

**Advisory Committee Fall 2023 Minutes**  
**Message Therapy**  
Century City Center -Joe Chat Sumner Board Room  
Monday, September 11, 2023, 4:00 PM

**Members present:**

Dawn Thompson – Spa Bella  
David Washburn – Trinity Therapeutic

**Vernon College Faculty/Staff**

Melissa Williams  
Bettye Hutchins  
Andrea Sanchez  
Tracy Catlin  
Zachary Nguyen-Moore

**Members not Present:**

Dawn Rabideau – Azure Spa & Salon  
Chandra Dewbre  
Joan Horwitz  
Margie Reis  
Dell Blackwell – Back to Basics  
James Alexander – Back to Basics  
Sandi Stahr – North Texas Workforce Solutions

*With insufficient members present available, the decision was made to hold the meeting without quorum with members present. Bettye Hutchins explained process of voting via email in the event any topics required vote.*

Welcome and Introductions

Melissa Williams

*Melissa Williams welcomed members and thanked them for returning, she invited members and VC staff to introduce themselves.*

Purpose of Advisory Committee

Bettye Hutchins

*After welcome and introduction, Bettye Hutchins reviewed the purpose of the committee and importance of input from local industry professionals to the Massage Therapy Program and VC.*

Election of Vice Chair and Recorder

Betty Hutchins

*After purpose, decision was made to postpone elections of Vice Chair and Recorder and ask for volunteers when electronic vote was sent out.*

Chair..... Dawn Thompson

Old Business/Continuing Business Dawn Thompson

*Dawn Thompson asked if there was any old business to discuss. No old business to discuss.*

*With no old business to be discussed, Dawn Thompson moved to new business, beginning with review of program outcomes, etc.*

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

*Dawn Thompson asked Melissa Williams to review the program outcomes and asked if there were any questions or suggestions.*

**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**

*No changes were made to program outcomes; Committee voted via email to approve program outcomes as presented.*

*Dawn Thompson asked Melissa Williams to review assessment methods and results.*

**❖ Approve assessment methods and results**

**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

10. Incorporate the FSMTB practice assessment to help prepare for the licensure exam.

*After reviewing outcomes of the FSMTB practice assessment, it was suggested by Bettye Hutchins that it be kept as a tool for practice rather than a requirement. No changes were made to assessment methods and results; Committee voted via email to approve assessment methods as presented.*

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

N/A

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

N/A

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

*No discussion was necessary regarding workplace competency or program specific accreditation information and requirements, Dawn Thompson proceeded to ask Melissa Williams to review any updates made to curriculum/courses/degree plans.*

## **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 1013	Anatomy and Physiology for Massage	100 Class Hours
MSSG 1011	Massage Therapy Fundamentals I	100 Class Hours

### **Second Semester**

MSSG 2011	Massage Therapy Fundamentals II	100 Class Hours
MSSG 1007	Business Practices and Professional Ethics	50 Class Hours
MSSG 2014	Pathology for Massage	40 Class Hours
MSSG 2013	Massage Kinesiology	60 Class Hours
MSSG 1005	Hydrotherapy/Therapeutic Modalities	20 Class Hours
MSSG 1009	Massage Health and Hygiene	20 Class Hours
MSSG 2086	Internship-Massage Therapy/Therapeutic Massage	50 Class Hours

Course descriptions and learning outcomes provided as a separate document.

❖ **Approve program revisions (if applicable)**

*Melissa Williams provided explanation of change in order of courses to the program; per TDLR, Anatomy and Physiology for Massage was moved to the beginning of the program. Though the order of courses was rearranged, there were no changes to the curriculum; Committee voted via email to approve curriculum as presented. Dawn Thompson moved on to discuss the 2023-2024 SCANS, General Education, Program Outcomes, and Institutional Outcome Matrices.*

❖ **Approve 2023-2024 SCANS, General Education, Program Outcomes, and Institutional Outcome Matrices.**

*Dawn Thompson asked Bettye Hutchins to explain the SCANS, General Education, Program Outcomes, and Institutional Outcome Matrices. The program has to work under three umbrellas: 1. Local or Vernon College, 2. State or THECB Texas Higher Education Coordinating Board, and 3. Federal. To ensure the Program is following all rules and regulations, Vernon College uses matrices to map the requirements back to the courses.*

**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.**

<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>SCANS COMPETENCIES</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>	<b>7</b>	<b>8</b>		
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	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>
Award: Massage Therapy Certificate of Achievement							
Cip: 51.3501							
<b>LIST OF ALL COURSES REQUIRED AND IDENTIFIED CORE OBJECTIVES</b>							
GENERAL EDUCATION CORE OBJECTIVES						Course Number	Course Title
1	2	3	4	5	6		
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	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 the specifics of massage therapy.	
						3. Follow appropriate health and hygiene standards as required by TDLR 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.	

**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>	
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>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	

*No changes were made to the SCANS, General Education, Program Outcomes, and Institutional Outcome Matrices; Committee voted via email to approve matrices as presented. Dawn Thompson moved on to program statistics.*

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

*Dawn Thompson asked Melissa Williams to review the program statistics. After review, there was no further discussion or recommendations. Dawn Thompson moved on to local demand.*

- Program Statistics: N/A
  - Graduates 2022-2023: 5
  - Enrollment Spring 2023: 5
  - Enrollment Fall 2023: 10 Applications, 9 confirmed



❖ **Local Demand**

*Dawn Thompson asked Bettye Hutchins to review local demand. Bettye Hutchins reviewed the following information taken from O\*NET and asked for feedback in accuracy regarding local pay and job openings.*

Occupation	National Median Wage	State Median Wage	Local Median Wage	Current /Projected Job openings (annual)	Projected Growth (annual)
Column1	Column2	Column3	Column4	Column5	Column6
Massage Therapy	\$27.43 /hr. \$52,666 /annual	\$25.75 /hr \$49,432 /annual	\$20.00 /hr. \$38104 annual	1,251 (state) 11 (local)	39.89% (state) 2.448% (local)

*\*Labor Market Outlook ( O\*NET )*

*After discussion, Dawn Thompson moved on to evaluation of facilities, equipment, and technology.*

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

*Dawn Thompson asked Melissa Williams to review evaluation of facilities, equipment, and technology. Melissa Williams began by extending an invite to all members to contact her to request a tour of the facility, then continued on to review recent equipment acquisitions and facility updates.*

New equipment purchased and facility upgrades for the program:

- New hydrocollator purchased to replace the last one that rusted out.
- New curtains and accessories to give the lab a more spa like feel.

*Dawn Thompson asked for any suggestions and David Washburn recommended looking for A&P study apps; Melissa Williams will be coordinating with the VC Nursing department to select appropriate apps. David Washburn offered to donate back-issued professional massage/medical journals for students; this would serve as the beginnings of a massage therapy student resource library to help keep up with changes in regulations, work opportunities, and other various “industry related” developments. After discussion, Dawn Thompson moved on to external learning experiences, etc.*

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

*Dawn Thompson asked Melissa Williams to review external learning experiences, employment, and placement opportunities.*

**Faculty:** “Vernon College offers a job board on the website. Businesses can contact Career Services. 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 Bettye Hutchins at, [bhutchins@vernoncollege.edu](mailto:bhutchins@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	%
	10	9	90%	5	5	100%						

*After review, there was no further discussion. With no professional development to discuss, Dawn Thompson moved on to promotion and publicity.*

**❖ Professional development of faculty and recommendations**

N/A

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

*Dawn Thompson asked Melissa Williams to review promotion and publicity.*

- Facebook
- Website
- KFDX
- Channel 6
- Fliers
- CTE brochures
- Virtual events through Region 9 and TWC
- Art Walk

*Melissa Williams reviewed multiple promotion methods, including social media, Jr high and high school visits by our CTE Navigator - Tracy Catlin, and a very successful night at the Art Walk which the students signed up 120 clients in two hours. Dawn Thompson asked for any further discussion or suggestions. David Washburn suggested looking at volunteering during the Hotter 'N' Hell 100 bike race for both sports massage experience as well as a recruiting opportunity. It was also suggested by Dawn Thompson that we look more in depth at recruiting opportunities with the WFISD CEC high school cosmetology program, which CTE Navigator - Tracy Catlin will pursue upon meeting the new CEC principal. After discussion, Dawn Thompson moved on to special populations.*

**❖ Serving students from special populations:**

*Dawn Thompson asked Melissa Williams to explain the services available to Vernon College students and updated definitions of special populations.*

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: insert male/female ratio
  - 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).

*With no further discussion or recommendations regarding special populations, Dawn Thompson moved on to the CLNA survey.*

**❖ CLNA Survey:**

*Dawn Thompson asked Bettye Hutchins to explain the purpose of the CLNA survey (administered at each program’s annual advisory committee meeting, every two years, for use in required reporting) and then administered the survey.*

**❖ Adjourn:**

*After the CLNA survey, Dawn Thompson asked if there were any additional remarks or suggestions. With no further discussion, the meeting was adjourned at 5:50pm.*

Recorder Signature Dawn Thompson	Date 3/27/24	Next Meeting: Fall 2024
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