

2018 Wellness Annual Program Plan

WELL Wellness

I.A. Program Profile: Purpose

Describe the program(s) to be reviewed. What is the purpose of the program and how does it contribute to the mission of Skyline College?

Narrative

Our mission of the Skyline College Wellness Program/Massage Therapy is to inspire mindful and sustainable health and well-being associated with lifelong learning and wellness.

Our goal with our massage therapy certificate is designed to provide students and professionals alike with well-rounded, current, entry-level knowledge, skills and academic depth necessary for massage therapy positions that bridges academics and real-world proficiencies in a variety of settings. This is aligned with Skyline's cultivating a culture of innovative, creative, and entrepreneurial spirit which is truly dedicated to providing our students with innovative curriculum with well-rounded quality of education, increased student marketability, and economic viability.

We empower students with curriculum promoting global worldviews embracing cultural diversity, preserving cultural heritage, traditional knowledge and philosophies with which they are based. These are foundational principles of holistic/integrative health associated and lifelong wellness. This reflects our profession, student/faculty demographics, our community, spa/clinical environments and various integrative healthcare therapists/professionals our students will be working with and collaborating. These perspectives prepare students to be culturally sensitive, ethical and participatory members of our increasingly global society. These valuable skills promote student success in general as well as other courses across the curriculum. Lastly, we prepare students for personal and professional success in different aspects of their lives beyond college and we feel these all represent the mission, vision and values of Skyline College.

I.B. Program Planning Team

Annual program planning is intended to be a collaborative process which promotes dialogue and reflection. Please identify all individuals who contributed to or shaped the narrative. Include names and the title or role of each person.

Narrative

Cassidy Ryan, COSM/WELL Coordinator

Dr. Ronda Wimmer, Wellness Program Professor

Dr. Kate Egan, Adjunct Faculty

Kevin Giraldo, CAMTC Certified Massage Therapist, Instructional Assistant

II.A. Analysis: Progress on Prior Program Objectives (Goals) and Activities

Describe the progress made on previously established program objectives (goals) including identification of achievements or areas in which further effort is needed. New programs which have not yet established CPR/APP objectives should discuss progress on program implementation or activities.

Narrative

1. Some students struggle with out of pocket expenses (ExamCoach, books, massage table)

- a. **ExamCoach** – The renewal for our ABMP membership is \$150 per year paid by the department.

This membership allows us to provide the student with ExamCoach at a cost of \$75 for 18 months. This eliminates a cost barrier for the students fairly inexpensively for the school.

- b. **Books** – implemented online texts when possible; however, this is a very specific profession currently with limited OEI resources.
- c. **Table** – solution - group discounts through specific companies can be implemented and students buy tables through Craigslist as well.

2. Student Access to open lab outside of class

- a. Solution – implemented open lab during designated hours.

3. Curriculum refinements – these are always part of the process to see what works and what could be better. Bottom line programs can always be better. *Timeline: ongoing



a. Solution:

- i. Curriculum build around National standards developed by a coalition of industry professionals (Entry Level Analysis Project (ELAP) The Core: Massage Therapy Entry-Level Blueprint for industry standards) implementation associated with hands-on application within 28% meets recommendation.
- ii. Our 2016/2017 scheduled hours was aligned and met this 28% recommendation.

4. MBLEx Implementation – My understanding, from the local area and various students from other massage programs, is that many students are intimidated to take the MBLEx due to the associated academic rigor. Preparing our students for the MBLEx is a requirement of being a CAMTC approved school.

- a. Solution:
 - i. We addressed this with the curriculum restructure.
 - ii. Implementation of ExamCoach in the spring and annual renewal of ABMP.
- 5. Target marketing advertising
 - a. Requesting institutional support in this effort: publicity, web page enhancements that is aligned with other CTE programs websites and specific program representation institutionally, update information, meet CAMTC compliance, update faculty specific within WELL, addition of program specific PSLO's, Q & A section addressing changes in regulations over the past few years, among others.
- 6. Scope of practice
 - a. Regulations that guide scope of practice between departmental programs needs to be discussed within the department and division. Addressing changes with WELL Program representation within the department that represents the changes that have occurred within the profession of massage therapy. Alignment of our departments programs that is consistent with the other Skyline College CTE programs implementation.
- 7. Address issues of disproportionate students
 - a. Males – our percentage of males has grown. We credit this to updated course titles.
- 8. Distance education
 - a. Solution – implemented availability of hybrid and online courses WELL 760, 742, 765 for the past year.

Associated Objectives

- | |
|---|
| <ul style="list-style-type: none">  587-Permanent Instructional Assistant/Aide  623-Subscription memberships and renewals |
|---|

II.B. Analysis: Program Environment

Describe any recent external or internal changes impacting the program or which are expected to impact the program in the next year. Please include when the specified changes occurred or are expected to occur.

Narrative

1. **LOAD has been decreasing** in the past few years, the removal of 27 online units is believed to be a contributing factor this past year 2016/2017.

WELL	2012/ 2013	2013/ 2014	2014/ 2015	2015/ 2016	2016/ 2017
Sections	36	39	22	19	18
Student Enrollment	351	456	311	272	133
LOAD	392	370	355	369	290
MT Certificate Completions (Chancellor's Office approved)	19	18	17	14	14

Interesting to note- Skyline College completion rates for our massage therapy certificate has been one of the top two schools consistently compared to other community college massage therapy programs.

Currently the LOAD in SPR 2018 is 427, Dean's data as of May 7th, and on the rise.

External factors affecting enrollments:

1. **California Laws changed associated with the massage profession and CAMTC certification.**

2. **School approval application process** decreased student enrollments from 2014/2015, although we managed to stay the same 2015/2016 & 2016/2017 academic years. Many massage therapy programs experienced decreased enrollments.

3. **Students are now required to pass the MBLEx** (Massage and Bodywork Licensing Exam).

4. **Enrollments have dropped throughout California** as a direct result of new laws for CAMTC certification.

5. **Schools are held accountable for students MBLEx pass rates** with 10% of the National first time pass rates.

II.C. Analysis: Student Learning Outcomes (SLOs and PSLOs)

(1) Instructional Programs Only: Describe what was learned from the assessment of course SLOs for the current and past year.

(2) Student Service Programs Only: If PSLOs are being assessed this year (3-year cycle), describe what was learned. If no assessment was done because this is an off-cycle year, please state that this item is not applicable.

Narrative

Course Level SLO's:

- a. All new courses have been implemented within the last year therefore new SLO's.
- b. Revision of SLO's mapping to PSLOs conducted in SPR 2017 as part of our Comprehensive Program Review (CPR). They criteria was met.
- c. We have already started assessing the SLOs as of fall 2016 and will continue to do so in order to get a better idea of any trends and potential areas that students as well as faculty need to focus on fine tuning our teaching pedagogy accordingly and cultivate our energy and attention within our curriculum.
- d. Additionally the curriculum supports the success of our students with our WELL MBLEx first time pass rates (84.6%) for 2017 (cohort 2016/2017) being well above National first time pass rates (72.9%) meeting the CAMTC criteria to maintain school approval status
 Putting this into perspective - overall MBLEx pass rates: WELL (84.6%), National \. (66.7%), California (65.2%).
- e. Reviewing the data that was reported with the previous WELL courses the SLO data from 2016/2017 academic years indicate that all WELL course SLO's assessed met their criteria.

Associated Objectives
 644-Wellness Instructional Equipment for Instruction

III.A. Reflection: Considering Key Findings

Consider the previous analysis of progress achieved, program environment, and course-level SLOs or PSLOs (if applicable). What are the key findings and/or conclusions drawn? Discuss how what was learned can be used to improve the program's effectiveness.

Narrative

1. Previous Analysis of Process Achieved

- a. Implemented open lab for greater student access to practice outside of class, during designated hours, as well as implemented for student make-up hours required if class is missed.
- b. Curriculum refinements – these are always apart of the process to see what works and what could be improved. Bottom line programs can always be better. Timeline ongoing.
- c. Departmental website organization can be improved to align with CAMTC compliance guidelines, and ease for student access to the information about our program. This is a major hub for attracting potential students and anyone interested in getting accurate information about our program.
- d. Advertising – our evening program is not as visible as it could be. Suggestions from the industry identified digital advertising or social media (Google, Yahoo, FaceBook) implementing, specific name, titles, and pop-ups associated with key terms. Implement advertising geared towards adult learners as well as veterans, sport clubs, yoga studios, dance studios, gyms, Whole Foods, Sprouts, Rainbow Market among others. Broaden advertising to include various health disciplines/professions. Supported by our Advisory Board.
- e. Implemented embedded tutoring, with CAMTC CMT, creating student success within this program as well as implementing outreach and designated make-up hours.

2. Program Environment

- a. LOAD has been decreasing over the past few years some contributing factors include 2016/2017 online courses not being offered and more marketing.
- b. External factors include implementation of CAMTC regulations, MBLEx requirements, school approval status. These factors within the profession have directly impacted decreasing enrollments with many school and program closures.

3. Retention – overall 2016/2017 withdrawal rates WELL Program (4.7%) compared to Skyline College (13.1%).

- a. Implementing academic advising, early alert/warning system, faculty scheduled office hours, and TRIO student support services.

4. Demographics

- a. Advertising – needs to be specific to our student demographics, non-traditional college students, disproportionate students, and male population.

Course Level SLO's

- a. Revision of SLO's mapping to PSLOs conducted in 2017 as part of our Comprehensive Program Review (CPR).
- b. Assessments started in Fall 2016 and will continue to identify trends and potential areas to fine tune our teaching pedagogy and supports our PSLO's.
- c. Additionally the curriculum supports the success of our students with our MBLEx first time pass rates (84.6%) for 2017 (cohort 2016/2017) being well above National first time pass rates (72.9%) meeting the CAMTC criteria to maintain school approval status.
 - i. Putting this into perspective - overall MBLEx pass rates: WELL (84.6%), National (66.7%), California (65.2%).

III.B. Reflection: ISLOs

If your program participated in assessment of ISLOs this year:

- (1) What are the findings and/or conclusions drawn?
- (2) Does the program intend to make any changes or investigate further based on the findings? If so, briefly describe what the program intends to do.

Narrative

Participated with ISLO's assessment for Lifelong Wellness in Fall 2017.

Assessment: Comparative perspectives of self-care using food by implementing food journals from three different perspectives: Western, Chinese Medicine and Ayurveda. Students after doing these three separate assignments implement an opinion paper addressing the similarities and differences between these perspectives of how food is used for health and healing. This addresses the traditional theories with which each philosophy is based, the application of individualized menu planning, and self-reflection of the process and its personal impact.

This ISLO: Develop attitudes central to lifelong learning; openness, flexibility, intellectual curiosity, and a broad perspective that values diversity of thought.

21 students	Excellent	Good	Fair	Needs Improvement	Did not do assignment
	13/70%	1/5%	1/5%	1/5%	5/24%

There were 21 students in this weekend course overall 71% of the students achieved proficiency as stipulated by the rubric provided.

IV.A. Strategy for Program Enhancement: Continuation/Modification


Indicate whether the program is continuing implementation of the last CPR strategy or revising the strategy. Please describe the modifications if revisions are intended.

Note: Any new strategies should be linked to Institutional Goals through creation of objectives in the next section. If the program has not yet participated in comprehensive program review, an annual or multi-year strategy can be defined in this item.

Narrative

1. We are continuing the implementation of many items in our last CPR strategy (SPR 2017).
2. Next academic year:
 - a. **We are keeping abreast of the changing landscape of the massage therapy profession.** The CAMTC School Re-Approval Application is due in order to meet the CAMTC school approval status that expires in June 2018. The application has yet to be turned in by the department, but it is being worked on. If this does not make the deadline the students will lapse in school approval status and will not meet the established regulatory criteria in order to acquire CAMTC certification that is required in San Mateo County or take the MBLEx.
 - b. **Continue to monitor students success rates and maintaining CAMTC MBLEx pass rates** compared to national standards. The statistics indicate that the two semester implementation of this program was inadequate preparation with an overall WELL pass rate of 55.6% compared to the national pass rate of 66.4%.
 - c. **Increase our enrollments** it would be beneficial to expand the advertising to specific student demographics related to our program and specific to our field within the wellness and integrative healthcare professions. Many students do not know we are here. According to surveys given on the first day we have identified that these students learned about WELL courses primarily from the class schedules or from a friends, former students and postings on school boards around campus. The website needs to be updated. Intentional advertising specific to our student demographics and disproportionate student population. Our Advisory Board identified that the website could be easier to navigate, and easier to find WELL courses.
 - d. **Employment** – Employment for massage therapists are projected to grow 26 percent from 2016 to 2026, much faster than the average for all occupations.

Massage Therapy (Occupational Outlook Handbook, May 2017 Edition)	
2016 Median Salary 75% 90%	\$39,990 /year \$57,280/year \$77,470/year
Number of Jobs (2016)	160,300
Job Outlook 2016- 2026 (Faster than average for all occupations)	26%
Massage Therapists Percent change in employment, projected 2016-26	
Massage therapists	
26%	
Other healthcare support occupations	
22%	
Total, all occupations	
7%	
<p>Note: All Occupations includes all occupations in the U.S. Economy. Source: U.S. Bureau of Labor Statistics, Employment Projections program</p>	

Associated Objectives
 644-Wellness Instructional Equipment for Instruction





IV.B. Strategy for Program Enhancement: Action Plan and Resource Requests

Based on the most recent CPR and any desired modifications, develop an annual action plan with related resource requests. No narrative response will be entered in this section, but the objectives you create will be printed automatically in the APP report under this item.

(1) To begin, click on PLANNING at the top of the page, then CREATE A NEW OBJECTIVE. To view previously created objectives, click PLANNING at the top of the page, then VIEW MY OBJECTIVE.

(2) IMPORTANT! Make sure to associate each objective to this standard in the APP. Need help? Contact the PRIE Office for further instructions. Institutional Goals.

Narrative

Associated Objectives
 587-Permanent Instructional Assistant/Aide
 623-Subscription memberships and renewals
 644-Wellness Instructional Equipment for Instruction
 Budget and Objectives of Wellness Department

Objectives of Wellness Department

Planning Year: 2018-2019

Planning Year: 2018-2019

Unit Code	Planning Unit	Unit Manager
2411WELL00	Wellness	Ryan, Cassidy

Objective Status: New/In Progress

587	Permanent Instructional Assistant/Aide Permanent instructional Assistant - currently this is a temporary position.
623	Subscription memberships and renewals 1. CAMTC renewal \$3000.00 - to maintain CAMTC school approval status every 4 years. 2. ABMP school renewal \$150.00 - to maintain school membership - access to ExamCoach for 18 months
644	Wellness Instructional Equipment for Instruction Instructional equipment needed for the Wellness program: Massage Therapy Program: Male Figure: medical v3a-Anatomy (1) Use for Massage Therapy course during anatomy instruction. Tall filing cabinets with wheels - with lock. Mobile File Black (2) For confidential files for students and clients.
