

Palm Beach State College

Massage Therapy Business Partnership Council

MINUTES

September 16, 2013

9:00 – 11:00 am

Boca Raton Campus- BT132 Massage Lab

ITEM 1. Welcome and Introductions

Discussion: 1. Introduce new council members

Dr. Jeff Zurawin, Acupuncturist; husband to recent graduate: **Joe Barone**, owner of 'Massage Circuit', Director of The Spa, Fitness and Aquatics at the Boca West Country Club: **Dr. Raphael Cervera**, Chiropractor and business owner.

2. Introduce all council members

Nancy Zinser, Associate Dean of Health Sciences: **Liz Carracher**, CWE Coordinator: **Edwin Joiner**, LMT and graduate of PBSC Massage Therapy, Self Employed, integrating yoga, massage therapy and stress management (states that our program was the best learning experience): **Carrie Fisher**, LMT and graduate of PBSC Massage Therapy, Self Employed, specializing in Craniosacral therapy, teaches Craniosacral therapy in our program (proud to be a part of this council, claims that PBSC has the best Massage Therapy curriculum) : **Gigi Motley**, Administrative Assistant, Massage Therapy, PBSC: **Dr. Beth Williams**, Chiropractor and business owner: **Mindy Yale**, Full Time Instructor with PBSC Massage Therapy since July 2008: **Timi Storms**, Full Time Instructor with PBSC Massage Therapy as of January 2, 2013 Background in Hospice and Geriatrics care: **Sheryl Platt**, Program Director, Massage Therapy Program, PBSC, started the MT here at the college in the year 2000, taught the MT program at South Tech, Boynton Beach, FL, **Ted Kramer**, Certified Business Analyst, Manager, Small Business Development Center: **Kim Boomhower**, LMT, graduate Massage Therapy, PBSC (she still looks back at her notes from school to assist her with her work today), Oncology Massage at Sari Center.

Action: 1. Everyone was pleased to hear about each council member.

ITEM 2. Review the purpose of the council

Discussion: 1. Review the purpose of the council

Sheryl directed everyone to look at the Partnership Council Handbook, and explained that the council is always a work in progress.

Action: 1. No action needed at this time. The discussion of the council purpose gave permission for members to speak up with their input.

ITEM 3. Program Curriculum – changes, accomplishments and new additions

Discussion: 1. Mindy presented her power point on critical thinking

Mindy explained how we need to teach students to think clearly. Mindy's findings through her Critical Thinking protocol is that students do well on multiple choice testing, but they are challenged when required to think through scenarios. Students are able to memorize information, though not able to apply it. Two learning outcomes are measured at the end of each year. Mindy explained that we give our students a six month education program, the best massage education that we can give them', in regards to our program curriculum integrated with personal growth. By MT II Students work on verbal presentations and writing assignments which are graded with a rubric. (Rubrics are utilized from MT1-3.) MTII final evaluations are based on Pathologies and inclusive of integrating the multi-modalities added to the basics taught in MTI. Students are given specific feedback on what skills to work on for each learning outcome. At the end of the year they are given the Case Study Assignments, multiple case studies, and are required to demonstrate that they are ready to go out into the world and meet the needs of their clients/patients. Additionally, in MTIII students are administered the business scenarios test.

Mindy explained, "We create a safe place for our students to be vulnerable because they will be creating a safe place for their clients."

- **Mindy** stated that our Massage Therapy students scored the highest on the PBSC California Critical Thinking Skills test and the California Critical Thinking Dispositions Inventory.
- **Nancy Zinser** suggested that Mindy facilitates a workshop on Critical Thinking with other programs in our Health Science clusters, ie, Nursing, Surgical Technology, etc.

2. **Timi** spoke about the Rubric changes

Timi described that a rubric is an objective method for evaluating the students' skills. The rubric is based on quadrants of information (categories), graded on a point system. The total score gives the student a grade. Timi described how MTIII final clinical hands on performance used to be an observational evaluation - now the instructors receive message from the students in this evaluation, just as they do in the MTII evaluation. A direct receiving and evaluation method is far superior and follows our high quality academic expectations. MTI remains an observational evaluation. Timi stresses the importance of the final question on the MTIII Rubric: "Would you recommend this student for employment?"

Timi stated that we alter our Student Handbook policies as needed.

2. Sheryl discussed the National Certification Board and State Board changes

Sheryl informed the council that the last reported passing rate for the National Massage Therapy Schools was 70%; while the passing rate for the PBSC Massage Therapy students was 81% and at one time we held a 100% pass rate. Sheryl described recent changes in the National Board Certification: As of January 2013 the National Board eliminated their high standard exam, and created an easier exam to match the Federation of State Massage Therapy Boards – The Federation of State massage Therapy Boards had approached each state to create a License within each state – currently, all states in the nation do not require licensing. Now the NCBTMB has created a higher standard exam call a ‘Board Certification’ to separate seasoned LMT’s from entry level LMT’s and to compete with the FSMTB.

Sheryl and Mindy stated their disappointment in the lowering of standards by the National exam, and that we (the PBSC Massage Therapy program) will maintain our high standards of teaching. Sheryl clarified that the Florida State Board of Massage Therapy has changed their renewal system so that a Massage Therapists must have completed their required CE’s prior to the online application accepting their renewal. Sheryl encouraged employers to motivate their therapists to renew early, so that they do not laps with their licenses due to this change.

Mindy added that the bottom line for us, is that students, and therefore Massage Therapists, are far more than a product of learned knowledge regarding massage, but that our field is about compassion - offering healing for themselves before they are licensed to facilitate others’ healing.

Sheryl noted our proud collaboration with the FAU Cadaver lab, whereby our students participate in a Cadaver lab as part of our curriculum.

Nancy Zinser noted that our college Post-Secondary Adult Vocational programs are rigorous and of high standards, and our Health Occupations programs are not necessarily seen as this high standard college wide. It was noted by a few Council members that Massage is an excellent bridge into other related health studies. The industry has evolved greatly in being recognized as a medical profession.

Action: 1. No action needed

ITEM 4. Continuing Workforce Development

Discussion: 1. Liz spoke about continuing education classes

Liz noted how her department is inundated with phone calls from LMT’s as each renewal time approaches. She would like to see therapists take their CE’s throughout the year. Liz encouraged everyone in the council to give their ideas for new CE courses. Liz encouraged our Partnership Council members to become

credentialed with PBSC and offer courses based on their specialties. Beth stated that she would like to see a course that teaches therapists proper spinal care, so that therapists can integrate their work with a better understanding of the spine. Mindy explained that we do include this in our program here at PBSC. Kim noted that we, as LMT's do not receive information regarding the CE's offered at PBSC. She asked if we can create an email system in which our graduates would receive updates and notifications of CE's offered here at PBSC. Additional ideas for courses mentioned were: Prenatal/Pregnancy Massage, Pediatric Massage, Geriatric Massage. It was suggested that Kim teach Massage for Cancer patients: to understand how, when, and where a therapist can touch a cancer patient. Kim explained that studies show a 30% increase in Neuropathy with cancer patients and specialty cancer massage would be warranted here.

Kim and Carrie suggested that PBSC Continuing Education program keep LMT's informed on their CE classes. Everyone present agrees that other proprietary schools market their courses via email and postal mail.

Nancy stated that Health Sciences needs to call CE's 'Advanced Education courses' rather than calling them 'Continuing Education courses', because our industries are continuously growing – by the time students graduate the CE material is dated. Nancy added that this Partnership Council can be pivotal in influencing PBSC and/or the State to adjust the time frame in which to absorb the body of knowledge in our programs. Nancy emphasized that we need our students to communicate, write, and market themselves - to educate their clients. Nancy noted that students need to expand on their marketing skills, perhaps further including this aspect of business into our curriculum, and/or as CE's here at PBSC.

Ted asked how we track our graduates, in regards to the continuation of their licenses and their working status in the industry. Timi noted that we can easily see who maintains their licenses, though to date, there is not an official way of tracking if they actively use their licenses. Sheryl stated that our IT department keeps track of students who graduate and get licensed – the state in turn gives us credits for funding. Nancy mentioned 'SOC codes'. Mindy stated in our curriculum we emphasize how to avoid 'burn out', because in the field of Massage Therapy there is an average two year burn out rate.

Sheryl described how graduates maintain contact with each other and with the staff in our program; therefore, we do stay connected to our graduates, and their working status. Sheryl stated that she is planning on holding our first Alumni Gala for follow up and networking. When it becomes approved and planned, all council members will be invited as well as our licensed graduates.

- Action:
1. The Massage Therapy department we will continue to create an email list.
 2. **Liz** will continue to create ways in which to market our CE courses via email.
 3. Council members will consider getting credentialed in their specialties, and teach CE courses here at PBSC through Liz's guidance.

ITEM 5. Job Placement

- Discussion: 1. April will present Career Center set up with the Massage Therapy Dept

April was not present at this meeting.

In place of April, **Sheryl** described how she receives many telephone calls from MT establishment owners, directors, lead therapists, etc, inquiring for licensed therapists for hire. Sheryl explained that we keep a continual list of licensed graduates who give permission to be on the list - giving potential employers the opportunity to call the list of licensed graduates. In addition, employers can advertise their job postings with the Career Center online.

Joe explained that lists of MT graduates are helpful, though not specific enough. Joe suggested that it would be more effective to have a structured form to post and reply to job openings. This can narrow down the pool of applicants based on the specific job criteria and clientele population.

Sheryl's response was that we must also keep the list as an equal opportunity employment list.

Mindy stated how she also sends specific job postings to individual graduates, through Facebook according to the individual's niche.

- Action: 1. The Massage Therapy department will consider ideas to create a job posting form. We will additionally work on an Alumni email roster.

Joe stated that the Massage Therapy market is saturated; therefore, it is important to have a personality that is fitting in this industry, as well as a passion. Joe described his ten point hiring system, and claimed that the 'audition' (hands on performance) seals the deal. Joe suggested putting students through real life interviews, with professionals and business owners in the community. He noted how many clients receive massage for emotional support as much as they do for physical reasons.

Sheryl reiterated her long standing theory that 90% of your work as a Massage Therapist is what you bring to the table with your personality, character and compassion, the remaining 10% is skill.

Mindy described that in the Massage Therapy program at PBSC we teach ‘conflict resolution’, ‘empathic communication’, and ‘role playing’, preparing students for real life and work situations in this field.

Sheryl and Joe explained how he encourages graduates to be open to working anywhere at the start of their career; to gain experience in the industry and make connections. This will gain their confidence and help them to excel in their field, particularly with regards to interviewing.

ITEM 6. Small Business

Discussion: 1. Ted presented what the Small Business department offers and how the department has assisted many of our students as entrepreneurs.

“If you make a dollar at what you do, you are in business!” Ted explained that the Small Business department is here for all of us, big or small businesses. They are here to help people, with all types of businesses. Ted explained that the small business department is open to anyone and that in fact two of our council members have utilized their services, Dr Raphael Cervera and Dr Jeff Zurawin - both found Ted’s department to be very helpful.

Action: 1. No action at is needed.

ITEM 7: Next Meeting Date:

Discussion: The suggested next meeting will be Spring, 2014.

Action: Council members are to email Sheryl with any email inquiries.

Attendance:

Carrie Fisher	Kim Boomhower	Dr Jeff Zurawin
Edwin Joiner	Joe Barone	Timi Storms
Dr Raphael Cervera	Dr Beth Williams	Mindy Yale
Liz Carracher	Leonard Bruton	
Nancy Zinser	Ted Kramer	
Gigi Motley	Sheryl Platt	