-time jobs? What are employers willing to do to further education for their employees?

Mike hires full-time and part-time employees. Provides full benefits to full-time. Pays for CEUs for LMTs.

Julie asks business owners who offer esthetics services, do the estheticians do massage as well? Can we market TPM to current estheticians? We've spent time considering marketing EST to current LMTs but what about the other way around.

Jim encourages careful wording with marketing the esthetics program. Many people may hear "esthetics" and not realize that it is skin care.

Leila announces bringing "lipossage" to the area at Circle of Wellness.

Mike believes the majority of new industry trends are on the Esthetics side.

Chelsey reports that many massage clients are looking for more than "just a massage." Many are looking for special services/modalities, including things like stones, reflexology, etc.

Committee reports that salts are becoming a popular trend. They are being incorporated in both, massage and esthetics.

Leslie reports that KC will continue their partnership with Oak Crest and is interested in expanding internship and externship opportunities.

Bette reports a trend in higher education is on short-term training. Melissa expands that externships are non-credit and often serve as a "long-term interview." Externships would allow graduates to explore the industry before committing to a job. Great opportunity when done with the program but before getting licensed. They could also perform bodywork on LMTs during their externship rather than on clients.

Leslie asks committee members to fill out the Employer Questions sheet.

ACTION ITEM: Before the next meeting, Bette will work with Student Services to establish something to get LMTs into the EST program.