

Palm Beach State College

Massage Therapy Business Partnership Council - Agenda

Tuesday March 31, 2015

9:00 – 11:00 am

Boca Raton Campus- BT139 Massage Classroom

ITEM 1. Welcome and Introductions

- Discussion:
1. Introduce new council members
 2. Council members introduced themselves and what position and described their work.
 3. New administrative assistant II position filled – Kim Adamson – not presented

Action: 1. **Introductions around council members:** Sheryl Platt, Kim Boomhower, Mindy Yale, Timi Storms, Rachel McDermott, Dr. Nika Coleman- Ferrell , Joe Barone, Jennifer Yund, Liz Carracher, Carrie Fisher, Mali Senanayake - (student worker)

ITEM 2. Review the purpose of the council – discuss the new member protocol – 2 year term with 1 time repeat second term

- Discussion:
1. **Review the purpose of the council:** Sheryl briefly discussed the main purpose of the council – To provide long-range planning, curriculum relevance, occupational forecasting and legislative advocacy. It's all about 'fine-tuning' and building the curriculum/program. Council Establishment owners also hire our licensed graduates since they become aware of how detailed our training program is.
 2. Council members whose 2 year term ended: Dr. Beth Williams

Action: No action needed

ITEM 3. MT I Evaluation Process - Timi

- Discussion:
1. **Discuss how it allows instructors to apply more thorough feedback to students regarding "feeling" of their Swedish strokes.**
 - Timi Storms discussed the changes we made with Hands – On evaluations during the Massage Therapy I course. From the PLO's we learned that it was more beneficial to the students to perform their evaluation on an instructor instead of an observation evaluation. Too many details are missed by observation only.
Mindy Yale discussed benefits of students' working on fundamentals during therapy I before moving onto Massage Therapy 2.
 - Sheryl added: our program requires professionalism by not only what we teach in the classroom through textbook and lectures, but our program policies require students to wear clinical uniforms and follow a dress code when attending classes or performing during their Public Clinicals. Another change was a small detail that makes a big difference. Timi added: In the support of educating professionalism, we added the icon of 'flip-flop' shoes on the daily calendar in order to remind instructors to do random checks on students so all the heavy burden doesn't rely on the full time hands- on instructor; this also becomes more of a team effort for day and night cohorts.

Action: 1. No action needed

ITEM 4. Job Placement

Discussion: 1. **April presents Career Center set up with the Massage Therapy Dept:**
April was kept in another meeting and could not attend. Sheryl discussed that massage therapy department has a close relationship with the career center. She mentioned that career center announces the online job postings to our licensed graduates, assists with resume' writing, applications and conducts an annual fashion show that benefits all students preparing for job interviews.

Jennifer Yund expressed that she is a new establishment owner and has already hired one of our licensed graduates.

Action: 1. No action needed

ITEM 5. Continuing Workforce Development - Liz

Discussion: 1. Council members may be credentialed to teach classes
2. New CE classes never offered before are approved
Liz Carracher explained the 6 new continuing education courses coming this summer just prior to License renewal are Lomi Lomi Massage, Mother Earth's Dance with Stones, Aromatherapy for the Massage Therapist classes, Introduction to Geriatric Massage, Cupping Massage and Pressure Point Massage.
Discussion continued about introducing 4 hours pediatric massage classes and hot stone massage in May during the one week we don't have day & evening students.

Jennifer Yund mentioned that it is important to offer business courses as well. Conversation moved to the professional organizations. Carrie asked if our students attend the FSMTA local chapter meetings.

Carrier Fisher discussed that students need to sign up for FSMTA to protect their rights. She also mentioned that John Ramaro, President of the Ft Lauderdale chapter can visit the classroom to speak about the FSMTA. Contact: 954-654-6427

Carrier Fisher discussed introducing the Cranial Sacral therapy. She spoke about CS its wide range of therapeutic benefits for physical & emotional problems for all ages and pathologies. Also she said the conference "Beyond dura" in April 22nd will show the latest research on CS. She said there are 500 classes offered worldwide and they are open to everyone that are interested. She discussed about the pediatric program and brought up an example on how Dr. Upledger worked on the co-joined twin babies. Pediatric therapy classes start training on April 24th, and therapists can learn new advance techniques.

Carrie mentioned to contact Benny Vaughn at UCF on Timi's idea.

Action: 1. Council members were invited to teach classes.
2. Handouts

ITEM 6. Discuss the possibility of expanding 'Clinical Rotations' by adding Council members - Timi

Discussion: Timi discussed about the emerging leaders program expansion project. She mentioned that it is important for students to go out and observe how businesses

work and learn what is happening in the industry. She said students need to observe, learn business aspect and need to make education decisions. Sheryl added that since the National Certification Board has stopped the entrance level certification exam and has created an advanced board certification, we wanted to add an advanced training to our program. At this time, Timi's idea of adding 'Clinical Rotations' to the existing curriculum would be the best way. Timi also mentioned a previous discussion regarding council member Joe Barone coming to speak to students during Massage Therapy III.

Action: 1. Council members were very enthused and open to creating something at their establishments to accommodate the students for 'Clinical Rotations'. Kim Boomhower, Joe Barone, Jennifer Yund, and Carrie Fisher were all on board. Kim Boomhower mentioned she will look into bringing our students to the Cancer Center for observation. Joe Barone said he would be able to bring students to the West Boca Country Club. Jennifer Yund said she would like to host students at the Tropical Serenity Spa. And Carrie Fisher said she will look into hosting students at the Upledger Institute.

Timi will be contacting everyone to set up the beginning organization to this endeavor. It was noted that this process will take time to set up.

ITEM 7: Reflexology training and Clinical service has been expanded to 50 minutes

Discussion: 1. Sheryl said reflexology time was increased from 30 minutes to 50 minutes. The fee was increased from \$13.00 \$18.00 as well. This is now more aligned with other services.
2. And paraffin wax or foot bath became an 'add on' for \$5 as previously discussed
This changes has been done since the last meeting.

Action: 1. All paperwork and website will be changed accordingly.

ITEM 8: Other:

Discussion: 1. College Wide Annual Recognition Hors Doerves March 31, 2015
Tonight the college will be recognizing college-wide Business Partnership Council members at a Hors Doerves and Wine tasting party at the Lake Worth campus in the Duncan Theater from 6 – 8 pm.
2. **General discussions** on the beneficial effects of therapeutic massage on premature infants, cranio-Sacral therapy, the natural healing process. Action:
1. All council members were already previously engaged and could not attend. Sheryl will be attending.
2. No action needed.

Next Meeting Date:

Discussion: The suggested next meeting will fall, 2015.

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

Attendance: Sheryl Platt, Kim Boomhower, Mindy Yale, Timi Storms, Rachel McDermott, Dr. Nika Coleman- Ferrell , Joe Barone, Jennifer Yund, Liz Carracher, Carrie Fisher, Mali Senanayake

